

PRODUCT PROFILE

COFFEE FROM EL EL SALVADOR

PRODUCT DESCRIPTION

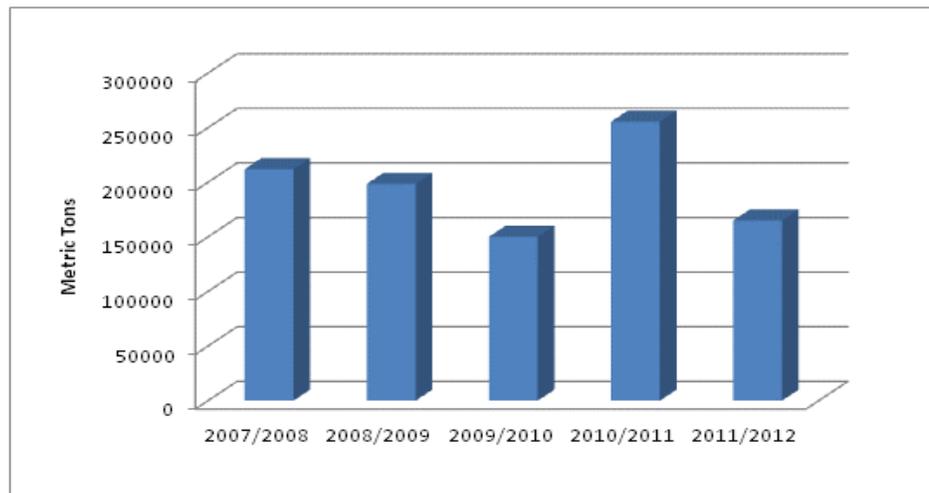
a. General Information

El Salvador is a country characterized by a long history and tradition in the cultivation of coffee. “Care in processing preserves and enhances the excellent characteristics of Salvadorian coffee, bringing out the flavor, aroma and body that please coffee drinkers around the world” PROCAFE Foundation, El Salvador (2004). In El Salvador, as in many other coffee producing developing countries, this crop not only holds economic significance such as generation of foreign exchange but also serves as a way to preserve biodiversity, promote the country in the international community, and more recently, as a new evolving form of agro-tourism.

b. National Production

El Salvador has a coffee growing area of 152.078 Hectares. Out of this area, 14% is low altitude production (500–800 masl), 48% is medium altitude production (800–1,200 masl), and 38% is strict altitude production (1,200 and above).

El Salvador Coffee Production



Source: Procafe Foundation

c. Growing areas in El Salvador

PROCAFE Foundation (2004) has identified six main production areas located in volcanoes, hills, and mountains, which characterize the El Salvadorian landscape. Each production area has different edaphoclimatic characteristics that transmit and enhance different properties to the coffee grown in these respective areas.

-Chinchontepec Volcano: Predominant coffee varieties in this area include 71.7% Bourbon, 7.4% Pacas, and 20.9% Bourbon and Pacas blend. The characteristics of a cup of coffee from this region are as follows: fragrant aroma, orange-flower scent, fine, sweet, and chocolate-like flavor.

-Alotepeque-Metapan Mountain Range: Predominant coffee varieties in this area include Bourbon, Pacas, and Pacamara. The characteristics of a cup of coffee from this region are as follows: excellent aroma, floral, chocolate-like flavor, citrus flavor, and exceptional citric acidity.

-Cacahuatique Mountain Range: Predominant coffee varieties in this area include 65.3% Bourbon, 20.6% Pacas, and 14.1% other varieties. The characteristics of a cup of coffee from this region are as follows: a fine juicy flavor with excellent after taste; plenty of body, and pleasant almond flavor.

-Tecapa Chinameca Mountain Range: Predominant coffee varieties in this area include 69.5% Bourbon, 22.2% Pacas, and 8.3% Bourbon and Pacas blend. The characteristics of a cup of coffee from this region are as follows: a complex beverage comprising an excellent balance of body, aroma, and acidity; good sweeteners; chocolate-like, ripe fruit, caramel, cantaloupe, apple and raising flavors.

-El Balsamo Mountain Range Central Base: Predominant coffee varieties in this area include 51.8% Bourbon, 22.5% Pacas, and 25.7% blend of Bourbon, Pacas, and other varieties. The characteristics of a cup of coffee from this region are as follows: a balanced and creamy texture with excellent body, vanilla flavor, and bright acidity that gives it a velvety character.

-Apaneca Ilamatepec Mountain Range: Predominant coffee varieties in this area include 64.2% Bourbon, 25.6% Pacas, and 10.2% blend of Bourbon, Pacas, and other varieties. The characteristics of a cup of coffee from this region are as follows: sweet, floral, fragrant aroma, chocolate-like, nutty, apricot flavored, creamy, citrus flavored, fruit flavored, soft, fine acidity, and very consistent after taste.

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d. Coffee varieties and Characteristics

According to the Salvadorian Coffee Council (2012), El Salvador's coffee production is primarily based on the cultivation of Arabica, the main varieties of which are described as follows:

Description of the main varieties of Arabica grown in El Salvador

Coffee Specie	Bourbon
Origin	Ethiopia
Description	Tall plant, long branches, long internodal spacing, open architecture, deep and red berries
Growing Altitude	From 800 to 1,500 meters
Bean Size	Length: 0.95 cm; Width: 0.70 cm; Thickness: 0.36 cm
Cup quality evaluation	<p>Aroma: Penetrating and rich, floral overtones, sweet, and chocolate-like aroma</p> <p>Body: Full bodied, with excellent mouth feel</p> <p>Acidity: medium to high, good brightness, very well balanced</p> <p>Flavor: Sweet and pleasant, with long persistence and complex chocolate-like attributes</p>
Percentage of cultivated area	68%

Coffee Specie	Pacas
Origin	Mutation of the Bourbon variety (El Salvador, 1949)
Description	Short plant; long branches; short internodal spacing; dark green leaves; well-developed roots; tolerates wind, sun,

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	and drought; compact architecture
Growing Altitude	From 600 to 1,000 meters
Bean Size	Length: 0.85 cm; Width: 0.66 cm; Thickness: 0.34 cm
Cup quality evaluation	<p>Aroma: mild with a rich fragrance</p> <p>Body: medium, with pleasant mouth feel</p> <p>Acidity: medium with notable finesse</p> <p>Flavor: subtle sweetness and considerable finesse</p>
Percentage of cultivated area	29%
Coffee Specie	Pacamara
Origin	A Coffea Arabica hybrid originating in El Salvador in 1958 through artificial crossing of Pacas with Red Maragogipe*, from where it gets the name Pacamara
Description	Mid-size plant; short internodal spacing; large, corrugated, dark green leaves; large beans
Growing Altitude	From 1,000 meters onwards
Bean Size	Length: 1.03 cm; Width: 0.71 cm; Thickness: 0.37 cm
Cup quality evaluation	<p>Aroma: pronounced, with floral overtones and complex chocolate-like sweeteners</p> <p>Body: pronounced, full bodied, excellent mouth feel</p> <p>Acidity: High, elegant</p> <p>Flavor: chocolate-like, very persistent</p>
Percentage of cultivated area	3%. This includes other varieties such as Caturra, Catuai, and Catisic, but in smaller amounts

Source: Salvadorian Coffee Council (CSC)

*Maragogype is a Typica mutation, first discovered in the Maragogype region of Brazil's state Bahia, which is well known for producing big beans.

e. Product Uses

From the roasted and ground seed is prepared infusion that can be drink alone or mixed with milk or cream. Sugar and other spices such as chocolate, cinnamon, nutmeg and liqueur can also be added to obtain different flavor and texture.

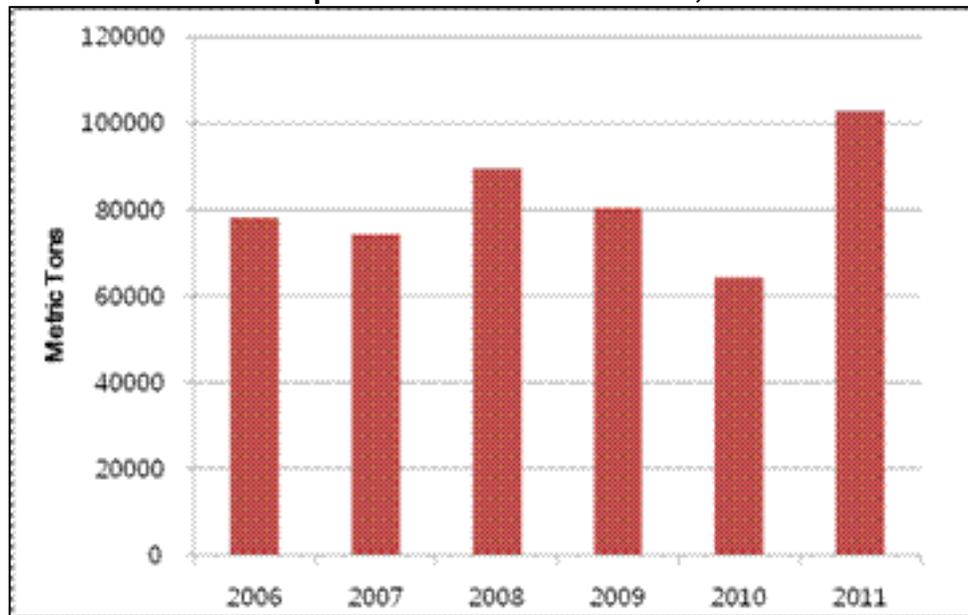
Generally coffee is served hot, but recently is also consumed as a cold drink.

COFFEE EXPORTS

a. Coffee Exports

Traditionally, Salvadorian coffee exports have focused on long-term, established partners, irrespective of countries that have recently increased their per capita consumption of the product.

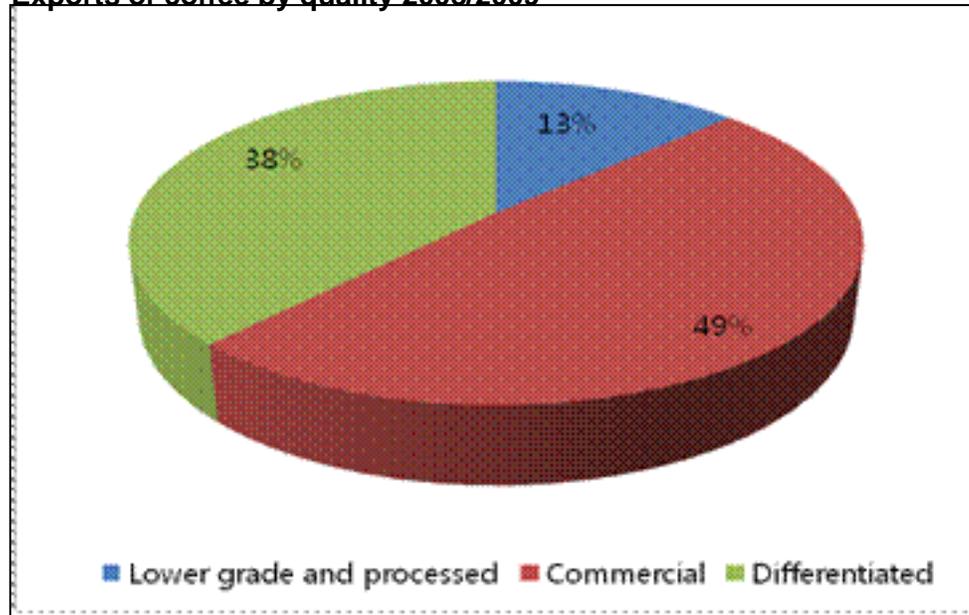
El Salvador's Total Export of Non-Roasted Coffee, All Destinations



Source: Central Reserve Bank, El Salvador.

According to the data obtained from the Salvadorian Coffee Council, there is a tendency to increase the production of special coffees, especially those classified as gourmet.

Exports of coffee by quality 2008/2009



Source: Salvadorian Coffee Council.

b. Destination Countries

The top five destination countries for export of Salvadorian coffee, in descending order of volume traded, are the United States, Germany, Japan, Canada, and the United Kingdom. Although there have been trade relations with countries such as Belgium, Italy, South Korea, and Taiwan, the quantities exported are not representative or consistent.

TRADING

a. Export requirements

If the export is not carried by any of the companies registered as authorized coffee exporters, the applicant must contact the Salvadoran Coffee Council to receive appropriate guidance on the requirements and documentation.

b. Certifications

- Gourmet coffee: Certified by the Salvadorian Coffee Council
- Organic Coffee: Certified by OCIA, BC OKO Garantie, BCS, Bio Latina and others.
- Other certifications: Fair Trade, Bird Friendly, Rain Forest Alliance, JAS.