



Drying beds with producer Juan Carlos Velez - Ecuador



Finca Velez

Producer	Juan Carlos Velez
Farm	Finca Velez
Altitude	1700 m
Region	Azuay
Harvest	March - October

About Finca Velez

Specialty coffee producer Juan Carlos Velez's farm has a 250-year history. Originally belonging to the General Ignacio Torres, who married a Cuenecane lady - Juan Carlos' ancestor. Even though the original land has been divided and sold in parts, Juan Carlos and other family members continue to own a large portion, 25 acres, of land. 4 of these are used to grow sidra and typica varieties. They farm and grow flowers, fruits (such as oranges and guava), and coffee, the latter of which was planted around 20 years ago by Juan Carlos' parents, using drip irrigation systems to maintain plant health and reduce fungus growth. Since taking over farm management, Juan Carlos improved the farm with his already extensive agricultural knowledge, being the owner of southern Ecuador's largest rose farm, exporting over 10 million roses annually. Despite his many accolades and busy work with the flower community, he and his family continue the coffee farm because of their joy and passion towards the plant.

The farm is 1700masl and situated in a climate that is perfect for coffee growth. The trees see around 12 hours of sunlight for the entirety of the year - as Ecuador sits on the equator, meaning sun movement is reduced compared to other origins. This is perfect for steady cherry maturation, and the rainy season between January - April is the right time to restart flowering and cherry growth for the new harvest. Juan Carlos believes that the secret to high quality coffee is in the post-harvest stages. He says "we could have the best coffee in the world but if we don't have a good post-harvest, it's worthless". The farm employs 2 people permanently, and an additional 4 workers during the harvest season, who reside in the nearby town 3 miles away. His vision is for Ecuadorian coffee to be as internationally recognised as an agricultural product as banana, shrimp, and cacao, generating great employment opportunities for countryside residents.

Finca Velez

Varietal: Sidra

Process: Natural

Tasting notes: raspberry, peach, pear, watermelon



Processing Details

- o Cherries grown on sandy-clay loam are picked when ready and ripe
- o Harvested cherries are sprayed with low-pressure water to be cleaned prior to further hand sorting and processing
- o Cherries are spread in thin layers to dry over 20-30 days in drying rooms where temperature, humidity, and airflow are controlled
- o Drying cherries are rotated and turned 3-4 times per day for consistency
- o Moisture content is reduced to 10-12%
- o Beans are stored in dried cherry pod until ready for export