



# Marketing materials from origin

## 1. Key Details at a Glance

Summarized table of the most important details for easy reference.

Category	Details (example)
Producer name / Manager name	Highland Coffee Development PLC / Ermias Eshetu
Farm Name / Processing station name	Dugo Wako and Others/ Highland Coffee Development Plc Boku Abel Station
Region, specific location	Oromia Region/ West Guji Zone
Cooperative	Hambella Wamana Coffee Farmers
Varieties	Heirloom
Processing Method	Natural Anaerobic Process
Altitude	22500 -2450 masl
Harvest Period	October 2024- January 2025

## 2. Product Description

*Details on harvest methods, post-harvest processes, and varietal information.*

Harvest	October, 2024 – January, 2025. Harvest made with labor intensive Selective Hand Picking.
Post-Harvest	<ul style="list-style-type: none"><li>✓ Select: Hand-picked red cherries.</li><li>✓ Ferment: 14-day anaerobic fermentation with local sugarcane.</li><li>✓ Dry: 34-day gentle drying to develop complex flavor.</li></ul>
Varieties	Heirloom.
Flavour Profile & Naming	Guji Coffee Sourced from Boku Abel has the following cup notes: Acidity:Medium to pointed Body:Medium to full Flavor: - sweet plus spicy

## 3. About the Producer/Site

*Information about the producer, farm/station, cooperative, and context of production.*  
[Here you can find some question examples](#) in case you are personally interviewing producers, site managers, or cooperative representatives.



### Farmer focus:

<b>Producer Name &amp; Background</b>	The producer Highland Coffee Development PLC and its Partners have more than 20 years' experience on coffee farming with strict adherence of sustainability, ethical Considerations and maintaining health principles.
<b>Farm Information</b>	Gizachew Dugo, Hambella Wamana Woreda, Buku Abel Kebelle Exemplary Hard working coffee farmer.
<b>Cooperative or Partner</b>	Highland Coffee Development PLC engaged with the Farmer and periodically evaluated the farming and harvesting process on site.

### Processing station focus:

<b>Processing Station</b>	The Farming and processing Station is in Boku Abel locality of West Guji Zone. It is surrounded by Bochessa Mountain and Galana Boku River. The coffee currently supplied is Natural Sun dried on outdoor raised beds and Natural Anaerobic process under shade dry
<b>Farmers &amp; Production</b>	Collected from 400 Farmers, the coffee is produced using traditional table farming practices under the shade of trees and without the use of harmful agrochemicals (that is, organically produced).
<b>Varieties &amp; Cultivation</b>	Heirloom, 29% of the locality land is covered with Natural Forest, vegetation type include forest trees, bushes, grasses, and cultivated flowering plants.
<b>Exporter/Partners</b>	Highland Coffee Development PLC is the partner who brought the coffee to market strictly governed by farming and marketing Principles.

## 4. Impact

Details on the social, economic, and environmental initiatives associated with this coffee.

<b>Collaborative Projects</b>	Highland Coffee Development PLC has a coffee processing station at Boku Abel and Buku Sayissa locality and is working with farmers focusing on quality improvement, value addition, and sustainable practices, potentially benefiting local farmers and the economy.
<b>Investments &amp; Programs</b>	Highland Coffee Development PLC strongly believes on principles of sustainability and as a result around 12% of our investment goes to uphold these principles. We arrange various trainings programmers in collaboration with local government offices.

## 5. Photos





**HIGHLAND**  
**COFFEE DEVELOPMENT PLC**  
WE OFFER THE QUALITY YOU CAN TRUST

- Photos of farms or processing stations, surrounding landscapes, producers or processing station workers, & equipment used on site (e.g. drying tables, pulper, etc).







*Amis*

