

Natural - Fazenda Floresta - Yellow Catuai (GrainPro)



History of Carmo de Minas

The 100 years of tradition in coffee-growing in Carmo de Minas, in southern Minas Gerais, are interlaced with the history of the Sertão Group / Carmo de Minas. The first cultivation of coffee in the region occurred at the Sertão Estate, which gives its name to the group.

Inherited by José Isidro Pereira and Nazareth Dias Pereira, and currently managed by their sons and in-laws, the estate is still part of the group, which also has other properties, including the Santa Inês and São Benedito estates and the São José farm.

In recent years, the Sertão Group has also been successfully engaging in the breeding and sale of girolando cattle and the cultivation and sale of corn and soybeans.

THE GROUP'S BUSINESS ACTIVITIES

The Sertão Group is a family firm with more than 100 years of tradition in the production and commercialization of high-quality coffee. The Sertão Estate, located

ID# 7515

Origin	Brazil
Region	Heliodora, Mantiqueira, Minas Gerais
Farm	Small Producers
Variety	Yellow Catuai
Altitude	1020 -1280m
Proc. Method	Natural

in Carmo de Minas, South Minas Gerais, was inherited by José Isidro Pereira and Nazareth Dias Pereira and is now managed by their sons and in-laws.

The region is well-known for its mineral water springs, perfect combination of latitude and altitude, mountainous terrain, well-defined seasons and fertile soil.

The passion for work and coffee-growing and the favorable conditions found in South Minas have resulted in an expansion of group's activities. The group now possesses a large area planted with coffee and a constantly evolving infrastructure that are capable of offering a wide variety of high quality arabica coffee to the domestic and international markets.

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Sertão has highly qualified technical assistance in each of its areas of activity, in order to improve continually the products it supplies and thus satisfy its customers.

MISSION

- To produce and commercialize high-quality coffee with specified grades suitable for the export market;
- To become a national reference in the breeding of girolando cattle;
- To produce and sell corn and soybeans with high quality standards;
- Profitability, improvement in the quality of life of its collaborators, respect for legislation and the environment and a social contribution to a more just and egalitarian society.

VISION

To become a world reference in the agribusiness market in the next 5 years and significantly increase high-quality arabica exports with value added.

VALUES

- Family

- Ethics
- Transparency
- Credibility
- Professionalism
- Humility
- Determination

REGION

Renowned for its mineral water springs, the region of the Mantiqueira mountain range, where the Sertão Group is located, possesses a perfect combination of climate and land factors, with highly fertile soil that enable the production of fine coffee with typical characteristics, such as a full body and medium-to-high acidity, with a predominantly citric acidity. The region's economy is based on agriculture and coffee is responsible for providing more than half the income and jobs.

Location: Carmo de Minas, Mantiqueira mountain range, South Minas.

Latitude: 22° 05' 59"

Longitude: 45° 11' 27"

Altitude: From 950 to 1,350 meters (3,100 to 4,400 feet)

Average annual rainfall: 1,850 mm (73 inches)

Average temperature: 18°C

Well-defined seasons

Distances

Carmo de Minas to São Paulo: 340km (210 miles)

Carmo de Minas to Belo Horizonte: 383km (240 miles)

Carmo de Minas to Rio de Janeiro: 290km (180 miles)

*Project CriaCarmo:



As part of our partnership with Carmo Coffee, we are involved with a project called CriaCarmo, a program funding Swimming classes and Karate classes for youth in the Carmo de Minas area. The program started in July 2013 and was created by Jacques Pereira and Luiz Paulo of Carmo. Proceeds for CriaCarmo are raised from Carmo coffee purchases, amounting to \$7,500 in 2013 to help fund the program.

Location Map

Gallery

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PROJECT CRIACARMO

