



**SOUTHLAND MERCHANTS**  
TASTE THE ORIGIN

## DETAILS

<b>Grower:</b>	Andre Garcia
<b>Farm:</b>	Jaguara Farm
<b>Region:</b>	Campo das Vertentes
<b>Altitude:</b>	1100 metres
<b>Packaging:</b>	30 Kg specialty paper bag with liner
<b>Variety:</b>	Yellow Catuai
<b>Process:</b>	Natural
<b>Harvest:</b>	July-September



## FARM INFO

Its story begins in 2001, when Antonio, Rubem Carlos and Rubem Murilo planted the first coffee trees in Campo das Vertentes region. The name of the farm was given in honor to an important Quilombola community in the region, named Jaguará.

The farm is situated next to Sao Joao del Rei, a very important historic town in the colonization of Brazil and famous for its gold extraction but didn't have much tradition in coffee farming. With a



predominance of nice mountains at high altitudes the coffee trees have adapted very well to the soil predominantly red and yellow, volcanic with medium texture typical of the savanna region.

With a representative history into the coffee industry, the owner's families have been growing coffee for three generations, and other members of the families are strongly involved in coffee research in areas such as plant nutrition & fertility.

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In 2015, there was the first quality evaluation of the crop and the coffee showed intense flavours of yellow fruit, pleasant sweetness and bright acidity.

Throughout this story in coffee cultivation, the families remained united in this activity that generated prosperity not only for them but also to those who they have been journeying with.



### **REGION INFO: CAMPO DAS VERTENTES**

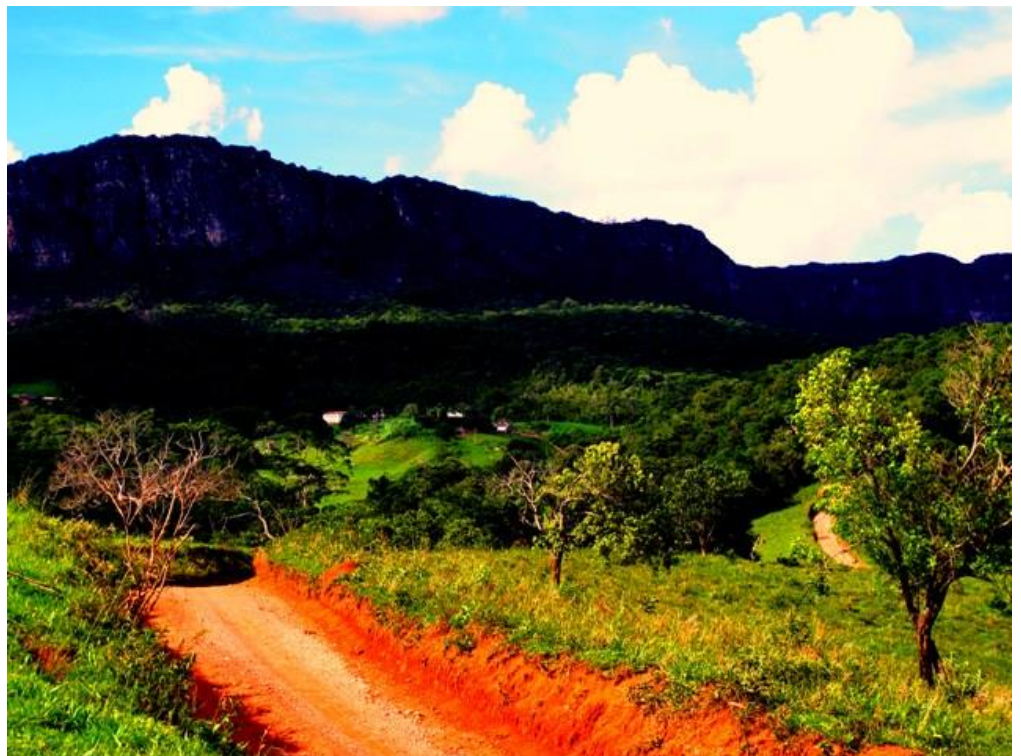
The region of Campo das Vertentes is an important divider of Brazilian plateau with relief formed by seas of hills at high altitudes.

There are many sources of rivers and small crystalline streams, contributing to the formation of three large and important river basins of Brazil.

In terms of climate, it is a particularly pleasant region with towns and cities that are the coldest in the state of Minas Gerais.

The soils are deep, acidic in nature with small terroirs of dark red color.

Due to the cold weather, the maturation of the coffee is late and slower what brings more sweetness to the coffee and improves the quality.



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