

## **Coffee Traceability Report**

Objetivo: Generar credibilidad en clientes B2B, **data>narrativa**

Partes que tendrá

1. **Intro / brand mission:** control de la cadena de valor, comercio directo, pequeños microlotes con contacto directo.
2. **Origins & maps:** micro-lotes (zonas), altitudes, GPS, calendario de cosecha, suelo volcánico, microclima
3. **Processing overview:** lavado + miel (humedad, días de secado, pH, °Brix).
4. **Quality data:** puntuaciones SCA, densidad, % de humedad, límite de defectos, extracto del formulario de cata.
5. **Certifications / impact:** PROCOMER, ODS de la ONU, métricas de sostenibilidad.
6. **Logistics / packaging:** formato de packaging, plazo de entrega, consejos de almacenamiento, ruta de exportación.

### **INTRO / BRAND MISSION**

Total 4 elementos

1. Título
2. Descripción de Misión de marca
3. Foto
4. Diagram

Título: From our farms to your roast, full control from origin to cup.

At Natural de Costa Rica, we believe that true coffee excellence begins at origin and is preserved through control, transparency, and respect for nature.

We are not intermediaries, we work side by side with producers, overseeing every stage of the journey; from the coffee bean selection in micro-lots, traditional sun drying and artisanal processing, to export, direct B2B partnerships and consumer distribution under our own brand.

We produce and offer high-altitude specialty coffee from Costa Rica, grown at 1,500 m on volcanic highlands that naturally enrich bean quality and consistency.

Every batch is traceable, ethically sourced, and handled under our supervision, ensuring that what reaches roasters and consumers reflects the same integrity it had at the farm.

FOTO: Ilustrar esta misión de marca (Solamente 1 o las dos)

- Productor seleccionando el café a mano
- Finca con montañas / camas de secado

Pie de foto: (si se ponen las dos: Micro-lot selection and sun drying in Costa Rica, every...)

- Micro-lot selection in Costa Rica, every process is traceable
- Sun drying in Costa Rica, every process is traceable

Diagrama Ilustrando cadena de valor: LIMPIO Y SIMPLE

**Farm Selection → Processing (Washed / Honey) → Sun Drying → Export**

**(PROCOMER) → Storage in Spain**

- Iconos Dánae en cada punto (planta, proceso, sol, avión, caja)
  - Si pueden ser las flechas también (ya miráis vosotras como queda)

#### **Origins & maps:**

1. Título
2. Texto
3. Mapa
4. Foto Volcan

Título: Where the Journey Begins

Texto:

Our coffees are born on the slopes of the Poás Volcano, an active volcano in the province of Alajuela, within the cantons of Grecia and Sarchí.

The farms that make up our network are located at altitudes of 1,400-1,600 meters, where volcanic soil rich in minerals and organic matter creates the ideal conditions for cultivating high-altitude specialty coffee.

Each harvest begins with our team at Natural de Costa Rica visiting every micro-lot in person. Together with local producers, we handpick the ripest cherries and record each lot's data, including altitude, location, and the coffee variety.

Then, all cherries are transported to the Café de Altura "beneficio," also located in Alajuela, where traditional processing methods are carried out with precision and care.

This proximity between farms and "beneficio" keeps every variety's identity intact, maintaining the integrity and consistency of our coffee.

## VISUALS

Mapa Costa Rica = Localización exacta y trazabilidad geográfica

- **Para entender de un vistazo de dónde viene el café.**

Diseño (guías para que se entienda el concepto)

- Mapa de Costa Rica limpio, en fondo blanco o beige.
- Un highlight en la provincia de Alajuela (puede ser con color o línea).
- Un marcador o círculo en el Volcán Poás, dentro de esa provincia.
- Si se puede, un zoom circular o cuadro ampliado mostrando los cantones de Grecia y Sarchí, donde están los microlotes.

Pie de foto del mapa

Poás Volcano region, Alajuela Province (Grecia & Sarchí), 1,400–1,600 m a.s.l.

- *Asl = Above Sea Level*

Foto Volcán Poás

[https://www.google.com/search?q=volcan+poas+cafe&sca\\_esv=fd2d5e0aca235bbf&udm=2&biw=800&bih=671&sxsrf=AE3TifPQRj8WEVXjrl3Kca4e92I7d27YKA%3A1760376132694&ei=RDXtaliRKuKL9u8P-4XHQQ&ved=0ahUKEwilw72Q2KGQAxXihf0HHfvCMQgQ4dUDCBI&uact=5&oq=volcan+poas+cafe&gs\\_lp=Egtnd3Mtd2I6LWltZyIQdm9sY2FulHBvYXMgY2FmZTIEEAAYHjIGEAAYCBgeMgYQABgIGB4yBhAAGAgYHkimBVAAWABwAXgAkAEAmAEAoAEAqgEAuAEDyAEAmAIBoAIFmAMAiAYBkgcBMaAHALIHALgHAMIHAzItMcgHAw&client=gws-wiz-img#vhid=nmsReY7qqiCq2M&vssid=mosaic](https://www.google.com/search?q=volcan+poas+cafe&sca_esv=fd2d5e0aca235bbf&udm=2&biw=800&bih=671&sxsrf=AE3TifPQRj8WEVXjrl3Kca4e92I7d27YKA%3A1760376132694&ei=RDXtaliRKuKL9u8P-4XHQQ&ved=0ahUKEwilw72Q2KGQAxXihf0HHfvCMQgQ4dUDCBI&uact=5&oq=volcan+poas+cafe&gs_lp=Egtnd3Mtd2I6LWltZyIQdm9sY2FulHBvYXMgY2FmZTIEEAAYHjIGEAAYCBgeMgYQABgIGB4yBhAAGAgYHkimBVAAWABwAXgAkAEAmAEAoAEAqgEAuAEDyAEAmAIBoAIFmAMAiAYBkgcBMaAHALIHALgHAMIHAzItMcgHAw&client=gws-wiz-img#vhid=nmsReY7qqiCq2M&vssid=mosaic)

Pie de foto volcán: The slopes of the active Poás Volcano, volcanic soils that nurture our high-altitude coffee.

## **Processing Overview**

1. Título
2. Subtítulo
3. Intro
4. Subbloque 1 = Washed Process
  - a. Texto
  - b. Diagrama
  - c. Texto
5. Subbloque 2 = Honey Process
  - a. Texto
  - b. Diagram
  - c. Texto

Título:

Coffee Processes - Controlled Methods, Consistent Results

Subtítulo:

Post-harvest methods applied at Café de Altura mill, Alajuela

### Introducción

Each variety from our network is processed using the method that best expresses its potential.

Sarchimor and Villa Sarchí are treated through the Washed Process, enhancing clarity and acidity.

Caturra, on the other hand, follows the Honey Process, emphasizing sweetness and body. Both methods are fully traceable and monitored under strict quality control at the Café de Altura mill.

## Subbloque 1 = WASHED PROCESS

### Texto:

The washed process removes all mucilage from the coffee bean through controlled fermentation and water washing.

This method delivers high clarity and consistency, allowing the bean's natural attributes to define its quality.

### Diagrama (igual que en el apartado 1)

① Selective Harvesting → ② Depulping → ③ Fermentation → ④ Washing → ⑤ Sun Drying → ⑥ Storage

- Cada etapa numerada + emoticono que defina (iconos Danae)

### Texto

Key Stage = Fermentation Control

Fermentation control and timing define the quality of the washed process.

Beans coated in mucilage ferment in water tanks where natural yeasts and bacteria break down sugars into acids, shaping clarity and balance.

This stage typically lasts 12 to 72 hours.

Perfect timing keeps the cup clean and vibrant, too long, the notes turn sour, and the batch is lost.

Impact on the green bean

- Clarity & Flavor Structure {{icono}}
- Consistency & Quality Control {{icono}}

*Se puede acompañar con iconos de Dane esto también*

## Subbloque 2 = HONEY PROCESS

### Texto

The honey process retains part of the mucilage during drying, allowing sugars and organic matter to interact with the bean.

Our Caturra undergoes a Red Honey Process with 60% of mucilage left, balancing sweetness, body and aromatic depth.

Every turn of the parchment changes its character; too fast, and balance is lost; too slow, and defects appear.

### Impact on green bean

- Sweetness and Body {{icono}}
- Complexity and Balance {{icono}}

*Se puede acompañar con iconos de Dane esto también*

### Diagram

① Selective Harvesting → ② Depulping → ③ Sorting & Cleaning → ④ Sun Drying → ⑤ Storage

## Sustainability and Certification

## OUR VIEW

We see sustainability not as a label but as a discipline — a way to produce exceptional coffee while protecting the ecosystems and people behind it.

## CERTIFICATIONS

Procomer (Certification de Origen) - foto del logo

Certifies our exports as 100 % traceable, authentic in origin, and compliant with Costa Rica's international trade standards

ODS - foto del logo

We act on them daily, creating decent work, driving responsible consumption, and fostering equality throughout our value chain.

But our traceable micro-lot model goes beyond certification labels.

Our approach combines traceable micro-lots with sustainable post-harvest methods, supported by measurable environmental results.

### Verified Sustainable Performance

**Micro-lot & single-variety traceability** → each lot recorded from farm to export; no blending between varieties.

**Sun-drying & water control** → natural drying lowers energy use; controlled washing minimizes water consumption and wastewater output.

**Volcanic soil conservation** → organic matter enrichment and low mechanical intervention preserve fertility and reduce erosion.

### How our approach helps improving sustainability of Costa Rican coffee

Small-scale & micro-lot farms in agroforestry systems preserve more biodiversity, reduce soil erosion, and use fewer synthetic inputs than large estates.

Agroforestry and shade-grown systems store 2.5× more soil and carbon than sun-grown monocultures.

Carbon footprint: micro-lot and cooperative systems average ~0.9 kg CO<sub>2</sub>e/kg of green coffee, among the world's lowest.

Costa Rica: 93 % of production uses eco-friendly wet mills powered by renewable energy.

## **Packaging and Export at Origin**

After processing at Café de Altura (Alajuela), each micro-lot is immediately prepared for export to Spain under controlled conditions that preserve freshness, integrity, and traceability.

### **Packaging at origin**

Formats: vacuum-sealed bags of 1 kg and 3 kg, with one-way degassing valve and ZIP closure to maintain aroma and prevent oxidation.

Atmosphere: vacuum-sealed to protect against humidity, oxygen, and temperature variation during air transport.

Labeling: each unit identified by lot code, variety, process (Washed/Honey), and harvest date.

Batch integrity: no blending between varieties, each bag corresponds to a single-variety micro-lot.

### **Export Logistics**

Origin: Beneficio Café de Altura, Alajuela, Costa Rica.

Destination: Spain.

Transport mode: Air freight (36 h) to minimize oxidation, moisture risk, and flavor degradation.

Handling: all coffee remains sealed during transit; direct temperature exposure is avoided through climate-controlled handling and short transfer times.

Traceability: export documentation (by PROCOMER) links every shipped batch to its corresponding farm, altitude, process, and micro-lot code.

### **Quality & Storage Before Export**

Post-drying resting: each batch rests in its sealed bag for 5–7 days before export to stabilize humidity and flavor.

Storage environment: dry, ventilated, away from sunlight, at 15–20 °C and 50–60 % RH until shipment.

Verification: humidity and density are measured before packaging to ensure optimal green coffee stability.

Visuals

#### DIAGRAM

Beneficio Café de Altura → Packaging & Labeling → Quality Check → Air Freight → Arrival (Spain).

- Iconos (Costa Rica / Bolsa / ícono relacionado con la calidad / Avión / Almacén (casita))

#### FOTOS

Foto de packaging original + granos de café (disponible en drive)