



Fredy measuring his harvest at Finca La Cruz



Finca La Cruz

Producer	Fredy Diaz
Farm	Finca La Cruz
Altitude	1650 m
Region	Payaguare, Ojojona, Francisco Morzán
Harvest	January - March
Social media	@finca.lacruz

About Finca La Cruz

Specialty coffee producer Fredy Diaz is a fourth-generation coffee producer and has been learning about coffee management and production since 14 years of age, accompanying his father and growing his love of coffee through that induction - from planting to harvest. Finca La Cruz is named for the concrete cross built back in 1961 at the highest point of the farm. It is a place where the people of Ojojona used to gather on May 3rd to celebrate Día de la Cruz - a deeply rooted tradition in Honduras. Fredy plans to build another solar dryer on his farm to increase capacity for processing more natural coffees in future harvests, and acquire more fermentation tanks to support his exploration of fermentation in his processing (his words: "I love to experiment"). He is looking to expand his planted varieties to include geisha, paraneima and Ethiopian varietals.

Rony Gamez and the Café Raga team connected Project Origin with Fredy, but also provide technical support, access to a seedling bank, and ongoing guidance to producers of Honduras. Café Raga also supports producers on the cupping table, too, allowing Fredy to be present to hear and discuss feedback of his lots. It really is a wholesome and proactive community setting, encouraging the best and guiding through knowledge to result in the cup profiles we experience today, and tomorrow.



*Downloadable
gallery link*



Fredy measuring his harvest at Finca La Cruz

About Finca La Cruz

Fredy mentions that "When a farms and producers name is placed on bags, packaging, or coffee shop menus, we feel proud and motivated." Fredy's loving and supportive wife and their son are his driving force and greatest inspiration in this coffee endeavour. We were proud and honoured to be able to meet and talk with Fredy on our 2025 origin trip, and explore his mind on his use of mosto in fermentation. He thinks critically and boldly, and we were excited to taste the results of this on the table.

What does direct trade mean to you?

"I believe every coffee producer's dream is to sell their harvest directly to buyers and markets that value and pay a fair price for the effort and sacrifice behind growing coffee. This dream became reality thanks to the support of the Raga Project and its founder, Rony Gamez, who have helped connect producers with buyers and specialty markets. We are deeply grateful to Raga; thanks to the recognition of our coffee's quality, we have been able to sell directly to buyers who appreciate it, giving visibility to my name, Fredy Diaz, and to Finca La Cruz. Receiving fair payment allows us to improve our quality of life, invest in better infrastructure, and expand coffee areas with exotic varieties that achieve higher market value."



Downloadable
gallery link

Finca La Cruz

Varietal: Catuai

Process: Natural

Tasting notes: floral, orange, white peach, mulberry jam, red apple, chocolate, caramel, creamy, sweet, refined, silky, coating, round



Processing Details

- o Picking of only red cherries
- o Cherries are separated and selected based on Brix measurements, as Brix level is crucial for this process
- o Whole cherries are submerged in an anaerobic tank filled with mosto for 120 hours
- o Cherries are laid to dry on raised beds in temperature controlled solar dryers for 29 days
- o Moisture content is reduced to 10.5%
- o Beans are stored in dried cherry pod until milling for export
- o Mosto is the byproduct liquid from coffee cherry fermentation. It is collected from previous fermentation tanks and can be used several times during fermentation before being replaced by new mosto. Mosto is produced in each tank, and builds with each lot.

Finca La Cruz

Varietal: Catuai

Process: Natural

Lot: 2

Tasting notes: blueberry, mulberry, dark chocolate, tropical, pineapple, grape, plum, strawberry, rich, sweet, full body, clean



Processing Details

- o Picking of only red cherries
- o Cherries are separated and selected based on Brix measurements, as Brix level is crucial for this process
- o Whole cherries are submerged in an anaerobic tank filled with mosto for 120 hours
- o Cherries are laid to dry on raised beds in temperature controlled solar dryers for 29 days
- o Moisture content is reduced to 10.5%
- o Beans are stored in dried cherry pod until milling for export
- o Mosto is the byproduct liquid from coffee cherry fermentation. It is collected from previous fermentation tanks and can be used several times during fermentation before being replaced by new mosto. Mosto is produced in each tank, and builds with each lot.