



SOUTHLAND MERCHANTS
TASTE THE ORIGIN

DETAILS

Grower: Leda Aparecida
Farm: Sítio Roseira
Region: Mantiqueira de Minas
Altitude: 1000 - 1200 meters
Packaging: 30 Kg specialty paper bag with liner
Variety: Red Catuai
Process: Natural Controlled Fermentation in cement box
Harvest: July - october



FARM INFO: SITIO ROSEIRA

The SITIO ROSEIRA is located in the community of Lambari, which lies to the south of Minas Gerais, in the Serra da Mantiqueira region. With an average altitude of 1,200 meters, the mountainous terrain, and distinct climate, leads to favorable conditions for the production of specialty coffee. 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. Through these practices, Serra da Mantiqueira is highly regarded for the production of rare and surprising coffees.



Inspired by their natural environment and after receiving a plot of land from the farmer they used to work for as labour, Leda and José Edvaldo da Silva have dedicated the past 20 years to the sustainable cultivation of their specialty coffee. Leda and Jose strive to preserve their diverse surroundings of natural springs and forests, while producing high quality coffee beans. Their dedication to sustainable farming practices is a high priority.

Connecting coffee Growers with coffee Lovers
Follow us: @southlandmerchants





SOUTHLAND MERCHANTS
TASTE THE ORIGIN



Harvesting of their Red Catuai, Mundo Novo and Yellow Bourbon varietals are a selective process. The cherries are only picked when they are ripe and mature. Once ripe they are picked by hand over cloth, avoiding contact with the ground. On the same day of harvesting, the cherries are placed into sacks and transported to the concrete patio, where they are dried naturally under the sun. Leda and Jose ensure the cherries are stirred several times a day until they reach the ideal moisture content of 11%. As they still haven't got their own drying and fermentation facilities, they've been finalising these processes on a neighboring property, but they've been dreaming of building up their own in the short future and they are aware that the production of specialty coffee can be the path to get them there. Once the

cherries reach the desired moisture content they are arranged in wooden bins to rest for at least 30 days. This meticulous process imparts a rich, dry fruit flavour from the coffee bean and adds to the body of the coffee.

Leda and Jose's property is proudly located in a region that holds the Perpetual Indication Seal - Mantiqueira de Minas granted by the National Institute of Industrial Property – INPI. This affiliation guarantees the origin of the coffee.

REGION INFO: MANTIQUEIRA DE MINAS

Mantiqueira de Minas region is located in the southern part of Minas Gerais state, 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 Cristina, Olímpio Noronha, Lambari, Santa Rita do Sapucaí, among others and apart from Mantiqueira itself.



Mantiqueira de Minas is part of the Serra da Mantiqueira micro-region, which comprises over 7,000 coffee growers with an estimated output of 1 million bags; the first in Brazil to obtain the Geographical Indication seal for coffee in 2011, which indicates that coffees produced in this region have unique qualities and features that are essentially attributed to their origin.

Connecting coffee Growers with coffee Lovers

Follow us: @southlandmerchants

