

## JOSE WILLAN ABAD ROMAN COFFEE GROWER WHO KEEPS A FAMILY TRADITION ALIVE FROM THE HEART.



William's passion for coffee was instilled in him by his parents from an early age. Later, he studied to become a coffee taster, and it was during this time that he discovered the world of specialty coffee and its complexity. With this realization, he decided to shift the focus of his farm, Los Pinos, towards producing high-quality coffee. He saw an opportunity to improve the quality of life for his family, which became his biggest motivation, and so he took the leap. Since then, he has made improvements, including better management of coffee wastewater and cherry pulp. For William, caring for the environment is essential; he prohibits cutting down forests, ensures the protection of native animals, and maintains an environmentally friendly farm. His family plays a key role in achieving this. William's father and three brothers oversee crop cleaning and pest management, while his mother and wife manage the cherry selection and drying areas. William himself takes care of the fermentation processes. The next step William plans to take is to improve the farm's infrastructure and expand its area to plant other varieties. He invites you to visit the farm and experience firsthand the work he and his family are doing to achieve the quality of coffee you are about to taste.

FINCA:

EL PINO.

[View on Maps](#)



## LOCATION.



**COUNTRY.**

Ecuador



**DEPARTMENT.**

ZAMORA CHINCHIPE



**MUNICIPALITY.**

CHINCHIPE



**ELEVATION.**

1264 MASL



**LATITUDE / LONGITUDE.**

-4.889627 /

-79.185637

## SIZE.



**TOTAL FARM AREA.**

2 Hectares



**AREA IN COFFEE.**

2 Hectares

# FARM VARIETIES.

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## VARIETIES

Typica  
Mejorado



## VARIETIES

Typica (Comun)

# TECHNICAL INFORMATION.

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## HARVEST.

May - September.



## MITACA.



## PROCESSING.

Washed.



## SHADE.



## DRYING METHOD.

Beds or strollers or drying module for 15 days.

# OTHER INFORMATION.

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## CERTIFICATIONS.

NO



## PECA.

Yes



## ASSOCIATION.

Independent Producer

