



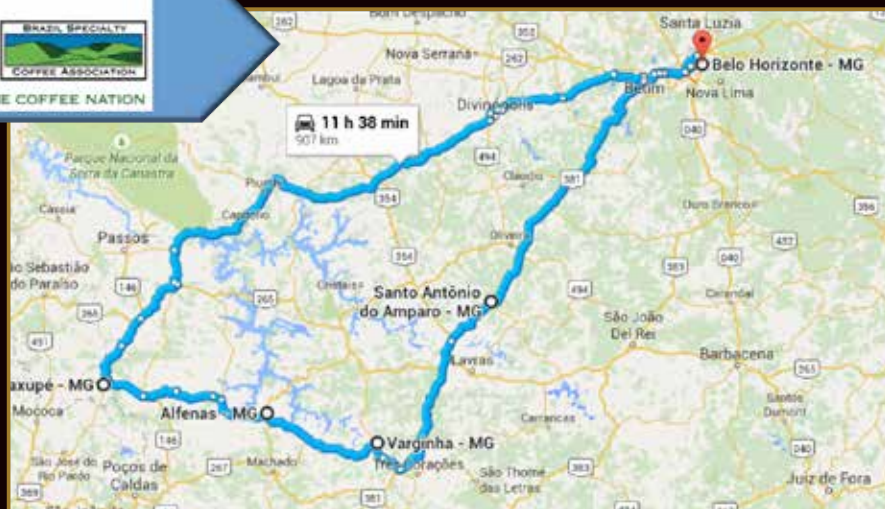
BRAZIL

The Coffee Nation



Field Trip SCAE
Setembro/2015





DATE	HOST	OVERNIGHT	ACTIVITIES	TRAVEL
19/SEP	BSCA	BRISTOL - BELO HORIZONTE	ARRIVALS	40KM - AIRPORT TRANSFER
20/SEP	BSCA HTTP://WWW.BSCA.COM.BR/	CLASS - GUAXUPÉ	TRAVEL TO SUL DE MINAS DINNER: PIZZA WITH SMC	420KM - 6H
21/SEP	SMC / AGROPECUÁRIA SANTA IGNES HTTP://WWW.SMCCAFE.COM.BR/ HTTP://WWW.GRUPOFONTANILLAS.COM.BR/	CLASS - ALFENAS	MORNING: CUPPING/VISIT AT SMC LUNCH: COMIDA MINEIRA AT SANTA IGNES AFTERNOON: PLANTATION/POST-HARVEST	90KM - 1H30
22/SEP	MONTE ALEGRE / CAPOEIRA HTTP://WWW.MONTEALEGRECOFFEES.COM/	CLASS - VARGINHA	MORNING: FARM VISIT BEM-TE-VI LUNCH: AT FAZENDA TAQUARINHA AFTERNOON: FARM VISIT CAPOEIRA	70KM - 1H
23/SEP	CAFEBRAS / COOPASV HTTP://WWW.CAFEBRAS.COM/	@ THE FARM	MORNING: CUPPING/VISIT AT CAFEBRÁS LUNCH: CAFEBRÁS (TO BE CONFIRMED) AFTERNOON: COOPASV FT DINNER: FAZENDA SAMAMBAIA	130KM - 2H
24/SEP	SANCOFFEE HTTP://WWW.SANCOFFEE.COM/	@ THE FARM	MORNING: CUPPING AT SANCOFFEE AND FARM VISIT PINHAL LUNCH: @ THE FARM AFTERNOON: FARM VISIT AND HAPPY HOUR FAZENDA SAMAMBAIA	
25/SEP	SANCOFFEE HTTP://WWW.SANCOFFEE.COM/	BRISTOL BELO HORIZONTE	MORNING: FARM VISIT DIVINO ESPÍRITO SANTO LUNCH: @ THE FARM AFTERNOON: TRAVEL TO BELO HORIZONTE	190KM - 2H30
26/SEP	BSCA / INTERNATIONAL COFFEE WEEK HTTP://SEMANAINTERNACIONALDOCAFE.COM.BR/	BRISTOL BELO HORIZONTE	CUPPING BSCA / TRADESHOW	40KM - AIRPORT
27/SEP	RETURN FLIGHTS			TRANSFER



Fazenda Samambaia bets on planning, qualification and continuous training of labor

Over a century of tradition in the production of several varieties of quality coffee, under Cambraia brand

FAZENDA SAMAMBAIA IS LOCATED IN SANTO ANTÔNIO DO AMPARO MUNICIPALITY, IN MINAS GERAIS. THE AVERAGE HEIGHT IS 1,100 METERS WITH WELL DISTRIBUTED RAINS, FROM SEPTEMBER TO MARCH, PREVAILING DRY WINTERS. TEMPERATURES IN SUMMER ARE 25 DEGREES IN AVERAGE, DROPPING TO 18 DEGREES IN THE DRY SEASON.

THE REGION HAS EXTREMELY DESIRABLE SOIL, CLIMATE AND ELEVATION CONDITIONS, REQUIRED TO QUALITY COFFEE PRODUCTION, PRESENTING HIGH PRODUCTIVITY WITHOUT IRRIGATION, IN ADDITION TO AREAS WITH GOOD TOPOGRAPHY FOR MECHANIZATION. SEVERAL COFFEE VARIETIES ARE CULTIVATED: YELLOW CATUCAÍ (24%), YELLOW BOURBON (17%), MUNDO NOVO (14%), YELLOW TOPAZ (13%), ACAÍÁ (10%), YELLOW CATUCAÍ (5%), CATIGUÁ MG2 (1%) AND OTHERS (16%).

SAMAMBAIA HISTORY

SAMAMBAIA IS FOR FOUR GENERATIONS IN CAMBRAIA FAMILY. IT HAS BEEN PRODUCING COFFEE FOR OVER A CENTURY, EXPORTING TO NORTH AMERICA, EUROPE, ASIA AND OCEANIA. THE PRODUCTION STARTED IN 1896 AND, UNTIL 1997, THE COFFEE WAS ONLY SOLD AS COMMODITY.

IN 1993, HENRIQUE DIAS CAMBRAIA ASSUMED ITS ADMINISTRATION. "IN 1997, I HAVE DECIDED TO INVEST IN THE PRODUCTION OF SPECIALTY COFFEES. IN 2000 AND 2001, WE WON THE "CUP OF EXCELLENCE" AND, STARTING FROM THAT I DECIDED TO PUT ON MY BACKPACK AND TRAVEL TO LEARN ABOUT THE WORLD SPECIALTY COFFEE MARKET. I TRAVELED ACROSS THE WORLD TO CONTACT COFFEE INDUSTRIES AND NETWORKS IN JAPAN, NORWAY, ENGLAND, UNITED STATES, KOREA, SINGAPORE, AUSTRALIA AND NEW ZEALAND", REMARKS HENRIQUE.

IN 2000 AND 2001, SAMAMBAIA COFFEE LOTS WERE WINNERS IN INTERNATIONAL CONTESTS, BOUGHT BY ROASTERS FROM NORWAY AND JAPAN. IN 2004, IT RECEIVED THE BRAZILIAN ASSOCIATION OF SPECIALTY COFFEES (BSCA) CERTIFICATION AND, IN 2005, THE UTZ SOCIAL RESPONSIBILITY CERTIFICATION.

FROM THEN ON, A MORE CORPORATE ADMINISTRATION STARTED, WITH HIGH LEVEL OF PROFESSIONALIZATION. IN 2004, WITH THE OPTION OF EXPANDING THE COFFEE PLANTATION AREA, THE ADMINISTRATORS SOUGHT TECHNICAL ASSISTANCE FROM REHAGRO, WHICH IMPLEMENTED AN EFFICIENT METHODOLOGY FOR ECONOMICAL/FINANCIAL CONTROL, CONTINUOUS QUALIFICATION OF HUMAN RESOURCES, BUILDING OF SOIL FERTILITY AND MANAGEMENT THROUGH GUIDELINES AND PROCESSES.



AT FIRST, WHEN IT WAS CREATED, THE FARM COUNTED ON 85 HECTARES OF COFFEE, AND TODAY IT COUNTS ON 619 500 HECTARES PLANTED WITH HIGH LEVEL OF MECHANIZATION.

IN 2010, FAZENDA SAMAMBAIA INVESTED IN ITS OWN COFFEE PROCESSING BUSINESS, CAMBRAIA CAFÉS.

TODAY, IT INVESTS ON THE DIRECT RELATIONSHIP WITH SOME POTENTIAL CLIENTS, THUS CONSOLIDATING THE INDUSTRY AND THE RELATIONSHIP WITH SUPERMARKET CHAINS THAT SEEK THE GRAIN DIRECTLY FROM THE FARM. THE BRAZILIAN MARKET OF SPECIALTY COFFEES IS PROMISING: THE PRODUCT IS SOLD TO SANTA CATARINA, RIO DE JANEIRO, RIO GRANDE DO SUL AND SÃO PAULO STATES, BELO HORIZONTE, BRASÍLIA AND SEVERAL NORTHEAST STATES. IT IS ALSO SOLD FOR OWN BRAND OR CAMBRAIA COFFEE SHOP CHAINS.

COFFEE LINE

CAFÉ TRADICIONAL IS A DARK ROAST BLEND PREPARED WITH LOCAL COFFEES AND ROBUSTA GRAINS FROM ESPÍRITO SANTO STATE. WITH A STRONG AROMA, AT THE RIGHT LEVEL FOR THE BRAZILIAN TASTE. CAFÉ ORUM, OF MEDIUM ROAST, IS LIGHT AND HAS A NATURALLY SWEET FLAVOR WITH CITRIC AND CHOCOLATE HINTS, RESULTING IN THE YELLOW BOURBON VARIETY BLEND. ALSO MEDIUM ROAST, CAFÉ RUBIO IS BALANCED, WITH BODY AND SWEETNESS, PRESENTING REMARKABLE HINTS OF CHOCOLATE AND YELLOW. RESULTS IN A BLEND FORMED BY 100% ARABIAN COFFEE VARIETIES, PREPARED BY "PILLED CHERRY" AND "NATURAL COFFEE" PROCESSES, WHICH STRESS THE FLAVOR.

CAFÉ ZIMBRO ON THE OTHER HAND, IS FULL-BODIED WITH INTENSE AROMA, ROBUST, CHOCOLATE SWEETNESS AND STRESSED REMAINING TASTE. PREPARED SPECIALLY TO THE BRAZILIAN TASTE, RESULTS IN A SPECIAL BLEND OF ARABIAN AND ROBUSTA COFFEES.

CAPPUCCINO CAMBRAIA TRADICIONAL IS VERSATILE. IT CAN BE DRUNK WITH COFFEE LIQUEUR OR WHISKY, AND IS EXCELLENT FOR COLD NIGHTS.

CAMBRAIA CAFÉS COUNTS ON A PARTNERSHIP WITH A COFFEE FARMERS' COOPERATIVE - SANCOFFEE - WHICH GATHERS 20 FARMS LOCATED AT THE SAME REGION WITH AN AVERAGE HEIGHT OF 1,100 METERS.

FOCUSED ON SUSTAINABILITY, CAMBRAIA'S PRODUCTS ARE FULLY CERTIFIED, FROM THE FARM TO THE INDUSTRIAL PROCESS. ITS MAIN CERTIFIERS ARE BSCA, UTZ, RAINFOREST ALLIANCE, FAIRTRADE AND IBD (ORGANIC).



Cafebrás

CAFEBRAS WAS FOUNDED IN 2013, AND WAS CREATED TO PROMOTE THE BRAZILIAN COFFEES, ITS DIFFERENT PRODUCER REGIONS, QUALITIES AND TASTES, DISSEMINATING KNOWLEDGE AND ITS PRODUCER'S HISTORY AS THE PEOPLE'S VALUE AND CULTURE.

THE CAFEBRAS TEAM CONSISTS BY PEOPLE LINKED TO THE COFFEE, BY THEIR ORIGINS OR BY PASSION: CAFEBRAS HAS IN ITS STRUCTURES, ONE OF THE MOST DIGNIFIED GROUP OF PROFESSIONALS IN THE SECTOR.

KNOWN AS THE COFFEE PROSPECTORS, CAFEBRAS WORKS TO STABLISH THE CONNECTION BETWEEN THE PRODUCTION IN BRAZIL, THE INDUSTRIES AND THE CONSUMERS IN THE ENTIRE WORLD.

THE COFFEES COMERCIALIZED BY CAFEBRAS PRESENTS TO THE WORLD THE SENSORY ATTRIBUTES HIGHLIGHT THE TERROIR OF EACH ONE OF THE PRODUCER REGIONS.



Fazenda Monte Alegre: wide range of processes and machinery, quality control and overall sustainability

AT AN ALTITUDE BETWEEN 900 AND 1,200 METERS ABOVE SEA LEVEL, FAZENDA MONTE ALEGRE HAS ABOUT 7 MILLION COFFEE PLANTS OF THE VARIETIES MUNDO NOVO, CATUAÍ, ACAIÁ AND BOURBON, WITH AVERAGE ANNUAL PRODUCTION OF ABOUT 100,000 BAGS.

MOST OF THE GRAIN IS HARVESTED MANUALLY, DRIED IN THE SUN AND WIDELY TREATED IN 3 PROCESSORS AND DRYERS AND A SPECIFIC PREPARATION UNIT FOR EXPORT.

THE FARM PRODUCES NATURAL COFFEES (60%), SHELLED (10%) PULPED / DEPULPED (10%) CHERRY. THE QUALITY CONTROL LASTS THE ENTIRE PROCESS, FROM HARVEST TO DELIVERY. MONTE ALEGRE HAS ITS OWN QUALITY CONTROL LABORATORY AND COFFEE TEST FACILITIES, EMPLOYING TASTERS TRAINED TO MONITOR THE QUALITY OF PRODUCED AND SHIPPED PRODUCTS.

THE FARM PROCESSES AND EXPORTS ITS OWN COFFEES. THE GRAIN SIZE CONTROL, SEPARATION BY DENSITY AND COLOR ARE ALL PERFORMED LOCALLY. AMONG THE VARIOUS TYPES OF TREATMENT OF THE CAFES, THERE IS THE DRYING OUT OF THE YARD, ON HIGHER TABLES, CALLED "AFRICAN BEDS", A BRAZILIAN INVENTION BUT THAT WAS POPULARIZED IN AFRICA. THE DRIED COFFEE IS STORED IN 44 WOODEN SILOS WITH AVERAGE TEMPERATURES AND LOW AIR HUMIDITY. COFFEE IS ONLY SHELLED AND FULLY PROCESSED PRIOR TO SHIPMENT IN CONTAINERS.

TOTAL SUSTAINABILITY

SUSTAINABLE PRODUCTION METHODS ARE USED THROUGHOUT THE PROCESS, INCLUDING EROSION CONTROL, PLANTING ALTERNATIVE CROPS, WINDBREAKS AND CONTROL OF WATER SOURCES.

MONTE ALEGRE IS A PRESERVATION PARADISE, WITH 8,525 ACRES (3,450 HA) OF PRISTINE NATIVE FOREST, AN AREA THAT FAR EXCEEDS THAT PLANTED WITH COFFEE. OTHER 2,424 ACRES (981 HA) ARE COVERED IN FORESTED AREAS, WETLANDS AND RIPARIAN PROTECTION AREAS ALONG THE RIVERS.



IT EMPLOYS AN AVERAGE OF 750 PEOPLE, 35% OF WHOM LIVE ON THE FARM. ALL THE FAMILIES HAVE RUNNING WATER, ELECTRICITY, SCHOOLS FOR CHILDREN AND FREE TRANSPORT FOR OLDER CHILDREN TO GO TO SCHOOL IN THE CITY. ALL FAMILIES HAVE ACCESS TO RECREATIONAL AND SPORTS AREAS AND EMPLOYEES ARE FREE TO JOIN LABOR UNIONS. THE FARM PAYS WAGES ABOVE THE REGIONAL AVERAGE AND PROVIDES TRAINING AT ALL LEVELS. IT ALSO OFFERS COMPREHENSIVE MEDICAL CARE, WITH RESIDENT DOCTOR, NURSE AND SAFETY ENGINEER.



In Areado, Fazendas Capoeira plant specialty coffees and promote rural tourism

AFTER SOLID EXPERIENCE IN THE PHARMACEUTICAL MARKET, MARISA AND GABRIEL BUILT A COMPANY ENGAGED IN THE ENTIRE PRODUCTION CHAIN, FROM PRODUCTION TO CONSUMPTION

FAZENDAS CAPOEIRA AND CAPOEIRA 2, WITH ABOUT 83 HECTARES OF COFFEE, IN THE MUNICIPALITY OF AREADO, SOUTHERN MINAS GERAIS, PRODUCE ABOUT 2,500 BAGS OF THE PRODUCT.

THEY ARE PRODUCER OF THE BRAND "FAZENDA CAPOEIRA COFFEE", WHICH HAS TWO PRODUCTS ON THE MARKET: THE ROASTED COFFEE BEANS FOR ESPRESSO (IN A BALANCED SWEETNESS, FULL-BODIED AND WITH PLEASANT AROMA) AND THE ROASTED AND GROUND (AT THE SAME TIME SMOOTH AND FULL-BODIED).

CERTIFICATIONS

WITH 80% MECHANIZED HARVEST, CAPOEIRA HAS BEEN CERTIFIED FOR SIX YEARS BY CERTIFICA MINES AND RECENTLY BY UTZ. ACCORDING TO OSCAR GABRIEL CONTRERAS, THE MANAGEMENT PROCESS GREATLY IMPROVED THE BUSINESS AFTER CERTIFICATION. "THE POST-HARVEST IS LARGELY RESPONSIBLE OR IF NOT THE MOST RESPONSIBLE FOR THE QUALITY OF COFFEE," AFFIRMS HIS WIFE, MARISA HELENA OLIVEIRA DE SOUZA CONTRERA.

SOLID EXPERIENCE IN MANAGEMENT

WITH AN UNDERGRADUATE IN PHARMACY, WITH A GRADUATE IN BUSINESS MANAGEMENT, SHE INHERITED FROM HER FATHER, TRADITIONAL GROWER, PASSION FOR COFFEE. BUT BEFORE SHE BROUGHT TO COFFEE 22 YEARS OF RETAIL MANAGEMENT AT FOUR PHARMACIES: SHE LEARNED TO FOCUS ON RESULTS, DEVELOP ACTIONS TO ENCOURAGE SALES, PLAN EVENTS AND RELATIONSHIPS, IMPLEMENT MERCHANDISING, MONITOR COMPETITION, MOTIVATE AND BUILD TEAMS, ENSURE GOOD SERVICE, ENSURE PROFITABILITY, AT LAST TO HAVE A SOLID BUSINESS VISION, FOCUSING ON RESULTS. "OUR MISSION IS TO BE A COFFEE COMPANY THAT OPERATES THROUGHOUT THE PRODUCTION CHAIN FROM PRODUCTION TO CONSUMPTION, ALWAYS IN PURSUIT OF EXCELLENCE AND THE BEST RESULTS", SHE SAYS. IN 2003, SHE AND GABRIEL DECIDED TO BUY THE PROPERTY: ARGENTINE AND ARCHITECT, HE ALSO LEFT A BUSINESS ENTREPRENEUR TO DEVOTE HIMSELF TO THE PRODUCTION OF SPECIALTY COFFEES.

BESIDES MANAGER OF DEMAND AND CONSUMPTION AT CAPOEIRA, MARISA IS DIRECTOR OF THE MARKETING COMMITTEE OF THE INTERNATIONAL WOMEN'S COFFEE ALLIANCE (IWCA), WHICH WAS BORN IN THE USA AND, IN 2011, CAME TO BRAZIL TO EMPOWER WOMEN THROUGHOUT THE COFFEE PRODUCTION CHAIN. SHE ALSO ACTIVELY PARTICIPATES AND WAS PRESIDENT OF THE ASSOCIATION OF CERTIFIED COFFEE GROWERS OF ALFENAS AND REGION (ASCAFEA).

INCOME GENERATION

BESIDES COFFEE, THEY ALSO DIVERSIFY WITH CORN AND BEEF CATTLE AND DEVELOP TWO INCOME GENERATION PROJECTS. ONE IS THE ROUTE OF RURAL TOURISM OF SPECIALTY COFFEE: TOURISTS CAN SEE THE ENTIRE COFFEE PROCESS, FROM BEAN TO MUG. RIGHT AT THE ENTRANCE OF THE FARM, CAFÉ NA ROÇA OFFERS PRODUCTS TO VISITORS, SUCH AS COFFEES, JAMS, JELLIES, CRAFTS, BEAUTY PRODUCTS OF COFFEE ORIGIN. "IT IS ALSO A SOCIAL PROJECT, ALL THAT IS SOLD HERE IS MADE IN THE REGION AND ESPECIALLY BY WOMEN."

ANOTHER PRODUCT TO GENERATE INCOME IS THE CAPOEIRA COFFEE, THEIR OWN BRAND OF COFFEE PRODUCED ON THE FARM. THE ROASTING IS OUTSOURCED AND THE PRODUCT DISTRIBUTED AT RETAIL OUTLETS IN THE REGION. WHEN ASKED ABOUT THE SECRET OF PRODUCING QUALITY COFFEE, THE ANSWER IS: "DEDICATION, KNOWLEDGE, CAUTION OF ALL POST-HARVEST PROCESSES AND INFORMATION", SHE CONCLUDES.



Between São Paulo's Caconde and Minas' Muzambinho, Santa Ignês bets on coffee traceability

LOCATED IN THE MOUNTAINS THAT ALTERNATE ON THE BORDER BETWEEN CACONDE (STATE OF SÃO PAULO) AND MUZAMBINHO (STATE OF MINAS GERAIS), AT AN ALTITUDE OF 1,100 METERS, AGROPECUÁRIA SANTA IGNÊS, FROM THE FONTANILLAS GROUP, PRODUCES SPECIALTY COFFEES IN THE VARIETIES BOURBON, CATUAÍ AND MUNDO NOVO, UNDER THE BRANDS CARRUÁ (AIMED TOWARDS THE DOMESTIC MARKET AND ROASTED) AND SAMMARINESE BLEND (EXPORTED GREEN TO BE ROASTED AT THE DESTINATION IN NATURA).

THE MAIN FEATURES OF THEIR COFFEES ARE BALANCED ACIDITY AND PLEASANT SWEETNESS. THE TASTE IS FRUITY, FAVORING CARAMEL, HAZELNUTS AND LIGHT NOTES OF CHOCOLATE, WITH INTENSE AROMA. THE GRAIN SIZE IS "THICK AND FLAT".

THE FONTANILLAS GROUP IS A GROUP OF FAMILY STRUCTURE OF COMPANIES FOUNDED IN 1988, IN SOUTHERN MINAS GERAIS. BESIDES COFFEE, SANTA IGNEZ WORKS WITH CORN AND NELLORE CATTLE FOR BREEDING, WITH MODERN MANAGEMENT STRUCTURE.

MANUAL HARVESTING AND PACKAGING THAT ENABLE TRACEABILITY

ON THE FARM, HARVESTING IS MANUAL AND THE PROCESSING CAN BE NATURAL OR SHELLED CHERRY WITH REVIEW AND SELECTION OF THE BEANS, IN ADDITION TO THE MOISTURE MONITORING IN THE YARDS AND DRYERS. PRODUCED UNDER THE STRICTEST STANDARDS OF SUSTAINABILITY AND THE BEST VERIFIED TECHNIQUES, THE FARMS HAVE MODERN STRUCTURE WITH WASHERS, PULPING MACHINES, DRYERS AND FULLY TILED BINS. IN ALL, THERE ARE 140 HECTARES OF PLANTED AREA. IN THE PRODUCTION PROCESS, THE STRICTEST STANDARDS OF SUSTAINABILITY ARE CAREFULLY FOLLOWED, AIMING AT THE PRESERVATION OF ABUNDANT FORESTS AND SPRINGS, RECEIVING CONSTANT SPECIAL CARE IN THEIR CONSERVATION AND MAINTENANCE.



THE AVERAGE PRODUCTION IS 3000 BAGS WEIGHING 60 KILOS EACH, HALF OF HIGH QUALITY COFFEE FOR EXPORT. ALL PACKAGES ARE IN KRAFT PAPER BAGS WITH AN INNER LINING OF PLASTIC AND ACCOMPANIED BY THE PRODUCT'S CERTIFICATE OF ORIGIN.

THE GRAIN BAGGED IN MACHINES RECEIVE NUMBERED SEALS AND BAR CODE, GUARANTEES THAT PRODUCTION WILL COME WITH ALL THE FEATURES REQUIRED BY THE IMPORTER. TODAY EUROPE AND THE US REQUEST FOR FULL TRACEABILITY DUE TO PESTICIDES AND SUSTAINABILITY.

IT HAS THE MOST RENOWNED CERTIFICATES: RAINFOREST ALLIANCE, UTZ, CERTIFICA MINAS, BSCA AND NUCOFFEE. TO BE CERTIFIED, IT IMPLEMENTED PROCEDURES THAT ENSURE IDEAL CONDITIONS OF WORK FOR EMPLOYEES: HEALTH CARE, CANTEENS AND TOILETS IN WORK AREAS AND ADEQUATE TRANSPORTATION - IN ADDITION TO PROPER HANDLING OF WASTE AND ENVIRONMENTAL PRESERVATION. THE TRAINING OF EMPLOYEES IS ALSO A CONSTANT CONCERN.



Located in strategic position in Guaxupé, exporter SMC negotiates specialty coffee from the regions of southern Minas, Cerrado Mineiro and Mogiana

EXPORTER SMC, LOCATED IN GUAXUPÉ, IN SOUTHERN MINAS GERAIS, OCCUPIES A PRIVILEGED POSITION, WITH EASY ACCESS TO THE MAIN PRODUCING SPECIALTY COFFEE AREAS. IT HAS A STRONG PARTNERSHIP WITH FARMERS AND GREAT INTEGRATION WITH THE WORLD'S LARGEST COOPERATIVE OF COFFEE FARMERS.

FOUNDED IN 2009, SINCE 2013, IT BEGAN TO FOCUS ITS SALES ON LOTS AND MICRO-LOTS OF SPECIALTY COFFEE. EXPORTING THROUGH THE PORT OF SANTOS, IT NEGOTIATES COFFEE FROM SOUTHERN MINAS, CERRADO MINEIRO AND THE MOGIANA REGION IN SÃO PAULO, ALTHOUGH SOMETIMES SELLING COFFEE FROM PARANA AND ESPÍRITO SANTO. THE MAIN VARIETAL TYPES IT NEGOTIATES ARE: BOURBON AMARELO (YELLOW BOURBON), RUBI (RUBY), MUNDO NOVO (NEW WORLD), OBATÁ, CATUCAÍ, CATUAÍ, ACAUÁ, PALMA II.

ITS MAIN SUPPLIERS ARE THE FARMS PASSEIO, CARMO, CAXAMBU E ARACAÇU, CAPOEIRA, LAGOA, PARAÍSO, DAS ALMAS, PALMITAL, CANTA GALO, DUTRA, COLÔNIA DOS PINHEIROS, PONTO ALEGRE, PEDRA REDONDA AND MARIANO.

SMC WORKS ONLY WITH PROVEN ORIGIN COFFEE: IT MATTERS WHERE AND HOW IT WAS PRODUCED. THE HISTORICAL PRODUCTION IS A KEY DIFFERENTIATOR. AS A RESULT, BUYERS LOYALTY IS CREATED, A RELATIONSHIP WITH THE PRODUCERS IS CREATED, ITS EMPLOYEES VISIT THE FARMS, SEE IF THEY ARE REALLY MAKING IMPROVEMENTS.

COOXUPÉ

HEADQUARTERED IN THE SAME CITY, THE WORLD'S LARGEST COOPERATIVE OF COFFEE PRODUCERS, COOXUPÉ, HAS 11,961 PRODUCER MEMBERS, 2018 EMPLOYEES AND ANNUAL SALES OF 4.5 MILLION BAGS OF COFFEE. FOUNDED AS A CREDIT UNION IN 1932, IT BECAME COOPERATIVE OF COFFEE FARMERS IN 1957.

ITS TRACEABILITY SYSTEM AND DIRECT CONTACT WITH PRODUCERS ENSURE SMC CUSTOMERS ACCURATE INFORMATION ON THE ORIGIN OF COFFEE SOLD. GIVEN THE GROWING DEMAND FOR CERTIFICATES, SMC HAS WIDE PROGRAM TO SUPPORT CERTIFICATION BODIES UTZ CERTIFIED, RAINFOREST AND BSCA.

SMC SELLS MAINLY TO ASIA, REGION OF GREAT IMPORTANCE FOR BRAZILIAN SPECIALTY COFFEE. JAPAN IS THE MOST IMPORTANT MARKET AND SMC HAS CLIENTS IN VARIOUS REGIONS OF THE COUNTRY: IT HAS EXPORTED THERE SINCE 2010. BRAZIL HAS A LOT OF CONNECTION AND IDENTIFICATION WITH THE JAPANESE COMMUNITY (DUE TO HAVING THE MAIN JAPANESE COLONY IN THE WORLD).

BOURBON IS THE MOST PRIZED VARIETY, BUT OVERALL COFFEES THAT HAVE GREAT ACCEPTANCE ARE MOSTLY THOSE PROCESSED THROUGH THE NATURAL METHOD.



Santo Antonio State Coffee - Sancoffee

SANTO ANTONIO STATE COFFEE IS A JOINT-VENTURE OF SPECIALTY COFFEE FARMS, LOCATED IN A SINGLE AREA ON THE TOP OF THE SOUTH OF MINAS REGION. THEY DEVELOP A UNIQUE BUSINESS PROPOSITION, BASED ON TRANSPARENCY. SINCE 1999, SANCOFFEE STARTED TO EXPORT THE SPECIALTY COFFEES.

THERE ARE 20 DIFFERENT FARMS, AMONG THEM, THREE OF ITS FARMS, PINHAL, SAMAMBAIA E MUMBUCA, ARE MEMBERS OF BSCA.

THEY HAVE BEEN PLACED AMONG THE FINALISTS OF 3 LAST BRAZIL CUP OF EXCELLENCE COMPETITIONS.

FAZENDA PINHAL IS LOCATED IN SANTO ANTONIO DO AMPARO MUNICIPALITY, IN MINAS GERAIS. WAS INHERITED BY THE FAMILY, WHICH WORKS IN A COFFEE FIELD FOR MORE THAN 100 YEARS.

THEY PRODUCE 260 HA OF COFFEE NOWADAYS, PLUS 118 HA IN SANTO ANTÔNIO.



South of Minas Gerais holds 43% of specialty coffee production in the state, the largest coffee producer in Brazil

BRAZILIAN SPECIALTY COFFEE ASSOCIATION (BSCA) WAS CREATED IN THE REGION WITH HEADQUARTERS IN VARGINHA

ABOUT 50% OF BRAZILIAN SPECIALTY COFFEE PRODUCTION IS CONCENTRATED IN MINAS GERAIS, WHICH COUNTS ON 1 MILLION HECTARES OF PLANTED AREA, DISTRIBUTED ACROSS 600 MUNICIPALITIES. MINAS GERAIS' FULL COFFEE PRODUCTION IN 2014 WAS ESTIMATED IN 26.6 MILLION BAGS, WHICH CORRESPONDS TO 17% OF COFFEE PRODUCTION WORLDWIDE. FROM THIS TOTAL, SOUTH OF MINAS GERAIS' PRODUCTION RESPONDED FOR 43% OF THE STATE.

BIRTHPLACE OF SPECIALTY COFFEES IN BRAZIL, IT WAS ALSO IN MINAS GERAIS SOUTH THAT THE BRAZIL SPECIALTY COFFEE ASSOCIATION (BSCA) WAS CREATED, IN 1999, IN VARGINHA. THE MOVEMENT FOR PLANTING COFFEE IN THE REGION STARTED AROUND 40 YEARS AGO, WHEN MANY FARMERS FROM THE NORTH OF PARANÁ EXPANDED THEIR FRONTIERS TO THE SOUTH OF MINAS GERAIS, BRINGING WITH THEM DECADES OF EXPERIENCE FOR MORE ELEVATED REGIONS WITH BETTER WEATHER.



THE CHIEF MUNICIPALITIES OF MINAS GERAIS SOUTH WITH FARMERS ASSOCIATED TO SCBA ARE POÇOS DE CALDAS, POUSO ALEGRE, VARGINHA, LAVRAS AND PASSOS.

MINAS GERAIS SOUTH REGION EXPORTS TO OVER 30 COUNTRIES. EVERY YEAR, SEVERAL HUNDREDS OF BUYERS START TO ARRIVE, FROM JULY UNTIL THE END OF SEPTEMBER: MOST OF THEM WANT TO COME EARLIER TO BUY THE BEST GRAINS.



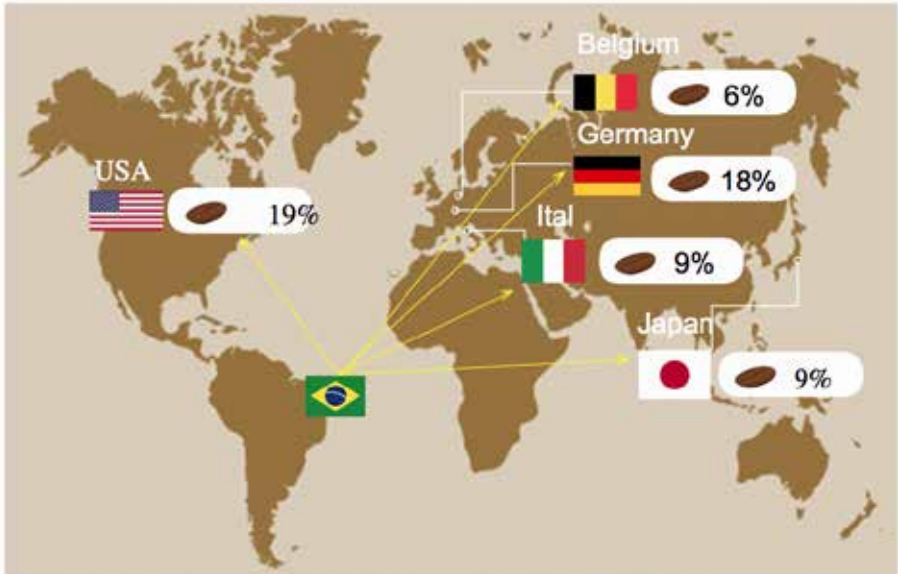



BRAZILIAN COFFEE PRODUCTION

September, 2015.



MAIN DESTINATIONS OF BRAZILIAN EXPORTS

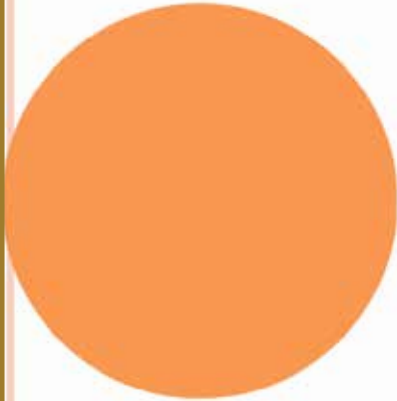


 **Brazil exports 60% of production and it's responsible for 30% of the world coffee market.**



DISTRIBUIÇÃO GEOGRÁFICA DA PRODUÇÃO BRASILEIRA DE CAFÉ

Cafeicultura brasileira:
286.843 propriedades



PROTECTION OF GEOGRAPHICAL INDICATIONS (GI):

- Provides a registration system to enjoy protection.
- Includes drafting a code of practice and establishing an institutional framework comprising the producers, a management body and a certification body.
- Ensures product quality and traceability.
- Meet the diverse preferences of consumers.





Marcia Schuler
Tel: +55 11 2898-9687
Cel: +55 11 99989-6150
mschuler@mschuller.com.br
www.mschuller.com.br