

bean
voyage

Annual Report

2023





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Table of Contents

Founders' Note	3
2023 at a Glance	5
Program	7
People	12
Revenue	15
Impact	17
Financials	24
Acknowledgments	25

Cover photo: (Dinorah Rojas) by Fernanda Carrillo

Letter from the Founders

Welcome! We're thrilled to share this yearly report with you as we mark the **fifth anniversary of our founding** as a registered non-profit social enterprise.

Here's what we've accomplished in five years:

- We've supported more than **1,100 small-scale women coffee farmers** in Costa Rica and Mexico. We've created a model that focuses on both depth and scale.
- We've disbursed **\$60,800 in seed in seed funds** directly to smallholder women coffee farmers, which they have invested in their farms and other income generating activities.

- For every dollar we've given in seed funds, farmers have made **\$4.50** within one year. This means our **\$60,800** investment has become **\$273,600** in revenue for farmers in our programs.
- We've sold **67 tons** of coffee grown by women to coffee shops all over the world. This has brought in over **\$600k** for the farmers, usually at **2x more than commodity market prices**.
- We've held **two Women Powered Coffee Summits**, bringing together 350 people from different parts of the coffee business and making over **650 connections**.
- We've established the Farmer Advisory Committee. These are farmers who graduated from our program and now help us plan and make decisions.
- We've done all of this with just **\$943,879**, primarily raised in grants and donations.

If we've achieved all this in just five years, think of what we can do in fifty! Our goal is to build thriving coffee communities and we recognize the importance of measuring our success on this journey. So this year, we are thrilled to launch the **Thriving Business Index** which will help us identify and measure our impact as we scale our efforts.

Thank you for your support, your guidance, your funding, and, most importantly, for believing in us. We're so grateful to have you on this journey with us!

Best,

Sunghee Tark and Abhinav Khanal
Founders, Bean Voyage





(Ana Lourdes Zuñiga) taken by Fernanda Carrillo

2023 at a Glance*

277



New Smallholder Women Farmers Enrolled in 2023

\$35,000



Disbursed in Seed funds resulting in **4.5x** income within 12-months

\$266k+



Farm-gate Revenue Generated by Farmers at **200% higher prices** than commodity

1,246



Community Members Reached in **Costa Rica & Mexico**

Since 2016, Bean Voyage has partnered with **1,197** smallholder women coffee farmers, providing **\$60,800** in seed funds, and generating an additional **\$600,000+** in farm gate revenue for their coffee farms.

*These figures represent the outcomes of activities conducted in 2023.



(Eva Ortiz Brenes during a training at CATIE) taken by Fernanda Carrillo

Program:

Build 5,000 thriving businesses by 2025

Building thriving businesses will require a four-pronged approach to support smallholder women coffee farmers.

Our program plan consists of four key results, each corresponding to a distinct aspect of our model: training, seed funds, peer mentorship and global market access.

Key Result 1: Expand Enrollment in Training Programs

Our Approach: Combine WhatsApp-based curriculum with in-person boot camps to train cohorts of smallholder women coffee farmers over four months annually. Topics covered include climate change, food security, finance, and business development.



Limited Progress: During COVID-19, our training programs shifted entirely to virtual platforms, yet producers expressed a preference for in-person connections and knowledge sharing. Reintroducing the in-person element has somewhat hindered our ability to scale our cohorts significantly. To address this, we plan to pivot towards greater collaboration with affiliate partners, integrating our modules with their resources.

Key Result 2: Increase Funding for Farmer-led Projects

Our Approach: Establish an annual fund for farmers to implement income diversification projects, such as setting up beekeeping stations for honey production or installing home gardens at the farm level.



On Track: We disbursed \$35,000 to support 46 farmers in income diversification projects in 2023, including beekeeping, poultry farming, home gardens, bio-input production, coffee tourism, and reforestation efforts, adding to the total disbursement amount of \$60,800 since 2021, as of Dec 2023.

Key Result 3: Improve Networking and Peer Mentorship Opportunities

Our Approach: Convene coffee professionals at the annual Women Powered Coffee Summit, fostering relations between smallholder women coffee farmers and other key market actors.



On Track: The 2nd Women-Powered Coffee Summit was successfully held in Costa Rica, uniting a diverse array of coffee stakeholders for two days of networking, collaboration, and idea exchange.

Key Result 4: Reduce Barriers to Global Markets

Our Approach: Establish global market connections for women coffee farmers and coffee importers.



On Track: In 2023, we exported 33 tonnes of green coffee to roasters at an average 190% higher price than commodity markets. Since the beginning of exportation in 2020, we exported 67 tonnes.

*Cumulative figures as of December 2023.



Resilient Communities Initiative: Supporting Women to Build Resilient Farm Businesses

Maria Fernanda Robles is a smallholder woman coffee farmer from Tarrazú, Los Santos, Costa Rica. Like many farmers in the region, Maria Fernanda relied on coffee as her primary household income. This meant she was dependent on the coffee harvest cycle, reducing her steady household income to only three months of the year. Smallholder farmers like Maria Fernanda must find ways to diversify their income sources, and while many have ideas, they most often lack access to diversification tools, financing, and business knowledge, leaving them vulnerable for many months of the year.

In 2021, in the midst of the COVID-19 pandemic, Maria Fernanda was grappling with the challenges of food insecurity and struggling to provide for her family.

It was during this time that Maria Fernanda enrolled in Bean Voyage's Resilient Communities Initiative, giving her access to tutorials on diversification practices and business skills. At the end of the program, Fernanda applied for a seed fund to kickstart a beekeeping project on her farm.

"I wanted to implement a beekeeping project to generate additional income for my family economy, as well as for the pollination of my coffee plantation and for my family's consumption."

Through training, Maria Fernanda learned how to set up a bee garden, acquiring basic financing and beekeeping knowledge. She started with six bee colonies and, within a year, transformed them into a thriving twelve-column apiary by the end of 2022.

Maria Fernanda's journey has not stopped there. **Her entrepreneurial spirit led her to register her honey brand, Sueño Dulce (Sweet Dreams)**, allowing her to sell her honey in local supermarkets. In just the first year of operation, her brand has generated more than **\$886.90 in additional income for her family.**

Maria Fernanda's story is a testament to the impact of the Bean Voyage model, demonstrating how with the right support and resources, smallholder women coffee farmers cannot only overcome adversity but also build resilient and thriving businesses for themselves and their families for the longer term.

In partnership with:





Market Readiness Initiative: Breaking down barriers & connecting women to the global market.

Globally, 5 million smallholder coffee farmers are living below the poverty line, making less than \$3.50/day. Women in the industry face additional challenges, with a harsher environment to negotiate fair prices for their coffee and limited accessibility to education and training. In the region of Fortin, Veracruz, Mexico, many farmers, like **Damna Reyes Hernandez** and **Hugo Antonio Tress Romero**, rely on coffee production for their livelihood. Damna and Hugo have operated a coffee farm in the Fortin region of Mexico for 4 years.

“Kitos Café is the result of our passion and dedication to coffee. After completing our master's degrees and rediscovering a family farm that lay forgotten, Hugo and I decided to embark on the exciting adventure of producing micro-lots of coffee,” Damna says. However, like many smallholder farmers, it is difficult to globally export coffee. Chances to build connections with global buyers and negotiate prices are few and far between.

“It was difficult to find opportunities because we didn't have much experience or a market segment that appreciated our coffee,” Damna explained. Although Kitos Café attempted to export their coffee internationally, they faced many challenges. **“The lot under my name was rejected because no one knew my brand, my story, or the area it came from.”**

With these challenges in mind, Damna enrolled in Bean Voyage's Market Readiness Initiative. The Market Readiness Initiative connects farmers to international buyers, providing more options for farmers to export their coffee. In parallel, the program educates farmers on leading coffee harvest methods and business principles, allowing for greater production and greater business literacy to support their businesses.

With determination and support from Bean Voyage, Damna applied lessons on quality improvement in post-harvest practices. She started processing her coffee at home, and, within a year, transformed it into export-ready coffee, to be sold to buyers internationally.

With momentum building, Damna's entrepreneurial spirit led her to grow her production, allowing her to process more coffee, and sell to global buyers in the U.S and South Korea. **In just the first year of operation, her coffee garnered 2x more than the commodity market price.**

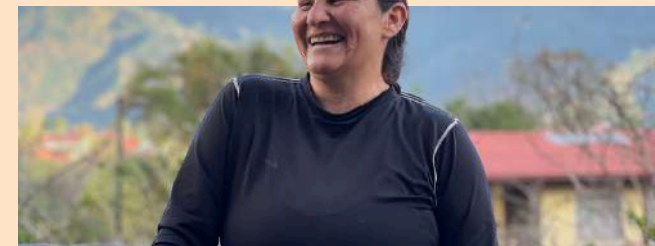
Kitos Café is now exclusively dedicated to specialty coffee and rural tourism on the farm. **“Every day on the farm is a testament to our love for coffee and a reminder of the fruits that dedication to such a carefully planned coffee project can yield,”** Damna says.

Damna's story is a testament to the impact of Bean Voyage's Care Trade program, demonstrating how with the right training opportunities and connections, smallholder women coffee farmers can be empowered to expand their businesses and bring their coffee global.

In partnership with:



Women Powered Coffee Summit: The power of connections & the resilience of dreams



In the flourishing hills of Tarrazú, Costa Rica, coffee is the center of the economy. In the region, **Seilyn Jimenez**, the leader behind Abuelos Cafe, has cultivated more than just exceptional coffee – but a wholesome coffee experience. Despite her farm's excellence, Seilyn faced a challenge – her coffee hadn't yet traveled beyond local borders. Although her family has been in the coffee business for over 25 years they had limited international connections, and Seilyn struggled to sell globally.

“Previously, we exported smaller quantities and had only two clients.” Seilyn explains. **“We didn't reach the end customer; the exporter was in charge of that, limiting us from growing and reaching our product to the customer.”**

Seeking a way to share her passion on a global stage, Seilyn attended Bean Voyage's Women-Powered Coffee Summit in 2022. The Summit is hosted annually to connect women across multiple countries in the coffee industry and build towards a sustainable coffee supply chain.

Here, Seilyn met **Stephanie Welter-Krause**, the founder of Swelter Coffee.

“It was a beautiful coincidence that we had at the Women-Powered Coffee Summit. Coincidentally, we sat beside each other and both smiled,” Seilyn fondly recalls.



Stephanie was on a quest to build meaningful direct-trade relationships with smallholder women coffee farmers worldwide. Over shared meals, coffee, and stories, they discovered a shared dream – to bring Abuelos Cafe coffee to a broader audience in the U.S. **It was more than a business collaboration; it was the meeting of two kindred spirits, both driven by a love for coffee and a desire to uplift others.**

“I was happy to learn more about her farming practices and commitment to sustainability, which is a passion of mine as well,” Stephanie says. *“I hope to grow the relationship in years to come as my business grows and can share more delicious coffee from Seilyn and others!”*

Their partnership blossomed in 2023 when Stephanie proudly unveiled a new coffee blend – Magnolia's Blend – featuring coffees from Abuelos Cafe. The blend encapsulated not just the richness of Tarrazu's coffee but also the shared dreams of Seilyn and Stephanie.

Seilyn's isn't just about coffee; it's about the transformative power of connections, the resilience of dreams, and the incredible impact that can arise when passionate individuals come together.

In partnership with:





(During Closing Ceremony of Women Powered Coffee Summit 2023) taken by Hugo Antonio Tress

People:

Grow team capacity to achieve programmatic and organizational goals.

Boosting our team's overall performance means investing in four key areas: developing our management team's skills, giving our Board of Directors more responsibilities, involving farmers more in our plans, and making volunteering better.

Key Result 1: Drive Team Development Opportunities

Our Approach: Implement a professional development budget and partnerships with key allies to offer opportunities for our team to strengthen leadership, program management, monitoring & evaluation, and fundraising skills.



On Track: Our team participated in various workshops in 2023, including the Positive Leadership workshop at the UN Mandated University for Peace, MasterClass Courses, Specialty Coffee Association's Sustainability Course, and participated in the SINTERCAFE conference. We're grateful to **Women's Economic Coalition** for helping us establish our first ever Professional Development Fund.

Key Result 2: Strengthen Role of Board Members

Our Approach: Create an annual Board engagement menu, consisting of a variety of projects (under the buckets of program, people or revenue) where Board members can play active role in driving.



On Track: On average, one Board member actively participated in 1.3 projects in 2023. Our goal is to engage Board members on multiple projects each year (3 projects being the ideal goal).

Key Result 3: Grow the Role of Farmer Advisory Committee

Our Approach: Establish an annual committee of past-graduates of Bean Voyage to inform the programmatic strategy and alumni engagement.



On Track: We hosted several virtual workshops for alumni to deepen their knowledge on topics such as accounting, farm finance, exportation, and even hosted an in-person visit to CATIE.

Key Result 4: Improve Volunteer Engagement

Our Approach: Build out a streamlined onboarding process to make the process more meaningful for volunteers.



On Track: We attracted an exciting pool of volunteers in 2023, and even hosted a couple of sabbatical volunteers. A major highlight for us has been in the form of our partnership with Deloitte (D2i), which has significantly supported our programmatic and organizational achievements in the last 3 years.

*Cumulative figures as of December 2023.



(L-R) CARMEN, ANA LOURDES, JAQUELINE, ALEJANDRA, MEMBERS OF THE INAUGURAL CCP

Farmer Advisory Committee: Incorporating farmer feedback to programming initiatives.

5 years after Bean Voyage was founded, we have reached over 1,000 alumni members in Costa Rica and Mexico.

As Bean Voyage continues to grow, new initiatives like the **Farmer Advisory Committee** are necessary to dynamically adapt to the needs of farmers. In 2022, Bean Voyage launched the inaugural Farmer Advisory Committee (in short, **CCP** for its name **Comité Consultivo de Productoras** in Spanish) to continue the relationship with graduates and provide opportunities for additional training and networking.

The flagship Farmer Advisory Committee provided an outlet for farmers to connect and network with other farmers in various regions of Costa Rica. On top of this, it provides a direct feedback loop that has driven Bean Voyage's growth and priorities. Through feedback, CCP members were able to create a stronger database to understand the needs of farmers.

Most prevalent, farmers expressed a need for more advanced and technical training.

Based on this feedback, the Farmer Advisory Committee organized multiple master classes with experts to dive deeper into subjects like finances, tax reporting, and leading production practices within the inaugural year.

The Farmer Advisory Committee proves the impact of sustained connection. With a strong partnership with farmers, Bean Voyage will continue to grow the role of the smallholder women farmers within the organizational decision making.

"The impact of CCP is the ability to contribute a 'grain of coffee' to activities that keep us connected and in constant learning as producers!"

It has been an honor to be part of the CCP and Bean Voyage the last few years, allowing me so many experiences and learnings."

says Alejandra Hernandez, a member of the CCP.



(During Farmer Advisory Committee Led Activity at CATIE, alumni learning about coffee varieties)
taken by Fernanda Carrillo Chacon

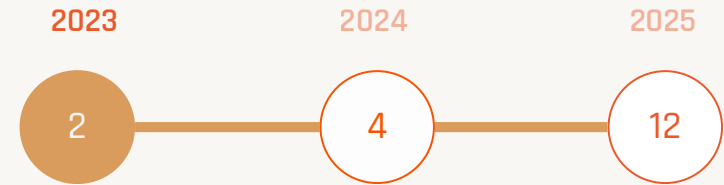
Revenue & Long Term Strategy:

Expand revenue pathway to meet program and people goals.

Increasing revenue means diversifying sources of revenue, deepening existing philanthropic partnerships, and creating a robust stakeholder communication.

Key Result 1: Launch 2 new sources of earned revenue

Our Approach: Offer coffee tours for tourists, researchers, donors, and other partners that want to deepen their knowledge of the coffee supply chain and spend a few days with our partner producers. We also offer Bean Voyage branded merchandise in partnership with sector allies.



Limited Progress: We were only able to secure around 2.5% of our revenue from these tours thanks to our partnership with Women's Economic Coalition and Amigos de Las Americas. We hope to launch a merchandise partnership by the giving season of 2024.

Key Result 2: Grow anchor partnerships

Our Approach: Partner with family foundations and corporate foundations to receive long-term and unrestricted grants to successfully scale our programs.



Limited Progress: We are still identifying multi-year unrestricted funding partners that will allow us to fully invest in our program and people in a meaningful manner.

Key Result 3: Promote our work with all stakeholders

Our Approach: Actively promote our work across all channels, and increase stakeholder communication to ensure heightened awareness of our impact.



On Track: We have excellent engagement across Instagram, LinkedIn, and Newsletter, while also having increased interest in both the coffee industry and the social impact space. We were even nominated for the Coffee Gives Back Charity of the Year Award in 2023.

Key Result 4: Have 35% of annual budget in operating reserve to provide stability and sustainability of operations

Our Approach: Provide Bean Voyage with sufficient operating reserve to focus on the long-term growth of our programs and team.



On Track: We have been closely monitoring income and expenses to make sure that we operate on a lean model, and guarantee that we have at least 15% of our next years budget before the end of each year.



(MDU signing ceremony between Bean Voyage and the Coffee Institute of Costa Rica) taken by Alexa Romano

Our Theory of Change

Challenges

Cultural Barriers

Women in the coffee industry often encounter deep-seated cultural obstacles when they aim for leadership roles, hindering their progress.

Our Approach

Women-centered programming is designed to dismantle cultural dynamics.

Limited Access to Training

Women face a shortage of access to education and training, making it tough for them to secure higher-paying contracts that require certifications and standard practices. This situation also leaves them vulnerable to the effects of a changing climate.

Our Resilient Communities Initiative exclusively targets female farmers with a 12-month program covering quality analysis, market readiness, and more.

Lack of Access to Capital

Women struggle to access capital, which makes it hard for them to invest in and expand their coffee businesses.

Training can only be effective if capital is available to make adaptations and improvements. We provide seed-funding that enables participants to implement the learnings from our trainings.

Lack of Market Linkages

A lack of effective connections to markets limits womens' ability to reach wider audiences and maximize their product potential.

The Women-Powered Coffee Summit centers smallholder female producers in contract negotiations, addressing their underrepresentation.

Outcomes

- Improved Yield
- Increased Prices
- Increased Access to Capital

- Increased Resilience
- Business Growth

Long-term Transformation

Thriving Coffee Businesses

Outcomes 2023

We evaluate the impact of our work through self-reported surveys and focus group interviews. This outcome indicators have been collected through the annual impact survey of past participants conducted between February-March 2024.

Improved Sales

13%

Producers were able to sell an average of 4.74 more kilograms (13% increase) of coffee after joining Bean Voyage.

Increased Prices

25%

Women coffee producers who partnered with Bean Voyage saw a significant increase of \$1.17 per kilogram in the price of their coffee, resulting in a 25% growth in their income.

Access to Capital

27%

of past participants gained access to additional capital to support their business after collaborating with Bean Voyage.

Increased Resilience

77%

of Bean Voyage's alumni reported that working with the organization increased their resilience, enabling them to better navigate obstacles and challenges.

Business Growth

43%

of participants believed that partnering with Bean Voyage allowed their businesses to grow in ways that would have been unlikely or impossible before joining BV programs.



(Ana Mayela Mata y Andre Ureña) taken by Viviana Gómez

Impact: Thriving Business Index



Our Why

We are thrilled to introduce the **Thriving Business Index (TBI)**, a new tool that measures how well participants are doing in our programs. The TBI looks at three different components of a thriving business: **achievements, agency,** and **resources**.

These components also form what we consider the path to greater agency in women's empowerment, informed by Dr. Naila Kabeer's Empowerment Framework, which also informed our Theory of Change:

if women are equipped with the right resources and conditions, that will result in greater accomplishments and greater agency for them.

At Bean Voyage, we are dedicated to supporting smallholder women coffee producers to build thriving businesses. We provide them with training, seed funds, mentorship, and global market access.

To capture the impact of our programs on producers holistically, we developed The Thriving Business Index (TBI) to analyze the impact of our program. TBI provides us with a resource to better understand the value we bring to producers that participate in our programs and allows us to communicate that value with one comprehensive metric. In this way, it shows us clearly where we can make improvements to our programs and be a better partner for our producers.

Although this is our first year using the TBI, we are eager to see how it develops over time as we gather more information.

Impact: Thriving Business Index

Methodology

We collect feedback surveys from our program participants, both at the start and end of our programming, focused on rating our facilitation, our creation of opportunities, and how our participants' sense of accomplishment and agency have been impacted through their participation in our programs.

These self-reported surveys provide us with an in-depth look at the overall quality of our programs, and the direct impact we are having on our participants.

Here is a breakdown of how we developed the TBI:

1. We identified what makes a thriving business by listening to the quantitative and qualitative factors that are important to our partner farmers.
2. We created a set of questions that allow participants to self-assess their businesses growth.
3. We piloted these questions with our 2023 participants, gathering baseline data during enrollment and feedback on the survey itself.
4. After one year of training, seed funds, mentorship, and global sales of coffee, we asked participants the same questions again to assess progress.

We value supporting women smallholder producers to grow their knowledge, enhance and refine their business processes, and connect to mentorship opportunities. For these goals, TBI is an important indicator of our success from the perspective of our participants.

Furthermore, this Index aims to capture how their sense of agency and view on their business evolves (towards or away from 'thriving' status) based on where they are in the Care Trade Journey. That is, how will their experience or their sense of "thriving" evolve based on their involvement in the various elements of the Care Trade Journey (Training, Seed Capital, Mentorship and Market Access).

We hope to also observe the marginal differences between these programs, to better gauge the impact of each program on our participants.

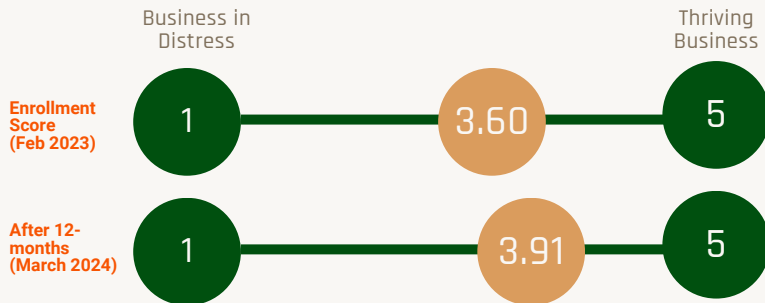
More on our findings on the next page.

Impact: Thriving Business Index

Our Findings & Analysis

Data: Class of 2023

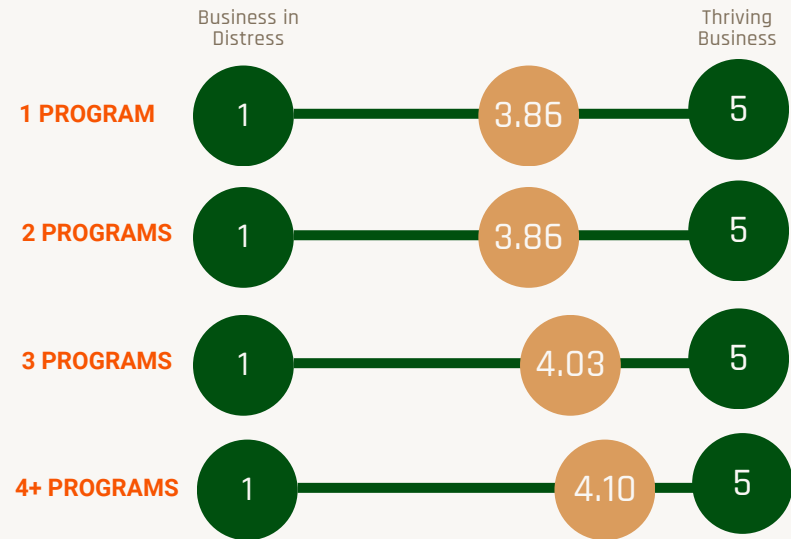
The following TBI scores our cohort's score before and after the Resilient Communities Initiative (RCI). RCI addresses the training and seed capital element of Care Trade, and is implemented over a 12-month period.



Based on this indicator, we see that over 12 months, their sense of access to resources, accomplishments, and agency has improved by 0.31 points out of 5.

Moreover, this year, we calculated TBI for individuals who participated in Bean Voyage's Resilient Communities Initiative (RCI), Market Readiness Initiative (MRI), and Women-Powered Coffee Summit (WPCS) since 2016, and how the number of programs that they join affects their ability to lead thriving businesses.

The following TBI scores were calculated based on the number of Bean Voyage programs that producers participated in.



We are encouraged to see that producers who participated in more Bean Voyage programs believe their businesses are thriving more than those that participated in fewer programs. This data also positively reinforces the benefit of the bundled programs that we offer.

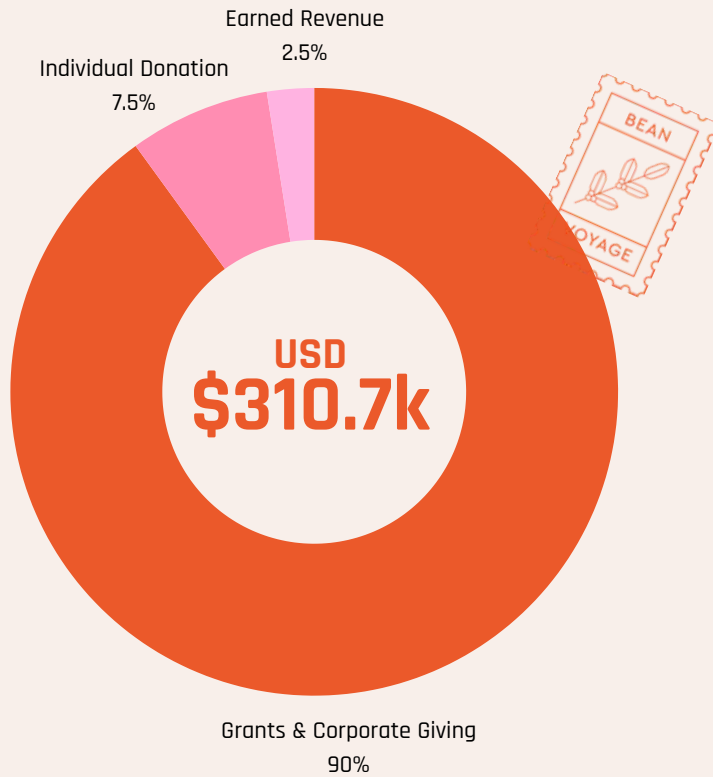
Overall, for producers that participated in any number of BV programs, the TBI score for the 2023-2024 cohort was 3.91/5.00, with a perfect 5.00/5.00 score representing a business that is thriving in all facets.

This shows us in a snapshot that our program participants feel that their businesses are thriving, but with room to grow and improve. We will continue to track these TBI metrics for the same cohort of producers in the coming years to determine how their businesses grow with BV's support over a longer period. We are extremely pleased with these early results and look forward to growing our impact in 2024-2025.

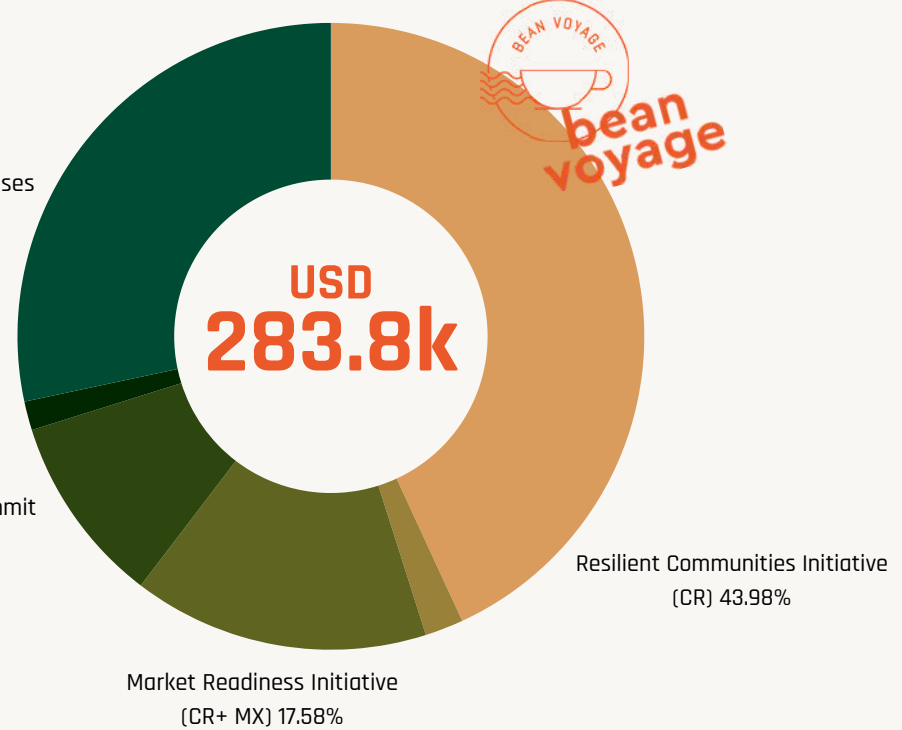


(Graduation Ceremony of RCI) taken by Viviana Gómez

Financial Report 2023



- This excludes any in-kind donations received.



- For multi-year projects, only expenses from 2023 are included.



Acknowledgements

We extend our gratitude to the following individuals who generously contributed their time and skills to Bean Voyage:

BOARD MEMBERS (USA)

Debra Shapira (incoming Board Chair)
 Mohit Mukherjee (Outgoing Board Chair)
 Andrea Zinn (Treasurer)
 Maika Isogawa (Secretary)
 Alethia Kang (Incoming)
 Abhinav Khanal
 Sunghee Tark

BOARD MEMBERS (COSTA RICA)

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 Anthony Marten (Vocal 2)
 Daniel Vargas Cambroner
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 Kathyushka Montero
 Lisa Regina Guenther
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 Marycruz Ramírez Navarro
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WPCS SPEAKERS

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 Dalila Porras Solís
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 Qué y cómo?

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 Linda Vista Foundation
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 Falcon Specialty
 Finca la Hilda
 Girls Who Grind Coffee
 Grupo Gigante
 Peet's Coffee
 RGF Translation Services
 Swelter Coffee
 The Coffee Source
 UPeace Center for Executive Education
 Yara International

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Tessa Tracy
Thomas Geldermann
Tobias Kure Juul
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Management Team



Sunghee Tark,
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(she/her/hers)



Abhinav Khanal,
Executive Director
(he/him/his)



Fernanda Carrillo,
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Costa Rica
(she/her/hers)

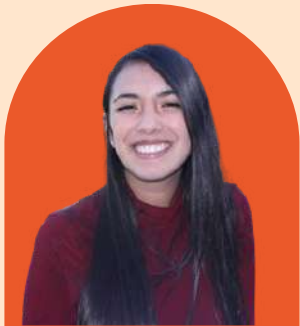


Maria Jose Monge,
Operations Manager,
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Itzel Mendoza,
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Mexico
(she/her/hers)

Field Staff



Laura Gomez
(she/her/hers)
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Natali Venegas
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Viviana Gomez
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GRADUATION

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(Jaqueline Garbanzo of Farmer Advisory Committee during RCI Graduation 23-24) taken by Viviana Gómez