



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Vinci Farm

Grower: Ines Vici

Region: Mantiqueira de Minas

Altitude: 1100 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Red Acaia, Red and Yellow Catuai, Red

and Yellow Catuai and Yellow Arara.

Process: Natura and Washed

Harvest: May-September



Farm info



Ines Vinci is a coffee grower in the city of Carmo de Minas. She is a farmaceutic and has three children: Bruno, 25 years, Breno, 23 years and Beatriz, 15 years. Ines is a small coffee grower, she has a land of 17 hectares. She produces the varieties: red Acaia, red and yellow Catuai, red and yellow Catuai and yellow Arara.

She is a great-granddaughter of Italians who came to Brazil in the 1930's to work in coffee plantations. That is when her story with coffee started, after her grandparents from both sides also worked with coffee. Her mother, Carmen, who has 8 children, and her father, Rolando Vinci, have worked with coffee for several years in Paraná, where she was born and lived until she was 7 years old.

After a coffee crisis in 1979, her parents left the rural area and headed to the big city, where they could find a job to sustain their family, since life on the field was unsustainable at that time. At 18 years old, she met the father of her children, got married and by the faith of destiny, he was also a child of coffee growers in the south of Minas Gerais.





They got married, went to Minas Gerais and a short time after, they started to work with coffee, but only her husband worked with coffee production, and she worked with the administrative part such as annotations and payments. At that time, the coffee farming was not enough to sustain their family, so she needed to live in the city, to also work in a drugstore to help pay all their bills.

In 2017, she decided to join the women's association AMACAFE, so she could know better what was going on in the coffee world, as she was always hearing from her husband that coffee production wasn't worth it because it didn't even pay all its costs. It was when she decided to help him, otherwise they would have to sell the farm.

Ines found herself when she started to work with coffee, she felt like her soul was on it. She started to study and did all the courses available about coffee. She learned what specialty coffee was, how to do a post harvest, how to make a quality coffee, how to brew up coffee, why to make a stove or a suspended terrace. After many courses and many conversations she made a course for being able to taste and evaluate the coffee in order to know if she was doing the right things in her coffee production.

That was the turn in her life, she left the farmaceutic profession and has been since then 100% connected with coffee, and also very happy. But she says that working with coffee isn't a fairytale, that in fact it is almost the opposite. Sometimes the dry weather, other times periods of too much rain, sometimes it hails, which destroys everything in a few minutes, they have a lot of nightmares, because it is very difficult to know how the weather is going to be, which makes them always a bit apprehensive.

There is also the variation on the prices of the inputs for the cultivation, which are ever increasing, and the instability on the price of the bag of coffee, which makes it sometimes not even pay the costs of production. Sometimes this world of coffee can be very complicated.



Despite that, she loves to be a coffee producer, even with all the uncertainties that scare them. Ines and her husband, Ronaldo José, love life on the farm, this lifestyle makes them always focus on the good things. They make the coffee there with lots of love and care, picking each of the coffee beans as they were the only ones, because they want to make the coffee really enjoyable for their customers.

In this way, they feel rewarded, knowing that each coffee bean brings a unique moment of pleasure, in each cup, to whoever drinks it. And it gives them strength to start it all over every harvest.

“That is called love for coffee, and today it makes me proud: to be a specialty coffee producer in Brazil and to have the opportunity to deliver my coffee to the whole world.” - says Ines

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