



SOUTHLAND MERCHANTS
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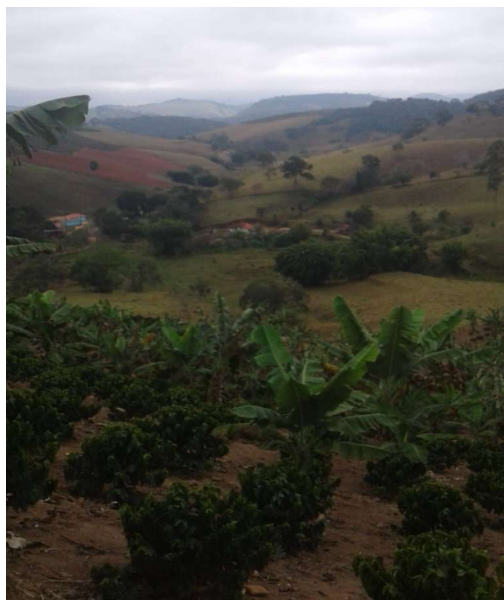
DETAILS

Grower: Jose Mauricio de Souza
Farm: Sitio Boa Esperança
Region: South of Minas Gerais
Altitude: 1060 - 1260 meters
Packaging: 30 Kg specialty paper bag with liner
Variety: Red and Yellow Catuai
Process: Natural
Harvest: July- november



FARM INFO: SITIO BOA ESPERANÇA

In South of Minas Gerais region, José Maurício de Souza and his family have grown Sítio Boa Esperança's coffee crops for over seventy years. The Souza family established their farm in pursuit



of producing specialty coffee with a focus on sustainability and environmental preservation. The family has worked together to resolve challenges in fair pricing, acquiring select manual labour and acquiring equipment and processing facilities.

From the moment the Souza family began producing speciality coffee, they saw a marked improvement in their quality of life. Sítio Boa Esperança's specialty coffee has been exported indirectly. However, for the Souza family to have their specialty coffee to



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Australia direct to roasters and consumers would mean they may continue to improve their agriculture towards greater excellence in specialty coffee.

REGION INFO: SOUTH OF MINAS GERAIS

South of Minas Gerais is a region naturally gifted with unique conditions for the production of specialty coffees, with fertile soils, a predominance of sunlight and high elevations that vary between 900 and 1,500 meters. An area with exceptional terroir, producing singular coffees that year after year are prized in renowned coffee quality competitions like the Cup of Excellence, it encompasses the municipalities of Conceição das Pedras, Alfenas, Boa Esperança, Varginha, Guaxupe, Pedralva and a lot of others cities.



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