



# Small Holder Coffee Farm Challenges

*Improving economic conditions through agriculture and market research.*

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## Overview:

Smallholder coffee farmers struggle with several key challenges in growing, harvesting, processing, and moving their products to market. Promising strategies and potential interventions were identified via focus group research. This involved members of the smallholder coffee farming associations in the San Pedro Yepocapa region in Guatemala.



### MARKET ACCESS & GLOBAL FLUCTUATIONS

#### Suggested Methods:

- Focus on quality over quantity, securing higher price point for quality beans.
- Teach value of product and how to grow and sell with this in mind.



#### Ideal Outcome:

A knowledgeable farmer base that can use selective harvesting methods and recognizes cup quality.



### LAND RIGHTS & CONFLICT RESOLUTION

#### Suggested Method:

Support farmers to use NGO and local resources to push for land security.



#### Ideal Outcome:

Prioritize social issues with the same urgency as agriculture issues. If challenges such as land rights are not addressed, they can swiftly derail all efforts for the development of long-term crops such as coffee.



### COMMUNITY DEVELOPMENT PROCESSES

#### Suggested Method:

Support crop diversification and intercropping.



#### Ideal Outcomes:

- Foundational health practices that include growing food for the local community alongside coffee crops.
- Access to diversified markets with multiple bean varieties.



### COFFEE LEAF RUST & CLIMATE CHANGE

#### Suggested Method:

Implement hybrid varieties.



#### Ideal Outcome:

A robust production model that respects local knowledge and culture while also presenting scientific answers and production methods to improve crop yields.



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## Conclusion:

Improving outcomes for coffee farmers in Guatemala requires iterative long term planning. Coupling agricultural research and advancements with proper development processes is crucial to success. Farmers need empowerment, education, and market access to ensure they maintain their land rights, grow a competitive product, and sell their produce for fair prices.