



LOCATED SOME 90 KILOMETERS NORTH-EAST OF THE COLONIAL CITY OF POPAYÁN, LIES THE MUNICIPALITY OF INZA, IN THE DEPARTMENT OF CAUCA. THIS AREA IS LOCATED IN THE CENTER OF THE WESTERN AND EASTERN SLOPES OF THE CORDILLERA CENTRAL OF THE COLOMBIAN ANDES, RIGHT IN BETWEEN THE NEVADO DE PURACE AND THE NEVADO DEL HUILA, BOTH OF WHICH WERE ONCE ACTIVE VOLCANOES. ELEVATED MOUNTAINS - SEPARATED BY CANYONS AND RIVERS, MAKE THIS LAND ONE OF COLOMBIA'S MOST BEAUTIFUL AND INNACCESSIBLE.

IT IS PRECISELY THIS BEAUTIFUL REGION THAT SOME TWO THOUSAND COFFEE GROWERS CALL HOME. THESE FARMERS CULTIVATE COFFEE IN THE SLOPES OF THE MOUNTAINS, AT ALTITUDES BETWEEN 1700 AND 2000 METERS ABOVE SEA LEVEL.

EARLY IN 2004, TWO HUNDRED OF THOSE COFFEE GROWERS FOUNDED A COFFEE GROWER ASSOCIATION WHICH THEY NAMED "**ASOCIACION DE CAFICULTORES DEL ORIENTE CAUCANO**" (**ASORCAFE**).

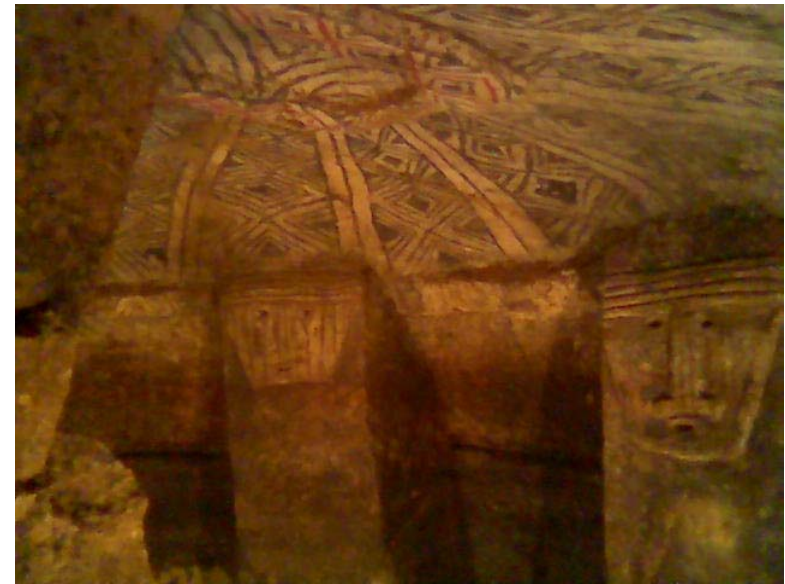
UNTIL ASORCAFE WAS FOUNDED, MOST OF THE REGION'S COFFEE WAS SOLD TO INTERMEDIARIES WHO IN TURN SOLD IT TO OTHER INTERMEDIARIES OR COFFEE EXPORTERS FROM THE DEPARTMENTS OF HUILA. THEREFORE, ALMOST ALL THE COFFEE FROM INZA WAS SOLD AS HUILA COFFEE.

SOON AFTER ASORCAFE WAS CREATED THEY SETUP THEIR OWN WAREHOUSES AND STARTED PURCHASING THEIR MEMBERS PRODUCTION. BY DOING THIS THEY ELIMINATED THE MIDDLEMEN AND SOLD THEIR COFFEE DIRECTLY IN POPAYAN. VIRMAX STARTED WORKING WITH THEM SOON AFTER, EDUCATING THEM ON HOW TO IMPROVE THE QUALITY OF THEIR COFFEE, TRAINING 2 CUPPERS FROM THE ASSOCIATION AND SETTING UP A CUPPING LAB, AS WELL AS MARKETING THEIR COFFEE AS "**LA PIRAMIDE**" **RELATIONSHIP COFFEE**. THANKS TO THIS WORK, THE COFFEE FROM INZA IS SLOWLY BECOMING WELL KNOWN IN COLOMBIA AND THE WORLD AND THE MEMBERS OF ASORCAFE AND THEIR COMMUNITY ARE FINALLY RECEIVING THE PROFITS AND RECOGNITION THAT THEY DESERVE.



THE LAND WHERE **LA PIRAMIDE RELATIONSHIP COFFEE** IS GROWN, WAS INHABITED YEARS AGO BY AN EXTRAORDINARY PRE-COLUMBIAN INDIGENOUS CULTURE THAT LEFT ITS LEGACY IN BURIAL SITES LOCATED UNDERGROUND. THESE TOMBS ARE NOW PART OF THE ARCHAEOLOGICAL SITE KNOWN AS "TIERRADENTRO", AN UNESCO WORLD HERITAGE SITE.

IN "TIERRADENTRO" THERE ARE MORE THAN 50 UNDERGROUND TOMBS, WHICH ARE ACCESSED THROUGH VERY PRIMITIVE STAIRCASES, WHICH CAN BE UP TO 5 METERS UNDERGROUND AND UP TO 12 METERS WIDE IN THE BOTTOM. INSIDE THE TOMBS YOU CAN FIND HYPOGEA AND MONUMENTAL STATUES THAT DATE BACK FROM THE 6<sup>TH</sup> TO 10<sup>TH</sup> CENTURY A.D. THE SITES ARE DECORATED WITH RED, BLACK AND WHITE MOTIFS, PAINTED IN THE WALLS OF THE TOMBS, WHICH RESEMBLE THE CULTURE AND LIVES OF THE INDIGENOUS PEOPLE THAT INHABITED THAT LAND CENTURIES AGO.



Picture of one the Tierradentro tombs, with the statues and drawings



**LA PIRAMIDE RELATIONSHIP COFFEE** IS AN INTENSELY SWEET AND BALANCED COFFEE, WITH CITRIC, STRAWBERRY, RED APPLE AND FLORAL NOTES, A SYRUPY BODY AND AN ENJOYABLE SUGAR CANE SWEETNESS,



# Technical Description

<b>BRAND NAME:</b>	<b>LA PIRAMIDE RELATIONSHIP COFFEE</b>
<b>PRODUCERS:</b>	400 SMALL COFFEE GROWERS, MEMBERS OF THE "ASOCIACIÓN DE CAFICULTORES DEL ORIENTE CAUCANO" (ASORCAFE)
<b>EXPORTER:</b>	VIRMAX COLOMBIA S.A.
<b>AVAILABILITY:</b>	3,000 BAGS OF 70 KG PER YEAR (70% MAIN / 30% FLY-CROP)
<b>ORIGIN:</b>	MUNICIPALITY OF INZA, DEPARTMENT OF CAUCA (COLOMBIA)
<b>ALTITUDE:</b>	1700 - 2000 METRES ABOVE SEA LEVEL
<b>VARIETY:</b>	CATURRA (80%) AND TYPICA (20%)
<b>PROCESSING METHOD:</b>	TRADITIONAL FULLY-WASHED PROCESS
<b>DRYING METHOD:</b>	FULLY SUN-DRIED IN GREEN-HOUSE TYPE DRYING PATIOS OR KENYAN BEDS
<b>SHADE:</b>	CACHIMBO, NOGAL AND GUAMO TREES (~30% SHADE COVER)
<b>HARVEST:</b>	<b>MAIN HARVEST:</b> NOVEMBER - JANUARY <b>MITACA (FLY-CROP):</b> JUNE - AUGUST
<b>FERTILIZATION:</b>	TRADITIONAL AND ORGANIC (NOT CERTIFIED)
<b>AVERAGE FARM SIZE:</b>	1 HECTARE (10,000 MT <sup>2</sup> )
<b>GREEN PREPARATION:</b>	EXCELSO EP (SCREEN 15+) SPECIALTY GRADE

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