



SOUTHLAND MERCHANTS  
TASTE THE ORIGIN

#### DETAILS:

**Grower:** Tomas Eliodoro Costa  
**Farm:** Fazenda Sao Francisco  
**Region:** Cerrado Mineiro  
**Altitude:** 1280 MASL  
**Packaging:** 30 Kg specialty paper bag with liner  
**Variety:** Yellow & Red Catuai, Catuai, Mundo Novo, Topazio, Tupi  
**Process:** Natural and Natural fermented  
**Harvest:** July-October



#### FARM INFO: SÃO FRANCISCO FARM



Tomás Eliodoro Costa consider himself a coffee grower since his childhood. His grandfather was a coffee grower, and his father, too. "Ever since I was a child, I heard stories and stories told by family members related to coffee" he said.

He is agronomist and attended in one of greatest University in Brazil: ESALQ / USP (School of Agriculture "Luiz de

Queiroz" / Campus of the University of São Paulo, in Piracicaba-SP) which he is proud of it.

His family lives in Campinas and every week he travels to the farm to check the production and see how the crops are going. He also have great support of his farm manager, who



Connecting coffee Growers with coffee Lovers  
Follow us: @southlandmerchants





**SOUTHLAND MERCHANTS**  
TASTE THE ORIGIN

works with him on the last 9 years and he also has the help of one of his daughters, who lives in Araxá (MG), who is a pharmacist, with an emphasis on veterinary.

On holidays, he enjoys all the delights of the rural environment are his granddaughters, who loves the farm woodhouse, built 16 years ago. He is so proud of his property, for the coffee grown there and for the people who make Fazenda São Francisco, a such special and recognised place at Cerrado Mineiro.

## **REGION INFO: CERRADO MINEIRO**

The Cerrado Mineiro region, located in northwest of Minas Gerais State is a world-recognized, high-quality coffee producing origin and became the first Protected Geographical Indication in Brazil in 2005, with full Designation of Origin in 2013. A strong characteristic of this region is its well-defined seasons—a hot, wet summer is followed by a pleasantly dry winter. The dry climate during harvest eliminates potential problems with humidity during the drying process.

Minas Gerais is Brazil's principal agricultural state, and the Cerrado is home to many of the country's celebrated coffee estates, with expertise in planting, harvesting, drying, and sorting. We love Cerrado coffees for their big body, rich chocolate notes, and velvety texture when pulled as espresso.

Today, the area's 4,500 farmers produce a combined average of 6 million bags per harvest, with an average of 35 bags per hectare. To reach these production levels, producers had to first adapt to the region's conditions. Coffee farmers first arrived in Cerrado in the 1970's, after being pushed out of the state of Parana by frost and out of the state of Sao Paulo by nematodes. They found the soil in Cerrado to be very acidic, which they rectified with the application of calcium to create the healthy soils they enjoy today.

Cerrado coffee farms are cultivated in areas with elevations varying between 800 and 1,300 meters above sea level and are known for consistently producing high quality coffees with a repeatable profile. Independent of farm size, the spirit of professionalism is present throughout Cerrado's coffee producers. Entrepreneurialism is part of farmers' DNA, and many producers are second or third generation growers who also hold degrees in agronomic engineering, business management, and administration. While each family narrative is different, Cerrado is characterized by an enterprising attitude.

In Cerrado Mineiro, there are 234,000 hectares in production, more than 102,000 of which are certified the Designation of Origin program, and 68,000 hectares use irrigation systems. Coffee from Cerrado Mineiro represents 14.4% of Brazilian production and more than 25% of Minas Gerais production. There are 4,500 coffee growers in Cerrado, and the program represents more than 1,000 producers and farms, and between 60,00-100,000 bags depending on the harvest.

Connecting coffee Growers with coffee Lovers  
Follow us: @southlandmerchants

