



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Farroupilha Farm

Grower: Inacio Carlos Urban, Fernando Urban and Erika Urban

Region: Cerrado Mineiro

Altitude: 1150 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Yellow bourbon, Arara, Catuai, Topázio, paraíso, Yellow Catuai, IBC 12

Process: Washed, Pulpel natural, Natural, Natural Fermented

Harvest: July - October

Farm info



After more than 40 years, they are in a family succession process, with Inacio being the president and their children Erika Urban and Fernando Urban entering the business. They are starting a new story for their business units, through the expansion of technology and market vision, with product diversification.



Coffee is the passion of Farroupilha Farm, but their story in agro starts a little earlier. In 1976 Inacio Carlos Urban, at that time 25 years old, arrived in Cerrado Mineiro region, in Patos de Minas city, with a lot of determination and willpower to fulfill the dream of producing food on a large scale to feed the world.

Inacio saw in lands until then considered unproductive, the chance to make his dream of producing a reality. Inacio managed to make the land prosper and change the future of agribusiness in this region. Today, Farroupilha Farm works developing responsible agro.





A business that started with the production of soybean seeds only, nowadays specializes in the production, industrialization and marketing of many agricultural products, delivering to the market crops such as cotton, corn, tomato, coffee beans and wheat. They also raise bulls to improve the herd, using enhanced genetics. Besides the production of traditional crops, they invest in technological and structural improvement for the evolution of agricultural production.

Farroupilha Farm is very proud about its evolution, mainly about the ability of its founders to perceive great opportunities in the agribusiness. Today, that dream that started with soybean production, represents other brands, which operate in coffee, livestock, cotton and trading, always through innovation, vision of future and the continuous seek for evolution.

It is a must that the quality offer is aligned with the guarantee that all the processes follow the requirements about sustainability, commitment to customers and employees, environment and financial health. Farroupilha Farm works constantly so that its brands, products and business units can comply with market requirements and consequently, its evolution is always based on comproved quality. They have certifications such as: ISO 17025, Rainforest Alliance, UTZ Certified, Cafe do Cerrado, ABR e BCI and Denominação de Origem, which drive them daily to the path of continuous improvement.

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