



FARMER STORIES



After the sudden death of her husband, Maura Andrea went from knowing just the basics of coffee farming to taking full control of both the family and the farm. More than a decade later, Maura's youngest child is in high school, the eldest in college and the farm she inherited from her paternal grandfather 30 years ago is debt-free and thriving.

Unlike most women in the coffee business, Maura Andrea is visible. She makes the decisions about what practices to implement, manages the farm labor and keeps detailed records. Olga Cuellar, S&D's sustainability manager, affirms, "When I find women around the world who are so empowered, it's an example for everyone."

"Si se puede!" ("Yes you can!")

Productivity has increased 150% in just two years through best agricultural practices that Maura Andrea has learned through the Raíz program. These best practices include better fertilization, soil management and proper pruning. Utilizing trees that provide shade as well as leaves for compost aides in coffee production and helps forest conservation. Proper spacing and pruning allows sunlight and air circulation to protect against rust (a coffee fungus).

Raíz assists with improved water management through education plus signs that highlight the need to protect trees and vegetation around the farm's water source.

Maura Andrea is proud of the trials she has overcome and inspires others with a smile and simple, "Si se puede!" (Yes you can!).

PRODUCER: Maura Andrea Herrera
FARM: El Laurel
SIZE: 17 manzanas (approx. 30 acres)
LOCATION: Jinotega, Nicaragua

IMPACT SUMMARY

MAJOR FOCUS AREAS



ECONOMIC

Increased productivity 150%



ENVIRONMENTAL

Forest conservation

ADDITIONAL FOCUS AREAS:



SOCIAL

Fair labor practices



ENVIRONMENTAL

Improved water management
Enhanced soil health



ROOTED IN IMPACT



EMPOWERED WOMAN

Maura Andrea makes decisions on El Laurel based on records and data through practices learned from Raíz.

RESOURCE MANAGEMENT

On El Laurel, water management includes signs that highlight the need to protect trees and vegetation around the water source.



BEST AGRICULTURAL PRACTICES

Compatible trees provide shade plus leaves for compost. Coffee plants are properly spaced and pruned to allow for healthy growth.

DELIVERING IMPACT

S&D's Olga Cuellar talks with Maura Andrea about the practices that have helped increase productivity by 150% in 2 years.



To Learn more about S&D and Raíz, visit us online

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