



TAMANA



ELIAS ROA PARRA IS AN EXAMPLE

of true grit and integrity. He literally started his farm from nothing, living in a makeshift shelter on the land with his family while they planted their first crops. The coffee market is tough, farming is unpredictable, and being vulnerable to the crime in Huila is a testament to his fortitude. Through an unexpected chain of events, he met Tim Wendelboe (of Tim Wendelboe Coffee in Norway). Tim began a partnership with Elias based on trust and sustainable progress. Elias identified the value in the specialty coffee market and how they supported the health and growth of his farm.

To remove the paradigm of commodity coffee from the perspective of the farmer is a tough sell. A farmer needs to sell a crop to maintain the land and provide for their family. What the commodity market offers is a promise to sell the coffee, even though the value can be devastatingly low. For a farmer to demand a price for their coffee, regardless of the prices being accepted by other farmers in their region, is a brave move. Quality can be fleeting, and the current norm of only paying differentials above the commodity price does not promise a price that will cover real costs of production.

When I asked Elias about purchasing his coffee, he told me directly how much per pound he needed to earn to support the innovation and progress of his farm. This was refreshing because it was not a conversation about perceived quality and value, but real value. Elias is confronting the hostile forces of the coffee market and staking his claim on the principle that roasters like Tim Wendelboe and Blueprint Coffee will support the shift in relationship toward value and integrity.



JUNE 2017



TAMANA



COUNTRY:	Colombia
REGION:	El Pital, Huila
ALTITUDE:	1650 - 1750 MASL
PROCESS:	Washed
HARVEST:	June - July 2016
VARIETY:	Caturra, Colombia
IMPORTER:	Atlas Coffee

SUGGESTED PARAMETERS

DRIP RATIO:	1 : 17
ESPRESSO RATIO:	1 : 2
WE TASTE:	malted chocolate, fig, currant

