



# FINCA LA PLATA

Cynthia La Rue





## Cynthia La Rue

### FARMER'S PROFILE

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The legacy of Finca La Plata and 4th generation coffee producer, Cynthia La Rue, is one of resilience and tenacity. But what makes Finca La Plata's story truly remarkable is its matriarchal lineage.

Finca La Plata has been passed down from mother to daughter for nearly 120 years, beginning with Sinfrosa Rivera's initial investment in the land in 1904. In the late 1970s, the farm's production increased tenfold due to the steadfast dedication of Cynthia's mother and father, Mercedes Palacios and Garold La Rue.

As her parents, grandparents, and great-grandparents did before her, Cynthia is fiercely carving out her chapter as the owner of Finca La Plata.

In only a few short years, Cynthia has developed an intimate understanding of the land and applied her business acumen to the farm's operations, effectively transforming and rejuvenating the farm with an emphasis on traceable, sustainable, and high-quality specialty coffee production—all of which is evident in the cup.

Cynthia's approach to coffee farming is to leave the land better than she found it, not to sit idly by and watch the coffee trees grow. With this mantra in mind, she spends each day with her boots on the ground and hands dirty, working right beside her team to produce some of the best specialty coffee in Nicaragua.

Cynthia's passion for quality at Finca La Plata extends far beyond the land. From opening an on-site daycare facility to revitalizing the farm's kitchen, her commitment to her team is as enduring as her love of coffee.

Each generation's contribution to Finca La Plata paved the way for the next and is responsible for the superior quality of the coffee today. And, with Cynthia now at the helm, there's no denying that the future of Finca La Plata is filled with exceptional tasting coffee.





## FINCA LA PLATA FARM PROFILE

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Origin: Jinotega, Nicaragua

Region: El Zapotal, Datanli - El Diablo

Altitude: 1,160 MASL

Varieties: Caturra, Red Catuai, Pacamara, & Catimor

Conditions: Shade Grown (Red Inga 45%)

Area: 92 Mz

Crop: November - February

Wet Mill: On Site

Processes: Washed, Honey, Natural

### CLIMATE

Annual Precipitation: 2,000 - 2,100 mm

Rainy Season: May - November

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☎ +505.7516.7503

✉ la.plata.coffee@gmail.com

📍 @finca.la.plata



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