



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Embira Farm

Grower: Luis Carlos Romao

Region: Campo das Vertentes

Altitude: 1,050 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Red Catuai

Process: Natural

Harvest: July-September



Farm info



Luiz Carlos Romao grew up working in coffee together with his parents and siblings. He was born and lived in Cana Verde, Campo das Vertentes region, located in Minas Gerais state. His parents have always worked on coffee farms as employees, and so did he. One day they moved to Perdoes town, in Minas Gerais, where he learned and worked as a bricklayer. Years later, he married Jucimara Aparecida Silva and they had two kids.

Their first child was born, but unfortunately died at four days old. A year later, they had a second child, Diego, who is now eighteen years old. Sadly, Jucimara, Romao's wife, passed away when they had five years of marriage.

After five years, Luiz Carlos met his current wife, Edilaine Adriano. They had two more children, Caua and Willian. One day, he bought a winning lottery ticket, and with the prize he decided to buy their property, where Romao has been working for the last seven years. He loves to tell everybody how much his wife is a good partner to him and how he could not be where he is today without her. Luiz lost his father as well, but he still has his mother living with them.





Today they are a family of farmers, who have started to plant their own coffees in 2015. Nowadays they produce 80 to 120 bags (60kgs) of green coffee beans per year. In 2019 they decided to dedicate themselves to producing specialty coffees. They dry their coffees on raised beds and concrete patios. The specialty coffee gave them special opportunities and relationships, which allowed them to raise their crops from 900 to 15,000 coffee trees.

In the first farming year they had coffees scoring 89 to 90 points, and his son Diego took third place in the youngest producer local prize in their town. They have discovered special flavors in their coffees and today they make a living off them with great joy. After so many losses, Luiz believes today he is living a dream!

**Are you a coffee lover and want to know more about this imported coffee?
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