



APG & E-CHIAPAS



ORIGIN:

MEXICO

APG

Most suppliers that we work with are people that we have known for many, many years. Rarely do you get a “a great farmer/supplier walks into a bar” type of experience but that is what happened in APG’s case.

In October of 2021, some coffee guys from Austin put out a limited-edition co-branded coffee called *The Sound of Coffee* which was very, very cool. They used a coffee from Mexico produced by a guy named *Ernesto Perez* who came to the launch. I was invited to hang out at a local bar after the launch by Ethan Billips who is the buyer for *Spokesman Coffee* and I happened to sit next to Ernesto. We started chatting and had a very similar approach to coffee. We agreed to keep in touch and try some samples when he was back in Mexico.

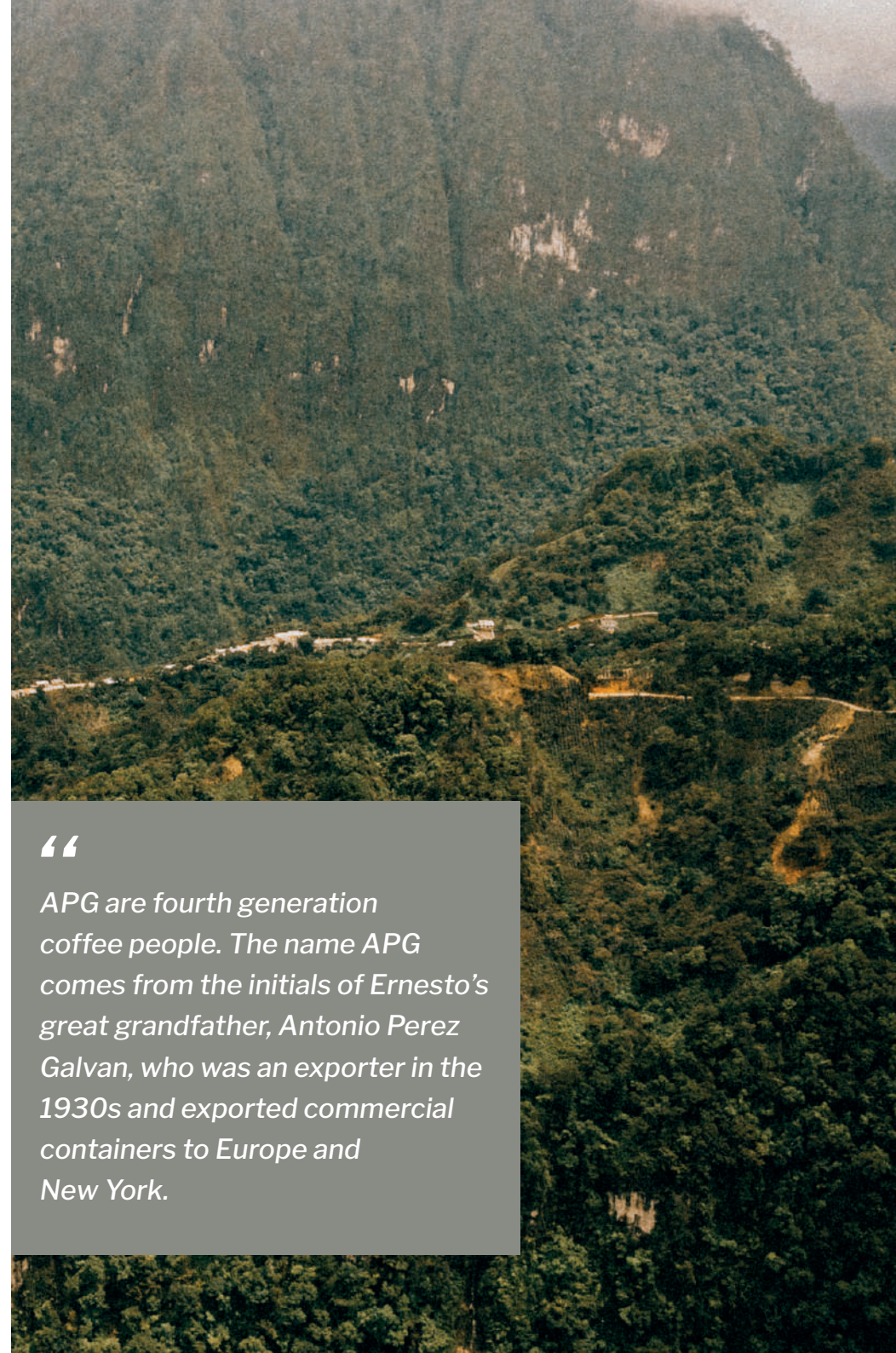
Ernesto had been to school in Texas and then went back to his family farm, *Fatima*, in *Coatepec, Veracruz*, learned some new processing techniques, won the **Cup of Excellence in 2019 scoring 89.41**, and was able to kick out the multinational in town who had been renting his family’s mill for less and less every year as their market access dried up.

So after he got back from Texas Ernesto sent us some samples that were delicious, which was impressive as it was so long after harvest. They were a mix of wild naturals; some pineapple, some Fuji apple, some cherry. Others were fruit forward with notes of grape soda, pomegranate, strawberry, and some were really wonderful 1800 to 2000 meter washed coffees. He also sent some extended fermentation coffees and anaerobic washed lots.

We were excited to work with coffees from Veracruz, because historically when asked about coffees from this area, exporters in Mexico would say, “Veracruz is

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where coffee ships from and not where any good coffee is from.” So getting amazing coffees from Veracruz seemed like a contrarian move, which is always fun. Coffee is full of these “absolutes” that suddenly are not “absolutes” any longer.

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APG’s family farm, Fatima, is a 20-hectare farm in Coatepec, Veracruz. Since Ernesto joined the family business in 2018, they have made many changes to their processing: fermenting in smaller batches at lower temperatures, longer fermentation times, and experimenting with naturals and honeys.

Besides working on the farm, Ernie works with many farmers in the surrounding Veracruz area, including *Finca Pocitos*, who produce some of the best naturals we have tasted. Pocitos is a 40-hectare farm that belongs to the Valdivia family and is located in Cosautlan, Veracruz.

They have placed very high in the COE in the last few years with their naturals which they started producing 10 years ago. Carlos Valdivia is the manager of the farm and is focusing solely on Specialty coffees. They expanded their varieties to include H-17, Mundo Maya, and Gesha and process several profiles of naturals. One of note is the E-44 natural that uses hydro shocks throughout the drying process and takes 25-35 days to dry.

Ernesto also works with several small farmer groups from the surrounding area of Puebla specifically in the mountains surrounding a small town called Jesus Maria. These small holders are very far from any mills or purchase points, so their coffee has traditionally been sold as parchment to coyotes. The altitude is 1800+ MASL; it’s a



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cold climate, and it's dominated by older varieties (Typica and Bourbon) which makes the potential quality for this micro region very high.

APG opened a small purchasing station at a newer farm they purchased in the area to pay premiums for cherry to local farmers. They work with more than a hundred producers in this area and in 2022 distributed organic soil, coffee trees, and shade trees to help the producers renew their coffee farms.

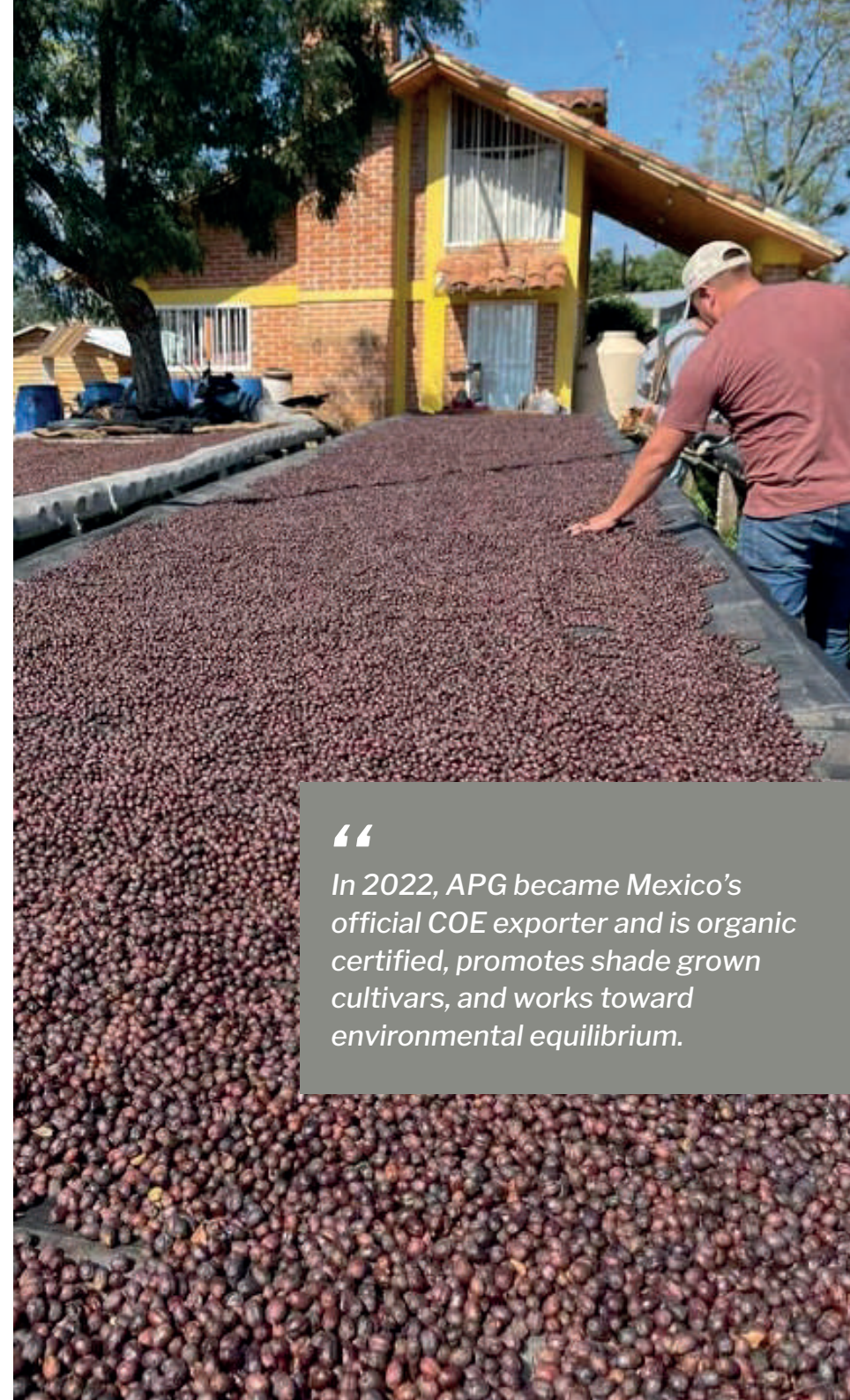
In 2022, APG became Mexico's official COE exporter and is organic certified, promotes shade grown cultivars, and works toward environmental equilibrium.

E-Chiapas

This is Falcon's second year working with E-Chiapas. We buy coffees from *Finca La Cascadas*, two small farmer projects called *Grupo El Mezcal* and *Tenejapa*, and from an organic farm called *Otilio Montano*.

E-Chiapas was founded in 2016 and before they got into coffee farming, they built a school called *Ichthus World in Chiapas* which is a tuition-free boarding school for underprivileged children, many of whose parents are involved in coffee. E-Chiapas does project work in the coffee communities near their farms and with producer groups that they buy from. These projects include focusing on road improvements, increased access to potable water, establishing health clinics, and creating business incubators to help farmers identify supplemental income crops and other business ideas for additional income.

They began working with producer groups in Chiapas (Grupo Mezcal was one of the original seven they worked with) providing technical assistance and preharvest financing. In 2018 they purchased their first farm, *Finca Las*



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Chicharras, to help fund the school indefinitely and also to create more jobs in the community around the school. They recently purchased two additional farms, *Las Cascades* and *Sayula*, both of which are under renovation.

As they have invested in their farms and their partners, the coffee qualities they produce have increased from 80+ SCA to 86+ for some of their coffees, with most of them hitting 85+.

They have the classic Chiapas profile of meyer lemon, almond, caramel and flowers. Their coffees come from elevation ranges of 1300-1900 MASL and the main varieties they produce are Bourbon, Typica, Catimor, Maragogype and Marsellesa.



www.falconcoffees.com

