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CONGRESO DE LA CAFICULTURA

Anacafé[®]
ASOCIACIÓN NACIONAL DEL CAFE

Funcafé
FUNDACIÓN DE LA CAFICULTURA
PARA EL DESARROLLO RURAL

Unidos por el **café** de
Guatemala



Economic Coffee Sustainability: Value for Value

Blake Stewart Trafton | Onyx Coffee LLC

Is Guatemalan Coffee Priced Well?

Time + Treasure + Talent

Do the INPUTS ...Balance the OUTPUTS?



It is time to reexamine the design of the Value Proposition?



Guatemalan Coffees



Gain Creators



Products and Services



Pain Reliever

Coffee Roasters



Customer Jobs



Gains



Pains



Now we can reverse-engineer a solution to a future problem

(and market it along the entire journey)



What is the largest marketing and advertising space (in square meters) that we already pay for in Guatemala?

We send out these “mass mailers” every single year to 6 different continents and people pay to receive them!

Currently, about 25% of the surface says “CLEAN COFFEE” on it...it is our Green Coffee Jute Bags!





Guatemala leads the world as experts of Water Activity (aW) in Coffee

Guatemalan Farmers are champions of perfect drying techniques!

Guatemalan Coffees are the most stable coffees in the world!

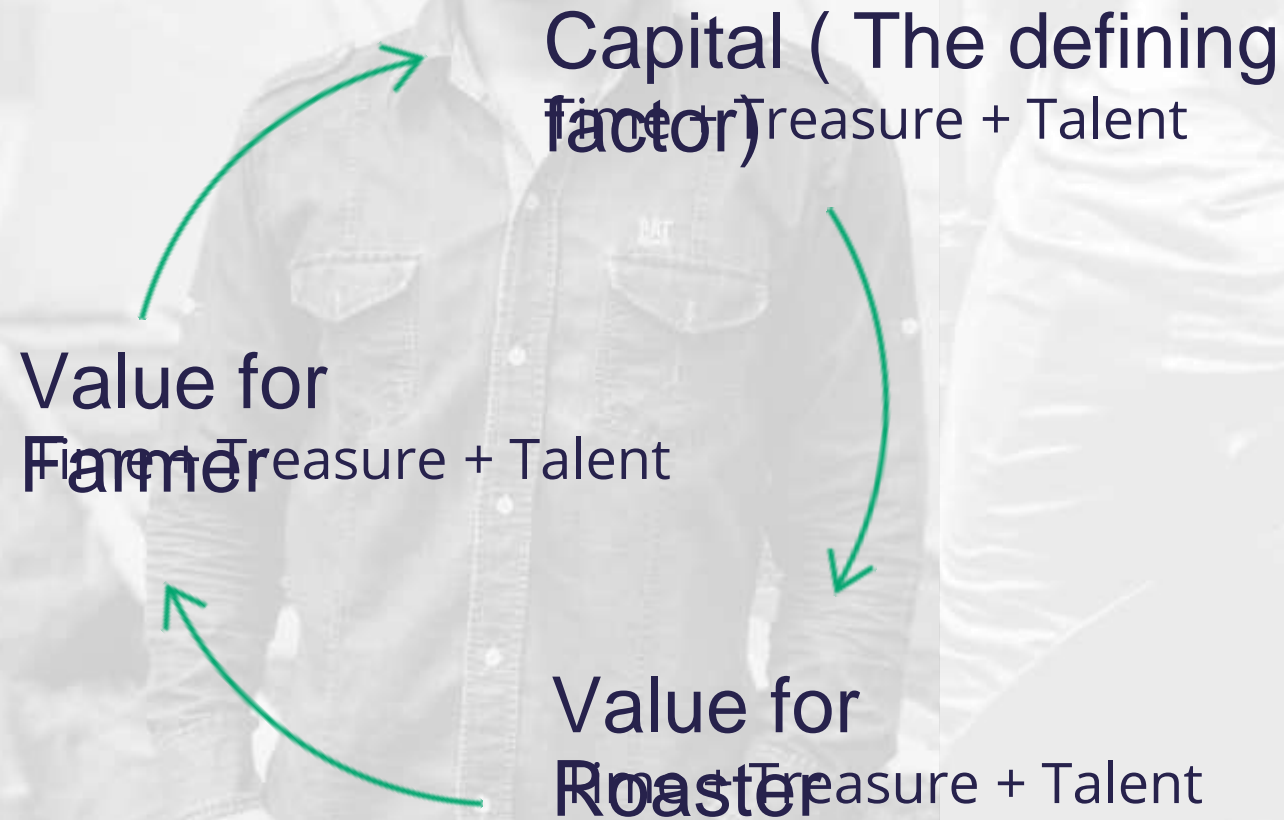


How does an Importer such as Onyx keep Guatemalan Coffees sustainable?



Full Circle Sustainability

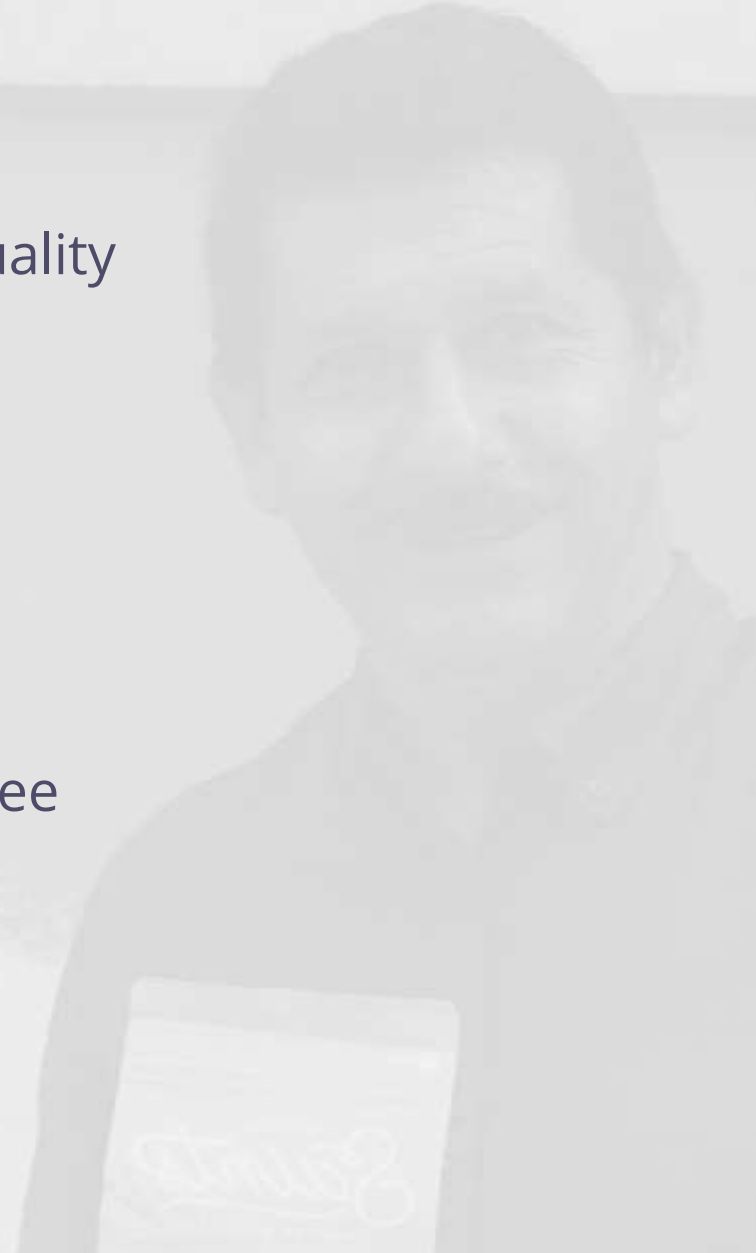
To regenerate rather than extract



Full Circle Sustainability

Value for the Farmer

- Education on **sustainable** pricing for quality
- Increased Premiums + **FLAT** Pricing
- Stability in knowing their coffee is **sold**
- Increase of **sold** coffees as the next generation farmers crop
- Sensory and Agronomic **education**
- Access** to the market/Relationship Coffee



Full Circle Sustainability

Value for the Roaster

- Education on how to **responsibly** buy coffee
- Stability in **FLAT** pricing
- Stable** choice of coffees available year-over-year
- Increase** choice as next generation farmers crop
- Origin Trip opportunities and **access**/Relationship Coffee



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