



SOUTHLAND MERCHANTS
TASTE THE ORIGIN

DETAILS

Grower: Abelardo Jose Monti
Farm: Divisa Farm
Region: Mantiqueira de Minas
Altitude: 1150 MASL
Packaging: 30 Kg specialty paper bag with liner
Variety: Red and Yellow Catuaí
Process: Natural
Harvest: July - October



FARM INFO: DIVISA FARM

About a century ago, his great-grandmother, Pietro Monti, from Italy, started growing coffee in his first farm in Pedralva, in the beautiful mountains of Mantiqueira de Minas. Then his maternal grandfather José Siqueira Monti and other children, continued to work hard in this field until the end of the last century. At the same time, my paternal grandfather, Abelardo Souza, coming from the interior of São Paulo state, installed a workshop for maintenance of agricultural equipment and implements in



Pedralva city, including electric, hydraulic and steam machines, to attend the farms in the region well.

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Growing on this environment they started to take care of the coffee culture, maintenance, assembly of our machines and equipment, even their manufacture and installation, at the lowest cost and with a good performance.

My wife, also traditional producers of quality coffee in the region, contributes and encourages our management. Our youngest daughter, Juliana, engineer and environmental expert, admires the rural atmosphere and acts as our consultant in coffee culture.

Our mission is to grow and produce, at the lowest cost, one of the best specialty natural coffees in the region, respecting the social values with our co-partners and in compliance with the environment.



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.



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