



SOUTHLAND MERCHANTS
TASTE THE ORIGIN

Esperanca Farm

Grower: Deyvid Leandro

Region: Cerrado Mineiro

Altitude: 1200 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Catuai 99

Process: Natural

Harvest: June to August



Farm Info



Located in the heart of the Cerrado Mineiro Region, Esperança Farm boasts a rich history and unwavering commitment to excellence in coffee cultivation. Acquired by Jose Maria and his brother 30 years ago, the farm became a cornerstone of coffee cultivation in the region, establishing a lasting legacy. In 2021, under the stewardship of Deyvid, Jose Maria's grandson, Fazenda Esperança underwent a transformative shift, propelling it to new heights of success.

Deyvid's journey in the coffee industry began with hands-on experience alongside his grandfather at the age of 12. His quest for knowledge led him to Canada, where he gained invaluable insights into consumer preferences and specialty coffee markets.

Upon returning to Brazil, Deyvid immersed himself in various aspects of coffee production, focusing on post-harvest processes and quality control on the farm. His active involvement in competitions, including the Cup of Excellence, and his role as a judge provided him with profound insights into Brazil's diverse coffee profiles.





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Deyvid's dedication to excellence and continuous pursuit of expertise have equipped him with a deep understanding of coffee, both locally and internationally, making him an invaluable asset to Esperança Farm's mission of producing exceptional coffee.

"As a specialty coffee producer, I began to engage in post-harvest processing and quality control on the farm," says Deyvid. *"From there, I gained experience in competitions, served as a judge, and engaged in sales. Having participated in the Cup of Excellence six times and tasted regional awards, I've gained valuable insights into the coffee profiles found in Brazil and the region."*

Reflecting on the essence of specialty coffee production, Deyvid emphasizes the paramount importance of prioritizing quality on the farm. "To produce exceptional coffee, quality must always be the top priority," he says. Deyvid underscores the significance of leveraging the unique terroir to craft outstanding coffee profiles, ensuring that each cup from Esperança Farm reflects the dedication and passion behind its cultivation.

Through strategic partnerships and an unwavering commitment to excellence, Esperança Farm aims to make a significant impact in the specialty coffee market. Deyvid's vision for the farm prioritizes quality above all else.



Are you a coffee lover and want to know more about this imported coffee?
We are coffee merchants and passionate about connecting you to our farmers.
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