



CONQUERING DEMANDING PALATES

In the mountains of the department of El Paraíso, Honduras, coffee has been a legacy for generations, but also an uncertain hope. Despite low prices and climatic challenges, women continue to invest in its cultivation: “We sell to middlemen; they earn more money in two days than we do in a year, and we are the ones who sustain the coffee industry,” said Dilia Cáceres, from the village of Tapahuasca.

The problem lies in market access. Because although they only harvest ripe cherries and then ferment them, these details do not weigh in how the local buyers determine their purchasing prices. For this reason, iDE Honduras supported a group of women to attend the Producer & Roaster Forum (PRF) 2025, held that year in Honduras as the first step to understanding the international market.



For the coffee growers, the forum was key: “I had never met specialty coffee buyers before. They are very knowledgeable, and we want to understand more about their buying practices, and requirements.” Explained Dilia. In addition to strengthening knowledge and commercial networks, the foundations were also laid for future sustainable commercial relationships. It is expected that, in the short term, several of these contacts will translate into concrete sales of value-added coffee.

The story of Dilia and 49 other women coffee growers changed with the arrival of iDE Honduras, an organization committed to promoting an inclusive, sustainable approach focused on generating real opportunities; in this case, access to specialty coffee markets, environmental issues, and diversification.

Thanks to the support of iDE Canada and the Manitoba Provincial Sustainability Council, several women were able to participate in one of the most important events in the coffee industry. Honduran coffee has a natural advantage: it grows in the shade, so it ripens slowly, developing complex attributes.

Analysis of coffee samples from San Lucas and San Antonio reveals flavors of peach, honey, and orange, along with floral, caramel, and chocolate aromas, indicating the great export potential of these regions' aromatic coffee.