

COFFEE THROUGH THE MISTS OF TIME

Since its accidental discovery in Ethiopia thousands of years ago, coffee has become a valuable global commodity; a necessity for millions of people who wake up every morning wanting a great cup of coffee.

Throughout its existence, coffee has meant either feast or famine for many. It has inspired poets and composers, been the source of controversy, contributed to the development of many countries and delighted even the most

refined palate with its flavor.

HOW AND WHEN WERE THE COFFEE PLANT AND ITS MARVELOUS FRUIT DISCOVERED?

Nobody knows for certain. Many historians have researched coffee and their conclusions are a mix of imagination, fact and legend, where the characters have been lost in

the mists of time...





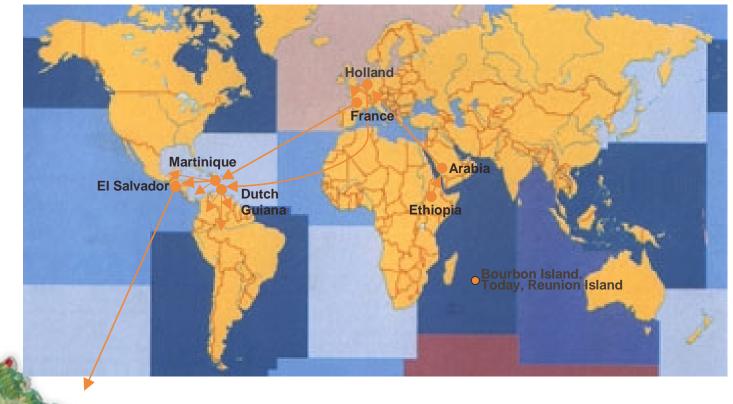






AFRICAN ORIGINS

The wild Coffea arabica, discovered in ancient Ethiopia, was taken to Arabia between 575 and 850 by African tribes and the Sufis known as "whirling dervishes." There, coffee cultivation became so widespread that a jealously guarded monopoly grew up around it, which protected the shipping ports to ensure that no fertile seed left port undetected. Beans would be roasted or boiled before leaving port so they couldn't germinate.





Dutch Guiana propagated coffee in South America, while Martinique distributed coffee to the Caribbean, Central America and Mexico.

FROM ETHIOPIA TO EL SALVADOR



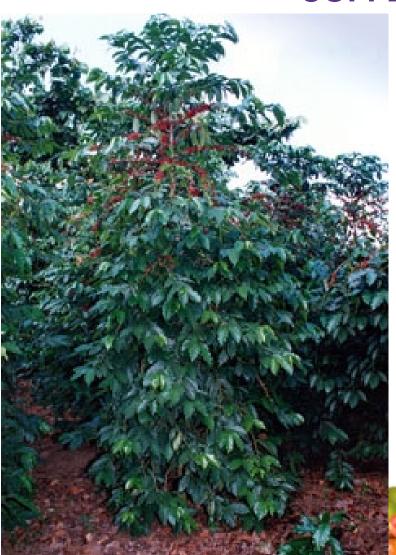
EL SALVADOR OWES

MEET THE COFFEE TREE



BOURBONS PREDOMINATE IN EL SALVADOR





BOURBON

ORIGIN: Ethiopia; then to Arabia, Netherlands, France and

Martinique, and from there to El Salvador.

DESCRIPTION: tall plant, long branches, long internode

spacing, open architecture, deep red berries. **GROWING ALTITUDE:** from 800-1500 meters. **BEAN SIZE:** length 0.95 cm; width 0.70 cm;

thickness 0.36 cm.

BOURBON CUP QUALITY EVALUATION: Aroma:

penetrating and rich, floral overtones, sweet, chocolate-like. **Body:** full-bodied with excellent mouthfeel. **Acidity:** medium to high, good brightness, very well balanced. **Flavor:** sweet and pleasant, with long persistence and complex chocolate-like attributes.

TEKISIC OR SALVADORAN BOURBON ORIGIN: The *Tekisic* cultivar was obtained from the

ORIGIN: The *Tekisic* cultivar was obtained from the *Bourbon* variety in El Salvador. Its selection began in 1949 and it was released in 1977. The word *Tekisic* comes from the *Nahuat* "tekiti," meaning work, and ISIC, "Instituto Salvadoreño de Investigaciones del Café" (Salvadoran Institute for Coffee Research). Therefore, *Tekisic* means the work of ISIC.

DESCRIPTION: tall plant, long internode spacing, broad plant architecture, branches that tend to form fans of secondary shoots, light green shoots.

GROWING ALTITUDE: from 800-1500 meters.

BEAN SIZE: length 0.82 cm; width 0.64 cm;

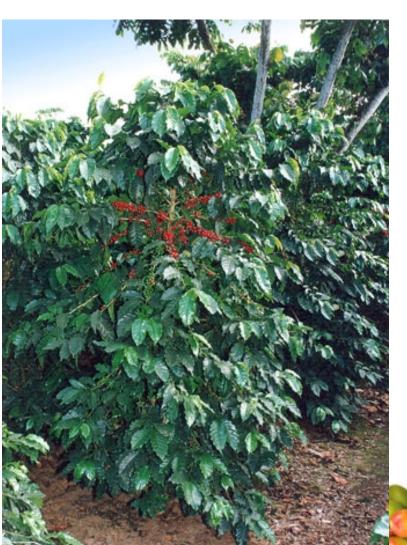
thickness 0.35 cm.

TEKISIC CUP QUALITY EVALUATION: Same as

Bourbon.

BOURBONS PREDOMINATE IN EL SALVADOR

COFFEE VARIETIES



PACAS

ORIGIN: Mutation of the *Bourbon* variety reported in Santa Ana, El Salvador in 1949.

branches; short internode spacing; dark green leaves; well-developed roots; tolerates wind, sun and drought; compact architecture.

GROWING ALTITUDE: from 600-

1000 meters.

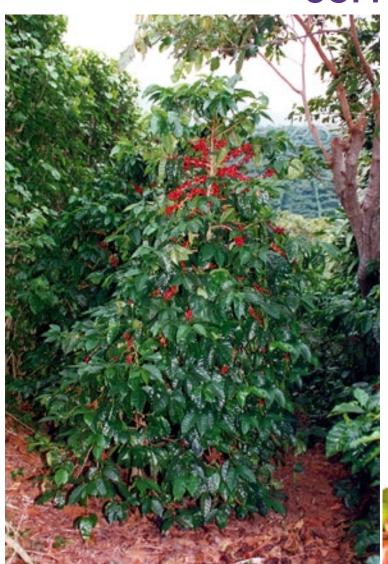
BEAN SIZE: length 0.85 cm; width 0.66 cm; thickness 0.34 cm.

PACAS CUP QUALITY EVALUATION:

Aroma: mild with a rich fragrance. **Body:** medium, with pleasant mouthfeel. **Acidity:** medium, with notable finesse. **Flavor:** subtle sweetness and lots of finesse.

BOURBONS PREDOMINATE IN EL SALVADOR





PACAMARA

ORIGIN: A Coffea arabica hybrid originating in El Salvador in 1958 by artificially crossing Pacas with Red Maragogipe, from where it gets the name Pacamara.

DESCRIPTION: mid-size plant; short internode spacing; large, corrugated, dark green leaves; large berries.

GROWING ALTITUDE: 1000 meters

and higher.

BEAN SIZE: length 1.03 cm; width

0.71; thickness 0.37 cm.

PACAMARA CUP QUALITY **EVALUATION:**

Aroma: pronounced, with floral overtones and complex chocolate-like sweetness. Body: pronounced, fullbodied, excellent mouthfeel. Acidity: high, elegant. Flavor: chocolate-like, very persistent.

EL SALVADOR'S HILLS, MOUNTAINS AND VOLCANOES: BOURBON FORESTS

To talk about mountains, volcanoes and hills is to talk about the landscape of coffee excellence in El Salvador.



Predominant coffee varieties: 71.7%

Beverage characteristics: fragrant

aroma, orange-flower scent; fine, sweet,

Pacas blend.

chocolate-like flavor.

Bourbon; 7.4% Pacas; 20.9% Bourbon and

Most of the coffee is grown along the central plateau and the recent volcanic chain in highlands at 500 to over 1500 meters. Other important coffee growing areas are the Chingo volcano, El Balsamo Coast, Jucuarán, Osicala and Perquín, as well as Metapán, La Palma in Chalatenango, Ilobasco and Corinto, among others.

ALOTEPEQUE METAPAN MOUNTAIN RANGE

Predominant coffee varieties: Bourbon, Pacas and Pacamara.

Beverage characteristics: excellent aroma; floral, chocolate-like, citrus flavors; exceptional citric acidity.

NAHUATERIQUE MOUNTAIN RANGE

Location: Northern Morazán Department; from the evergreen forests on the Honduran border to the Torola river valley to the south.



CACAHUATIQUE MOUNTAIN RANGE

Predominant coffee varieties: 65.3% *Bourbon*; 20.6% *Pacas*: 14.1% other varieties.

Beverage characteristics: a fine, juicy flavor with excellent aftertaste; plenty of body and a pleasant almond flavor.



APANEGA ILAMATEPEC MOUNTAIN RANGE

Predominant coffee varieties: 64.2% Bourbon; 25.6% Pacas; 10.2%; blend of Bourbon, Pacas and other varieties.

Beverage characteristics: sweet, floral, fragrant aroma; chocolate-like, nutty, apricot, creamy, citrus, fruity flavors; soft, fine acidity. Very consistent aftertaste. 84% of the Cup of Excellence 2002/2003 winners came from the Apaneca llamatepec Mountain Range.



EL BÁLSAMO MOUNTAIN RANGE -CENTRAL BELT

Predominant coffee varieties: 51.8%
Bourbon; 22.5% Pacas; 25.7% blend of
Bourbon, Pacas and other varieties.
Beverage characteristics: a balanced,
creamy cup with excellent body, vanilla
flavor, and bright acidity, giving it a
velvety character.



TECAPA CHINAMECA MOUNTAIN RANGE

Predominant coffee varieties: 69.5% Bourbon; 22.2% Pacas; 8.3% mainly a Bourbon and Pacas blend.

Beverage characteristics: a complex beverage; excellent balance of body, aroma and acidity; good sweetness; chocolate-like, ripe fruit, caramel, cantaloupe, apple and raisin flavors.



The Salvadoran coffee-growing region contributes to preserving the life of many local and migratory species. Each coffee bean El Salvador exports to the world represents life, the preservation of natural resources and the purity of our soil, water and air. Every bean is carefully processed by many Salvadoran hands to ensure the highest quality and satisfaction.

Studies done in 2001 by **PROCAFE** in the country's coffee regions, show that coffee planted in different agroecosystems contributes greatly to the capture of carbon:

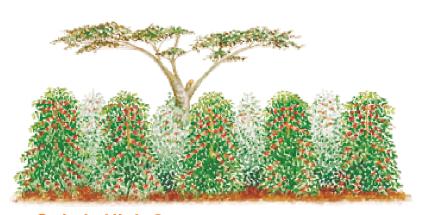
Rustic: 174 tons/ha, Traditional: 101 tons/ha, Forest: 196 tons/ha, Modern: 118 tons/ha, and Commercial: 76 tons/ha.



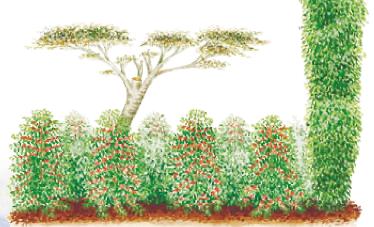


Salvadoran coffee is shade-grown.

In El Salvador, coffee plantations spread over 161,000 hectares, where 100% of the coffee is grown under the shade of diverse tree species.



Thanks to its shade, the Salvadoran coffee plantation is the perfect habitat for endangered species and migrating birds, besides being an excellent reservoir for many species of beneficial flora.



Strictly High Grown



DISCOVER EL SALVADOR'S SPECIALTY COFFEES

Excellent agro-ecological conditions, the characteristics of the widespread Bourbon variety, along with a prime geographical location, have enabled marketing Salvadoran coffees in specialty market niches, where consumers have responded enthusiastically.

Salvadoran coffee fetched a record-breaking price during the Cup of Excellence competition in 2003, creating growing interest among producers to protect quality through better field management.

ORGANIC COFFEE

Organically grown coffee is spreading throughout El Salvador. Strict agronomic and processing procedures are observed, to ensure the consumer will drink the best quality natural product, free of chemicals and synthetic products.

Coffee growers make the most of varieties fully adapted to the country's climate, and follow organic coffee farming standards:

- Protect the biodiversity of the agricultural system by using diversified shade and **Eompanion** crops;
- Practice ecological soil management with protection methods and organic fertilizers; Chemical-free pest control: biological control rapping liming for fungi control, ground cover, rootstock grafting to control nematodes and other pests in the soil.
 - Strict quality control guidelines during production and harvest.

GOURMET COFFEE

Altitude: 1400 meters.

Variety: at least 90% Bourbon, Pacamara and

Maragogipe.

Harvesting: fully ripened berry, hand-picked.

Sorting: Manual.

Receiving tank conditions: no green berries.

Processing: separate pulping; natural fermentation depending on the state of the cherries, location of processing plant and climatic conditions; washing with clean, pure water; strictly sun dried.

Color of exported green coffee: blue green.

Bean size: 100% above screen 16. Envase: en sacos especiales de henequén

Trillado: poco tiempo antes del embarque,

haciendo una nueva selección manual.

CAFÉ AMIGABLE CON LA BIODIVERSIDAD O **ECOLÓGICO**

Fundación PROCAFÉ, con fondos del Global Environmental Facility -GEF, realizó el proyecto "Café y Biodiversidad", cuyo objetivo primordial es preservar la biodiversidad en el bosque cafetalero salvadoreño, mediante prácticas agronómicas respetuosas del ambiente, promover la certificación de fincas en las que se produzca el café bajo árboles de sombra, el cual encierre en si el respeto al medio ambiente y alta calidad en la bebida.



COFFEE- DEVELOPMENT AND GROWITH FOR EL SALVADOR

ENVIRONMENTAL BENEFITS:

The coffee area is almost the only forested land in El Salvador. Approximately 11 million shade trees protect about 626.5 million coffee plants, providing the following environmental services:

- Climate regulation.
- Replenishment of groundwater.
- Prevention of erosion, and soil formation and improvement.
- Nutrient recycling.
- Biological control.
- · Genetic resources.
- Wildlife refuge.
- Food and raw material production.
- Scenic beauty, recreation and culture.
- Salvadoran coffee plantations have a carbon reserve of 32.2 million tons, and fix 13,178 tons of carbon dioxide every day.

Basic services: Since its beginnings, coffee growing has encouraged infrastructure and basic services across the country, including education, health and housing, it also led to the extension of the road system, building of bridges and hospitals, and the introduction of running water in many communities.

ECONOMIC CONTRIBUTION:

Contribution to the Gross Domestic Product (2001): 2%.

Contribution to the Agricultural and Livestock Gross Domestic Product (2001): 16.7%.

Foreign exchange generated (2002): US\$106 million.

SOCIAL IMPORTANCE:

Job creation: 42% of the Salvadoran population lives in rural areas. Coffee growing generates income through an average of 133,000 permanent jobs and 33.3 million workdays for temporary workers per year.

> EVERY HOUR, CORRE FORESTS ADD 500 m²OF WATTER TO

GROUNDWATER



