

# The Village

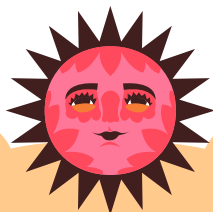
☆ <b>ORIGIN:</b> Santa Barbara, Honduras	▲ <b>ELEVATION:</b> 1300–1700 MASL
❓ <b>PROCESS:</b> Washed & Natural	✿ <b>FLOWER SEASON:</b> June–August
☞ <b>PRODUCER:</b> Andrea, Angie and Brenda Rubí	☀ <b>DRYING:</b> 18–23 days
🕒 <b>HARVEST TIME:</b> December–April	🌱 <b>DRY MILLING:</b> Stored in parchment, milled for export
📦 <b>WET MILLING:</b> 24 hours fermentation	

When it comes to producing exceptional coffee, it truly takes a *village*. Women are a tremendously influential part of the global coffee community, making up 70% of the labor in field work and harvesting—detail-oriented roles which ultimately translate to excellence in the cup. However, women face steep challenges when it comes to equitable access to career growth, land, education, and credit, representing just 20-30% of farm ownership.

The Village is a celebration of women in coffee, composed of seasonally-rotating coffees from valued relationships with female producers and cooperatives, aimed at highlighting and addressing this gender gap. According to strong research, investing in women increases the sustainability of coffee everywhere—women are more likely to reinvest their income back into their families, their coffee businesses, and their communities. And when access to decision-making and the global marketplace improves for women farmers, quality improves too.

Currently, The Village comes from the Rubí sisters' farm Finca Ruland 2, in Las Vegas, Honduras. Andrea and her sisters' skill and diligence shine through this lot of washed and natural coffees. Expect a complex balance of layered acidity and structured sweetness. Beginning with notes of deep citrus and stone fruit, flavors arc towards ripe cherry as the coffee cools, leaving us with a final, soft note of spice and caramel.

After nearly two decades of conventional coffee farming at Fincas Ruland 1 in Las Vegas, 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



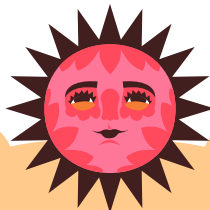
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varieties, they hoped to enter a specialty market that would better appreciate their family's story and reciprocate their values, with fairer prices and the opportunity to amplify their personal history directly to consumers. Putting those intentions 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. 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, which they've shared with us for future releases. For this washed lot, 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—in 2022 at our Roastery in Long Island City during their first visit to the city since the COVID crisis began. In these strange 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 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



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sent us, and here we were, holding our breath at the Rubís' 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 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. Last summer, they opened 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. Last 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.

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 it 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, and learning more about the sisters' never-ending pursuit of sustainable growth, we are always left smiling—as a young entrepreneur, she is forward-thinking and fearless.

