



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Santa Cruz Farm

Grower: Jessica Mara Fernandes Nogueira Pimentel

Region: Mantiqueira de Minas

Altitude: 1,200 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Yellow Catuai and Red Catuai

Process: Natural and Fermented Natural

Harvest: May-October



Farm info



Jessica is a small special coffee grower in the city of Lambari, south of Minas Gerais state. She is 33 and has been married for 15 years to Tiago. They have a beautiful 8 years old daughter called Amanda.

She is the fourth generation of coffee growers in her family. Her great grandfather, Sebastiao Fernandes, was one of the first growers of their municipality. At his time, even without having any formal studies and with little knowledge, he was already a quality coffee appreciator. Jessica inherited this passion for coffee, mainly for great quality coffee, from her family.

She has grown in the farm helping her parents, always heartfully. She loved to go to the coffee plantations during the harvest and also during the management.

When she got married, in 2006, she and her husband started their own coffee plantation as he had inherited a piece of land. At that time, they used to do the whole work alone, and slowly they started to form their own cultivation.

In 2019 she has entered the association AMECAFE and through the experience shared with other growers she has started doing courses and seeking more knowledge in the field of specialty coffees cultivation, dedicating herself to that. Prior to that, they have produced some lots, but nowadays their production is composed of 80% of specialty coffee. With lots of dedication and love they are cultivating great coffee beans.



She says: "It wasn't easy to get here, but when we love what we do, we are able to overcome all the obstacles which appear. We still have a long way to go, as we are a humble family, we still don't have much modern equipment to help us with the preparation of this coffee, but gradually we are improving our infrastructure".

On the production of specialty coffee they have found the opportunity to give their family a better life. Jessica's dream is to provide her daughter a good education, which she and her husband couldn't have. She wants her daughter to study a lot and to help them reach the fifth generation of coffee growers, following the steps of the family but bringing more knowledge in order to improve their work even more.

"I am very proud to be a specialty coffee producer woman!" - Says Jéssica

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