

CIRSA

THE
EMPOWERING
LABEL



COMUNIDADES INDÍGENAS DE LA REGIÓN DE SIMOJOVEL DE ALLENDE CIRSA S.S.S

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Main Product: Coffee

About us

We are a sustainable organization of small indigenous peasant producers of organic and value-added products from the Simojovel de Allende Region.

We market to national and international markets, through the fair trade system and ensuring economic transparency for associates, allies and clients. This leads to improving the standard of living of the families of our associates, as we work in harmony with the conservation of the environment.

Our history

In the decade 1979-1989, land, production and economic profit were controlled by the caciques that prevailed in the Region: it was analyzed.

In 1989, a group of catechists began organizing processes and raising awareness among small producers for them to get organized via different processes.

In September 1992, CIRSA (Indigenous Communities of the Simojovel de Allende Region) was legally established with a total of 359 members in 12 communities.

In 1993, land was acquired in the municipality of Simojovel de Allende, to establish offices and warehouses.

Projects and impacts

- 50% of the producers received pulping machinery to improve the quality of the coffee.
- A plant was built and machinery equipment was provided for coffee processing to give added value to the product.
- Efficient crop management.
- Profits are distributed equally to families.
- We do ecological/organic agriculture, excluding the use of agrochemicals.

Markets

- Germany, France, Austria, Belgium
USA, Mexico

Product highlights

- High altitude coffee, produced at 1500 masl
- 100% organic production.
- Varieties: Arabica coffee, Typica, Mondo Novo Arab Bourbon, Caturra), the entire line of the Catimor coffees (Geisha, Costa Rica 95 and Oro Azteca).
- Cupping score from 82 to 84 points.
- Organic certification: SADER LOOA (Mexico), NOP-USDA (United States of North America) with equivalence to COR for Canada and the EU; Fair trade (SPP GLOBAL and FLOCERT)

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389

Associate
Producers

31

Communities

3,112

People
involved

Packing types:

Green coffee

- Jute bags of 69kg

Roasted and ground coffee

- 500 gr and 1kg laminated bags

Finished product

trademark:

BIO CIRSA

Harvest:

October - February