



# GUATEMALA

## COFFEE



### Background

Coffee holds significant economic and social importance in Guatemala, generating more than half a million jobs annually. It is the country's second-largest agricultural export product, which ranks as the ninth-largest coffee exporter worldwide. Most of the coffee produced in Guatemala (97 percent) comes from small producers, and its cultivation under shade positions it as a product compatible with sustainable models that protect forests and the environment.

The National Coffee Association (Asociación Nacional del Café, ANACAFÉ), established in 1960 through the Coffee Law, is a private, public-service institution that operates autonomously and is financed with private funds. It is governed by a board of directors comprising representatives from associations and cooperatives.



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### Expected actions

**Increase profitability and competitiveness:** invest in more efficient farming practices, cost reduction, and quality improvements.

**Enhance specialization:** strengthen the participation of small producers in the value chain, **focusing on certifications, differentiation, and specialized markets.**

**Improve access to differentiated markets:** promote connections with international buyers who value the unique characteristics of guatemalan coffee.

**Diversify livelihoods:** introduce complementary crops, agroforestry, and other income sources to reduce exclusive dependence on coffee encouraging sustainable production and increasing economic resilience.

**Limited value addition:** producers do not always engage in processes that increase the value of coffee, such as processing or special certifications.

**Lack of modern technologies:** innovation and technology are not sufficiently applied to **optimize cultivation.**

**Limited income diversification:** producers rely almost exclusively on coffee, **increasing their economic vulnerability.**



### Organization and coordination

**One Country One Priority Product (OCOP)** Guatemala will create a national committee with representation of **ANACAFÉ, FAO, Ministry of Agriculture and Economy, and key producer organizations** and academia. The proposal also suggests to invite some key actors of the coffee value chain to participate as advisory groups. The proposal also suggests to invite some key actors of the coffee value chain to participate as advisory groups.



### Challenges

**Low crop profitability:** high costs and price fluctuations reduce profit margins.

