

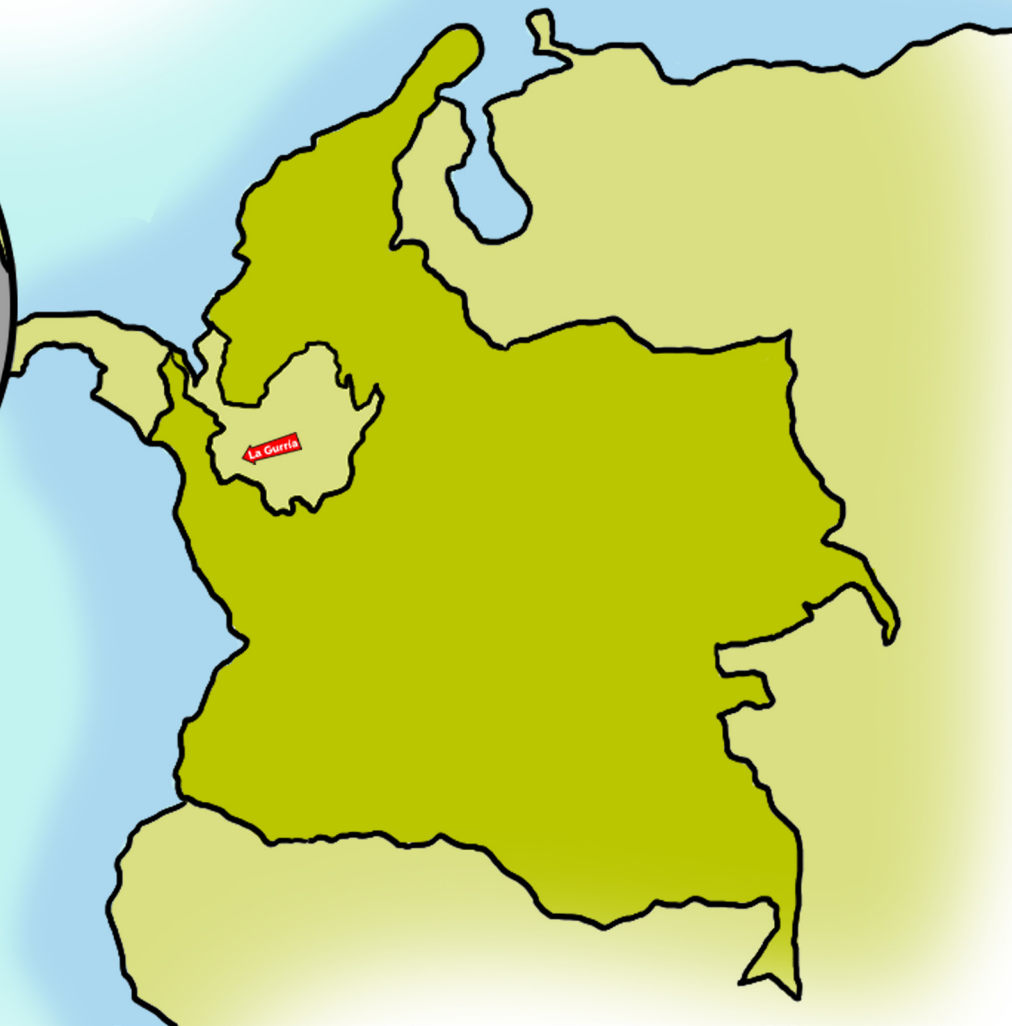
LA GURRÍA

WRITTEN BY:
ANDRÉS FELIPE URREGO

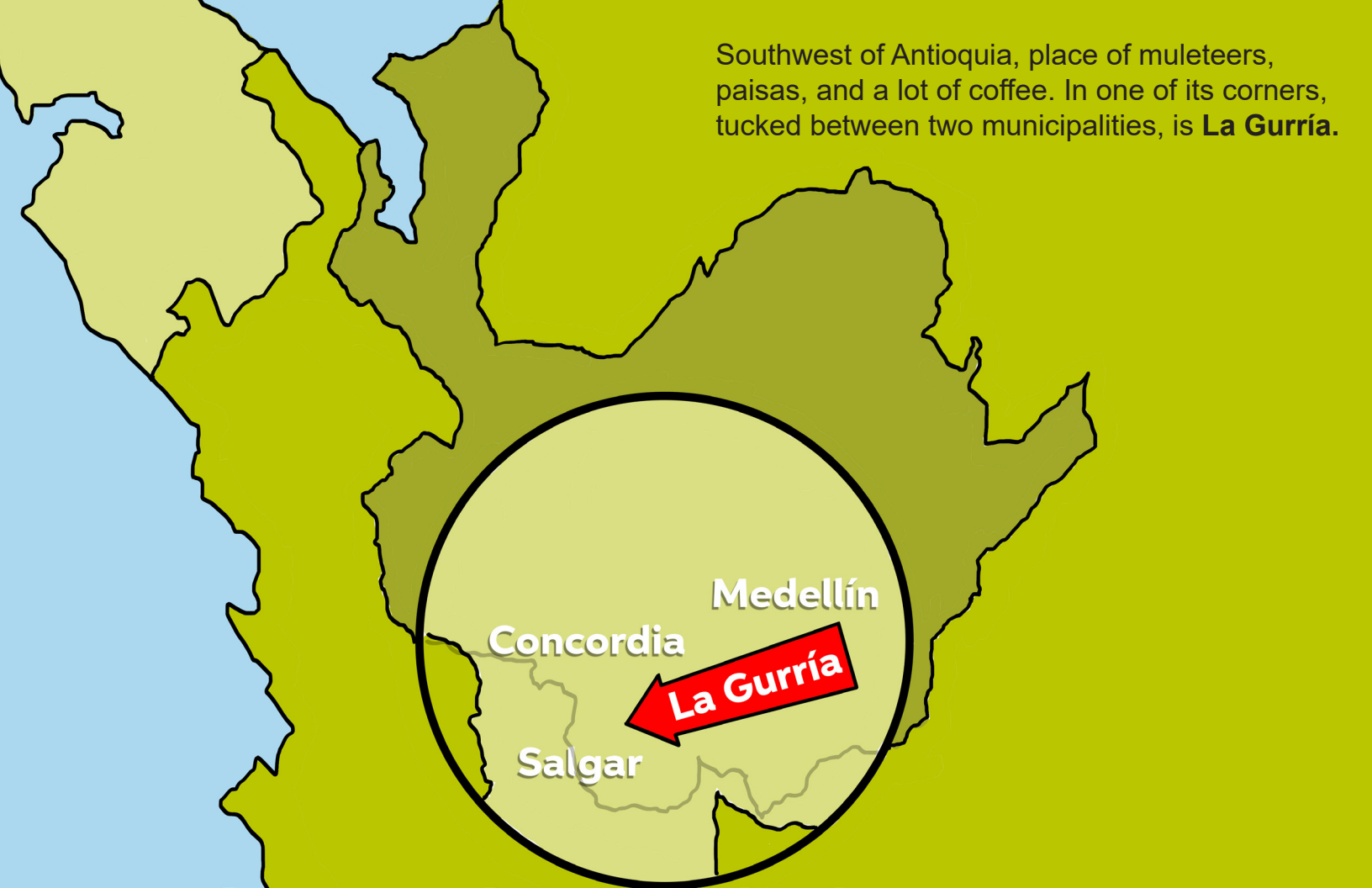
ILLUSTRATIONS BY:
WILLIAM SALAZAR

Capítulo





Southwest of Antioquia, place of muleteers, paisas, and a lot of coffee. In one of its corners, tucked between two municipalities, is **La Gurría**.

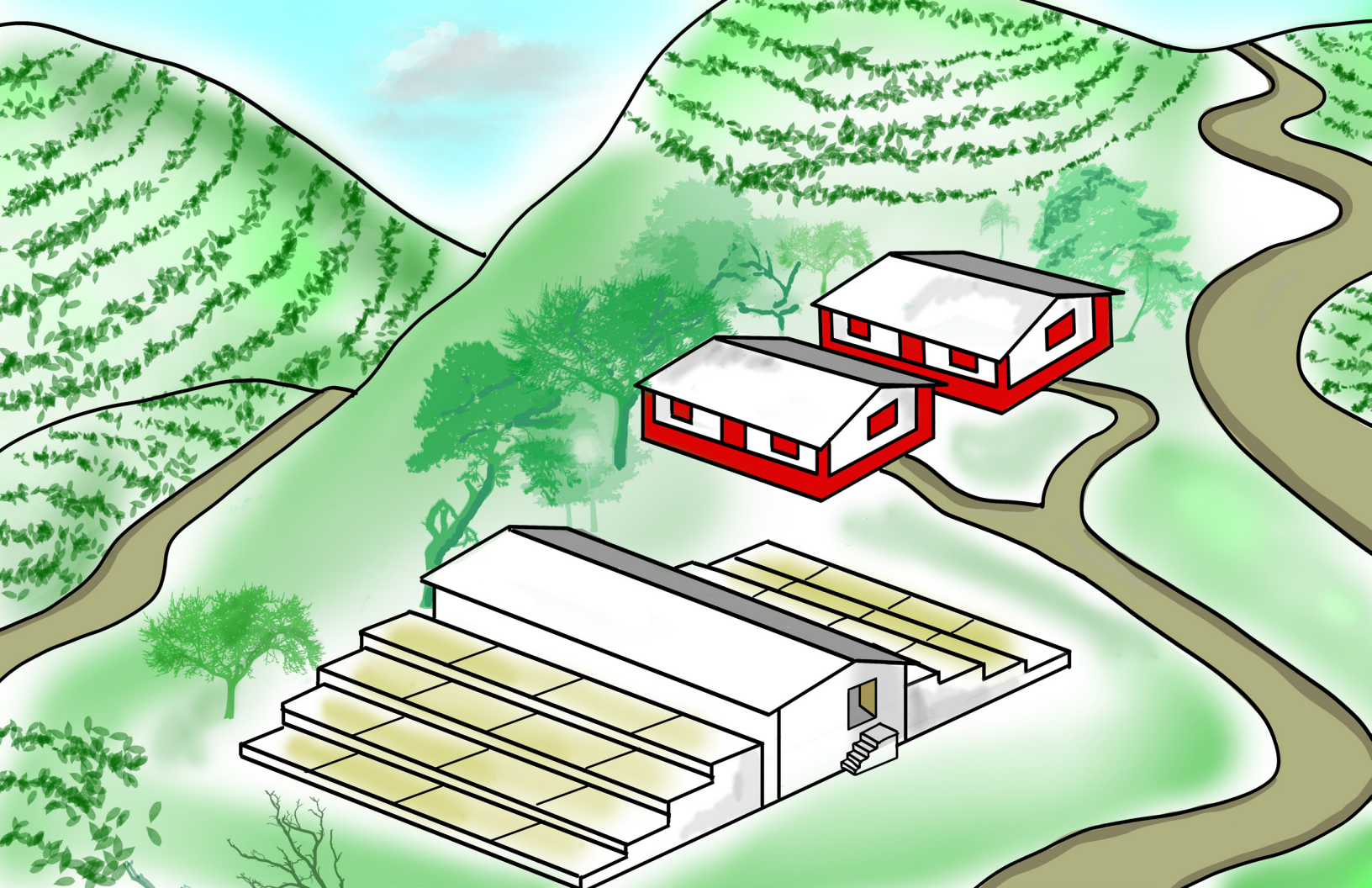


Medellín

Concordia

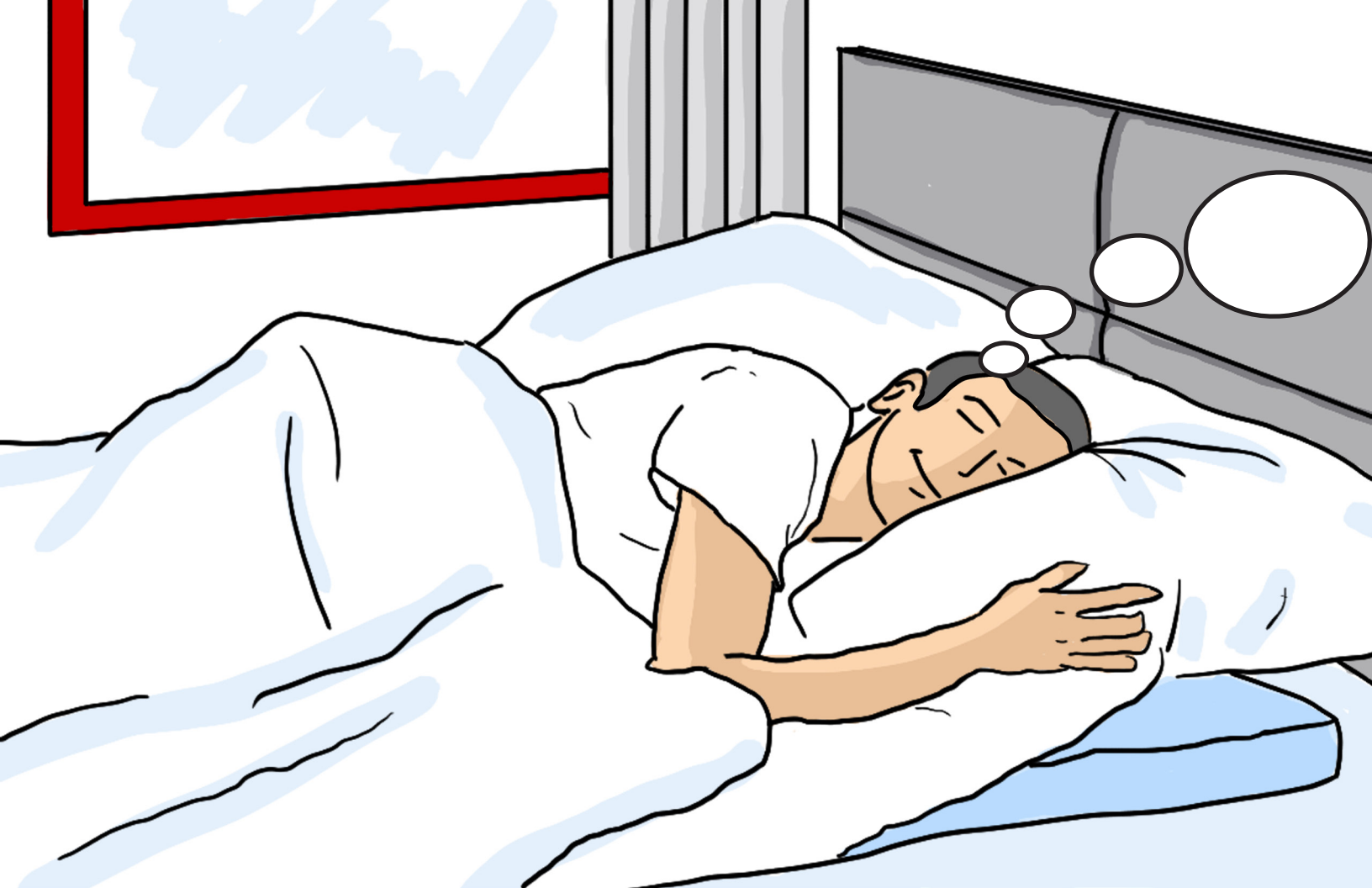
La Gurría

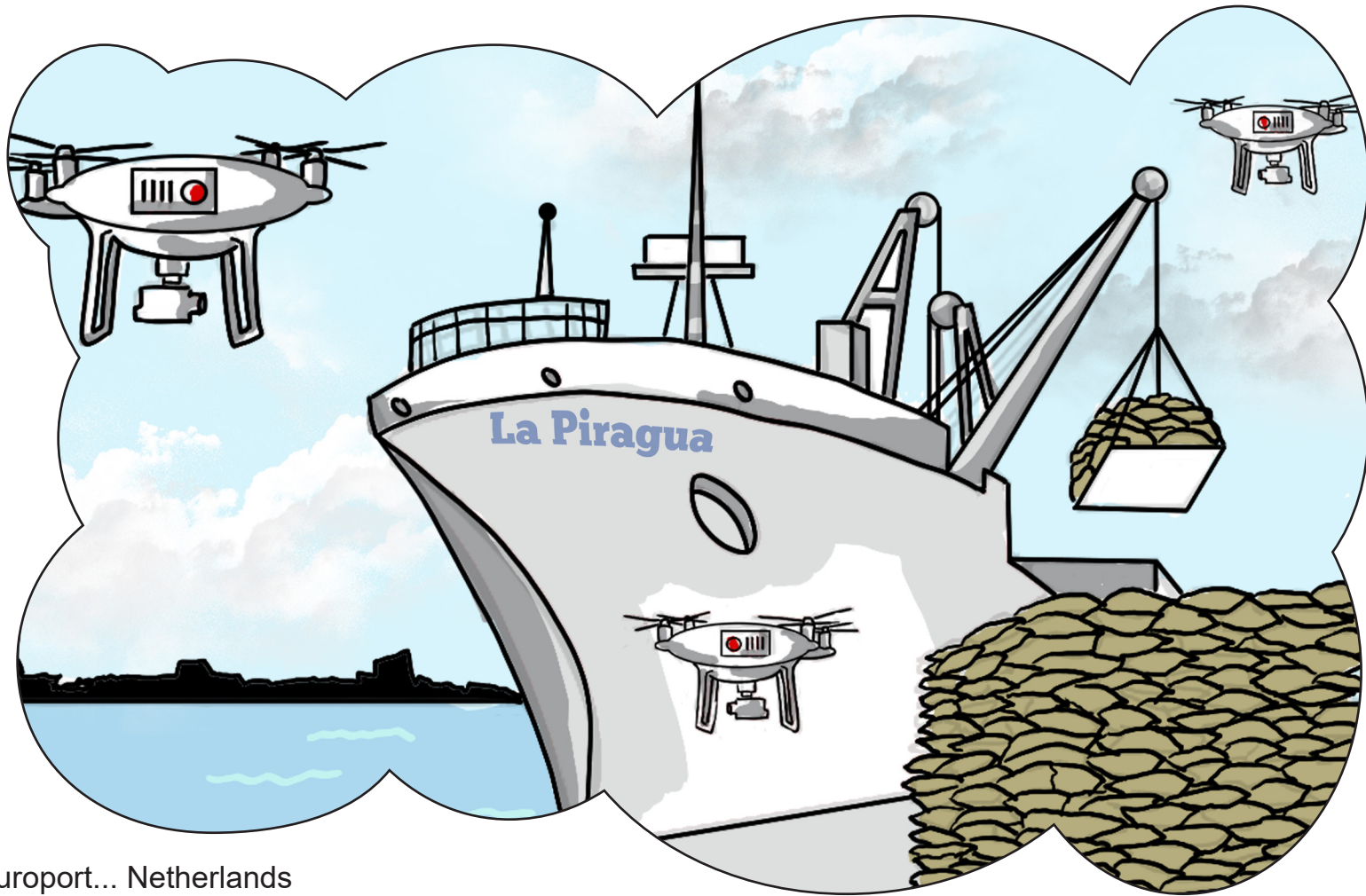
Salgar



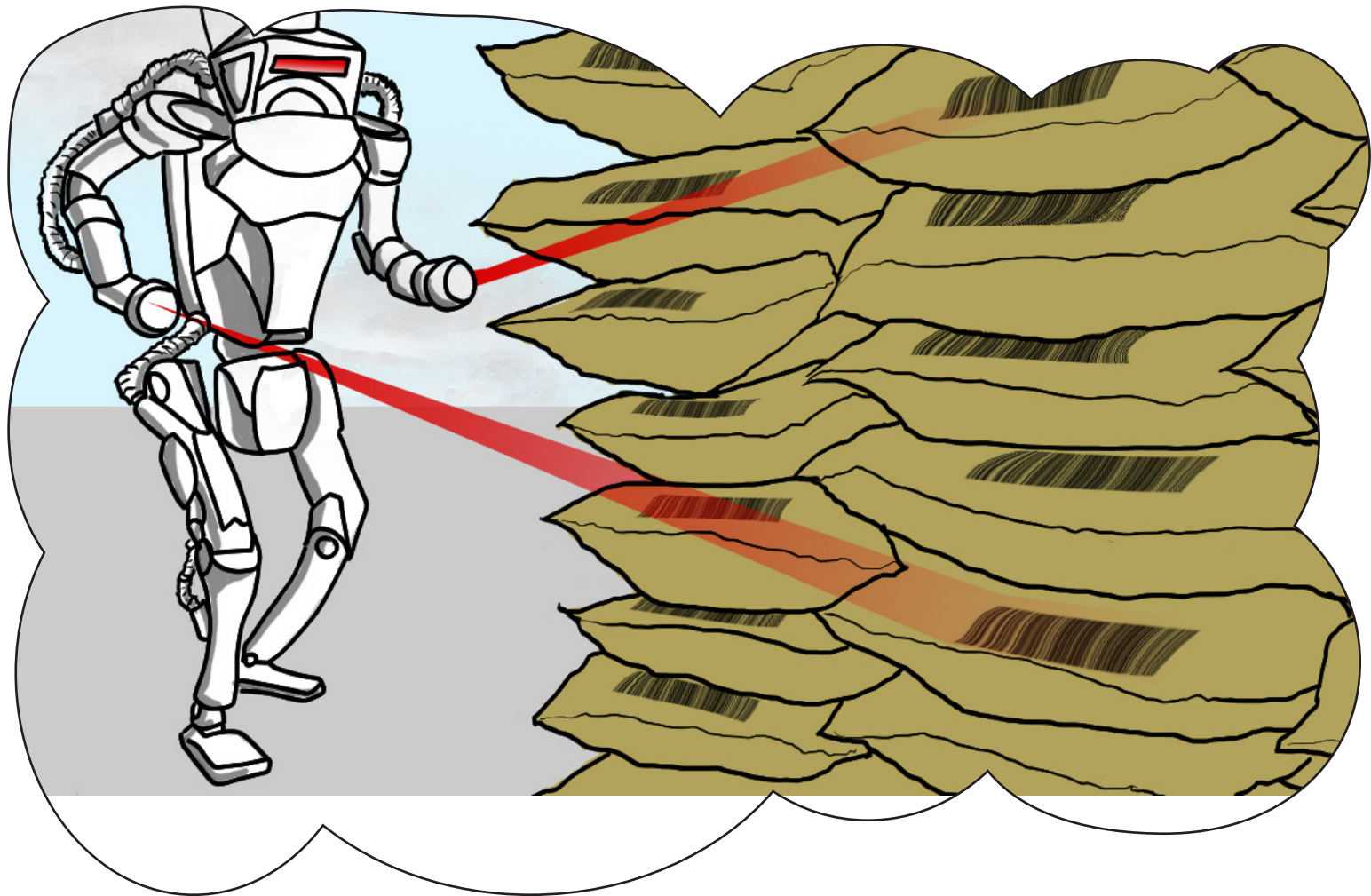
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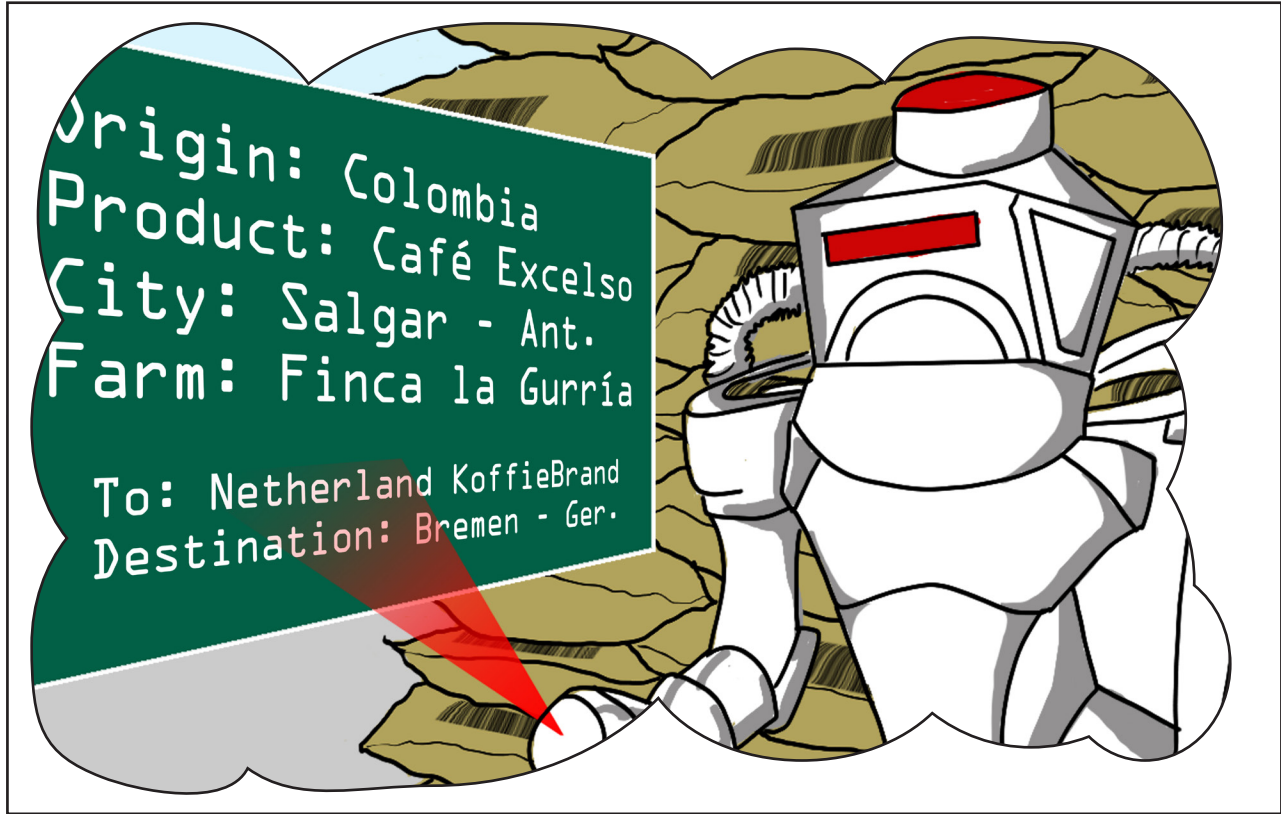




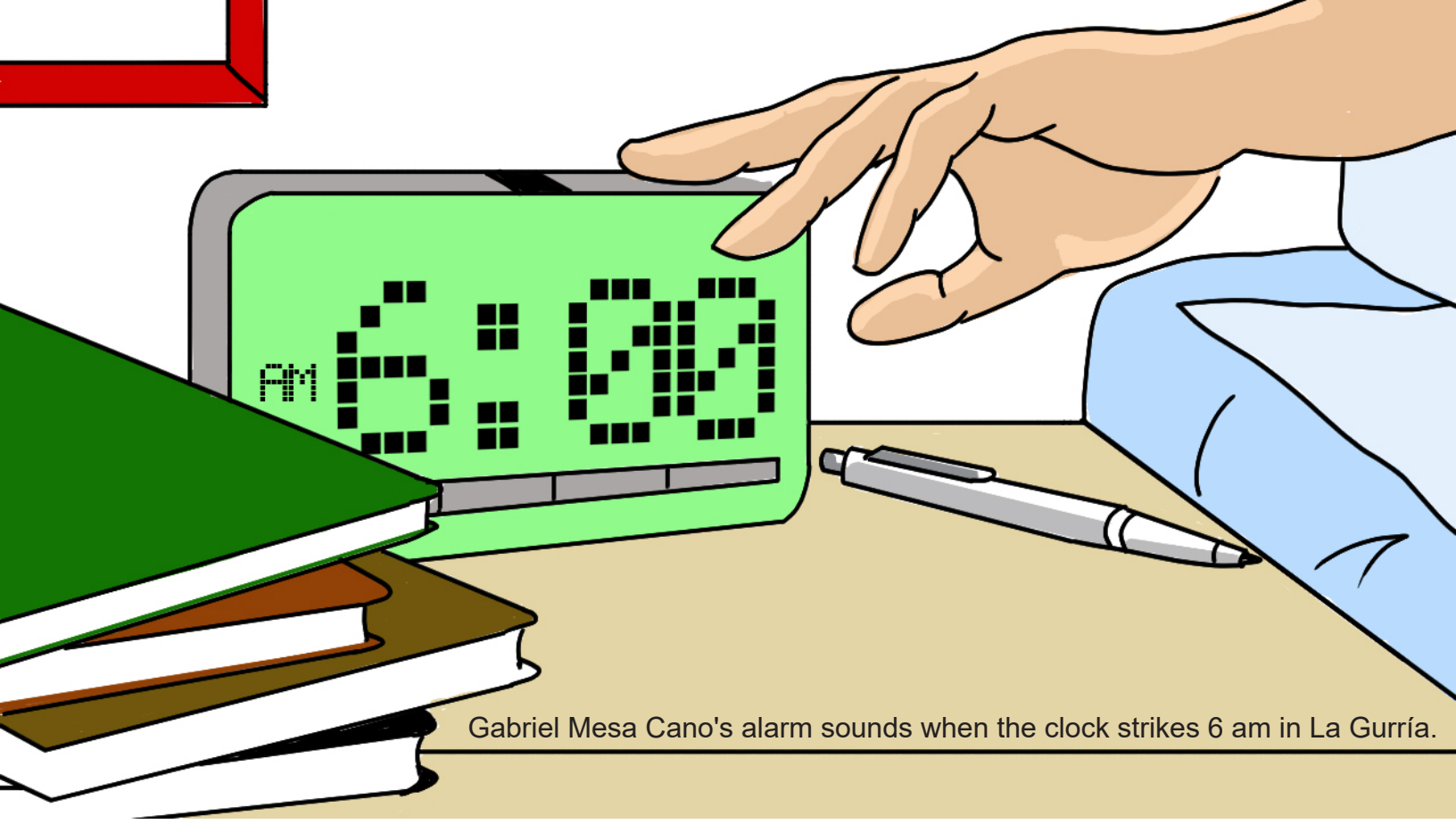


Europort... Netherlands






The information is validated and sent to the Netherland KoffieBrand offices.



Gabriel Mesa Cano's alarm sounds when the clock strikes 6 am in La Gurría.

A cartoon illustration of a man with short grey hair, wearing a white V-neck t-shirt and white pants, sitting on a bed. He is looking upwards and to the left with a thoughtful expression. His hands are clasped in his lap. Behind him is a bed with white sheets and a grey headboard. To the left, a window with a red frame shows a blue sky with white clouds. A thought bubble with four small circles leads from the man's head to the window. A speech bubble is positioned to the left of the man, containing text.

We must export. It is my dream, and I must fulfill it.

capitulo

5

The first rays of sunlight clear the mist from the coffee mountain. In the wide corridor of the old house, the headquarters of La Gurría, Gabriel Jaime covers himself from the cold, leaving the trail of the aroma of the last sips of his cup of coffee before going to work.

He goes pensive, grumbling silently about the export dream with which he woke up hanging around his head. However, it doesn't take long when he smiles as if challenging destiny, recognizing that he will make it happen promptly, like every project in his life.

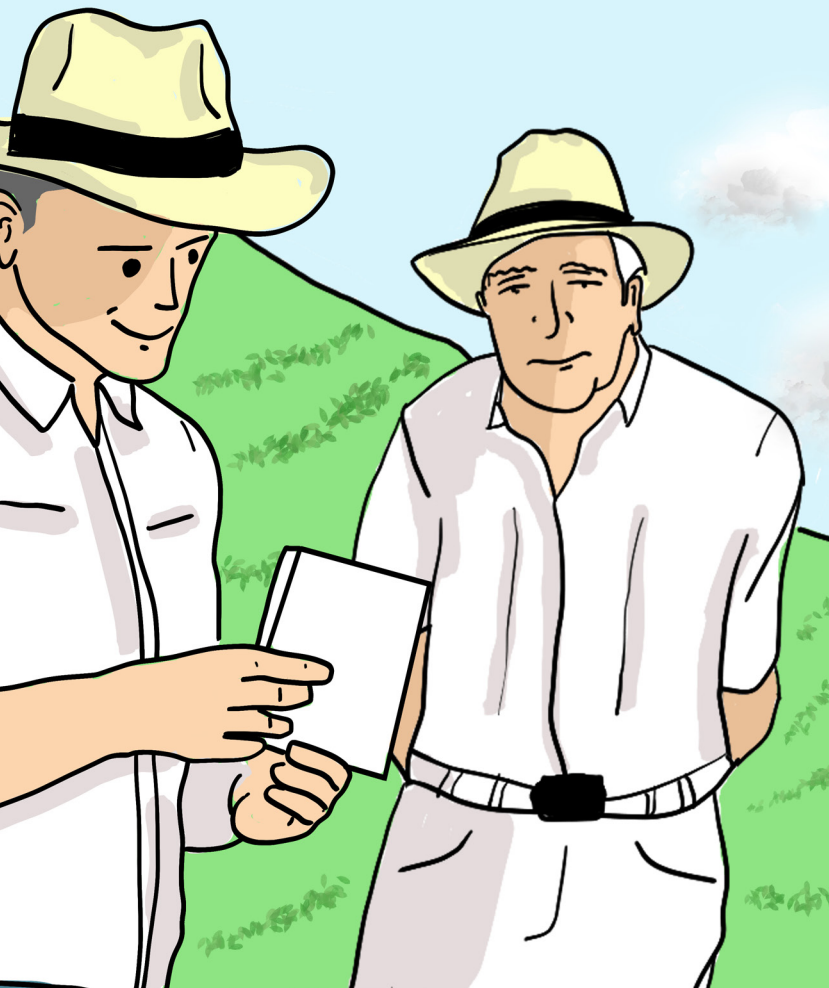




Owner of a restless mind, curious and willing to transform the world around him, this character who is almost 50 years old, inherited from his father the name and the ability to envision and maintain the spirit of change, raising, through of them, the level of efficiency and productivity of the farm.

"Looking to be more effective. Optimizing resources", he responds when asked how he thinks he developed virtue. And it is that efficiency and effectiveness have been an obsession for Gabriel Jaime and his people. Always thinking about how to improve, change, take advantage; something fundamental for the survival and development of the coffee business in the face of the financial restriction concerning the imposition of the sale price by the intermediary, who add an extra value, forcing the farmer to improve his profit through cost adjustments, besides an excellent use of resources mixed with some innovation, **just like the case with road construction.**

It all started one day touring the farm with his father and seeing the difficulty with which they advanced transporting the load along the roads that crossed the coffee plantations of the farm. It was a restriction considering the amount of coffee they could transport and the discomfort of the bean harvesting process.



Gabriel Jaime began to take careful note of the situation in his notebook while analyzing how to improve and optimize the process. He added, subtracted, multiplied, divided; made calculations looking for the best option for the farm, and after much writing and research, he told his father, with the notebook in his hands: "If we widen the roads, we facilitate the collection of the grain", and added, "We can do it in less time, and with less staff". His father, always ready to listen to his boys' ideas, analyzed the situation with the care it deserved and told him that he would think about it. A few days passed before the reply. Gabriel Sr. did the math, aware of the high economic investment in the construction, using yellow machinery for expansion, and avoiding future landslides since the farm is relatively steep; his long-term vision prevailed, and he agreed to his son's proposal.

The results came soon. Not the next day, not the week after. Over time, the almost 5 kilometers of the road hidden between the coffee plantations made it possible to fulfill the primary objective: to load more coffee. In addition, they generated a new benefit that is difficult to quantify in economic terms by facilitating the transport of collection personnel to the workplace: increased motivation and well-being of workers, a concern bequeathed by the old Gabriel.

But not everything
was there.



To facilitate the process of loading and unloading the fruit, Gabriel Jaime came up with the idea of reforming the rigid stake structures that the jeep had, turning them into a "dump" that could rise and fall to fulfill the new purpose.

The effect of change continued its way, and the use of the vehicle suggested other improvements seeking the optimization of resources. The mule was another beneficiary of the change.

Recognized as one of the most traditional activities in the coffee business, muleteers like Juan Valdez herding a train of mules loaded with coffee sacks traveling through narrow bridle paths demanded a lot of human resources, animals, time, and money to make them profitable. Only the income from the sale depended in direct proportion on the number of mules that transported the product to the intermediary.

For this reason, when Gabriel Jaime considered using the jeep for other tasks, he did accounts again in the notebook, discovering something that would improve the farm's income.

He calculated that the 12 mules only could transport 1.800 kilos of coffee, while with the "dump truck", the load could increase to 2.200 kilos; 400 extra kilos are not bad for anyone. It also reduces the cost of Juan Valdez's doubles, who guided the mules, and the transportation journey equivalent to a day since preparation until the return, guaranteeing the coffee arrived clean at its destination.



One change from another.

An improvement process that arises from minor reforms in how to do things better converged on customer satisfaction and the cash flow of the family business.

Generation of value for everyone involved in the industry.



Capítulo

4

Old Gabriel always had an interest in promoting work in the area. "You must do social work to money," he repeated with great authority. Gabriel Jaime maintains the same position and is an excellent promoter of work in the area.

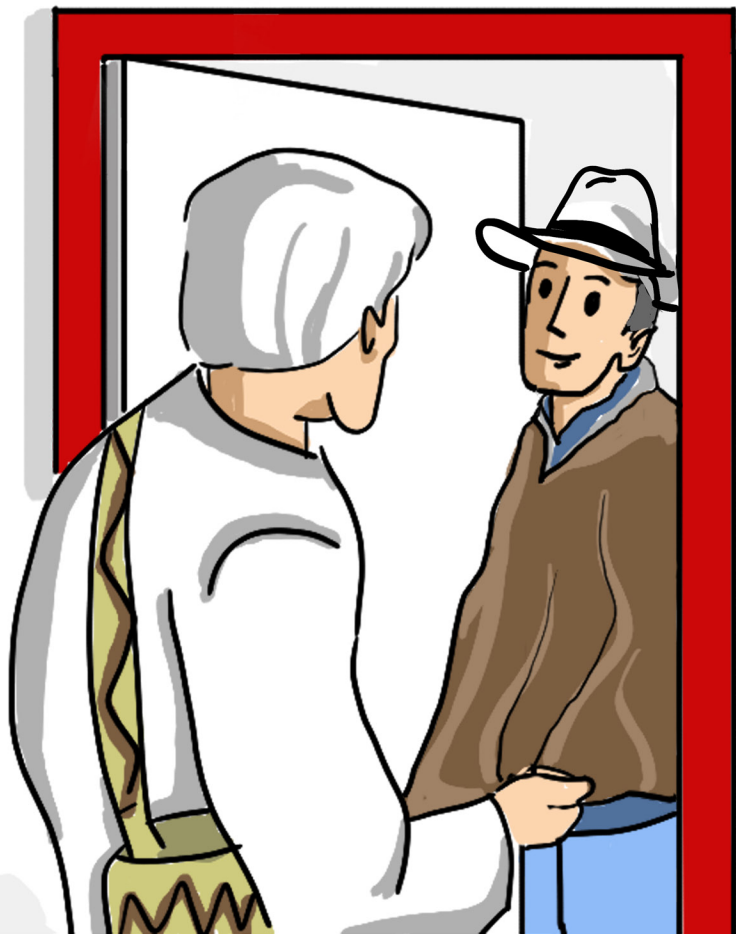
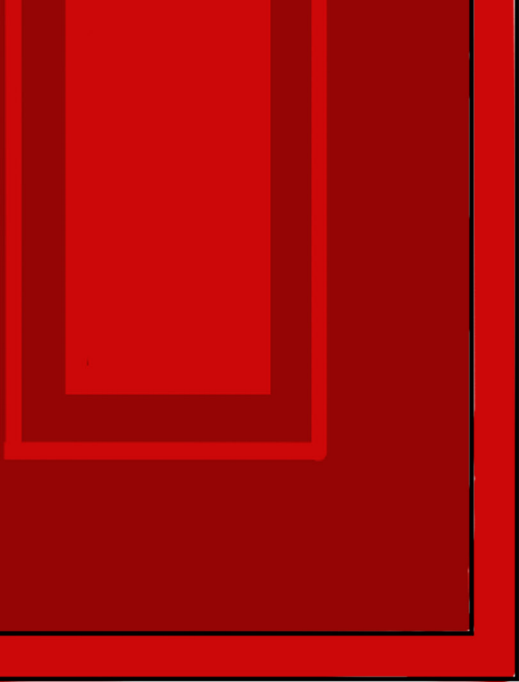
For years the harvesting seasons of the coffee crop have been made by Uitoto indigenous, led by Domingo Cascué, who travel almost 600 kilometers from the center of Cauca, department of Colombia, piled up in an uncomfortable bus to go to the critical work, with guaranteed lodging, transportation, and food.



Even hiring local personnel to work on the farm, the bulk of the workers are indigenous people, with whom a relationship of trust has been built for years, backed by words and good deeds. But at the end of 2020, a difficult time for humanity due to the COVID-19 pandemic, something happened that made the most important harvest of the year stagger, and the Mesa family thought about the labor resource. It was late at night, and they were almost ready to sleep after a long day at work when the echo of the knocking on the door resounded in the old house.

Agitated at the eventuality, Gabriel Jaime got out of bed and went cautiously to attend to the unexpected visitor. He turned on the light in the corridor, and the voice of the leader of the Uitoto assured in a calm tone, but with some tension: "I am Cascué, Mr. Gabriel Jaime, Domingo Cascué," he said. Gabriel opened the door, and the cold mountaineer of the coffee night wrapped in the ruana, shrinking his bones. The indigenous leader greeted politely. "To let you know that we are leaving tomorrow, for which I thank you for making a balance of what you owe us. The indigenous Minga calls us to help in the protest against the government, and we must go".

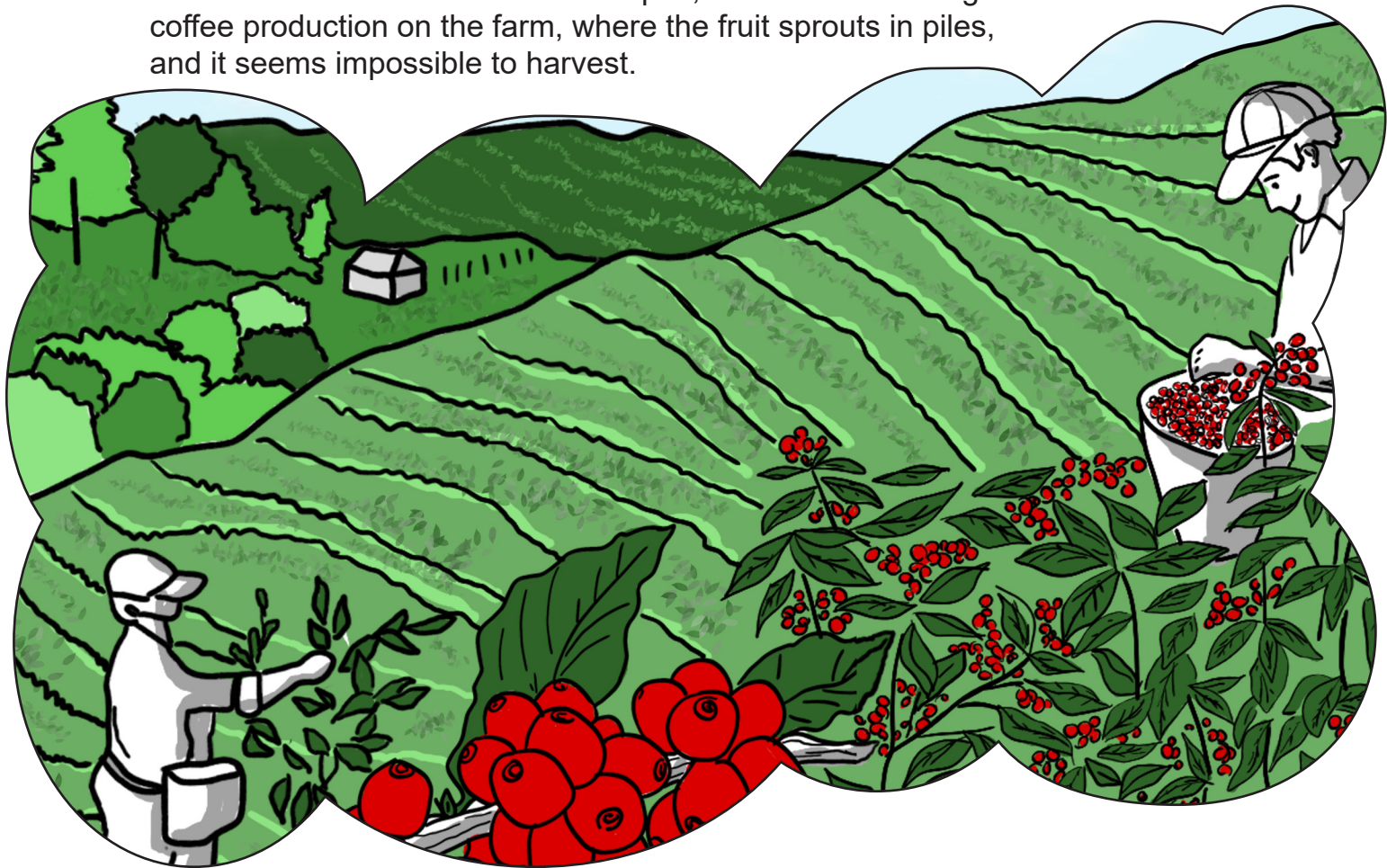
Gabriel tried to lessen the impact of the news by opening his eyes and raising his eyebrows with tension. Still, he knew the mettle of the natives. He knew that insisting on changing the decision was wasting time, so he prepared the accounts to balance and pay the debts, worrying about the delay in harvesting the crop while getting those in charge of continuing with the task. You can understand that Gabriel Jaime did not sleep well that night. The recurring dream of losing the harvest haunted him at dawn, preventing him from falling asleep in a good way. The issue was not only the departure of the Uitoto.



The effect of the COVID-19 pandemic also left its ravages due to the low supply of labor willing to collect coffee, due, among other factors, to the fear of contracting the virus, the increase in medical disabilities of infected people, and the measures taken by national and local governments to contain the virus, which had prohibited the arriving of personnel to the area to carry out the work. He thought the situation was problematic before falling into fatigue and stress. That was when he had the vision.

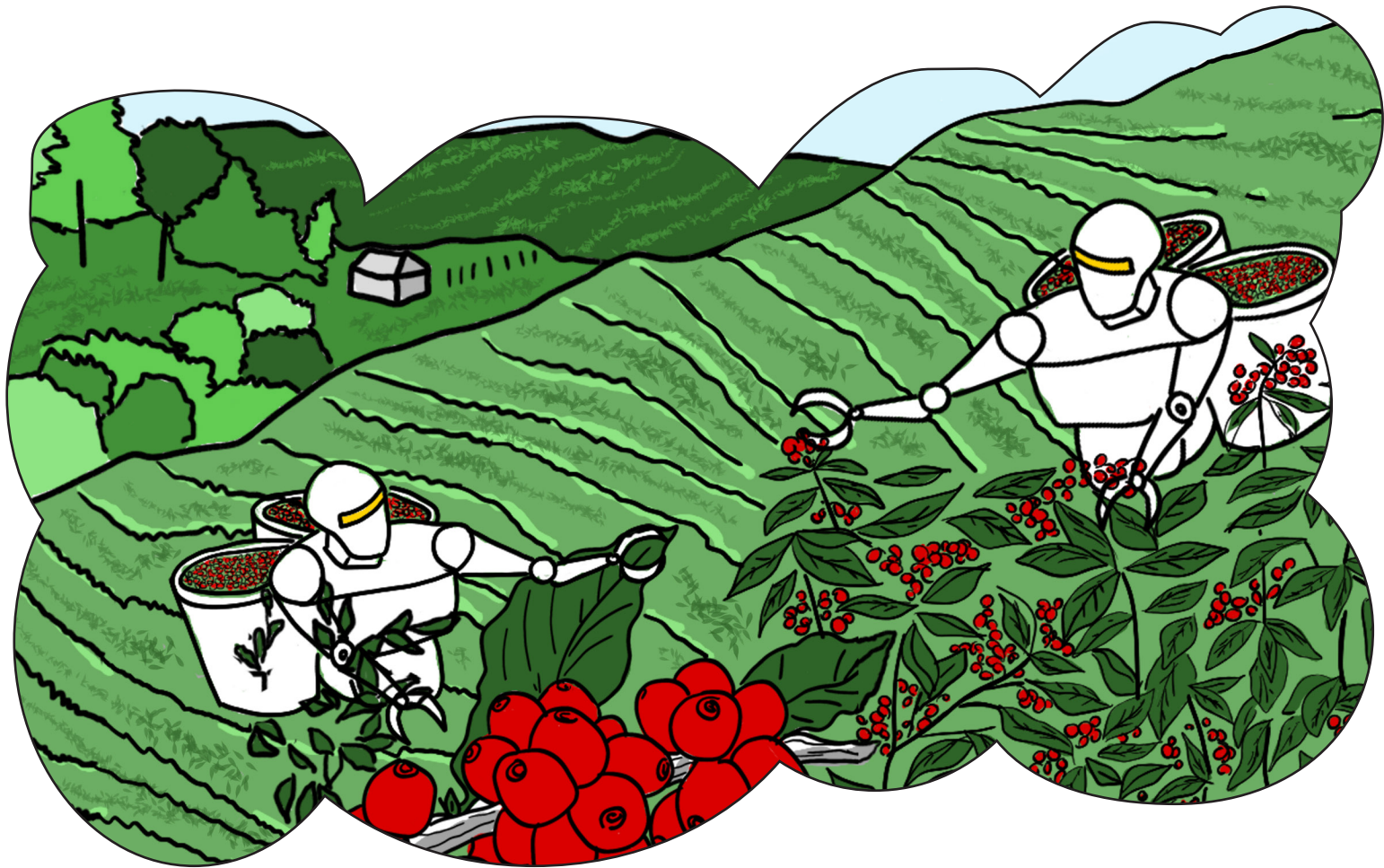


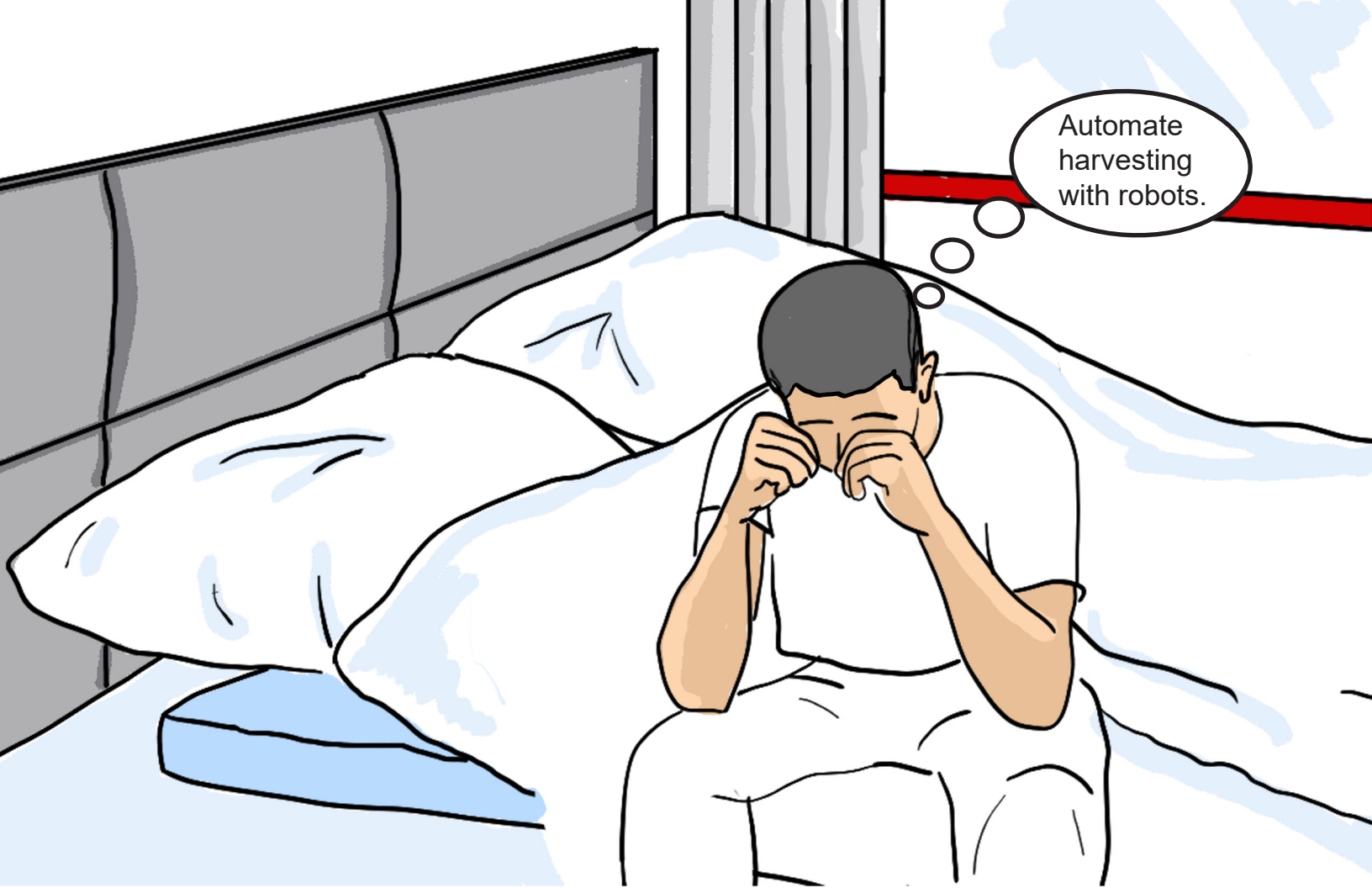
Gabriel Jaime is in the El Tormento plot, the one with the highest coffee production on the farm, where the fruit sprouts in piles, and it seems impossible to harvest.



Harvest is going to be lost!







Automate
harvesting
with robots.



Using robots in harvesting. How feasible will it be?

capitulo

5

The flavor acquired by the cup of coffee is the product of the maximum effort of the coffee grower to take care of the processes related to sowing, crossing, and harvesting; also, in the race against time to collect, pulp, ferment, wash and dry the grain in the best way.

Although optimization of resources is necessary, reviewing the pulping, fermentation, washing, and drying sub-processes are essential to achieve the objective. To do this, and with his mind concentrated on becoming a direct exporter, Gabriel Jaime has been generating ideas that could be future improvement plans to fine-tune the farm and face new opportunities.

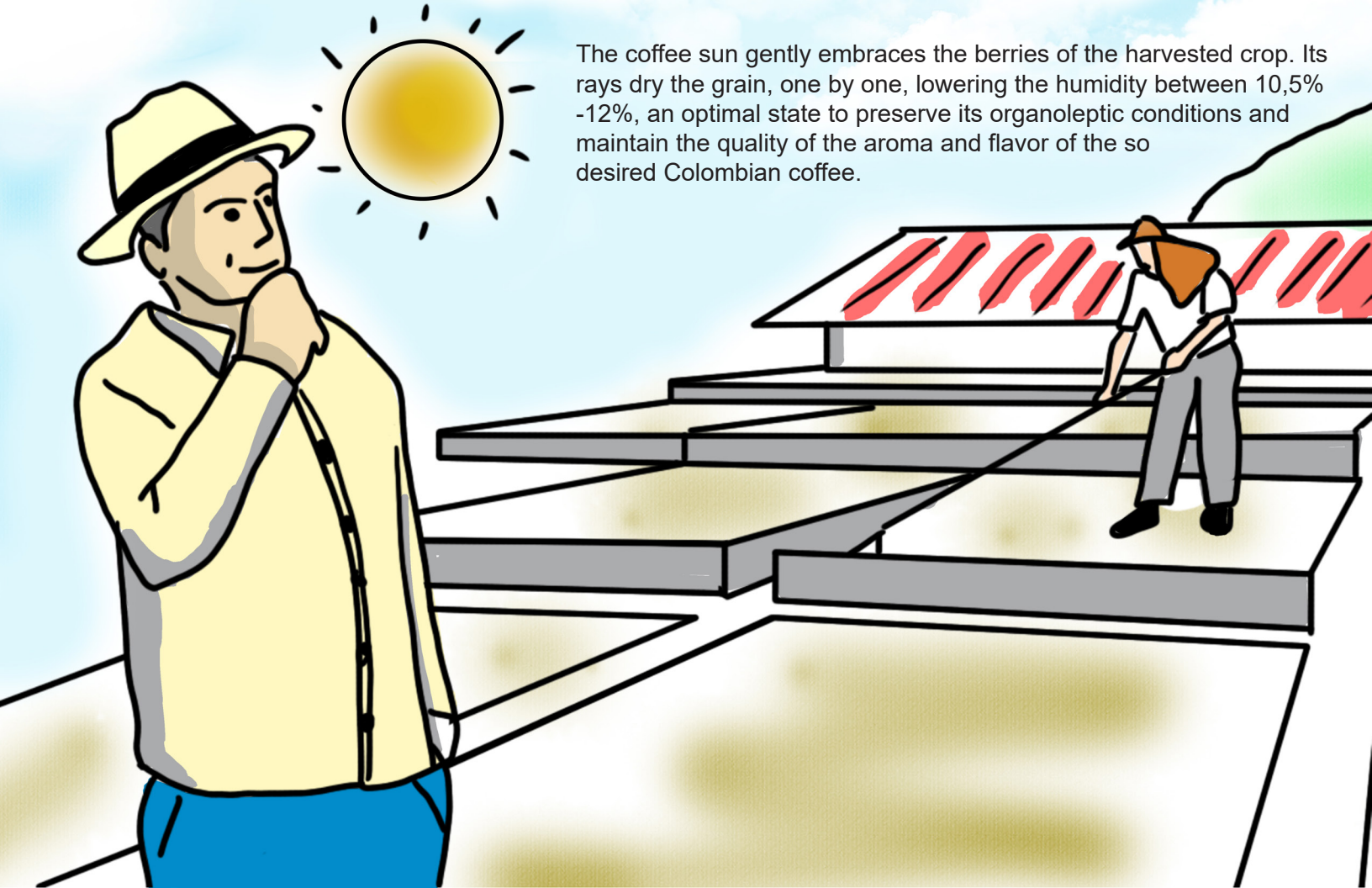
New challenges emerge, such as joining forces with their neighbors to set up a coffee processing center and save water. Or start up a plant of fertilizers or organic substrates made from coffee by-products, such as the husk, to take advantage of them in reducing costs; besides, as a new source of income, to follow significant trends that, among others, favor the purchase of a more natural product, sustainable and hopefully certified.



capitulo

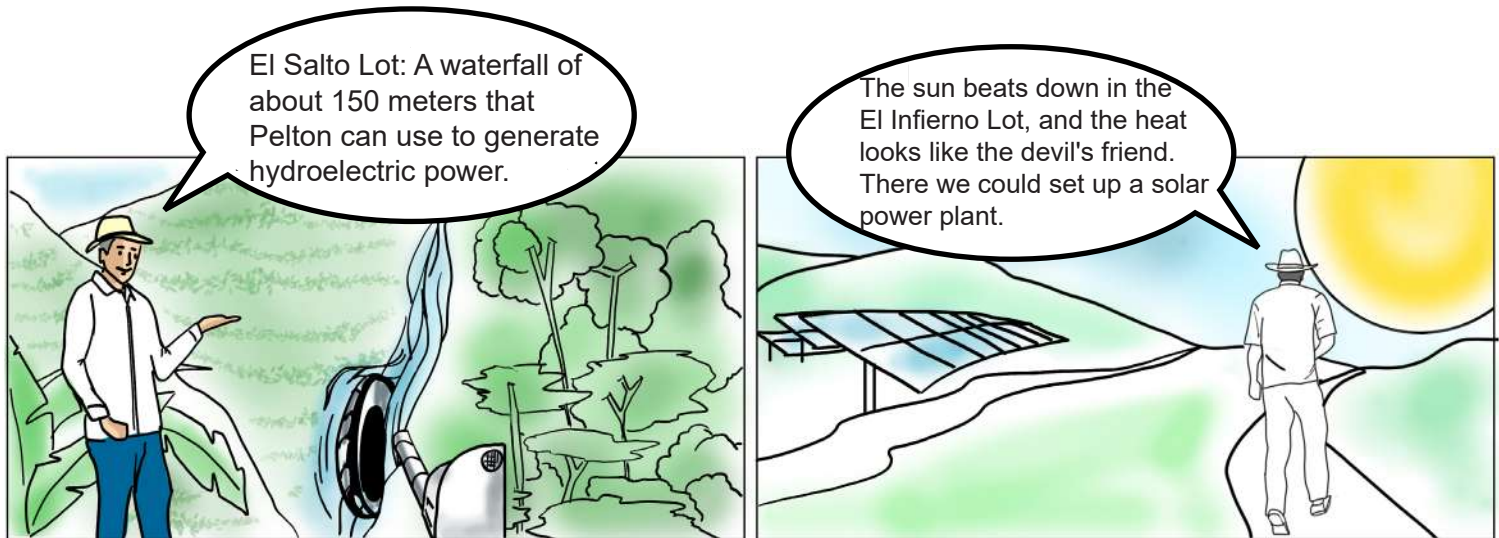


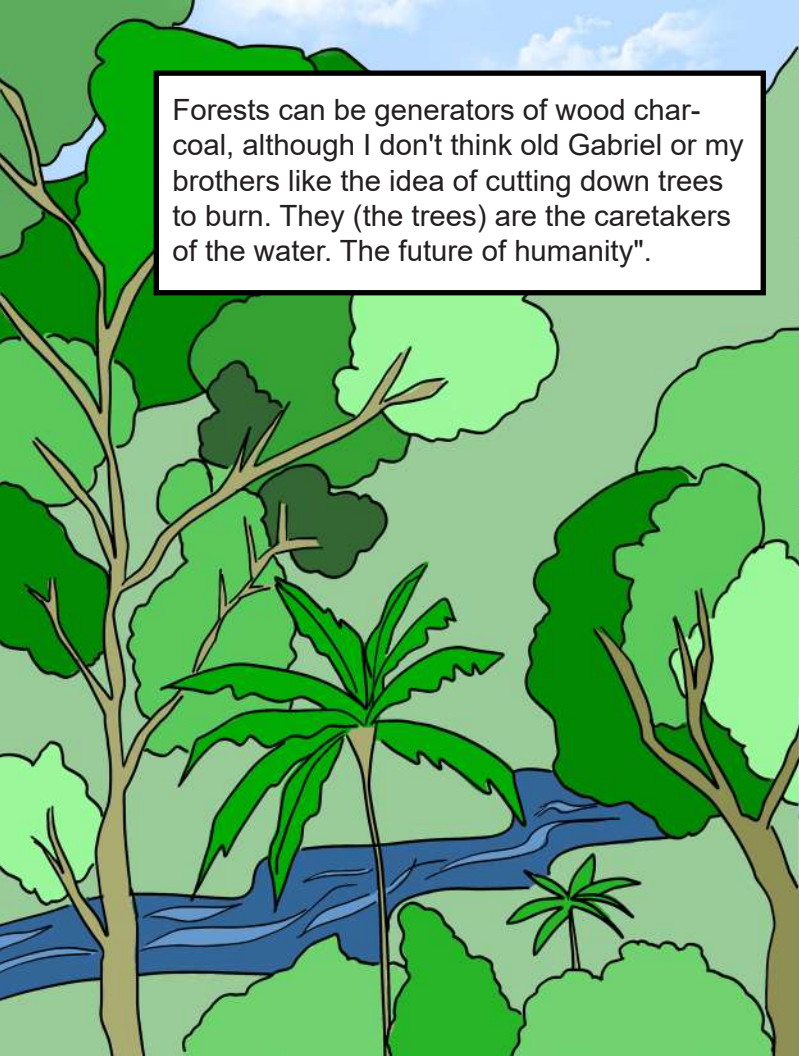
The coffee sun gently embraces the berries of the harvested crop. Its rays dry the grain, one by one, lowering the humidity between 10,5% -12%, an optimal state to preserve its organoleptic conditions and maintain the quality of the aroma and flavor of the so desired Colombian coffee.



"It will always be ideal for drying the coffee with sunlight", says a thoughtful Gabriel Jaime, observing the 32 drying cars that La Gurría must carry out the function. "But many times, the climate does not allow it, and we must use mechanical dryers to do it, in our case, coal dryers. If we could count on another type of energy", he says dreamily, with his thoughts focused on improving the process.

"We want to involve alternative energies in other processes, machines, and engines; in the lighting of the houses of the aggregates, for example", he lists some. For the project, Gabriel has the support of his brothers and father. Something characteristic among them, commenting on what is related to the management of the farm, listening to opinions and proposals, as the old Gabriel taught them, and inventing a saying to our interest, **"family that speaks together, stays together"**.





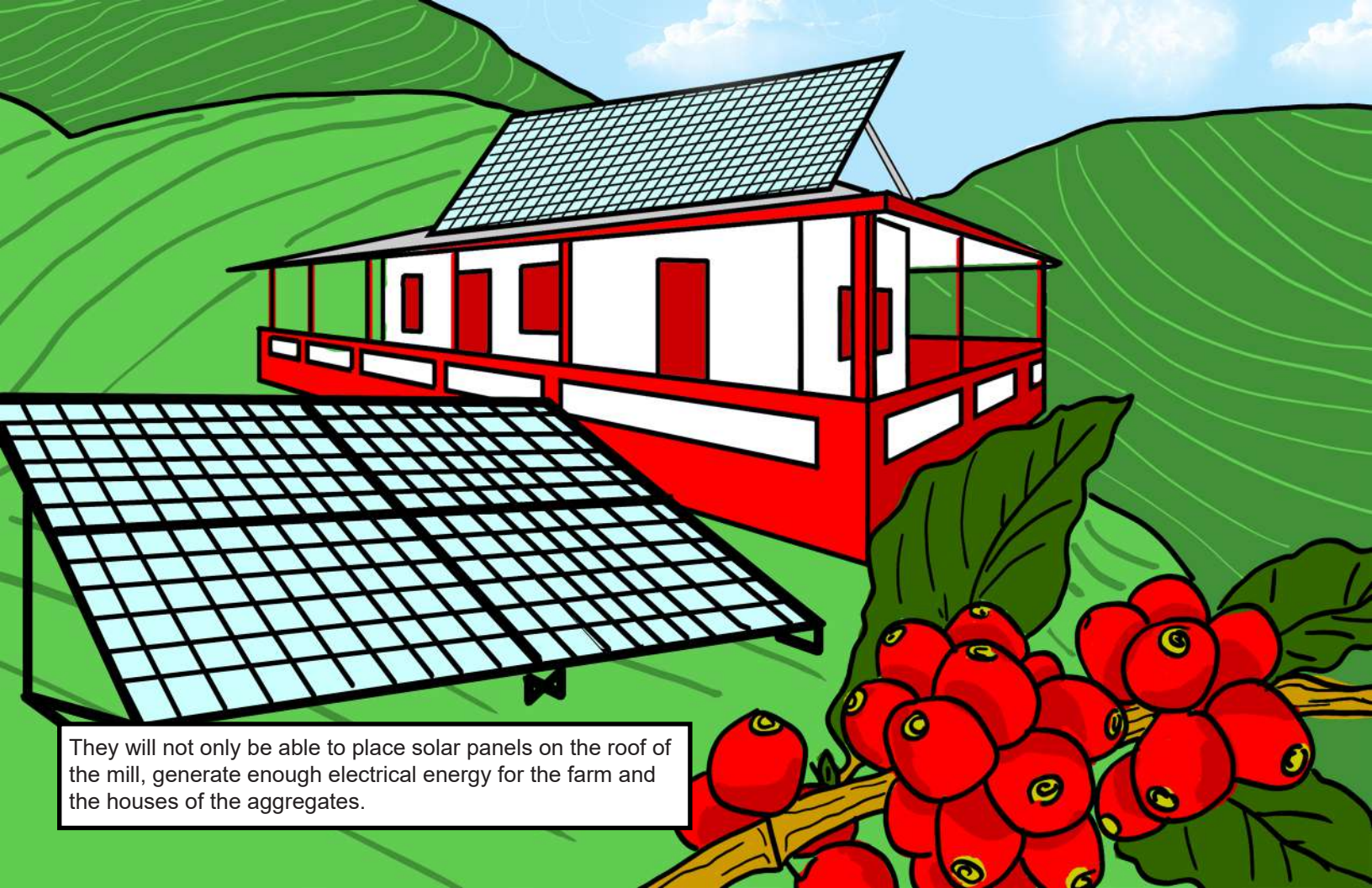
Forests can be generators of wood charcoal, although I don't think old Gabriel or my brothers like the idea of cutting down trees to burn. They (the trees) are the caretakers of the water. The future of humanity".



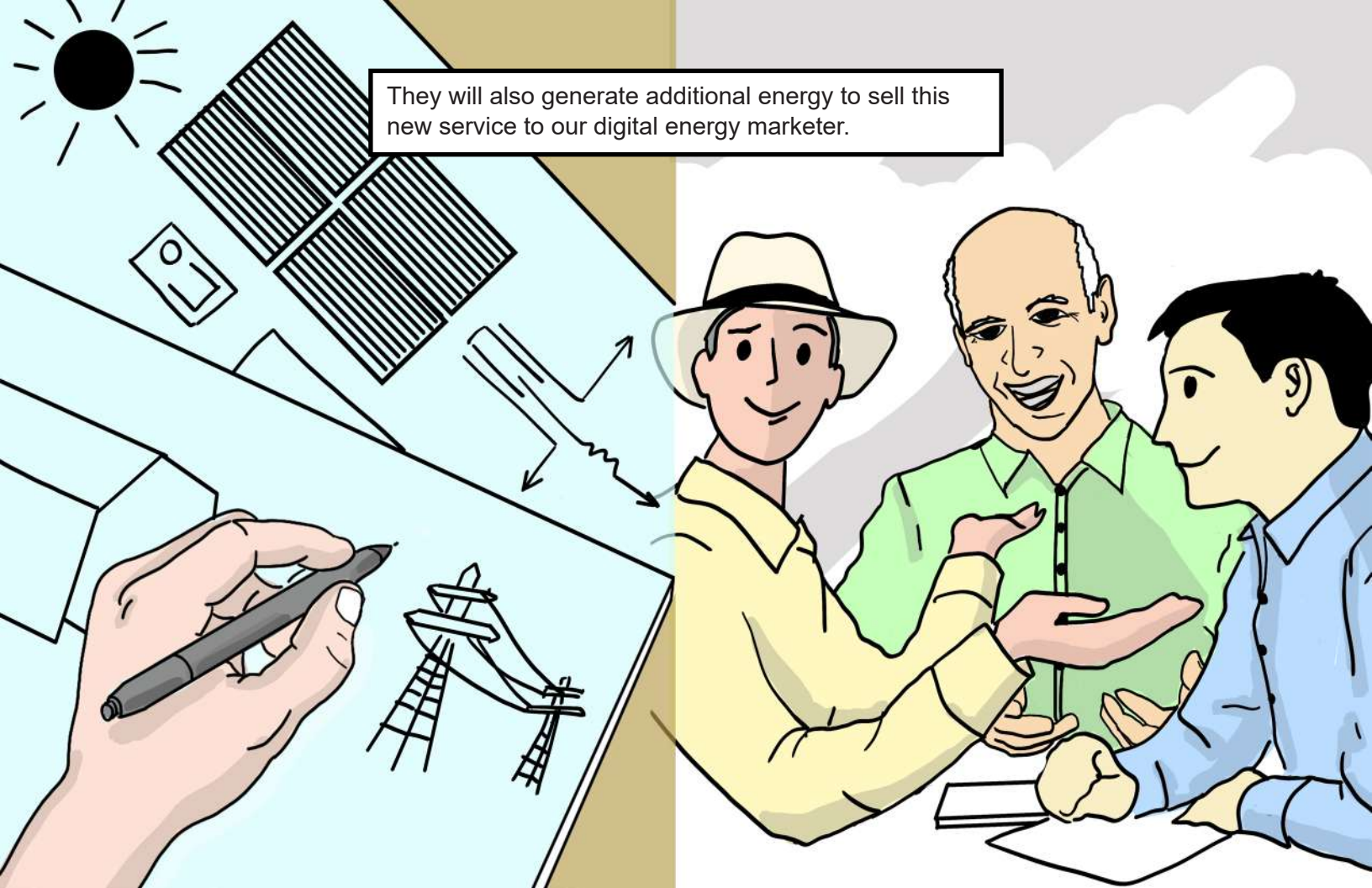
There were discussions between all evaluating the different alternative power generation options. Assess crucial variables as the initial investment, implementation, and construction, to make the best decision.



It was how the ERCO team arrived. A leading renewable energy company in Colombia offered them the new service when they saw the potential that La Gurría presented.



They will not only be able to place solar panels on the roof of the mill, generate enough electrical energy for the farm and the houses of the aggregates.



They will also generate additional energy to sell this new service to our digital energy marketer.

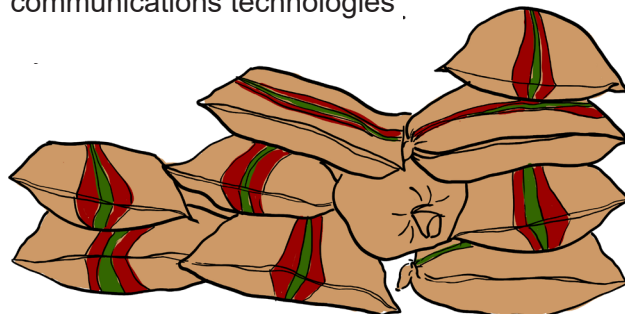
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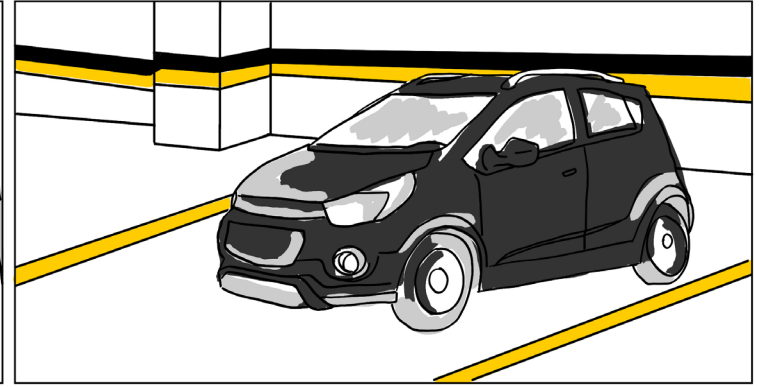


the Colombian Coffee Growers Federation says that excelsior coffee is a quality of almond coffee / It is that almond product of a careful selection effort (very well classified) in all its physical and sensory attributes. This selection starts on coffee threshers. In short, it is the best of the best. The top. The upper class of grain. The jet-set to display abroad and the one that makes the difference in flavor and aroma typical of Colombian coffee". Producing excelsior coffee allows the farmer to obtain a better purchase price for the load offered. It is a surcharge that is provided according to the quality conditions for parchment coffee, established for each program", they clarify from the Federation.

"To determine its quality, the yield factor method is used, defined as the amount of dry parchment coffee that is needed to fill a 70-kilo sack of excelsior coffee, a task checked through a physical analysis at the time of sale of the product". The Colombian optimal yield factor is estimated to be 92,8. In other words, it takes 92,8 kilos of dry parchment coffee to fill the 70-kilo sack. "A good yield factor is obtained from the crop", notify the Federation. However, the challenges of the sector go further.

The consideration of issues related to the professionalization of the collector workforce, the interest in promoting standardization, and the continuous improvement of processes, are part of them. It is also essential to connect the final client with the coffee grower and thus better understand the likes and interests around the cup of coffee, offering based on the knowledge of their product, the aroma, flavor notes, and fragrances wanted by the client and achieve a direct sale. Additional challenges are faced using information and communications technologies (ICT) to promote the product and generate interactions around it.





It is late at night; Gabriel Jaime holds his eyes open with difficulty sitting in the car, attentive to the signal that indicates that everything is ready for the meeting.

"Wait for the lights to change," Jorge, his older brother, responsible for the contact, had told him. "Look what they have," he said without offering more information. Then Gabriel Jaime finds himself inside the "dump" truck of the farm with all his senses waiting for the signal when a black Spark GT car with dark windows enters the parking area. He watches it pass and continues its way until it is out of sight, so he ignores the situation. However, the white backup light suddenly appears, catching his eye, as the black car stops in front of his parking cell.

A change of lights shows that the attendees are in place, ready to start the meeting. Gabriel Jaime gets his car out and enters the other vehicle through the back door opened for this purpose. Surprisingly for their age, two young men receive him dressed in black and greet him with politeness. The coffee maker corresponds in the same way while they open the laptop. The coffee maker corresponds in the same way while they open the laptop.

"We are from CTD, Coffee Technologies Developers, a start-up that works to improve coffee production processes. We have developed the prototype of a device that performs physical analysis of coffee, guaranteeing the selection of the best bean to sell". Gabriel Jaime listens with his eyes wide open to the exhibition. "Amazing. For years, we thought it would be good to have something like this to make our work easier, but we are not computer geniuses, which kept the project on hold. How does it work?"

"It is a program that reads the ideal coffee conditions through a scanner", one of the young men begins by stating, "which determines the quality of the grain, its humidity, size, wastage, and the defects it has, to choose with all this, the yield factor. "

Gabriel Jaime listens attentively to the young man who continues the presentation on the computer. "The kit also has a coffee selector made up of a surgical steel tank where the dry bean arrives, moved by an air extractor that drives the fruit through a tunnel with a removable sieve at the end that allows the selected grain size to pass through. Oscillating graduations between 18 to 15 separate the premium quality coffee, supreme, extra special and Europe, the latter, the basis of Colombian mild coffee for export".

The other young man goes into action, continuing the story. "The selected grain reaches the packing hopper to be packed in 70-kilo sacks, ready to take to the cooperative or the intermediary".

Gabriel Jaime continues with his eyes wide open, looking at the laptop screen. "That device would make life easier for us", he says.

"Yes, sir," replies one of the young men. "It's the reason to be. It should also mention that the machine has a sensory biotechnology device that performs odor tests".

"What? How much does it cost?" Gabriel still ponders without believing it.

"For you, nothing", the entrepreneurs respond in chorus, enlarging the face of Gabriel Jaime, who questions the answer with his expression.

"We need to pilot the prototype, and we selected you to carry it out. We read all about your father in the La Gurría case. We played Cafet in innovation classes, saw the WeCafet series, and fell in love, so we decided that you were the ones chosen to take the test. "



La Gurría becomes the closest thing to a space base. Machines brought from another world of silver color that reflects the light and everything around it. High-tech computer equipment, test software, engineers, and operators who go around the farm from one side to the other adjusting antennas, signals, nuts, bolts, splices; fine-tuning the gear for the litmus test, and getting down to business as soon as possible.

The moment has arrived. After a long innovation process and an eternal month of assembly, the scanner is ready for the actual test - no more small-scale laboratory testing. The moment to pivot the hypotheses developed has arrived. After an hour into the project, the agitated movement of the technical team makes it clear that something is not working well.

capitulo

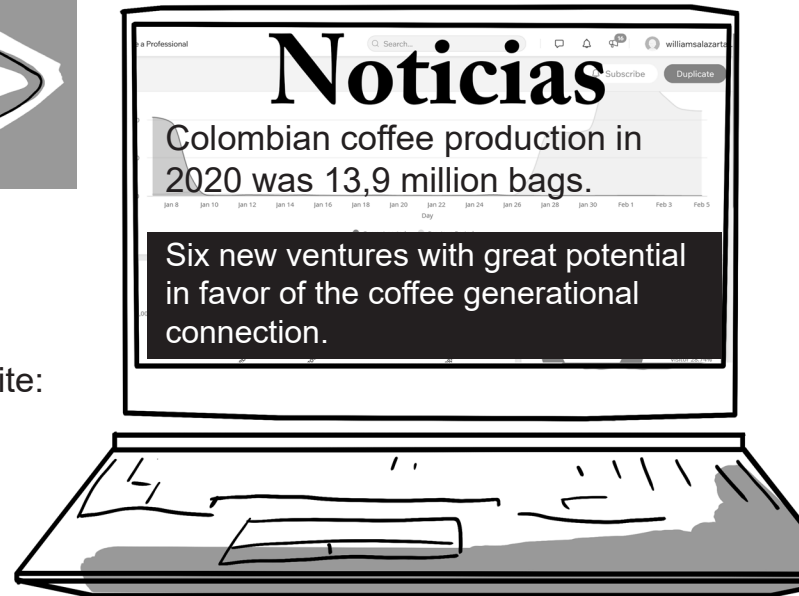





the Colombian Coffee Growers Federation kept informed about the economics of coffee and everything related to the world coffee on its website:
<https://federaciondecafeteros.org/>


New generational ventures...

<https://federaciondecafeteros.org/wp/lista-do-noticias/seisnuevos-emprendimientos-de-gran-potencial-en-pro-delempalme-generacional-cafWetero/>





Guys, let is get together! We have work to do. There is a business opportunity.



Develop an app that allows the coffee sector to know the offers and demands of products and services related to it: sale of coffee; prices; workforce; sale of inputs and raw materials; transportation services, etc.



Not about coffee. For coffee growers. With it, they will improve their management skills. We will make it more efficient.

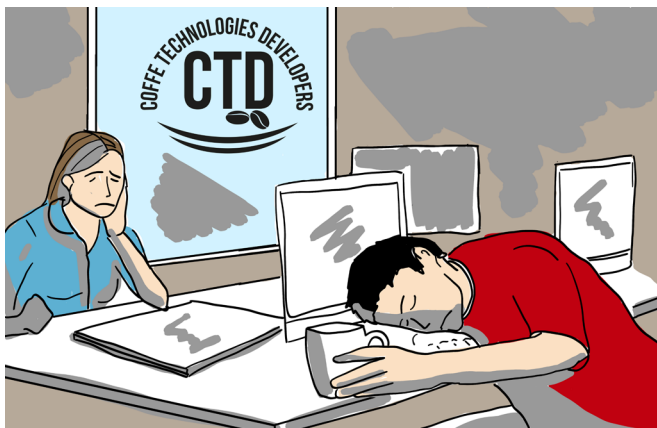
... And it would be the first in the country. Sounds interesting.

Like a coffee marketplace.

Let's do it!



They work tirelessly...





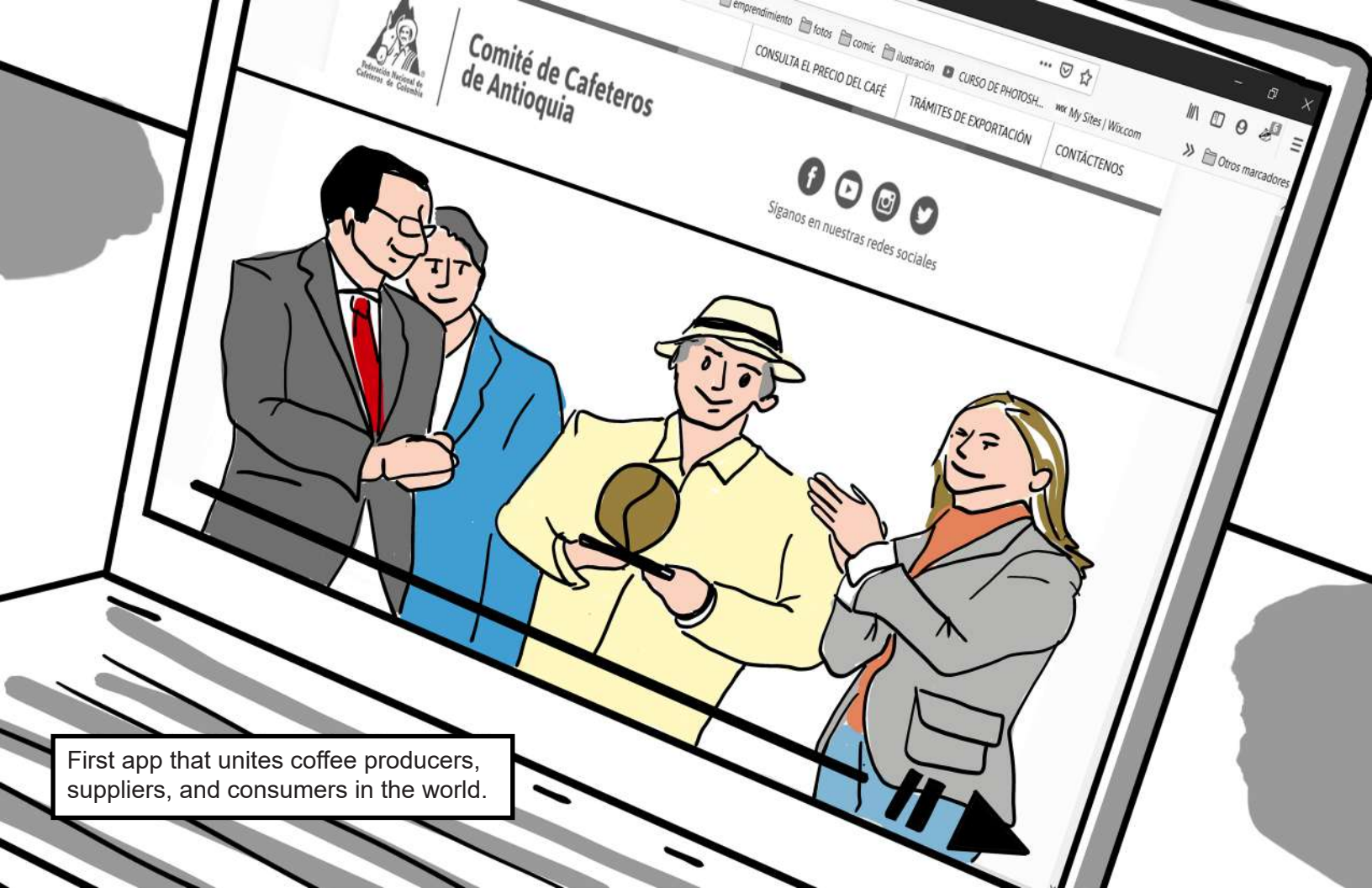
They test the application before presenting it to the client.

They will not make the same mistake from the scanner project. Things don't always go well.



It works!

It woooks!



First app that unites coffee producers, suppliers, and consumers in the world.

Overview

Duplicate

Cafet App

2,770

Total Site Sessions ⓘ

▼ -89%

2,531

Unique Visitors

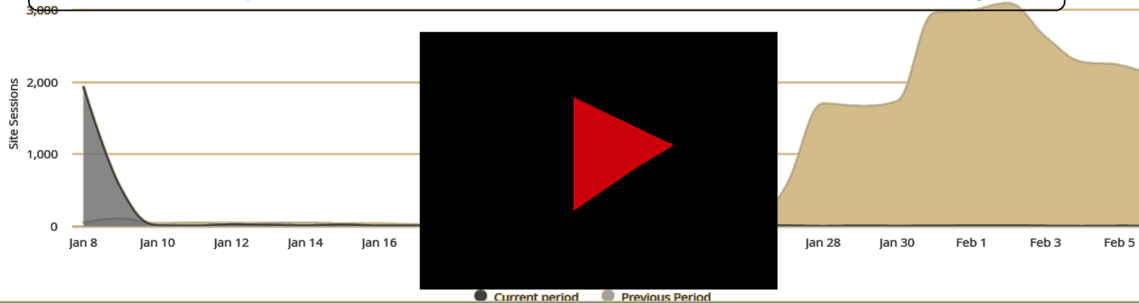
▼ -86%

00m 43s

Average Session Duration

▲ 79%

Venta-Compra-Insumos-Mercados-Precios Int.-Café de Origen



The new tool will facilitate transactions and make the coffee sector more efficient; a true innovation



Cafet App

capitulo





Water. The most precious liquid of humanity because a large part of our survival depends on it. A renewable resource, undervalued, underutilized, wasted, and dirty, whose scarcity is beginning to worry.

Since the beginning of the 21st century, the sixth sustainable development goal highlights its care. Humans have created an international found to watch over the resource since, as rational beings, we could not do so.



**United
Nations**



UN-Water: The United Nations water agency. Our possible savior. Our new superhero in the best Marvel or DC style will save us from the claws of ourselves and avoid their absolute scarcity.

<https://www.unwater.org/>

UN-Water says: "Water is the core of sustainable development and is fundamental for socio-economic development, the health of ecosystems and for human survival itself. It is vital to reduce the global burden of disease and improve health, well-being, and productivity".

The care of ecosystems, forests, wetlands, and grasslands is a fundamental part of the world water cycle. Its improvement brings benefits for economies and societies, so promoting actions that lead to its rejuvenation and protection will be valued and recognized, leaving those who are its executors at a higher level.





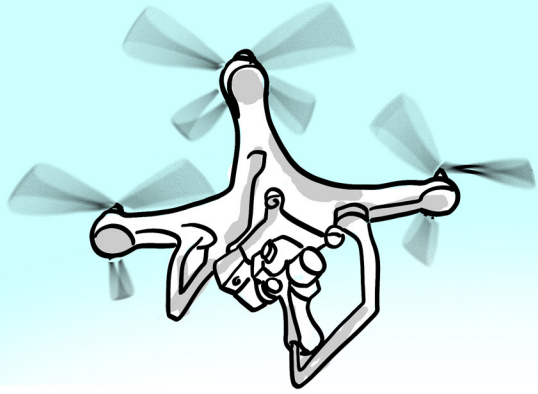
The vision of the old Gabriel always included the optimal and efficient management of the water resource of La Gurría farm. As in the La Gurría case, man discovered the treasure in his forests and lands and the possibilities they could offer him. One day, standing in the middle of the plot "Las Culebras" surrounded by lashing snakes, foxes, and bees like Saint Francis of Assisi, illuminated by the Archangel Gabriel, he said between the smell of coffee, dung, and droppings: "We are going to sow water".

Today, the decision nourishes almost 150 families with the liquid, helps in the farm's production processes, generates substantial savings to the business's finances, and contributes to the care of the environment.

Gabriel Jaime Jr. has not lost the horizon of caring for the births and water sources of the farm since he assumed the generational change. He inherited an interest in them from his father, and he constantly writes down ideas in his notebook that can enhance his "cultivation" and take it to other levels. They have already initiated contacts with the leading regional corporations related to the care of the environment, offering their forests and waters to access the possibilities of capitalizing on them through bonds such as carbon, water, green, or those that promote their care or sustainable use.

But after a fifth of the 21st century, a more significant threat arises, one that goes beyond climate change or pollution. According to the UN, that puts the resource in the hands of speculation, raising its prices and leaving its access for humanity at high risk: The possibility to trade water in the futures market, on the New York Stock Exchange.

Bloomberg. "El agua, un recurso que es de todos, está 'amenazado' en Wall Street". Revista Portafolio. Recovered from <https://www.portafolio.co/internacional/el-agua-en-bolsa-de-valores-un-recurso-que-es-de-todos-esta-amenazado-en-wall-street-dice-onu-547439>
6UNWATER. Financiamiento de agua y saneamiento. UNWATER. Tomado de <https://www.unwater.org/water-facts/financing/>



For this reason, a drone flies over the farm at low speed. Pay special attention to the wooded area, the Las Culebras lot, and the water basins that run through the farm and benefit the trails surrounding La Gurría downstream.

It carries out intelligence work related to soil studies, the quality of the forest and water, and the excellent condition of the watersheds, collecting data for software that shows water availability and quality. La Gurría will use this information to be part of the UN sanitation and water financing programs to fund the conservation of a possible drinking water supply system to maintain forests and birth areas of water, looking for an extra income to the farm.

But entering the precious water group will not be easy. In addition to presenting results and having a serious commitment to the subject, one of the farm members must pitch the project and convince the select group of evaluators waiting for what the candidate has for saying. Why say it, but the selection had no discussion or any objection.



FORMAT: PITCH

TECHNIQUE: STORYTELLING

TIME: 2 MINUTES

CONCEPT: NABC MATRIZ - STANFORD UNIVERSITY

ENTREPRENEUR: GABRIEL MESA

COACH: YOU, DEAR READER, AND YOUR WORK TEAM

Supported by Jorge, the most outstanding expert in entrepreneurship and tools for the preparation of entrepreneurs, the one unanimously selected was the old Gabriel. The family patriarch prepared the pitch carefully, following the instruction of his son and the matrix of Stanford University. He recorded the video using the landscapes of La Gurría, supporting the story on how vital the water resource was for the generation of well-being, social and economic development where he lived, with a look that went beyond the crucial issue of the liquid. He awaited the results.

capitulo

1

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The sun is about to set behind the coffee mountain. The sound of crickets and cicadas emerge after the last rays of light, and Gabriel gladly drinks the final cup of coffee, coffee of the day, leaving the aroma of excelsior quality through the corridor of the farm.

Observe after the gray sunset of the coffee plantations, the dark silhouette of the curves of the mountains, and the lights of the neighboring peasant houses, composing a false sky that he cannot stop admiring.

His head flutters around ideas, crazy ideas that he will indeed carry out at some point, all aimed at improving the efficiency levels of the farm. But one has practically become an obsession in recent days after seeing the drone in action. How could the device optimize or support production processes on the farm?






"Mr. Gabriel? Gabriel Mesa?
Excuse the time. We are Luis
Jaramillo from the FNC and Lars
Ulrich from UN-Water.

The sudden light of an unknown jeep breaks the night. Inside it, a pair of uniformly dressed men salute with kindness.

Gabriel's son's blue eyes widened like never, but that will be part of another story.

An illustration of three men standing outdoors in a rural setting, each holding a cup of coffee. The man on the left is wearing a green polo shirt. The man in the middle is wearing a light blue button-down shirt and a yellow hat. The man on the right is wearing a green polo shirt. They are standing in front of a white building with red trim. In the foreground, there are coffee plants with red cherries. The background shows green hills under a blue sky with white clouds. A speech bubble is positioned above the man on the left.

A cup of coffee? This is
coffee from Los Infiernos...
The best in La Gurría.