



Jorge Lanza – Producer - Honduras



Jorge and Maria

Producer	Jorge Lanza & Maria de Jesus Lontero
Farm	La Huerta, Finca Zafiro, La Montaña
Altitude	1550 m
Region	Santa Barbara Mountain, Montecillos
Harvest	January - March
Awards	#1 COE 2013

About Jorge Lanza

Coffee producer Jorge Lanza Senior was raised by his grandmother Dona Secundina and she provided all he needed to study accounting. The farmer who had dedicated his life to numbers after working with several companies one day decided to buy 30 acres of land in Santa Barbara, Quimistan. This day back in 1990 was his first step as a coffee farmer. Finca El Amigo produced high altitude coffee while Jorge continued to work simultaneously as an independant accountant. After nine years producing coffee he became the General Manager for the National Association of Coffee Growers ANACAFEH. He told us, "I worked travelling all through Honduras organising ANACAFEH, helping producers with technical, financial and social assistance. I held the position for 10 years. During this time I visited farms from other departments and became interested in growing specialty coffee and with the personal goal of start producing specialty coffees and win COE in Honduras."

Currently, the Lanza's are constructing a living quarters on site of La Huerta for harvest season pickers to stay comfortably. This building had initial construction being built during our farm visit in March 2025, and is an exciting developemnt for the ongoing management of this farm.

A few years ago, Jorge decided to invest in specialty coffee by purchasing the farm La Huerta with his wife Maria de Jesus Lontero, and recently purchased a third lot of land, Finca Zafiro, which is now managed by his son, Jorge Lanza Junior, to advance on his specialty COE coffee goals. He invested not only in purchasing new lands to add to Finca El Amigo, but also invested energy towards improving the farming conditions through cultivation and farm management. Finca Zafiro grows the parainema and geisha varieties under the shade of wood and plantain trees, and La Huerta grows caturra and geisha varieties. At the second harvest of La Huerta, Jorge Lanza won Honduras COE 2013 with a record score of 92.75 points! Both of his specialty focused farms have unique micro-climates, spectacular quality of soil and water, and of course, great hands to nurture and produce outstanding specialty coffee, and this year, his coffees were produced in tandem with his beautiful wife. Such a beautiful family production.



Downloadable
gallery link

La Huerta

Varietal: Catimor

Process: Washed

Tasting notes: floral, pine, juicy, tropical, clean, white peach, caramel, red apple, apricot



Processing Details

- o Picking of only red cherries
- o Cherries are floated as part of the pulping process to separate low density cherries
- o Cherries pulped and dry fermented for 10-14 hours in concrete pillas under shade
- o After fermentation is complete coffee is washed in concrete channels to remove any remaining mucilage
- o Coffee is then laid on raised beds until moisture reaches 10-12%
- o Drying takes typically 12-15 days
- o Beans are stored in parchment until milling for export

La Huerta

Varietal: Geisha

Process: Washed

Lot: Montaña

Tasting notes: jasmine, juicy, white peach, clean, elegant, bergamot, mandarin



Processing Details

- o La Montaña is a segment of La Huerta at the top of the farm near the dense forest
- o Picking of only red cherries
- o Cherries are floated as part of the pulping process to separate low density cherries
- o Cherries pulped and dry fermented for 10-14 hours in concrete pillas under shade
- o After fermentation is complete coffee is washed in concrete channels to remove any remaining mucilage
- o Coffee is then laid on raised beds until moisture reaches 10-12%
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