

CARLOS EFREN JIMENEZ TORRES A COFFEE GROWER WHO KEEPS A FAMILY TRADITION ALIVE FROM THE HEART.



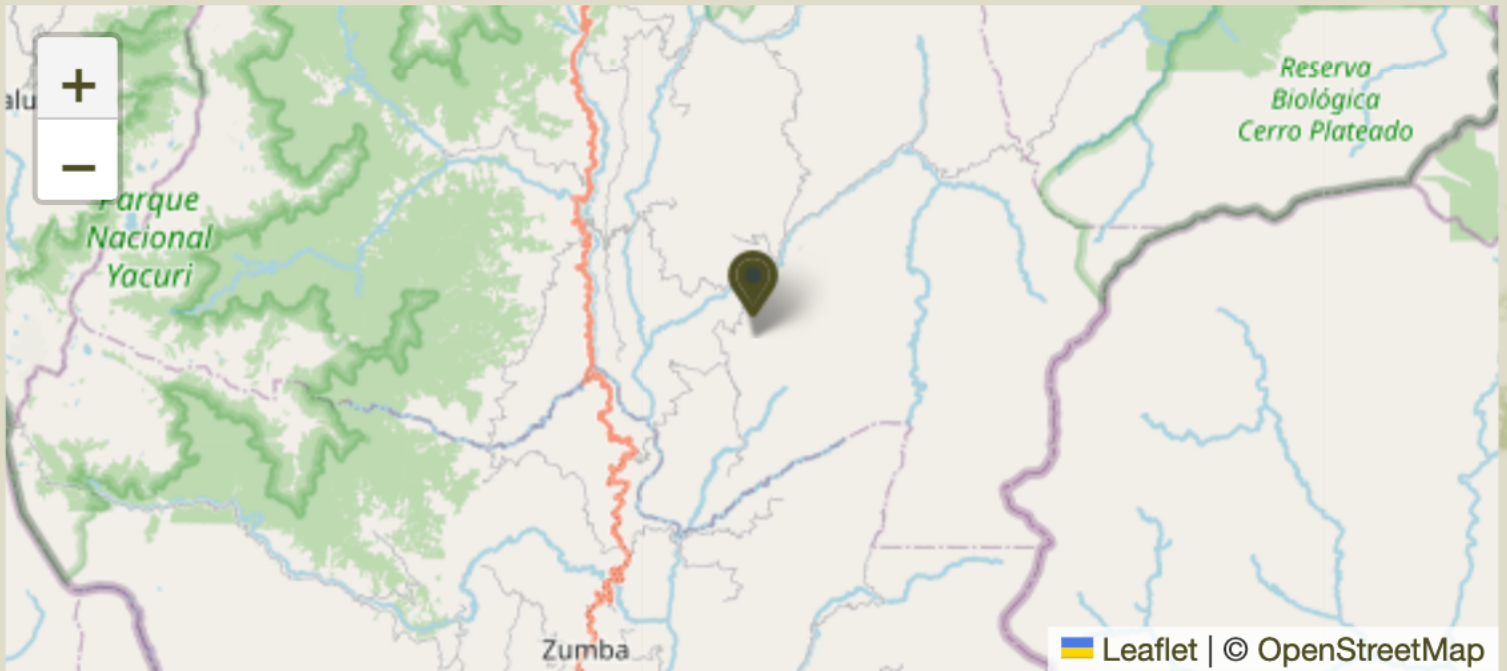
The Jimenez brothers are truly a remarkable example of a family working together, a band of brothers. They come from a lineage of coffee farmers, with brothers Carlos, Jorge, and Sebastian representing the third generation. Their grandfather and father passed down to them a deep passion for coffee. Their grandfather was able to provide for his family through coffee, and their father raised them with the same love for coffee, instilling in them a strong work ethic. Eventually, they purchased their own farm, which they named after their grandfather, Palermo. They have been involved in coffee production since around 2005, initially selling on the local market as conventional coffee, without a differentiated price based on quality. In 2020, Caravela approached them, and the coffee they sold turned out to be of excellent quality. Since then, they have sold their coffee to Caravela and have received better prices for their high-quality product. They are among the first producers in Palanda to collaborate with Caravela. Following this partnership, they have received visits from PECA educators who have provided guidance on how to improve their farm management and processes. As brothers, they have focused on implementing an agroforestry system to preserve the flora and fauna of the farm, and they have implemented effective shade management with native species. Their primary challenge is to continually strive for even better quality. One of their dreams was to have their coffee reach other countries, and they have achieved that dream.

The Jimenez brothers initiate their coffee processing with a thorough manual selection of ripe cherries, which are then transported to the wet mill on the farm. There, the cherries are pulped, and the coffee is placed in sealed plastic tanks for a 48-hour fermentation period. Subsequently, the coffee is washed and moved to the drying area, where it will take around a month in overcast or rainy weather. In favorable conditions, it takes an average of 15 days to reach its ideal humidity level.

FINCA:

PALERMO.

[View on Maps](#)



LOCATION.



COUNTRY.

Ecuador



DEPARTMENT.

ZAMORA CHINCHIPE



MUNICIPALITY.

PALANDA



ELEVATION.

1650 MASL



LATITUDE / LONGITUDE.

-4.703693 /
-79.045727

SIZE.



TOTAL FARM AREA.

5 Hectares



AREA IN COFFEE.

2 Hectares

FARM VARIETIES.



VARIETIES

San
Salvador

TECHNICAL INFORMATION.



HARVEST.

April - September.



MITACA.



PROCESSING.

Washed.



SHADE.

juabos, porotillos.



DRYING METHOD.

Canopy or solar tent or roof for 18 days.

OTHER INFORMATION.



CERTIFICATIONS.

C.A.F.E. PRACTICES



PECA.

Yes



ASSOCIATION.

Independent Producer

