



SOUTHLAND MERCHANTS

TASTE THE ORIGIN

Rezende Farm

Grower: Jeferson

Region: Mantiqueira de Minas

Altitude: 1100 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Yellow Catuaí and Arara

Process: Natural and Fermented Natural

Harvest: May to October



Farm info



Rezende farm's owner is Jeferson Laurindo da Fonseca, he is 49 years old and has been living in Resende farm since his childhood. He has 3 children and has been married for 18 years with Maria Angélica Ferreira Fonseca. The small farm where Jeferson currently lives and works, bears on its story the tradition and love of his family. He was born and has grown amidst the coffee culture, farming has always been part of his life and he is very happy to keep this tradition alive all together with the innovations of his time.

His father, João Laurindo da Fonseca, has worked a lot in order to buy each inch of this land. It was him who taught Jeferson most of what he knows about coffee growing, about the value of labor and about family love.

Unfortunately, João Laurindo passed away in 2009, not only being missed, but leaving behind a lot of great life teachings, which Jeferson still carries on. Jeferson affirms that most of what he is today is due to his father.

Currently, Jeferson's coffee plantation has about 1200 coffee trees and it is located in an altitude of 1100 MASL. He is proud to state that he has not used chemical fertilizers for the last 10 years. He has been working with microorganisms and is always following the latest organic innovations in the agricultural field.





His first time working with specialty coffee exportation was in October 2021. This exportation was made with the support of the Rural Producers Association of “Serra do Borges”, through Agrorigem. This experience has motivated him to seek improving his coffee fermentation, besides aggregating value to his product it has also widened his plans to his future and his business.

He hopes that he will be able to keep exporting specialty coffee with high standards for the next few years, carrying the exotics flavors of Brazil for different parts of the world.

His target is to keep the coffee tradition alive, as his beloved fathers did and has taught him, and to innovate in the techniques of harvesting and planting, always seeking to have the best results with the least environmental impact.

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