SOUTHLAND MERCHANTS
TASTE THE ORIGIN

DETAILS:

Grower:	Cesar de Camargo Galli
Farm:	Fazenda Panorama
Region:	Cerrado Mineiro
Altitude:	1100 – 1250 MASL
Packaging:	30 Kg specialty paper bag with liner
Variety:	Arara, Acaia, Red Catuai, IAC 144, Catucai 2 SL, Tupi
Process:	Natural and Pulped Natural
Harvest:	July-October

Minas Gerais

Brazil

● Cerrado Mineiro Region
○ Minas Gerais State

FARM INFO: PANORAMA FARM

César Galli's grandparents were coffee growers in Sao Paulo State and, as a child, they liked to play in the straw pile at his maternal grandfather's farm. The other grandfather, a coffee grower in Bebedouro (Sao Paulo State), kept the stories told by his father, who was an agronomist at IAC (Institute of Agronomy) and had a small coffee crop in Campinas city.

He married Sandra, whose father came to plant a coffee crop in Serra Negra, on a property that César has managed for several years. In 1991, he started looking for land that would allow him to expand agricultural horizons, and ended up in Mimoso (Bahia state), and Guiratinga (Mato Grosso State), but gave up because of the

distance and the cost of implantation in a region with no structure at that time.

He started looking for something closer to Campinas, where he had roots, and so César bought the Panorama farm in Araxá, in the Cerrado Mineiro region. There he found the climate and environment for a tasty coffee.

There they found a beautiful terroir, and with their team of 4 great guys they are doing very consistent coffee with great quality! We are happy with the partnership with them and looking forward to showing more and more their coffees!

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.