



**CUP PROFILE**

Dried fruit sugars combine with flavors of dark chocolate, walnut and granola.

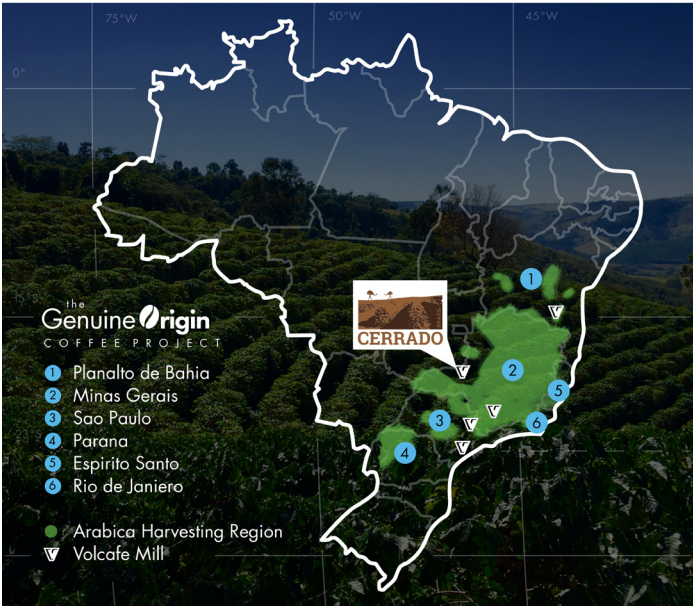
**ABOUT THIS COFFEE**

Ripe and raisin cherries (cherries left to dry on the tree) were mechanically harvested, sent to the washing station on the farm by tractors and were cleaned and separated by density (ripe to one side, raisin to the other). They were dried in the sun on cement patios, and then drying was completed in mechanical driers, to ensure a more even result. After drying, they rested in wooden boxes for 30-plus days before being hulled and then sent to a nearby warehouse.

After being purchased by Genuine Origin’s sister company in Brazil, the coffee was reprocessed (sorted by screens and with color and density machines) and sealed in the container within our facility, so that every step was taken to reduce exposure to contaminants.

**PRODUCERS**

1. Farm: São Pedro – farmer: Noriberto Ferraresi – town: Araguari – Minas Gerais state – sub region: Cerrado
2. Farm: Quilombo – farmer: Juscelino de Araujo – town: Araguari – Minas Gerais state – sub region: Cerrado
3. Farm: Tolardo – farmer: Valdemir Tolardo – town: Araguari – Minas Gerais state – sub region: Cerrado
4. Farm: Estiva – farmer: Marcelo Giolo – town: Araguai – Minas Gerais state – sub region: Cerrado
5. Farm: Fortaleza – farmer: Fernando Junqueira – town: Patos de Minas – Minas Gerais state - region: Cerrado
6. Farm: Lenheiros – farmer: Ana Maria Menezes Mendonça – town: Carmo do Paranaíba – Minas Gerais state – sub region: Cerrado
7. Farm: Agua Limpa – farmer: Ricardo de Almeida Barcelos – town: Carmo do Paranaíba – Minas Gerais state – sub region: Cerrado
8. Farm: Regional I – farmer: Rogério Machado Arantes – town: Serra do Salitre – Minas Gerais state – sub region: Cerrado
9. Farm: Castelhana – farmer: Acácio Dianin – town: Monte Carmelo – Minas Gerais state – sub region: Cerrado
10. Farm: Paraiso – farmer: Rodrigo Ribeiro de Araújo – town: São Gotardo – Minas Gerais state – sub region: Cerrado
11. Farm: Congonhas – farmer: Agropecuária Congonhas – Town: Ibia – Minas Gerais state – sub region: Cerrado
12. Farm: Vereda Grande – farmer: João Marcos Sanches – Town: Presidente Olegario – Minas Gerais state – sub region: Cerrado



**Regions:**  
Cerrado Mineiro

**Altitude:**  
1,200 meters ASL

**Processing:**  
Natural

**Varieties:**  
Mundo Novo, Catuai Red and Yellow, Topazio, Catucaí, Acaia

**Harvest:**  
July - September 2019

**ABOUT THE REGION**

Cerrado is the newest coffee region in Brazil. It was shaped by two important events. In 1975, the “black frost” devastated plantations in Parana — at the time, the largest coffee-producing region in Brazil — while in western São Paulo, coffee plantations were struggling against an intense nematodes infestation. These two events brought Brazil’s coffee industry to its knees.

Farmers set out in search of new areas to develop and arrived in Cerrado — an underdeveloped area with poor, acidic soil — just as a government effort was underway to understand the science of Cerrado’s soil and whether it might someday be a major food producer. Simple, inexpensive solutions wound up being effective, and coffee plants adapted well to Cerrado’s well-defined climate. Its warm temperatures, intense sunlight and dry winters aligned perfectly with the harvest, which demands dry weather. Today, coffee is grown here in 55 towns and across 210,000 hectares.

