



Valley Trading



FAIRTRADE



BIO SUISSE

Valley Trading, Peru



11 years of executive experience in green coffee exportation FOB

14 clients from 10 countries

Pache, Geisha, Caturra, Bourbon, Catimor, Typica

Natural, Washed, and Honey processed || 82 to 88 points

Origins: Jaén, San Ignacio, Amazonas, Rodriguez de Mendoza,


San Martín, Cusco



www.cafedelvalle.org

dcoronel@cafedelvalle.org

(+51) 948 579 807

- 
- 02.** Introduction
 - 03.** Export Proposal
 - 05.** Technical Data Sheet
 - 07.** Regions
 - 13.** Processes
 - 15.** Team
 - 19.** Business Proposal

CONTENTS



Welcome to Valley Trading

Producer and exporter of specialty coffees from Northern Peru.

Since our establishment in 2017, we have dedicated ourselves to cultivating and exporting the finest coffee with discipline and professionalism. Our mission is to develop **sustainable business partnerships** with coffee producers, cooperatives, and importers, **working in harmony with the environment and society**, and ensuring the **socioeconomic development of all stakeholders in the supply chain**.

In the past 6 years, we have exported 276 containers of green coffee beans FOB and successfully completed 500 contracts with 14 clients in 10 countries, including **Germany, the United States, Italy, Costa Rica, Switzerland, Belgium, England, and Spain**.

Our coffee comes from carefully selected origin regions in Peru, including Jaén, San Ignacio, Amazonas, Rodríguez de Mendoza, San Martín, and Cusco. We work directly with **3000 producers** from 12 cooperatives to ensure traceability from the farm to the shipment.

To fulfill our commitments, we have established 5 financial partnerships. Additionally, we have our own infrastructure: a laboratory and rigorous **quality control** for dry milling according to market requirements, a warehouse with a capacity of **500 tons**,

and efficient logistics for secure coffee transportation to the port.

We are committed to offering the highest quality coffee to our customers and ensuring total satisfaction in every transaction. Thank you for considering our Peruvian coffee for your business and trusting in our controlled and documented processes.

Achievements:

1. In 2018 and 2019, first place in the special coffee contest of Amazonas.
2. In 2020, Promperu Award - Exporter Route as an Exporting Company in the Eastern Macro Region.
3. In 2020, we were awarded in the cupping contest of the Exporter Route by PROMPERU.



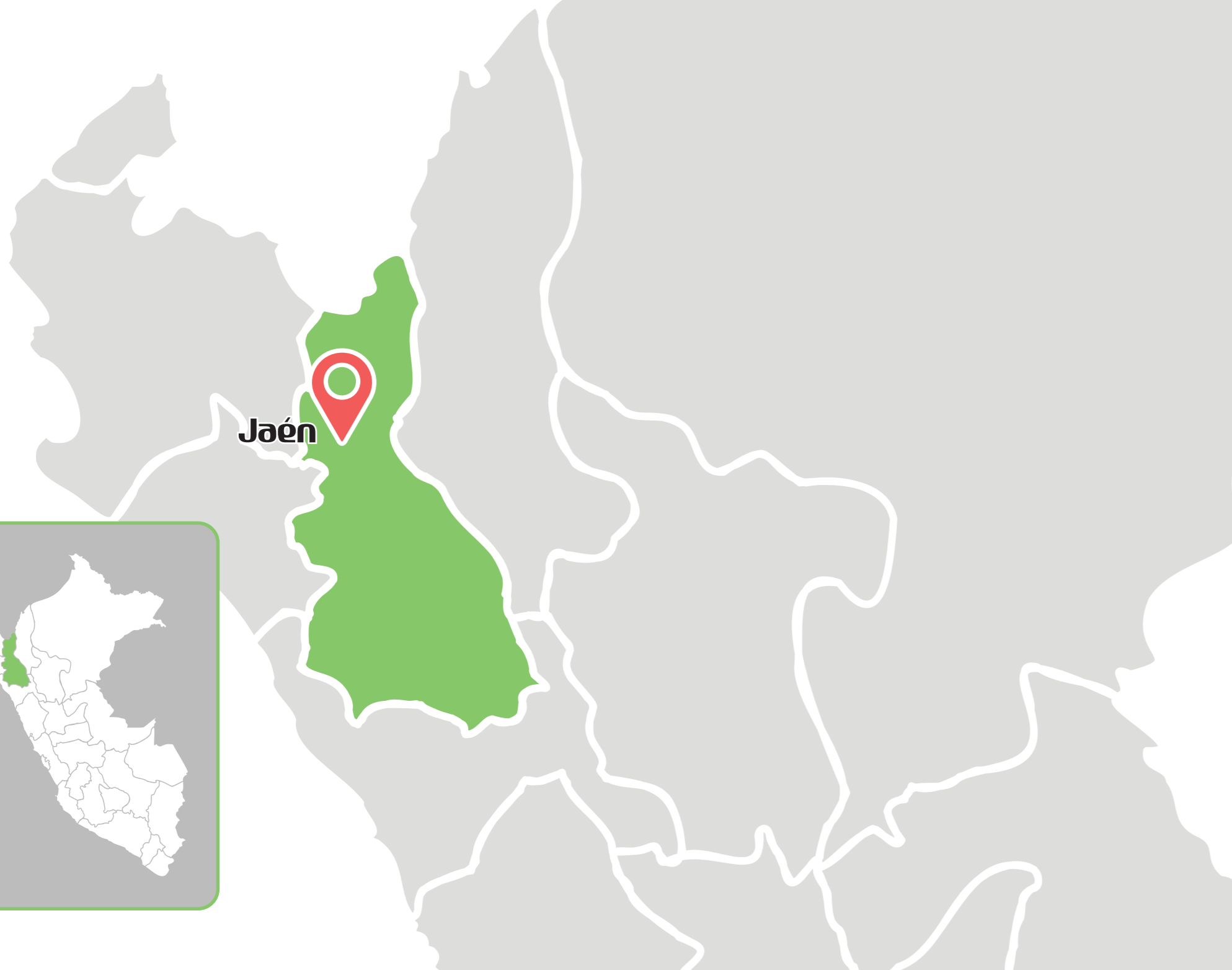
Our export proposal for the
years 2023-2026





Organization and Details	VALLEY TRADING RUC: 20601837138 <i>VALLEY COFFEE TRADING S.A.C</i> Address: Jr. Mayta Cápac N° 950, Sector San Luis Bagua Grande - Utcubamba - Amazonas - Perú
Coffee Origin Zone	Perú: Jaén, San Ignacio, Amazonas, Rodríguez de Mendoza, San Martín, Cusco
Partner Producers	3000 producers from 12 cooperatives
Exportable Offer	170 containers
Availability	From May to December
Varieties	Pache, Geisha, Caturra, Bourbon, Catimor, Typica Green Bean FOB
Cupping quality profiles ranging from 82 to 88 points	<ul style="list-style-type: none"> ▪ Flavor notes: Chocolatey with hints of malt, honey, carob, and vanilla ▪ Fruity ▪ Floral ▪ Citrus
Production Processes	Organic shade-grown system. Processing methods: Washed, Natural, Honey
Certifications	USDA, FTO (Fair Trade Organic), Organic, Rainforest, Bio Suisse
Experience	6 years of executive experience in coffee export with 14 clients from 10 countries Shipment of 276 containers. Financial partnerships with Roote Capital, Incofin, ResponsAbility, BBVA. Own logistics ensuring coffee transportation to the port. Warehouse with a capacity of 500 metric tons. Quality control laboratory. Technical assistance in best practices and certifications for producers. Containers shipped via Paita; Microlots shipped by air.





Jaén

- Elevation: 1200-2000 masl
- Standard Cup Profile: Clean cup with a score of 82 points.
- Cup Profile: Ranging from 83 to 84.5 points with floral notes, panela (unrefined whole cane sugar), algarrobina (carob syrup), and citrus flavors.
- Microlots: Scored between 85 and 88 points, offering exceptional quality.
- Quantity: We can provide up to 30 containers of coffee from Jaén.

The Jaén region in northern Peru boasts a mountainous topography and extensive forests that are vital for coffee production. It is also home to a wide variety of fauna and flora, including endangered species such as the Andean bear, mountain tapir, yellow-tailed woolly monkey, and Andean lapwing. The altitude ranges from 500 to 3000 meters above sea level, creating diverse microclimates and crops, including coffee. Jaén is blessed with important rivers like the Marañón, Tabaconas, and Huabal, which play a crucial role in agriculture. The region is home to significant cooperatives of high-quality coffee producers and has obtained the Protected Designation of Origin (PDO).





San Ignacio

San Ignacio

- Elevation: 1400-2000 masl
- Standard Cup Profile: Clean cup with a score of 82 points.
- Cup Profile: Ranging from 83 to 84.5 points, with notes of chocolate, golden raisins, malt, and citrus.
- Microlots: Scored between 85 and 88 points, offering exceptional quality.
- Quantity: We can provide up to 20 containers of coffee from San Ignacio.

San Ignacio is a region in Peru known for its rich pre-Columbian culture and natural beauty, where ancient inhabitants left behind rock paintings dating back over 5,000 years. It is also home to a beautiful lagoon surrounded by mountains and lush vegetation.

In the San Ignacio area, you can find the Chirinos Natural Reserve, an important sanctuary of biodiversity with a wide variety of flora and fauna. It is also renowned for the production of high-quality coffee, making it a sustainable location.

Coffee production in San Ignacio has become a significant economic activity for the local community. The region has obtained a Protected Designation of Origin (PDO), certifying the quality of its coffees and granting them recognition at both national and international levels.





Amazonas

- Elevation: 900-1900 masl
- Standard Cup Profile: Clean cup with a score of 82 points.
- Cup Profile: Ranging from 83 to 84.5 points, with notes of green cane, panela (unrefined whole cane sugar), and medium citrus flavors.
- Microlots: Scored between 85 and 88 points, offering exceptional quality.
- Quantity: We can provide up to 10 containers of coffee from Amazonas.

The Amazonas region in Peru is renowned for its natural beauty and cultural history. In this region, you can find the breathtaking Gocta and Yumbilla waterfalls, as well as a wide variety of tropical birds, including the toucan.

Within the Chachapoyas National Reserve, you can encounter the endangered spectacled bear. You can also admire the legacy of the pre-Columbian Chachapoyas civilization through the fortresses of Kuelap and Revash.

Furthermore, Amazonas is well-known for its production of high-quality coffee, particularly the “caturra” variety. The coffee plantations are meticulously hand-cultivated and processed using traditional methods, resulting in a unique and delightful flavor profile.





Rodriguez de Mendoza

- Elevation: 1400-1900 masl
- Cup Profiles: Ranging from 82 to 84.00 points, with notes of caramel and chocolate.
- Microlots: Scored between 85 and 88 points, offering exceptional quality.
- Quantity: We can provide up to 10 containers of coffee from Rodriguez de Mendoza.

Our coffee from Rodriguez de Mendoza, grown at elevations ranging from 1400 to 1900 meters above sea level, presents cup profiles with scores ranging from 82 to 84.00 points. These coffees exhibit delightful flavors of caramel and chocolate, creating a rich and indulgent experience. For those seeking exceptional quality, we have microlots scoring between 85 and 88 points. We can fulfill orders of up to 10 containers of coffee from Rodriguez de Mendoza.





San Martín

San Martín is a region blessed with lush nature and biodiversity, housing a wide variety of orchids, bromeliads, heliconias, and other tropical flowers. The region's forests are home to animals such as the yellow-tailed woolly monkey, anteater, emerald boa, and jaguar. San Martín boasts rivers like the Huallaga, Mayo, and Cumbaza, offering opportunities for adventure tourism, including rafting and kayaking. Ecotourism is also popular in the region, with hiking trails and canoe rides along the rivers. San Martín's culture is rich and diverse, with indigenous and mestizo influences evident in its music, dances, crafts, and gastronomy. The region's crafts include wool weaving using alpaca and vicuña fibers, basketry, and wood carving. The gastronomy of San Martín is varied and delicious, featuring dishes such as juane (a traditional Amazonian dish made with rice, chicken, and spices wrapped in bijao leaves), tacacho con cecina (fried mashed green plantains with pork), and inchicapi (a spicy chicken and peanut soup). San Martín is renowned for producing a wide variety of coffee, including Bourbon, Caturra, Catimor, Catuai, Pache, and Typica.





CUSCO

- Elevation: 900-1900 masl
- Standard Cup Profile: Clean cup with a score of 82 points.
- Cup Profile: Ranging from 83 to 84.50 points, with sweet and fruity flavor notes, complemented by hints of chocolate and caramel.
- Microlots: Scored between 85 and 88 points, offering exceptional quality.
- Quantity: We can provide up to 2 containers of coffee from Cusco.

Cusco is the ancient capital of the Inca Empire, renowned for its Andean ruins and mysteries, as well as its handcrafted arts and textiles made in the cold mountains near the Inca citadel of Machu Picchu. Cusco's coffee is of superior quality due to the climatic and geographical conditions in which it is grown. Andean coffees are known for their smooth and fruity flavor profiles and are highly valued worldwide. The culture of minga is a tradition of communal work in the Peruvian Andes, where members of the coffee-growing community come together to carry out tasks such as house construction, street cleaning, and selective harvesting. This practice has been passed down from generation to generation and is an integral part of Andean culture, fostering cooperation and solidarity among community members.





■ At Valley Trading, we are dedicated to providing the highest quality coffee and strive to ensure that it reaches you in the best possible conditions. We implement **traceability measures and rigorous processes to ensure the quality of our coffee.**

■ We conduct a careful evaluation of each producer on their farm to ensure that the coffee meets our high quality standards. We then carry out **comprehensive product quality control assessments** in our laboratory to ensure that it meets our criteria.

■ Once the coffee is selected, it is stored in our facilities with a capacity of up to **500 metric tons.** Our facilities are equipped with appropriate security measures to meet the demands of the international market.

■ The coffee is **shipped and monitored at all times**, from its transportation to the processing plant to its transfer to the port. We comply with all requirements, including GPS and telephone monitoring, to ensure that the product arrives in optimal conditions.

■ We have a team of experts in commercial and logistics areas who are responsible for the **international physical distribution of the product and the fulfillment of signed contracts.** You can trust us to provide you with high-quality coffee that meets your expectations.



Work team Valley Trading

Meet the team behind Valley Trading, a coffee exporting company committed to quality and sustainability.





Ivan Vallejos

He is one of the company's founders and has been working in the coffee industry since 2012, specializing in the commercial area. Ivan is responsible for direct customer interaction and proposal presentations.



David Coronel

Also a co-founder of Valley Trading, has worked in coffee cooperatives and private companies since 2007. With his Q-Grader certification, David oversees quality control, shipment monitoring, and administrative management.



Oscar Fernandez

He is a graduate in Commerce and International Business. He began his experience in the coffee world in May of 2021. He supports Damaris Delgado in the logistics of export and monitoring of our signed contracts



Luz Ynga

She is responsible for the transportation department, working in coordination with the commercial team to monitor coffee transportation from the processing plant to the port. With her experience in coffee processing plant management, Luz ensures efficient transportation management.



Esmeralda Aguilar

She is responsible for quality control at Valley Trading, ensuring compliance with international quality standards. Her background in food industries and continuous training in specialized institutions contribute to maintaining the highest quality standards.



Eyner Guerrero

He is the head of the technical department, providing guidance to producers on agronomic management of their coffee farms and promoting sustainable and environmentally-friendly agriculture practices.



Raquel Llanos

She is responsible for the accounting department, ensuring the accurate recording, control, and analysis of all financial transactions within the company.



Abigail Lingan

She is a graduate in Accounting and started her professional experience in the coffee industry in the year 2021, working as an assistant in the Accounting Department. Her responsibilities include assisting with the recording and payment of coffee purchases in the storage warehouse, as well as providing support in maintaining records and controlling our financial transactions.



Damaris Delgado

Manages the commercial department, overseeing export logistics and contract monitoring.

In summary, the Valley Trading team consists of experts in each area of the coffee business, working together to deliver high-quality products in a sustainable and responsible manner.

The Business Proposal

If you are an importer or roaster, I propose a strategy based on four fundamental pillars: traceability, accountability, compliance, and transparency. These values are essential to ensure product quality and customer satisfaction.

Furthermore, if you are a potential partner looking to collaborate with producers, I propose focusing on three areas: environment, education, and health. This can serve as a bridge between producers and society to promote sustainable practices, improve education in rural areas, and enhance the health and well-being of workers and their families.

Together, we can build a profitable and responsible business that benefits all parties involved. Let's work together to achieve it!






Tap icons

CONTACT US

 +51 949 722 208 // +51 948 579 807

 dcoronel@cafedelvalle.org

 Jr. Mayta Cápac N° 950, Sector San Luis
Bagua Grande - Utcubamba - Amazonas

Valley Trading offers high-quality coffee grown on sustainable farms while supporting local communities and fulfilling our commitments to customers. Join our community of dedicated organizations. We are your trusted partner in quality Peruvian coffee.