

Andrea Rubí

Las Vegas, Santa Barbara, Honduras

 VARIETY: Parainema	 PROCESS: Washed	 HARVEST TIME: December–April	 FLOWER SEASON: June–August
		 WET MILLING: 24 hours fermentation	
 ELEVATION: 1300–1700 MASL	 PRODUCER: Andrea Rubí	 DRYING: 18–23 days	
		 DRY MILLING: Stored in parchment, milled for export	

After nearly two decades of conventional coffee farming in Las Vegas, Santa Bárbara, Honduras at Fincas Ruland 1, parents Alfredo Rubí and Suyapa Landaverde decided to purchase a new plot of land in 2015, with dreams of cultivating specialty coffee varieties. With these new varieties, they hoped to enter a specialty market that would better appreciate their family’s story and reciprocate their values, with fairer prices and the opportunity to amplify their personal history directly to consumers. Putting those intentions into action, Finca Ruland 2 launched the family into a new era of strategy and focus for the business.



Coming from the completion of her degree in Hospitality Management, daughter Andrea Rubí returned to her “coffee paradise” hometown around the same time that the Rubí-Landaverdes were beginning work on Finca Ruland 2. Working beside her two sisters, Brenda and Angie, Andrea took the lead on building out the family’s specialty coffee farm, which now grows eight varieties including this plot of Parainema. Nestled between the Sierra La Esperanza and Santa Bárbara mountains in an area as beautiful as it is biodiverse, Finca Ruland 2 sits at 1,300–1,700 meters above sea level.

Through a tumultuous year involving a particularly bad hurricane season and the ever-worsening impacts of climate change, the ongoing COVID-19 pandemic, labor shortages, and a shipping container crisis, Andrea and her family persevered to not only produce coffees with the exceptional quality we know and respect her for, but also to experiment with exciting first-time processes, which they’ve shared with us for future releases. For this washed lot of Parainema, their team ferments the cherries for 24 hours before washing and sending the lot to drying patios, where it is then carefully monitored for up to 23 days.

We were lucky enough to host Andrea, Brenda, and their aunt, Alma—who lives in Brooklyn and happily houses the sisters on their trips to New York—just prior to the release of this coffee, at our Roastery in Long Island City during their first visit to the city since the COVID crisis began. In these strangest of times, it was a comfort to all of us to know that we could still come together to connect, across thousands of miles, over a cup

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of coffee almost years in the making. Andrea openly expressed to us the difficulties of this harvest, but proudly sipped the exceptional end result of so many months of diligent effort from such a wide-reaching team. While listening to Andrea and Brenda discuss all that went into this crop, as well as their family's plans for expansion and growth, we were reminded of the truly collaborative nature of the work that we do—months ago, Andrea eagerly awaited feedback from our green coffee team's QC of the sample she sent us, and here we were, holding our breath at the Rubí's' first sip of the roasting and brew work we layered onto their achievements. Together, we smiled through cups, masks, and two years of pandemic anxieties, at the beauty of each perfect sip.



Andrea and Brenda are returning to Honduras after just a brief trip to New York, in order to get an exciting new aspect of their business off the ground. This month, they'll be opening their first-ever cafe, located in their hometown of Las Vegas. In addition to diversifying their business, the sisters hope to be able to honor the incredible foundation their parents laid out for them throughout the course of these two decades. This year, their father Alfredo retired from his mining job after many, many years in the field, and while the family is thrilled to finally have him home full time, this means one less source of income that gets re-invested into the farm. The cafe is the sisters' homage to their father and his career milestone, a new pillar in their path to becoming a truly sustainable business, and their way to provide for the community that nurtured their parents' passion all of these years.

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Overall, Andrea sees opportunities to use the family business to help provide sustainable, year-round work for people in and around Las Vegas. In addition to harnessing a tourism economy that sometimes emerges around specialty coffee farms, she wants to educate those in her community about the benefits of cultivating higher quality coffees and selling them through shorter, more direct supply chains to values-oriented companies. She also dreams of building an importing/exporting business to help those in Honduras who are forced by limited options to sell their



coffees at prices below the already devastating c-market price, effectively working themselves deeper and deeper into debt and poverty. Andrea describes a feeling of “helplessness and vulnerability” when asked about the c-market crisis, but without missing a beat, follows with optimism, potential solutions, and a palpable fighting spirit. She also works to sell her family’s conventional coffee at fair prices directly to coffee companies and hopes to help other Honduran farmers to do the same. After speaking with her, we are always left smiling—as a young entrepreneur, she is forward-thinking and fearless.