



SOUTHLAND MERCHANTS  
TASTE THE ORIGIN

## DETAILS

<b>Grower:</b>	Luis Carlos Romao
<b>Farm:</b>	Sitio Embira
<b>Region:</b>	Campo das Vertentes
<b>Altitude:</b>	1050 metres
<b>Packaging:</b>	30 Kg specialty paper bag with liner
<b>Variety:</b>	Red Catuai
<b>Process:</b>	Natural
<b>Harvest:</b>	July-September



## EMBIRA FARM

My name and Luis Carlos Romão and I will tell you a little about my story.

My parents always worked on coffee farms as an employee and so did I. Then we moved to Perdoes town, in Minas Gerais, where I learned to work as a bricklayer. Years later I married Jucimara Aparecida Silva and with her I had 2 children.

My first child was born but died at 4 days old. A year later, we had our second child who is now 18 years old. Unfortunately Jussimara, my wife, passed away when we were 5 years married.

5 years later, I met my current wife, Edilaine Adriano. With her, I have 2 more children, Cauã and Willian.



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One day, I bought a winning ticket and with the prize we decided to buy our property where I have been working for the last 7 years. With us there is also my mother, who is a widow. I want to emphasize how much my wife is my partner and without her I would not be where I am.

We joined the family farming project where we plant our coffees, and today we produce 80 to 120 bags of coffee per year.



In 2019 we decided to dedicate ourselves to producing specialty coffees. Part of our coffees is on a raised beds. In the first year we had coffees scored 89 to 90 points, where my son Diego took third place in the youngest producer in my town. We discovered special flavors in our coffees and today we live on it with great joy!

## 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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