

A close-up portrait of José Velásquez, a man with a mustache and goatee, wearing a wide-brimmed hat and a blue and white plaid shirt. He is smiling slightly. The background is blurred, showing what appears to be a market or farm setting.

José Velásquez

Meet the farmers

With the objective to narrow the living income gap by improving market access and coffee quality ALDI SOUTH Group in a partnership with [Olam Food Ingredients' \("ofi"\) coffee business](#) in a four-year project in Honduras.

Meet José, a dedicated coffee farmer working in the Santa Lucía village in Comayagua.

For José, coffee has been his way of life for the past 22 years. It has provided him with a livelihood and helped him build a home for himself, his wife and his 6 children.

Yet, despite his years of experience, José's philosophy is that there is always more to learn.

A year and six months ago, he joined the project with **ofi**'s technical team to get more out of his coffee. By adopting new practices and working with the natural resources close to his forest-based farm, José learned how to manage natural water sources to grow healthier cherries in a cared-for environment.

José has also learned how to organize his farm better to help make the milling process easier. Now he has separate spaces for pulping, washing, fermenting, and drying his coffee. By teaching José to improve his practices, **ofi** has shown him how to get the best benefit from his farm and reach his coffee's quality potential. Now his 8.4 hectares farm has RFA and organic certification.

Until last year, José didn't know how to commercialize coffee directly with an exporter. But thanks to his new understanding of the quality he now produces, he has secured a fairer price that will set the marker for his future income.

José is proud of his efforts and the positive changes he has made to the environment, his coffee, and his life.

