**A5CF - Interview manager coffee association dosquebradas - 13-7-2022**

**Firstly, thank you very much. [name], tell me who you are, what you do in the association, what experience you have, all this to get to know you a little better.**

Thank you very much for considering us, and welcome to the association, the Association of Producers, of Small Producers of the municipality of Dosquebradas, Department of Risaralda. This association was created 12 years ago, with 50 partners, who were the ones who started it. Today, we have around 200 on average, 300-270 producers linked to the association. Obviously, some have passed away, so the active ones, the people who are active are around 140. So, here we go, with this project. I am an economist, I worked for more than 20 years in an exporting company of production […]and qualities, and I am currently directing the association, this small association, in all production processes; from the purchase of parchment coffee to the finished process as well. We organize courses. In the association we organize barista courses, tasting courses, we organize... We have agreements with SENA, with some universities, with UNISAL as well. So, the idea is to work closely with them. An entity that has given us too much support to the association is the government of the Department of Risaralda and the Secretary of Agriculture through the Dosquebradas mayor's office. We've had a lot of support from them.

**Are you in Dosquebradas and are you all coffee producers?**

All associates here are coffee farmers, correct. However, the association opened a space for people who work with coffee who do not have a coffee ID, who work with coffee, who have their own coffee store, or who sell coffee, it opened a space for these members as adherents with a different fee, and with a different monthly payment.

**Is there a maintenance fee to belong to the association?**

Yes, for producers who have a coffee ID, there is a membership for a fee, and there is a maintenance fee. That maintenance fee and that affiliation can be done both in coffee and in cash; we also receive coffee as payment. Exactly. The association, at this moment, well, I am a taster too. I am a taster, and I am eager to continue with this beautiful project, which is that it already has a lot to prosper through the association.

**Super cool. Well, then, what do you think are the biggest challenges of this coffee sector?**

Well, let's see, I would think, or believe that one of the main challenges is the climate. It would definitely be the weather, as there are many producers who have their properties on many hillsides. Nowadays, they have been very affected by the winter, by this winter wave that we just went through. I would think that one of those is, in the first instance, the weather. Second, the costs of inputs. The inputs, the fertilizers are too expensive, and that has meant that many coffee growers, many producers cannot make their own, let's say, their own profit on the property, to make a good process to their properties. Thus, the coffee, then, they prefer to let it fall, to be lost because they don't really have a way to sustain it.

**If you could change anything you do, what would you change? What would you do extra?**

It is that there are many things. Coffee has many things; coffee has too many processes, and nowadays, we have... Colombia is starting to become cultured on this issue, on having a good coffee. Therefore, currently, what we are doing is teaching children because we have already started with a pilot group from 5 to 6 years old, for grandchildren and children of coffee farmers, and start teaching them to drink coffee because we have to start not only to get the product out of Colombia, but also to have a per capita consumption. At this moment, we are one of the largest coffee producers, one of the best coffee exporters, but we are one of the worst coffee consumers, and if we consume it, we do not know how to consume it. So, the idea is that, how to start culturing, and start with children so that in the future we can also have an excellent national coffee consumption.

**What projects do you have here as an association? What things are you doing right now, what projects do you have in general?**

Well, as an association, we are first training. Training all producers. First, they learn to sell their coffee, that is, they know what coffee they are producing. Well, that's one of the goals. What this association does is one of the objectives we want. In other words, make that the producer himself start to know what he is selling, and what he is producing. So, we are on that job. We are even going to start an agreement with the government, as something pilot, to begin to identify the coffees produced by each producer at the level not only of the municipality of Dosquebradas, but also at the level of Risaralda. In principle, that. Another project that was launched by the president is to try to find some products, some organic fertilizers that are from the same waste, from the coffee grounds, for example, from coffee, which has been processed, or from *cisco* itself, which It is the coffee husk once it is threshed. In fact, research has already been done, many studies have already been done on the matter, but we also want to venture into these issues.

**What studies do you know you would want?**

Well, I know that one of them has already begun to analyze the coffee itself and the coffee husk to make chemical products, they are extracting them. I mean, they are doing extractions. With the husk, they are making coffee pulp; with the husk of the coffee, it is being processed to make pulp, coffee cherries, let's say, coffee jams.

**Is that done here?**

Yes, that is done here. With the *cisco,* I mean, with the powder, they are also making some clay jars, that is, they are making little pots of clay. In other words, they are making everything that is dishes, little pots, well, in that process of *cisco*.

**Super cool! Well, for example, here you told me that the part of training that you do here is sweet, it's like an ice cream with the shell of the seed.**

Yes, that is a derivative of coffee. We here, through SENA, have given courses on coffee derivatives. One of the products that has been addressed is the subject of whiskey. In fact, there is a group of young people called the *Empalme Generacional* that we have right now, they have already received talks with SENA, and there is already a project, a small entrepreneurial project called Decafé. They received the course with the SENA of coffee jam, coffee yogurt, whiskey cream in coffee, all artisanal products, and there is already a group of entrepreneurs only with whiskey cream. In fact, this week they are going to the event that is in Apía, in the street of the coffee.

**I mean, that's what I was going to ask you, the products that you make, do you sell them at events?**

Yes, we belong to, or go through the Chamber of Commerce, which is also an ally of ours. They invite us to stands, and we sell the products that the partners themselves put out.

**In other words, the chamber of commerce helps you make yourselves visible to sell the products.**

Yes, they collaborate a lot with the spaces, in different events that they have. We just passed one, […], for example, in May. We participate there. And, well, that's it.

**Super cool, you guys move around a lot! Regarding, for example, to that because you tell me that it is on a small scale, why do you think that the scale of these people who transport, for example, what is this coffee jam that you say has not increased? Why don't more people do it?**

I would think that it is... You know, Diana, that everything depends on the economic part, and what we are doing now is knocking on doors, knocking on doors with our allies. Right now, we are with the Government, with the Dosquebradas mayor's office, with the Secretary of Agriculture, with the Ministry of Agriculture. Forgive me, I'll also tell you, currently, we are one of the blessed associations, let's say it this way because due to the good judgement that the association has had up to now, a productive alliance was made, and we are going to start making a productive alliance with honey because this process it has practically started in phase two, it started, well, you know that with pollination, regarding the bee, and the coffee is going to bring many benefits, then we are going to do it, we are going to start to make that productive alliance. We went, we presented the call. In other words, the call was presented, and we went to have that other one.

**So, have you heard about energy projects, or something like that, generated from coffee or cacao residues?**

No.

**I will tell you a little about the existing proposal. This is the current proposal, it is called BioHub, and what is being sought is to identify a new value chain; identify which people are involved and how they can benefit. That is, a win-win relationship. So, for us, all this green area would be villages, municipalities that produce waste. There, it is important to clarify that it is a forestry or agricultural residue, which means that they are not consumable, or that they cannot be used as food. And the idea is to take them to a machine, like a transformation plant, and there obtain two products; the first is a biofuel, which can be used for maritime fuel, for ships, and the second is biocarbon, which is, as you told me, a fertilizer, an organic enhancer. And the idea is that this organic enhancer can be used here in the properties. Therefore, what do you think of this idea? And what do you think we would need to carry it out?**

Well, the idea is spectacular because, well, according to what I told you, if it is an organic product, if it is a fertilizer, imagine, everyone is open to listening to proposals, or to participate. In fact, to participate in these projects because it is what we need. It's what we need. And now through... The land, rather, what it is doing right now, the land is struggling to defend itself; we have had a lot of deforestation, we have had too many problems because we are indeed harming the earth, so, at least, give it back something, through an effort that we are going to make, through giving it back, for example, by taking care of that production, of that producer, after so many years that the land has given me, which I am going to give back to it. I find it fascinating; I find it spectacular.

**Would you, as an association, believe that you could participate, that you could be like providing material?**

Undoubtedly, yes. Yes, of course because we are dealing with more than 100 coffee producers. In other words, we are 30... Dosquebradas has 32 *veredas* or subdivisional administrative parts, of which, associated, more or less, 27 of them participate, and there are more or less 560 families. The municipality of Dosquebradas, we are producers of not only coffee, but we also have bananas. There are producers of cassava, vegetables. So, I would think the next project is welcome.

**And how do you think we can ensure that? How can we make sure that people participate in this proposal? What do you suggest that you know, how could we summon them? How could that be?**

Well, right now, we are holding an event for a kind of call, like a coffee forum, and we want it for November. Let's say that we want to do as a discussion, rather as a convention, at a level that is here in Dosquebradas. That it is created in Dosquebradas. It would seem perfect to me a space of those to be able to summon these people and to be able to tell them about the project, of course.

**Then, do you think that information comes first?**

Of course, telling people what it is about.

**And how do we get them to say yes, to convince them? What do you think it takes to convince them?**

Well, it would have to... I would think that there should be something like a commitment, that it would be like a commitment from the producer. Yes, I would think… Of course, it all depends on what it is, what are the residues that we are going to need. Thus, we would have to start from there, like what do I need, or to obtain this, what am I going to need. Therefore, what kind of waste.

**The idea is that, with these residues, for example, the pulp, the coffee, or cocoa grounds, we could use them and take them to this plant that I was telling you about. So, this fuel is obtained there, and this carbon is obtained, this biochar, which would serve as an organic rescuer. That is, these two things would be obtained. Well, for example, this can be used in many things; we could use it in paints, in tires, for plastics... Or also for boats, for fuel for boats, for airplanes. It has a lot of potential, but then, here comes the next question, why do you think it is important to identify that use? For example, if we say, why is it important to take advantage of the coffee cherry that remains on the property?**

Because the cherry, let's say, that cherry, with a process that is made... You just showed me, for example, some fertilizers. The previous question would also be there, what would it be like? So, give it back. That there is a commitment of the buyer or the producer. So, I say to him, “Look, you are going to give me this, but I am going to return it to you, as a fertilizer. I am going to return you in fertilizer, and I can return it to you in fertilizer, I can return it to you as many packages of fertilizer so that you have”. Why? Because precisely this process already has some nutrients; it has phosphorous, it has all its components, which is what I am going to return to the soil. So, it could be a consideration there.

**What obstacles do you think we can find? What difficulties could we encounter? Which does it come to your mind?**

Which do I think? I don't know, maybe the government part.

**How? Policies?**

As a policy, yes, or it could be, politically, or commercially, or with companies. I don’t know. I cannot think of how.

**Do you think that this model could perhaps threaten something that is already done in the coffee, in coffee farming? Could it threaten something, or would it be aligned with what exists?**

Well, based on my own knowledge, I think it would be in line with what we are looking for. Because there, I am going to remove a residue, from my property, from the land, a residue, grounds, well, of any kind, it does not necessarily have to be coffee, the residue can be from another, but if that is what I am going to get to benefit my own production, for my own property, I don't see how it could affect it.

**Why do you think this has not been made bigger, the use of waste has not been bigger? Policies you told me, maybe transport...**

Lack of communication, lack of transportation since we have a big problem, which is transportation to the villages. In fact, we are working on this issue because it is very crucial that there is a transport company in Jeeps for the different villages. And for the villages, of those that are now the closest, the company carries because there is a route, but if a producer comes from La Argentina, or comes from El Chaquiro, the producers have to go, move to Pereira, to take the route to come here, which seems the most absurd thing. So, we are working on that. It is possible that one of those problems, or of those factors, is the one that is affecting or why it has not been thought about. And, of course, about these projects, I don't know if all these processes have been going on for many years, but I really don't have a very accurate answer.

**For example, how is it sold? Do the producers bring the coffee here, and is it bought here?**

The producers bring the coffee here, sometimes I go to the properties and pick it up there, but generally, they bring it here. Here, you look at what price there is in the market, and based on that, depending on the rate, and depending on the quality of the coffee, a bonus is given to the producer. Thus, we give a bonus to the producer of 2,000 pesos or 3,000 pesos on top.

**Well, now knowing, we made an identification of which people have to do with the world of coffee, such as which people would be involved in the process, and we looked for a relationship between how much power they would have and how much interest they have. So, for example, we included the national, regional, and departmental government, the municipality, we included communication platforms, which can be related to the coffee sector, transportation, coffee growers, Senicafé, academia, the National Federation of Coffee growers, the cooperative, the transformation factories, which would be the biorefineries, and the suppliers. Based on what you know, what actor or person related to the coffee world did we not include?**

The associations. I think the associations are not there, the exporters are not.

**Where would you put the associations? With what power, and with what interest?**

With what power?

**What power of decision could they have?**

I would think that a high power since the coffee associations are all directly linked.

**And the interest?**

And the interest that it generates is also high, high.

**Then, high, over there, next to biorefineries.**

Yes.

**Great! You have also mentioned that the exporters would be missing, where would you place them?**

The exporters... The exporters are also very interesting because they are the ones who are going to deal with the market.

**What power and what interest?**

The same. High as well.

**The same then, there, next to same energy providers.**

What is Fedecafe?

**National Federation of Coffee Growers.**

FNC?

**National Federation of Coffee Growers.**

Is Senicafé a cooperative? Senicafe? Oh no, Senicafé is a research center, sorry. It is Expocafé, which is the exporter of the Federation.

**Ah, that should also go next to the Federation, do you think so?**

No, I would think that all exporters can go alongside the Federation, and including the Federation because the Federation exports coffee, and there is the line of exporters, then there is Carcafe, Racafé, which are much larger companies. There's Holland, they are all.

**All the big ones.**

Yes, generally exporters

**Who else do you know that has to do with coffee and that we are missing?**

Well, coffee stores also seem very important to me.

**Super important. Where would you put them?**

Well, this is... I mean...

**How much power do they have within the chain, and how much interest would they have in participating in this type of project?**

It seems to me that it would also be high because, that is, they are finally the ones who are consuming the last step of the coffee, and they are going to have an extraction. Look, we just did some preparations, and there are coffee grounds. So, coffee stores are relevant.

**And where would you put them?**

Well, also high. Coffee stores, high as well. High interest, and high power because if I am going to throw away as a coffee store, then tell me what I do with that waste.

**Sure, and it has to do.**

Of course. Roasters too. Roasters too.

**Are roasters separate companies?**

Roasters are companies that are part of the production chain.

**And then, where could we place the roasters?**

High as well. This topic is important, it has a lot of importance, a lot of interest.

**So, roasters could go, for example, next to suppliers.**

Yes. Because they also have… Because when you roast a coffee, there is also a residue. The threshers too. Indeed, the threshers are also in the productive chain because the threshers produce coffee husks, generate husks. So, there is residue. There are the roasters, which also generate other waste, there are the stores, those, yes, more because they are the ones that are going to generate the most for me, and in terms of […] too. We all have those processes; we all leave something behind. On properties there is a process, a wet processing, where I am pulping, and if I don't have that coffee cherry to process, then I have to throw it somewhere, do something... Then, the chain comes, the pulping comes, the wet processing, the dry processing, which is a threshing machine, comes the roasting, the grinding... All of that, all of that, is going to generate waste for me.

**Therefore, of those who are in this template, which one would you move? Which one would you move up? Or would you move it down? Or would you leave it like that?**

[She mumbles while reading all the actors on the picture]. Transportation... Will it be maritime, right?

**Yes**.

Well, and why isn’t there air transport?

**Air transport should also be included.**

Yes, because they are going to have a part, or fuel, I don't know.

**This was designed for the maritime, but yes, of course, it would be closely related anyway because it could be used.**

I would think that, regarding the productive chain, all the actors are important, both in power and in interest.

**Well, I was asking you about the actors and about that little square, and we were checking what you think about their position, such as who would you move, where would you move to? We already had some, which were the ones you mentioned, but which ones would you move?**

For example, these are here. Why are they in this part?

**Because of the division that we made, here, it would have low power, but low interest in belonging to this chain. But it could be moved according to your experience, that you tell me, for example, that you consider that academia has more power...**

Academia is who?

**The universities, the SENA...**

No, it seems to me that they are all so important. For me, everyone would be on this subject of coffee, everyone, because finally our gross domestic product, part of it is coffee, and apart from that, there are all those actors. There is transport, the consumer... Well, consumers are missing.

**Yes, coffee drinkers could also go here.**

Of course, they would be...

**As in the last stage. Where could they be located? Or maybe you can link them to the coffee stores.**

Yes, it could be. It is like the consumer is practically with the coffee stores.

**Good. Perhaps you would like to add something, how do you see the idea, if you see it very crazy, what do you think?**

No, I think it is not. I think that we must have more knowledge every day about many things. I wish one could know everything, to be able to discuss all the topics, but many times one focuses on what is, and that's it, and it's already closed to the world. And today the world is very open, more than anything for young people, that nothing is impossible for them. Indeed, one knows, one sees how things are different. The world is actually open. They taught us that this was it, we, our generation, were taught that this was the world, that the world is like that. Today, we are showing our children, our grandchildren that the world is not like that, that the world is open to changes, that it is another story. So, all these topics seem super interesting to me, and each time we are going to reach much more technological processes, and what they are really doing seems spectacular to me.

**Thank you very much. Thanks. Well, we also want to let you know that we are going to hold an event on the 28th, with the actors of the chain who may be able to participate, but, in any case, they are sending you the invitation and so on July 28, it is Thursday, for a day of work to show you everything that has been done, and how to meet with various actors and identify the work area. Well, that’s all, thank you very much.**