

The unique Profiles of Ecuador

Three farms, three profiles,
one famous producer





All coffee produced at our farms is **Juan Peña Certified**. This means that we control all processes from the **Genetic Bank** where only second generation seeds are maintained, to growing techniques that include the most technically advanced soil enrichment practices in the world, to post harvest processing honed over years of experimentation, to the most advanced dry-mill equipment and management in Ecuador, to Cafexporto's professional logistics team that brings our coffee to your door..

VARIETY

Pacamara

A Rare Giant in the World of Coffee

The Story of Pacamara



Pacamara is **one of the most distinctive and celebrated coffee varieties in the world** of specialty coffee — admired for its enormous bean size, its extraordinary cup potential, and its unique place in coffee genetics. Its story begins in El Salvador, at the Instituto Salvadoreño de Investigaciones del Café (ISIC) in the mid-20th century.

In the 1950s, Salvadoran researchers began experimenting with a cross between **Pacas** (a compact, Bourbon-type variety) and **Maragogipe** (a Typica mutation known for its unusually large beans). Their goal was to blend the best of both parents: the manageable size and yield stability of Pacas with the visual and sensory appeal of Maragogipe. After several years of trials and selections, the new hybrid was released in 1958 and given the hybridized name “**Pacamara**” — an elegant combination of its lineage: PACAs × MARAgogipe.

The Plant and Its Character

From the moment it was introduced, Pacamara was recognized as something special. The plant is **compact and well-structured**, with broad, lush leaves and elongated cherries that hang heavily on the branches. Inside those cherries lie some of the largest coffee seeds known in the Arabica family — the enormous “elephant beans” that give Pacamara its instantly recognizable appearance.



A demanding variety that reveals its best only at high altitude

Despite its compact growth habit, Pacamara is not an easy variety to manage. It requires careful attention and thrives only under high-altitude conditions, where cooler temperatures allow the cherries to mature slowly and develop their full flavor potential. When planted below 1,400 meters, it may struggle with quality consistency, but at 1,600 to 2,000 meters it can produce some of the most remarkable coffees in the world.

The Science of Consistency -

Behind every CafExporto coffee lies a rigorously engineered process designed to protect the integrity of flavor from farm to roaster.

Using **Integrated Coffee Pulse**, a proprietary monitoring system developed by Juan Peña, each of our farms tracks real-time data on soil nutrition, moisture levels, climate behavior, and plant development. This precision ensures:

- Optimal fertilization tailored to each lot
- Uniform cherry maturation across elevations
- Stable moisture content and bean density for predictable roasting

By managing plant health through data, CafExporto achieves exceptional bean homogeneity — a gift to roasters seeking precise heat control and reproducible flavor development. A denser, more uniform bean responds predictably in the roaster, allowing each variety to express its full potential with clarity, balance, and consistency.



PROCESS

Natural

The **Natural Process** is one of the most expressive and demanding post-harvest methods we use at CafExporto. It enhances the coffee's natural sweetness and complexity while preserving the distinctive identity of each variety and origin.

Through precision control and continuous innovation, our teams at **Hacienda La Papaya, Yacuri, and Yunguilla** transform this traditional method into a process defined by **clean execution, balance, and clarity of flavor**.



Harvesting and Cleaning -

The process begins with **selective handpicking of fully ripe cherries**, chosen at peak sugar concentration.

Immediately after harvest, the cherries are **rinsed with low-pressure, clean Andean water** to remove dust and impurities.

Only cherries in **perfect physical condition** — uniform color, density, and texture — are selected for drying.

This first stage ensures that only high-quality fruit enters the fermentation and drying cycle, minimizing microbial risks and off-flavors.



Transfer to Drying Rooms -

Once cleaned and sorted, the cherries are transferred directly to **solar drying rooms or raised African beds**.

Each drying area is equipped with **Integrated Coffee Pulse sensor technology**, which monitors **temperature, humidity, and airflow** in real time.

These sensors, distributed at multiple heights, send continuous data to a central system that automatically regulates ventilation, shading, and heat exposure, ensuring stable drying curves and protecting the cherries from fermentation defects.

Controlled Drying Phase -

Drying is performed slowly and carefully over **20 to 30 days**, depending on the weather conditions and the specific variety.

During this time, the cherries are **manually turned 3 to 4 times per day** to promote even dehydration and prevent localized overheating.

This level of precision ensures that the natural sugars and fruit esters from the cherry pulp are absorbed by the seed, enhancing the coffee's **sweetness, body, and aromatic intensity**.

After the drying phase, the coffee rests in parchment for a stabilization period, allowing internal humidity to balance before milling.



PROCESS

CafExporto Dry Mill

At CafExporto, precision defines every step of our process. Each lot is **cupped and approved before it even enters our facility**, ensuring only coffees that meet our standards proceed to dry milling. Once inside, every lot becomes part of **our continuous quality** control program, where it is sampled multiple times throughout processing and again after shipment to guarantee consistency from origin to arrival.



- **Mechanical Classification:** Sorting by bean size and shape through calibrated sieves.
- **Air Purification:** Removal of light materials and impurities using airflow separation.
- **Densiometric Table:** Sorting by density to separate high-quality beans from less dense material.
- **Optical Scanning:** Color-based defect removal, detecting green, over-dried, or inconsistent beans.
- **Manual Selection:** Final hand-sorting by trained staff to ensure perfection before packaging.

Hacienda - la Papaya -



THE FARM

Hacienda la Papaya

The Benchmark of Ecuadorian Coffee Excellence

- **Origin:** Saraguro Formation, Loja, Ecuador
- **Altitude:** 1,800–2,200 meters above sea level
- **Ecosystem:** Andean Highlands, Pacific watershed;
- **Climate:** Dry tropics with seasonal rainfall;
- **Soil:** Clay loam, well-drained with balanced organic matter;
- **Cup Profile:** Complex, floral and fruity with cane sugar sweetness, medium body, and bright, clean acidity.



The Heart of Ecuador's High Coffee Country

Perched high in the Andean range of southern Ecuador, **Hacienda La Papaya** is the origin that defined modern Ecuadorian specialty coffee. Under the vision of **Juan Peña**, this farm became both a field and a laboratory — a place where science, craftsmanship, and terroir meet to produce coffees of international acclaim.

The landscape here is striking: steep volcanic slopes, thin mountain air, and a clear horizon that stretches toward the Pacific. Every element of the environment contributes to flavor — altitude sharpens the acidity, sunlight drives sugar formation, and cold mountain nights preserve aromatic compounds that define the coffee's elegance.

Twelve Hours of Light, Infinite Expression

At nearly two thousand meters above sea level, the farm basks in **twelve steady hours of equatorial daylight**. This consistency gives plants a natural rhythm for photosynthesis and sugar accumulation.

Warm days (20–30°C) and cool nights (15–20°C) extend the cherry maturation cycle, concentrating sweetness while allowing complex acids to develop.

The result is a coffee of exceptional balance — **bright yet rounded, structured yet soft**, a profile that roasters describe as luminous in the cup.

Soil, Water, and Purity -

Hacienda La Papaya rests on Andean clay loam soils, rich in minerals and organic content yet naturally well-drained. Balanced fertilization and precise irrigation sustain plant vitality without excess.

Water comes from high mountain wetlands, filtered through layers of volcanic stone, ensuring purity unmatched in most coffee regions.

This combination of elevation, soil, and pristine water gives the coffee its characteristic clarity and sweetness — flavors of floral honey, citrus fruit, and fine chocolate, with a crystalline finish.

A Dry Tropical Climate for Precision -

Unlike the humid tropics of Yacuri, La Papaya thrives in a **dry tropical climate**. Rain falls briefly and intensely for only two months each year, followed by long periods of cool, dry air.

This climate allows perfect control over flowering, ripening, and harvesting — minimizing fungal risk and creating ideal conditions for both washed and natural processing.

The dry atmosphere also enhances post-harvest stability, preserving **density, color, and longevity** in the green bean.

Every sensory element reflects the environment itself — high light, pure air, mineral soils, and dry mountain wind.



Tradition Guided by Science -

What began as Juan Peña’s experimental project has become Ecuador’s model for agronomic precision. Three resident agronomists oversee all processes, from seed propagation to harvest timing. The farm serves as a **training ground for innovation**, where new varieties and techniques — Typica Mejorado, Sidra, Geisha, and more — are developed and refined.

Behind every harvest is a philosophy: that excellence is repeatable when nature, data, and human skill act in harmony.

The Benchmark in the Cup

Hacienda la Papaya is not just a coffee origin — it is a reference point.

Its environment gives coffees of **refined acidity, floral brilliance, and transparent sweetness**, earning global recognition at barista and brewers’ championships.

Roasters rely on it for consistency, density, and flavor integrity — a true **“benchmark coffee”** that defines Ecuador’s potential at the highest level.

Lot [SG-1462] REF#26 Hacienda La Papaya Pacamara Natural



Sample type Offer
Weight 150 g
Sample Weight 0 g
Note
Origin
Status Accepted

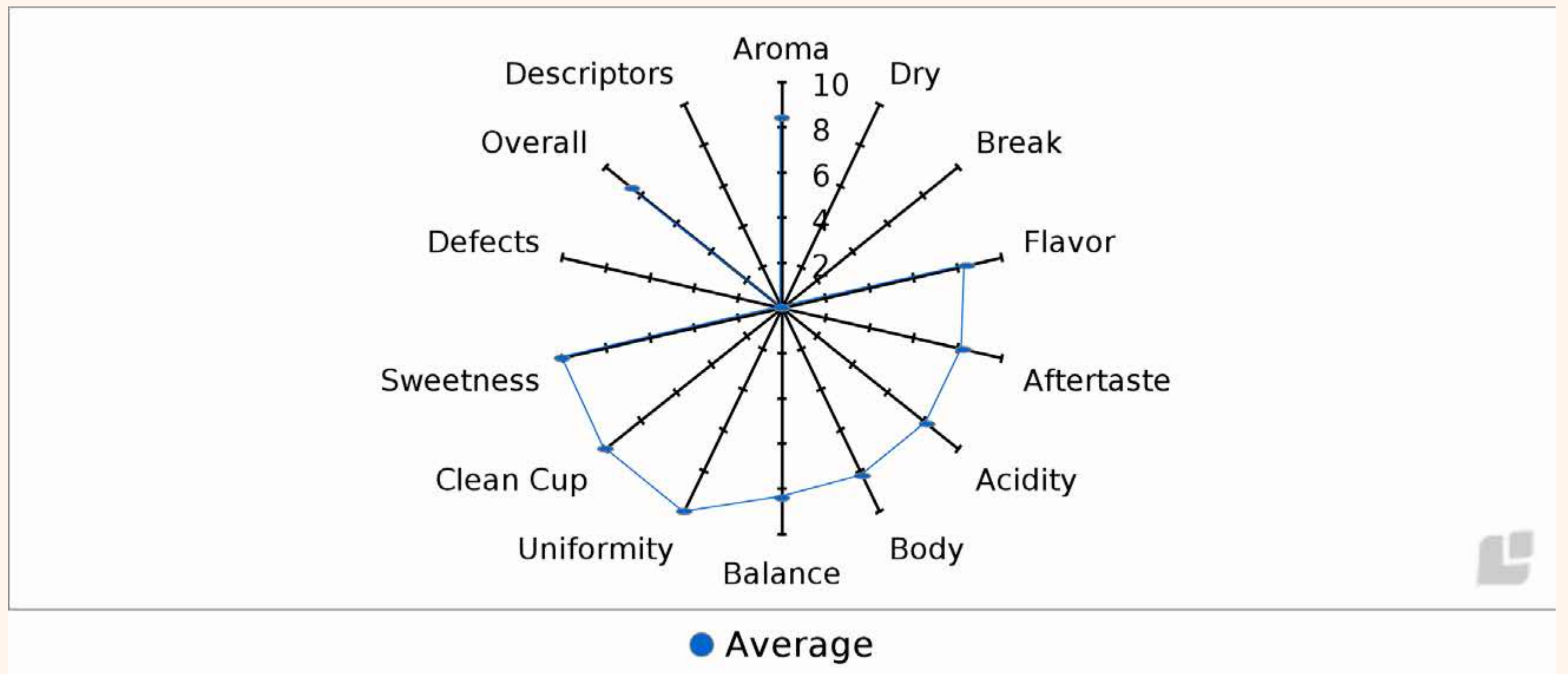
Sensorial Analysis - QC-2916 - 2025-09-30 15:20 (Cafexporto Coffee Lab)

Average	88.5	Min (Value between average and lowest score)	-0.5
Max (Value between average and highest score)	0.25	Number of results that are taken into account for the average value	3

Ar	Dr	Br	Fl	Af	Ac	Bo	Ba	Un	Cl	Sw	De	Ov	De	FS
8.42	0.00	0.00	8.42	8.25	8.25	8.25	8.42	10.00	10.00	10.00	0.00	8.50	0.00	88.50

Descriptors: Ar ... Aroma, Dr ... Dry, Br ... Break, Fl ... Flavor, Af ... Aftertaste, Ac ... Acidity, Bo ... Body, Ba ... Balance, Un ... Uniformity, Cl ... Clean Cup, Sw ... Sweetness, De ... Defects, Ov ... Overall, De ... Descriptors, FS ... Final Score

Descriptors	Notes
(+) Candy, Chocolate, Fruity, Pineapple, Sweet & Sugary	Clean



Physical Analysis - QC-2929 - 2025-10-06 12:43

Moisture of beans	10.4	Group 1 Defects	0
Group 2 Defects	0		

Link Library

Discover our farms, coffees, and projects below (Click or tap to learn more.).



Hacienda la Papaya
Photo Gallery



Hacienda la Papaya
Community & Culture



CafExporto Video



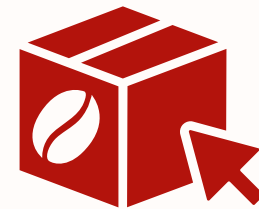
CafExporto
Foundation



Genetic Bank



Quality Control
& Culture



Ordering Process

www.cafexporto.com



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