

Andrea Rubí Natural

ATLAS
COLLECTION

Las Vegas, Santa Bárbara, Honduras

 VARIETY: Parainema	 PROCESS: Natural	 HARVEST TIME: December–April
		 FLOWER SEASON: June–August
 ELEVATION: 1300–1700 MASL	 PRODUCER: Andrea Rubí	 DRYING: Dried for 2 days on the patio to control for humidity, then moved to drying beds for 25 to 45 days depending on climate
		 DRY MILLING: Stored in cherry, milled for export

CUP SCORE:
86

PARTNER SINCE:
2018

The Atlas Collection seeks to highlight our coffee sourcing values—quality, ethics, collaboration, and integrity—which act as our tools for exploring the complex world of coffee. This coffee from Andrea Rubí in Santa Bárbara, Honduras is a wonderful example of ethics.

After nearly two decades of conventional coffee farming in Las Vegas, Santa Bárbara, Honduras at Finca 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 (named as a combination of Rubí and Landaverde) 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 MASL.

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, of which we are the lucky recipients. For this naturally processed lot of Parainema, diligence and attention to detail begins out in the field—hand pickers select only the reddest of cherries, ensuring the optimal moisture level and flavor profile of the end result. After cherries are delicately hand-picked, they are dried for two days on the patio to control for humidity, then moved to drying beds for 25 to 45 days, depending on climate.

Joe
Coffee

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Andrea manages the logistics behind all of the family's processes, and somehow, still finds the time to build in experimentation—though she will be the first to humbly admit that it is often an anxiety-driven process! On a recent visit to New York, Andrea openly expressed to us the difficulties of this harvest, but smiled in relief while recalling the nervousness she felt in sending our roasting team a sample of her very first foray into natural processing. Our roasting team absolutely adored the sample, to say the least, and have been eagerly awaiting the day when we could share the final product with a wider audience.

Andrea and Brenda returned 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. Driven by a sense of responsibility to share a range of coffees with the community that helps to produce them, the sisters set out to ensure that this wider circle is able to participate in the "specialty" aspect of coffee in more ways than one. They already do this through local community-based markets, and hope to expand their reach even further with their upcoming cafe opening.



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.