



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Roseira Farm

Grower: Leda Aparecida and Jose Edvaldo

Region: Mantiqueira de Minas

Altitude: 1,000 - 1,200 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Red Catuai, Mundo Novo and Yellow Bourbon

Process: Natural, Natural Extended Fermentation

Harvest: July - October



Farm info



Roseira farm is located in the municipality of Lambari, which lies on the south of Minas Gerais state, in the Serra da Mantiqueira region. This region holds the Perpetual Indication Seal, granted by the National Institute of Industrial Property (INPI), which guarantees the origin of the coffee. With an average altitude of 1,200 MASL, a mountainous terrain and a distinct climate, they have all the favorable conditions for the production of specialty coffees.

The region encompasses a network of small scale coffee growers positioned along the mountain slopes. Growers in this area have a strong community network and a clear focus on environmental growth and sustainability. Because of these practices, Serra da Mantiqueira is highly regarded for the production of rare and surprising coffees.

The growers, Leda and Jose Edvaldo, received a plot of land from the farmer to whom they used to work for before. After that, and inspired by their natural environment, they started to cultivate specialty and sustainable coffees. It has already been twenty years of great dedication producing coffee at Roseira farm.

Their commitment to maintaining sustainable farming practices is a high priority. They really strive to preserve their diverse surroundings of natural springs and forests, while producing their high quality coffee beans.





The harvest of their Red Catuai, Mundo Novo and Yellow Bourbon varieties are made by a selective picking process. The cherries are only picked when they are ripe, by hand and over cloth, to avoid contact with the ground. On the same day of the harvest, the cherries are placed into sacks and transported to the concrete patio, where they are naturally dried under the sun.

Leda and Jose ensure the cherries are stirred several times a day until they reach the ideal moisture content. This meticulous process imparts a rich and fruity flavour to the coffee beans and adds to the body of the coffee.

In 2020, with Southland's commitment to buying their coffees and supporting them on the operation, they were able to build their own processing facility and now they are processing their coffees in their own farm! "*Southland has become a very important partner to us,*" says Leda.

**Are you a coffee lover and want to know more about this imported coffee?
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