



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

Fredy Diaz Motz is a fourth-generation coffee producer who has been learning about coffee management and production since he was 14, when he began accompanying his father, Fredy Diaz Zelaya, to the family's farms. From planting through to harvest and processing, those early years developed into a career managing the family's coffee and eventually producing coffee of his own. That history continues at Finca La Cruz, a 21-hectare farm in Payaguare, Ojojona, named for a concrete cross built at the highest point of the property in 1961. People from Ojojona once gathered there on 3 May to celebrate Día de la Cruz, giving the farm a name connected to the community long before Fredy began his own chapter there.

Fredy brings a wonderfully vibrant energy to coffee. Every time we visit, it is a pleasure to talk with him: he is animated by the possibilities of what he can learn, change and explore, particularly when the conversation turns to processing. "I love to experiment," he says, and it is an attitude that has led him through washed, honey and natural coffees, controlled fermentations and his exploration of mosto. In 2024, Fredy travelled to Colombia to complete the CQI Q Processing Level 2 Professional course at Tecnicafé in Cauca, and he continues to visit other farms and producers to exchange knowledge around fermentation and processing.

That energy is carrying into what comes next for La Cruz. Fredy plans to increase his capacity for natural coffees with another solar dryer and acquire more fermentation tanks to continue developing controlled and extended fermentations. He is also preparing new plantings of Geisha, Parainema and Ethiopian varieties. His beneficio has become important beyond his own coffee, too: in 2026, Fredy encouraged his father to process coffee from Finca La Maruca for the first time, overseeing the processing at La Cruz and helping another generation of the family enter the specialty market.



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About Finca La Cruz

Rony Gamez and the Café Raga team connected Fredy with Project Origin and remain an important part of his specialty coffee network, providing technical support and opportunities to cup and discuss his coffees. Fredy particularly enjoys being at the cupping table when La Cruz is served; hearing what others find in his coffee fills him with pride and motivates him to continue improving. For Fredy, that recognition matters beyond a score: "When a farm's and producer's name is placed on bags, packaging, or coffee shop menus, we feel proud and motivated." He would like to see that recognition extend further, with greater participation by producers themselves at international coffee trade shows.

Fredy also speaks about direct trade in deeply personal terms. He describes selling directly to buyers who recognise the work behind the coffee as a dream for producers, and credits Rony and the Raga Project with helping make that possible for La Cruz. The value, for Fredy, is both recognition and opportunity: visibility for his name and his farm, alongside income that can be reinvested into his family, infrastructure and the future of his coffee.

And family remains at the centre of that future. Fredy describes his wife, Alessandra Zuniga, as his unconditional partner and credits her with playing a significant role in his decision to begin harvesting and processing specialty coffee. Their son, Santiago, is his "driving force and greatest inspiration." There is something fitting in that progression at La Cruz: Fredy first entered coffee by following his own father to the farm at 14, and today his work sits within a family story that continues both backwards to his father and forwards to the family beside him.



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Finca La Cruz

Varietal: Geisha

Process: Natural

Tasting notes: rose, peach blossom, cherry, strawberry, chocolate, floral, very sweet, medium body, mandarin, honey, orange, peach, red grape, plum, very 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 sealed in an anaerobic tank for fermentation
- o Cherries are laid to dry on raised beds in temperature controlled solar dryers for 25 days
- o Moisture content is reduced to 10.5%
- o Beans are stored in dried cherry pod until milling for export

Finca La Cruz

Varietal: Catuai

Process: Mosto anaerobic natural

Tasting notes: winey, strawberry, cherry, cranberry, blood orange, long, sweet, thick, rich, blueberry, raisin, plum, caramel



Processing Details

- o Picking of only red cherries
- o Cherries are separated by pickings for this lot and selected based on Brix measurements, as Brix level is crucial for this process
- o Whole cherries are thrown in flotation tanks to remove floating cherries and reclassify and remove unripe cherries for greater lot consistency
- o Selected cherries are placed in fermentation tanks submerged in mosto for an anaerobic environment and sealed for 72 - 120 hours.
- o Fermented cherries are dried in solar dryer with temperature control to allow a slow drying stage of at least 25 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: Mosto natural

Lot: 2

Tasting notes: strawberry, jam, chocolate, cacao, mandarin, peach, cherry, orange, green grape, apricot



Processing Details

- o Picking of only red cherries
- o Cherries are separated by pickings for this lot and selected based on Brix measurements, as Brix level is crucial for this process
- o Whole cherries are thrown in flotation tanks to remove floating cherries and reclassify and remove unripe cherries for greater lot consistency
- o Selected cherries are placed in fermentation tanks submerged in mosto for an anaerobic environment and sealed for 72 - 120 hours.
- o Fermented cherries are dried in solar dryer with temperature control to allow a slow drying stage of at least 25 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.



Fredy Diaz Zelaya at Finca La Maruca



Finca La Maruca

Producer	Fredy Diaz Zelaya
Farm	Finca La Maruca
Altitude	1250 m
Region	Quebrada Amarilla, San Luis, Comayagua
Harvest	November - February

About Finca La Maruca

Fredy Diaz Zelaya is a third-generation coffee producer who began farming in 1976, when his parents gifted him seven hectares of land. Coffee had been part of his life since childhood, and Fredy recalls knowing as he grew older that it would always remain part of his future. He saved the earnings from his early harvests to purchase more land, gradually developing La Maruca into the 65-hectare farm it is today.

That family history is now continuing through Fredy's son, Fredy Diaz Motz, a fourth-generation producer who helps his father with the management and logistics of La Maruca. After decades of Fredy selling his harvested cherries to local buyers, his son encouraged him to process La Maruca's coffee for the first time in 2026 and pursue direct specialty markets. The cherries are carefully transported to his son's Finca La Cruz, where Fredy Diaz Motz oversees processing at his beneficio and the two generations can work together on the quality of La Maruca's coffee.

For Fredy, reaching this point after so many years in coffee is particularly significant. "It is a very special moment for me as a coffee producer," he says, crediting the effort and dedication of his son alongside the support of Rony Gamez and Raga Coffee for making the transition possible. The family is now renewing areas of La Maruca with Parainema and hopes to invest further in infrastructure, including eventually building a beneficio at La Maruca so more of its coffee can be processed on the farm. After nearly five decades growing coffee, Fredy describes reaching the specialty market as "a dream come true." The experience has encouraged him to process more of La Maruca's harvest in future, although his loyalty to the family's coffee is already settled: he drinks one cup in the morning and another in the afternoon, choosing only La Maruca and La Cruz because, to him, "they are the best coffees in the world."



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Finca La Maruca

Varietal: Parainema

Process: Mosto natural

Tasting notes: bright, lemonade, red apple, dark chocolate, cacao, orange, apricot, plum, coffee cherry, sweet, mandarin, berry, red wine, grape skin



Processing Details

- o Picking of only red cherries at each pass of the tree throughout harvest time
- o Harvested cherries are driven 4-5 hours from Finca La Maruca to Finca La Cruz
- o Whole cherries are thrown in flotation tanks to remove floating cherries and reclassify and remove unripe cherries for greater lot consistency
- o Selected cherries are placed in fermentation tanks submerged in mosto for an anaerobic environment and sealed for 120 hours.
- o Fermented cherries are dried in solar dryer with temperature control to allow a slow drying stage of at least 25 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.