

# Mexico

## Finca La Puebla

InterAmerican  
**COFFEE**

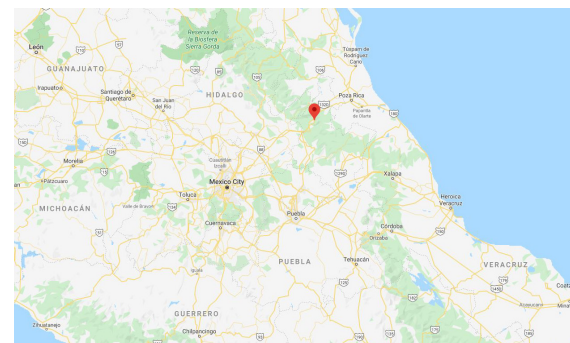


### Farm information

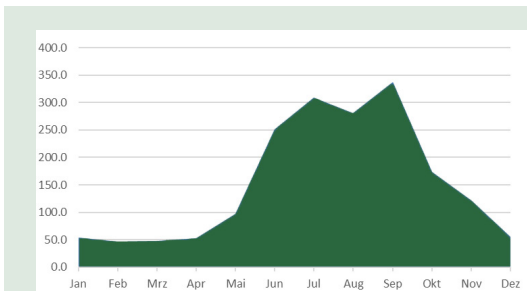
The farm location is 250 km from Mexico City, reachable over a good highway, while the last 20km are rough road through village area. The latitude is 20.3° north and altitude is 450 meters above sea level. Finca la Puebla´s gross area of 1.790ha is divided into two main titles, which are about 8km apart, whereby the main title covers 1.460ha. The region is dominated by smallholder, multiple crop cultivation such as citrus, coffee, maize and other food crops as well as cattle grazing. In the 1990s the establishment of La Puebla plantation started with large extension of cultivated area over the following 10 years and additional acquisition of neighboring blocks took place in recent years. La Puebla is a manual farm with roughly 250 employees on average, plus up to 2.300 pickers during harvest.

### Climate and biosphere

Located on the Sierra Madre Oriental, the farm is exposed to the warm-humid climate from the Gulf of Mexico as well as to the cold air masses from the north, which often collide in the region, causing frequently cloudy, hot-humid as well as cold-humid conditions. There is one rainy season in principal but due to the location, showers during dry season are common and this favors a range of evergreen plants, such as rare epiphytes. La Puebla features an undulating landscape with numerous small rivers, swamps and small lakes, lined with dense growth of trees and shrubs. Most valuable biodiversity is found near waterfalls and in steep and difficult-to-access sections. The farm does not own large sections of compact forest but due to its shaded cultivation, rivers and waterfalls network, with good biodiversity and moist climate, La Puebla is in its entirety a complex and organic biosphere.



#### Rainfall



#### Farm land structure

Definition	Hectares	Percentage
Gross Area	1790	100
Coffee Area	1378	77
Woodlots	20	1,1
Eco Zone, Rivers, Swamps, etc.	265	14,8
Roads, Buildings	127	7,1

## Special environmental work and collaborations

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Finca La Puebla has an collaboration with INANA, which is a Mexican NGO, supporting reforestation with native trees and ecological restauration. A proposal for sectoral reforestation was presented in 2017.

## Outlook and challenges

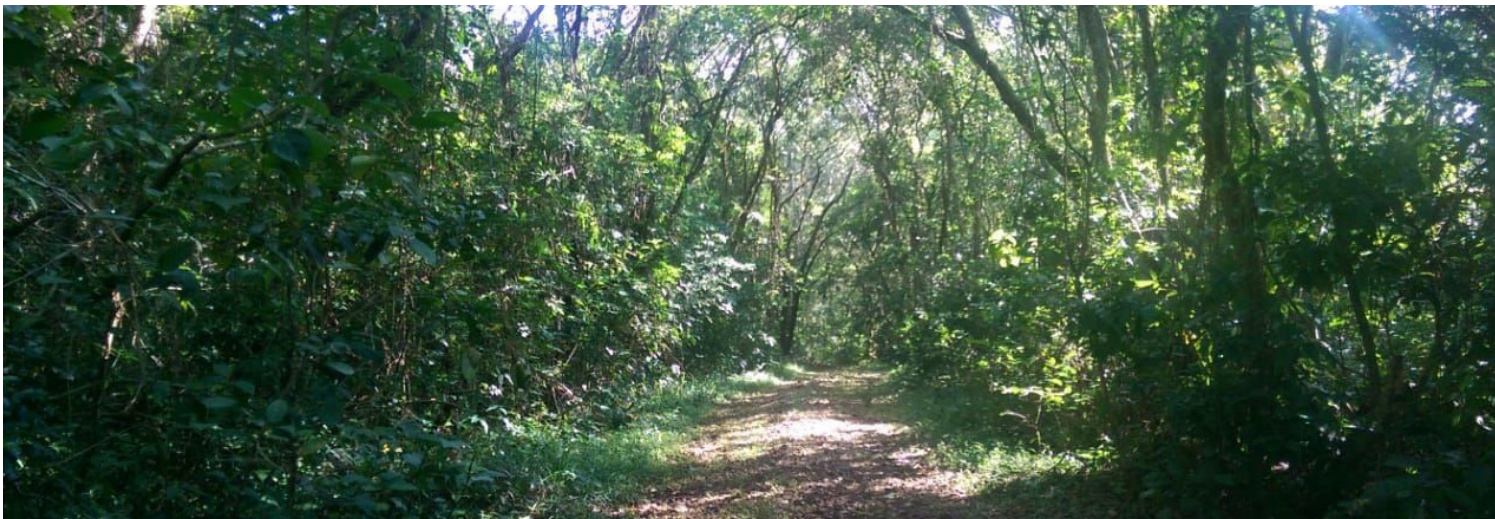
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In collaboration with a suitable institute, a continued, detailed evaluation of the biosphere should be conducted, extending to all zoological groups. For this purpose day and night cameras could be installed. There are numerous spots on the farm with no agricultural value (wet, rocky, unsuitable soil, very steep), which could be reforested through active, multiple-species reconstruction of native plant families, which again would help to re-establish a larger fauna. Patches or complex biodiversity on the farm could serve as the source of indigenous species for a long-term enhancement of biodiversity in other parts of the farm. Introduce and continuously support environmental education and especially biosphere conservation in schools on and around the farm. This should include field excursion on the farm, for which purpose an educational path with signs could be established.

### Tropical Farm Management



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