



SAJONIA

ESTATE COFFEE, S.A.



Campeños Coffee

COLLECTION



CERROS DE

YALÚ

DON JAVIER EDITION



SAJONIA ESTATE COFFEE

Our mission is to transparently connect producers and consumers of high quality coffee, based on Core Social, Environmental, and Economic values. Our goal is to foster long-term, Stable, and Fair commercial relationships in the entire value chain.



Campeños Coffee Collection

gathers the best nicaraguan coffee.

This coffee is harvested under shade by small producers that live in the vicinity of our protected natural reserves.

These campeños care responsibly and lovingly for their land and their crops. They carefully handpick their best production bean by bean, which is then directly brought to you in the pleasure and comfort of your cup.

Enjoy!



CAMPESINOS COFFEE COLLECTION

THE PROJECT

Campesinos Coffee Collection Campesinos Coffee Collection is born out the urgent need witnessed by Sajonia Estate Coffee over the many years of working with coffee growers, to promote a **sustainable coffee market**, while empowering small coffee farmers (campesinos) by providing a direct route to outside markets.

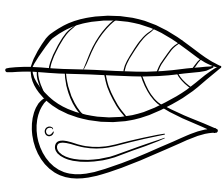
DEALING FAIRLY



The main actors of coffee cultivation are the families of small coffee farmers (campesinos). In spite of the effort that they dedicate day by day to take care of their farms, their lands and their plantations, they do not always receive the monetary reward deserved by such hard work. That is why the first few challenges of the project are: **the fair payment to the producers** who will join our project and, at the end of the chain, **guaranteed quality coffees to the roaster and final consumer**. This is achieved by actively looking for roasters who want sustainable quality coffee, at a fair price, directly benefiting the farmer families; and our direct working with these producers, thus avoiding layers of intermediaries who usually take advantage of their economic needs, which in turn lowers the quality and sustainability of the crop.

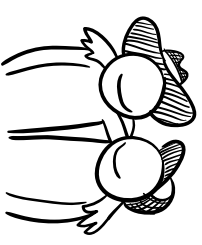
benefiting the farmer families; and our direct working with these producers, thus avoiding layers of intermediaries who usually take advantage of their economic needs, which in turn lowers the quality and sustainability of the crop.

2. NATURAL RESOURCES



We are aware that the economic aspect is not everything, that is why we also work with those farmers who are open to improve their production systems and their ecosystem, by helping them implement good agricultural practices. **Learning how to care for the soil, recycling and protecting the biodiversity** in which they live, will help the future of their lands and crops, as well as benefit the protected natural reserves near which they live. Since their lands function as buffer zones for these reserves, by bringing sustainability to these farmers, we reverse the loss of reserve areas and instead help sustain and sometimes grow its biodiversity.

3. HUMAN RESOURCES



Last, but not least, we believe that **improving relationships between people is essential**. In this sense, we invest efforts to improve relations between neighbors, most of the time small producers, so that instead of seeing themselves as com-

petitors, they see themselves as collaborators and can work together on community projects and problems.



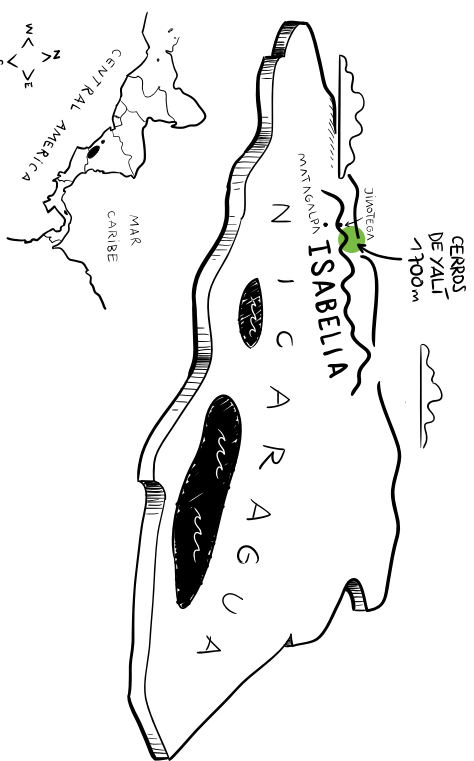


CERROS DE YALÍ

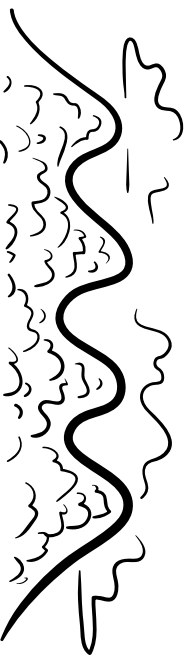
LA RESERVA

The Cerros de Yalí Protected Natural Reserve is the chosen reserve for this edition of Campesinos Coffee Collection. High altitude coffee is grown here, as we find maximum altitudes of up to 1,700 meters above sea level.

It receives the name of Cerros de Yalí from its neighboring village San Sebastián de Yalí, a small town near San Rafael del Norte, which belongs to the department of Jinotega. It is said that the name of Yalí is a decomposition of the term nahuatl "Yale" which means "peak", since it's surrounded by high mountains.

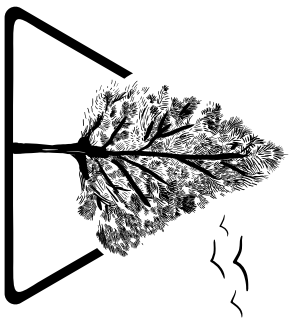


Cerros de Yalí is a protected nature reserve formed by several summits: "Volcano" of Yalí (1,542 m.a.s.l.), the mountain of Cuspire (1,539 m.a.s.l.), El Columpio or Zamaria (1,675 m.a.s.l.) and La Gloria (1,524 m.a.s.l.).



FAUNA AND FLORA

In Cerros de Yalí we find a great variety of flora and fauna. It highlights a chain of coniferous forests that starts from Canada and ends in this protected natural reserve. These forests are formed mostly by pines and oaks.



In these unique pine-oak forests in the world we find a pine species that is also unique in the world: the **pinus tecunumanii**, endemic to this zone of Central America and which is named after the Guatemalan chieftain Tecún Umán.



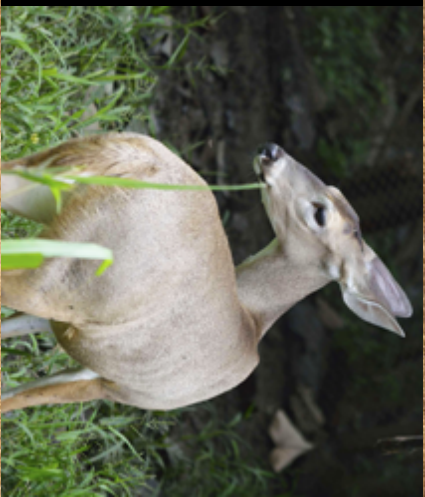
Due to the quantity and diversity of pine trees in the area, this tree was chosen as a symbol of the fauna and flora of Cerros de Yalí.



Unfortunately, the fauna of Cerros de Yalí is shrinking more and more because of indiscriminate deforestation. Fortunately, some mammals such as **deer, guars (Cuniculus paca) or squirrels** still survive human harassment.



We can also find some amphibians in the area, although less than in previous decades.



In this reserve we find a great variety of birds that enjoy the vegetation and the climate of these mountains, such as **hummingbirds and guardabarrancos**.

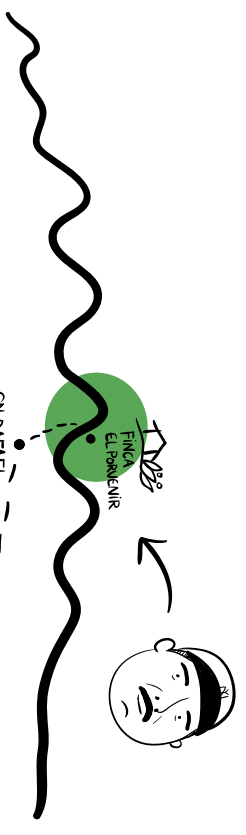


DON JAVIER PINEDA

THE FARMER

Mr. Javier Pineda has been living in Santa Isabel for a long time. There he was born when this rural community did not even have a name, back then there were only farmlands there.

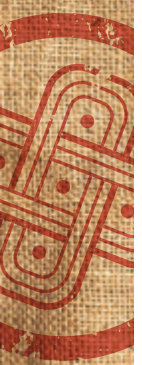
His father, Don Francisco, received the lands that are now owned by Don Javier and his brothers, which are now dedicated mostly to the cultivation of coffee.



In northern Nicaragua, about 8 km from the city of Jinotega, we find the town of San Rafael del Norte, where we take a steep road that takes us along the slopes of the Yali Mountains. Half an hour's walk, and crossing a river, we reach El Porvenir, Don Javier Pineda's farm, about 1085 meters above sea level.



Don Javier has 16 manzanas of land that he dedicates completely to coffee. Thanks to the cultivation of coffee under shade, in his land we still find "quebradas" (creeks) that keep his lands hydrated.



CARING FOR HIS COFFEE

Mr. Javier Pineda and his family see El Porvenir's coffee as another element of their estate's forest, which they care for with special attention.



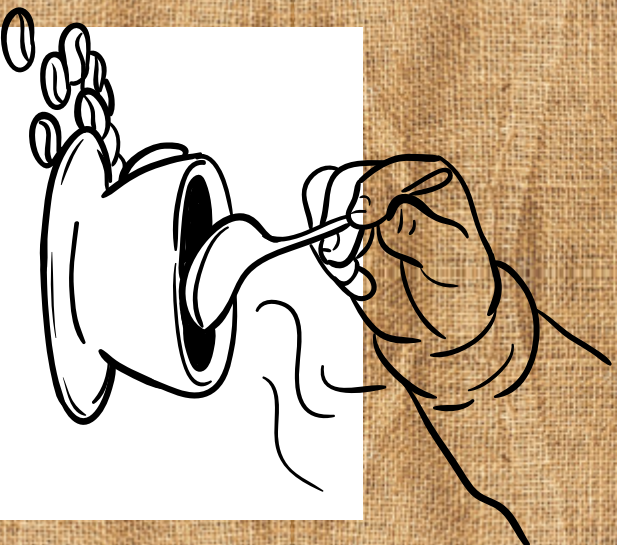
Coffee is cultivated with good agricultural practices and under agroforestry systems that maintain the ideal microclimate for coffee, while maintaining the fertility of soils through the cycle of nutrients that are generated in good agroforestry production systems.

From the selection of the seeds to plant in the nursery, to the selection of the coffee cherries during harvest, Mr. Javier Pineda ensures the quality during the productive processes and wet milling process. This effort in quality management is continued by Sajonia Estate Coffee, in the processes of drying, milling and exporting; crucial parts of the coffee processing chain.



Don Javier likes to work as a family. From his father don Francisco Pineda, to his wife and even his daughters are part of the work team of the farm. This participation has motivated his eldest daughter to study accounting, in order to help with the bookkeeping of the farm.





By consuming any of the coffees in our collection you are not only enjoying coffee of the highest quality, you are also part of this project, which seeks to develop and enhance the sustainable coffee market in Nicaragua.



You are being part of the improvement of the quality of life of **Don Javier Pineda** and his family, who at the same time will be able to invest in improvements for his farm and for the production of his coffee.



Thanks to you and to farmers like Don Concepcion, reserves such as **Cerros de Yali** can continue to be green and strong, housing the biodiversity of Nicaragua, Central America and the world!

Do not miss any of the upcoming deliveries of:



FOR MORE INFORMATION:



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