



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

## Serra da Campanha Farm

**Grower:** Guilherme de Castro

**Region:** Mantiqueira de Minas

**Altitude:** 1,400 - 1,500 MASL

**Packaging:** 30 Kg specialty paper bag with liner

**Variety:** Catuai 144

**Process:** Natural

**Harvest:** October - December



## Farm info



Their story with coffee growing has begun with Guilherme's great-grandfather, Joao Valerio Filho, who has started, many decades ago, to plant coffee in the township of Lambari, being pioneer in the art of producing the best coffees of this microregion. He was the one who planted the first coffee tree in Lambari. Some older people say that in the 40's, Joao Valerio and his buddies used to sleep outdoors, in the fields, in beds made of twigs and leaves, so they could plant and grow the coffee crops, which was, at that time, a totally manual work, therefore demanding a lot of labor.

Guilherme has studied Agronomic Engineering with a master's degree in Coffee Plant Nutrition and his family have built a story of tradition in coffee farming. Even so, they faced several challenges such as the difficult access to the area, the cold weather with a very difficult handling to achieve good productivity. In this context of great learning and evolution in mountain coffee plantations, the decision of producing specialty coffees focusing on quality turned out to be a highly viable and sustainable alternative to keep supporting their family through coffee.



As the region is mountainous, the mechanisation of the harvest is not viable. Because of that, all the steps of the process are carried out manually and this makes it quite costly, and may even make the coffee cultivation unfeasible. But growing specialty coffees, they receive a much better price on the coffee. All this care taken with the coffee in the fields and in the post-harvest period is recognised. The well-done management combined with unique characteristics of climate and soil allows them to produce excellent coffees with high scores.

“Many people say that planting coffee nowadays at this altitude is a big risk, due to the cold weather and the difficulty in handling the harvest. However, we embraced this challenge and today we produce a rarity on the top of the mountains of Minas Gerais.”- says Guilherme.

Opening the market to Australia is a dream coming true for Guilherme and his family. Sharing this unique coffee, Australia brings recognition to this special region. Since the first harvest in Serra da Campanha, Australia has been their focus to export these rare and complex green coffee beans.

“We are very proud of producing specialty coffees. Following the legacy of innovation of our great-grandfather, we built our first complete milling facility for specialty coffees of our region, the Above Coffee. Coffee is our dream and our life.”

**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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