



CULTIVAR

Cultivating potential together

Mario Villano

Technical facts

Country:	Peru
Department:	Cusco
Province:	La Convención
District:	Incahuasi
Community:	Incahuasi
Farm name:	Machayniyuq
Number of growers:	1
Average Farm size:	3 hectares
Varieties:	Typica, Bourbon and Limani
Altitude farm:	2200 meters above sea level

Main Harvest period:	August - October
Processing:	Selective picking, followed by depulping and 32hour fermentation in open tanks. Washed with clean water
Drying:	Dried in pallets

Story

Cusco has been the scene of great cultures such as the Inca, which built impressive citadels and have left in its people a valuable legacy of ancestral knowledge, traditions, diverse seeds and more. Its geographical and climatic conditions make Cusco an excellent agricultural region, for instance there are more than 3000 varieties of native potatoes and other tubers preserved to this day by local communities recognized as heroes of the security and food sovereignty of their people. However, this land is also suitable for other less Andean and more tropical crops, such as coffee. The coffee from Cusco has been on the rise and it is expected that it will continue to win recognition over the coming years.

Mario Villano is one of the many producers who have made coffee their way of life, however it was not always like that. When he was a child, Mario lived under his uncle Porfirio's care. Thanks to him Mario learned everything he knows about coffee, as he helped him out on the farm from planting to harvest. In 1987, at 21, his uncle gave him a plot where he was able to grow his first coffee plants. With great



enthusiasm, Mario harvested his first coffee plants, but he was surprised that the intermediaries of that time exchanged plastic and meat for coffee or paid very low prices; and so disappointed with the situation he decided to dedicate himself to something else and left agriculture. Mario migrated to the city and served the Army of the city of Cusco, over the years he wanted to study but couldn't find any financial support, so he decided to return to Incahuasi. Upon his return, he met his wife and together they decided to give coffee a chance again, the producers having more technical knowledge and being better organized they were not going to let intermediaries take advantage of them. And so it was, fortunately they found a way to produce coffee sustainably and in a profitable way.

Today Mario works with his family every day with the vision of being a quality benchmark with great motivation to continue growing coffee, since his farm has fertile soils, a favorable microclimate and a very optimal altitude to achieve an excellent profile in the cup.



Mario Villano's home illuminated by sunset light

Besides that, Mario takes an active part on keeping the local customs and traditions alive in his community. "Ayni" in the field-work and "yarqa aspiy" to provide the fields with water. The "Ayni" is a popular Tahuantinsuyo custom that takes place in many Peruvian communities. If we were to translate it, In Quechua it means "reciprocity" to help one another when needed. Thus, when it is necessary to harvest Mario family's coffee, members of other families from the community will go help them without asking for anything in return and when another family needs it, the rest of the community will also be present. It is a two-way and supportive work. "Yarqa aspiy" is one of the central activities of the productive life of the Andean peoples and which consists of cleaning and repairing the irrigation system to allow and facilitate the natural flow of water to irrigate the fields, in this case of coffee. In addition to this, it is interesting to know that these customs do not only mean work, but are joyful customs shared by the community around parties and delicious food!