CELEBRATING OUR NESPRESSO AAA FARMERS AND AGRONOMISTS

The Nespresso AAA Farmers & Agronomists Award recognises the farmers and agronomists who make the difference. Join us as we celebrate their work and dedication to their communities and the coffee industry.

Nespresso couldn’t exist without the devoted farmers and agronomists who work so hard to craft our coffees. Every year, we celebrate their achievements through the Nespresso AAA Farmers & Agronomists Awards.

We thank them for their teamwork and commitment to the environment and their coffee communities.

In November 2019, seven different teams of farmers and agronomists arrive from seven different countries (all members of our Nespresso AAA Sustainable Quality™ Program) to Nespresso headquarters in Switzerland for an experience like no other. Meet them all below.

COSTA RICA – La Georgia
Farmer: Luis Emilio Araya Alpizar
Agronomist: Fernando Segura Rodriguez

Don Luis Emilio has been with the Nespresso AAA Sustainable Quality™ Program for six years. He has collaborated with Mauren Carvajal on an agroforestry project to strengthen resilience against climate change in his area. His coffee renovation project includes many innovative local practices (herbicide-free, high shadow for microclimate, etc.) that are an inspiration for others in his community. Don Luis Emilio and his wife Doña Maria Elena Jimenez are both highly active community members, representing the development association and economic committee of the church respectively.

Luis Emilio and Fernando in the coffee plantation
Luis Emilio and Mauren Carvajal in charge of Agroforestry Project
Luis Emilio and his family
Fernando and his family
GUATEMALA - Huehuetenango
Farmer: Kenner Abimael Ramirez Jiménez
Agronomist: Edwin Estuardo Rodríguez Rodríguez

Finca El Pacayal has been in the Nespresso AAA Program for 14 years, under the direction of producer Juan Ramirez, who sadly passed away due to health problems in 2017. His son Kenner Abimael Ramirez Jiménez now runs the farm, respecting his father’s legacy of continuous improvement and making possible certification for his coffee to Rainforest Alliance standards. Kenner, in teamwork with the agronomist Edwin, has managed to implement agricultural socio-environmental good practices, coffee traceability records systems, farm productivity improvement, and integrate adaptation and mitigation practices to fight against climate change. His entrepreneurial approach and regular financial analysis have reduced his production costs while improving the farm’s profitability.

NICARAGUA - Jinotega
Farmer: Jessy Maria Gutiérrez González
Agronomist: Juan Diego Gonzalez Kuant

Donna Jessy Maria is proud of the positive impact in coffee quality, improvements to workers’ conditions and productivity that has resulted from nearly ten years of implementing AAA practices. She has successfully applied the Rainforest Alliance Standard and its scope and conducted on-site evaluation of the Tool for the Assessment of Sustainable Quality™ (TASQ™) as part of monitoring compliance and farm performance levels. Her focus on coffee quality has driven a series of quality controls in coffee collection (Maduro coffee) and in establishing waste management protocols during green coffee processing. Conservation of forest areas and water sources are challenges Jessy has taken onboard, and she views her leadership role in these issues, and the delivering of school supplies to local children in the community, with equal respect.
Juan Cabrera inspires his family and community with his dedication to the Nespresso AAA Sustainable Quality™ Program. He started with his younger brothers, and later with his two daughters who he assigned a plot of 250 coffee trees each, empowering them to develop their coffee farming and agronomic skills. Under his guidance, his family and also other producers in his region have benefitted from Juan’s 13 years’ experience within the AAA Program. Since 2006, Juan has been instrumental in many key projects in his area including Rainforest Alliance certification and Fair Trade USA (as part of the group of certified producers and member of the Fair Trade Committee). He is also an elected member of the municipal coffee committee and treasurer of the Assembly of Fair Trade Delegates, and an active contributor to the Intelligent Water Management projects (focused on water conservation and waste management) – giving a local voice to the importance of women and children in strengthening the coffee community.
BRAZIL – Vale de Grama
Farmer: Vicente Evangelista Salviano
Agronomist: Edisom Carlos Ribeiro Machado

Since joining the AAA Program in 2013, Vicente and his family began an immediate transformation that today sees his farm as one of the best in the Blaser/Wolthers and Rainforest Alliance certification group. The farm is now available for trainings, visits, auditing, signing placing, research projects, employee training – it is a showcase for what commitment and belief to the AAA Program can produce. Extremely technical, the farm and all its actions are thoroughly planned, with phytosanitary procedures based on monitoring pest and disease, always applying only the minimum necessary of pesticides on nurseries based on analysis. The farm prioritizes local labour to help the community with employees receiving training on soil, work safety, wildlife and environmental protection. In fact, the farm has more than half of its space dedicated to environmental conservation, receiving environmental preservation awards for its commitment. Giving back to the local community is a key focus, and projects to build bridges and roads have all been implemented. Each year, there’s a Christmas event with presents for all fixed employees and their children further strengthening the goodwill between the farm and the community.

INDIA - Hassan
Farmer: Somashekhar Hethur Puttaswamygowda
Agronomist: Punith Janige Krishnegowda

Involved in the AAA Program since 2010, at its early beginnings, Somashekhar manages his Rainforest Alliance Certified farm to the AAA TASQ™ criteria. He ensures regular soil analysis to optimise the use of organic fertilizer, plant pruning, and shade from tree diversity (including a high percentage of indigenous trees). Investment in drying facilities to improve coffee quality volume is a result of his AAA premium and his farm also participated in cup test training to improve harvesting of coffee cherries (including immediate green coffee processing to optimise quality). Welfare of workers is high on the agenda, and he promotes both protective clothing and housing for workers. He is also engaged in local community development, promoting a series of sport activities in local educational institutions.
Farmer: Pak Sutarman  
Agronomist: Laode Idrus

Pak was born with a love of coffee. An entrepreneur, he progressed from farmer to the head of a cooperative, eventually joining the AAA Program in 2017. Pak has trained more than 2,000 smallholder farmers across 37 villages, including the renovation of 11 processing facilities as the leader of ACG, a Fairtrade International cooperative from which Nespresso has sourced coffee. ACG is committed to improving its farmers’ social well-being with the establishment of an after-school kids’ program and volleyball centres for local youth and farmers. In addition to the social programs, Pak and agronomist Ode plan a retirement saving fund for local farmers in association with Nespresso. Pak respects his role as leader and encourages his team to convince farmers about the benefits of retirement investment. Ode is newer to coffee and his responsibility is to coordinate the Nespresso suppliers in Aceh (with a focus on implementing the social initiatives above). He is one of the few cooperatives to directly fund farmers in Aceh, which has created significant goodwill in the community.