



SOUTHLAND MERCHANTS
TASTE THE ORIGIN

Pedra Batista Farm

Grower: Jose Carlos and Renato Braga

Region: Mantiqueira de Minas

Altitude: 1,200 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Catucaí, Catuai and Bourbon

Process: Natural, Natural Fermented and Pulped Natural

Harvest: June - December



Farm Info



Jose Carlos was born in the municipality of Pedralva, Mantiqueira de Minas region. He is the fourth generation of coffee farmers in his family, which started in the 1940s. He grew up learning with his family, which has always worked in the coffee industry. At first they would always seek for quantity, not for the quality of their product, which is currently their focus.

As the farm is located in a very mountainous region, at some point over the years their coffee started to lose its competitiveness, compared to other commercial coffee producing regions in Brazil. That was when they decided to give it a go on producing specialty coffees, in 2017.

Jose Carlos works with his son Renato in planting and harvesting, and his wife supports them in the drying process. The three alone did several experiments, testing different fermentation processes, until they came up with an excellent recipe for the fermented coffee process.

“In 2018, with a single lot of our harvest we managed to reach third place in the local competition!! After that, we made the final decision to invest in quality, so we started to use raised beds, greenhouses and also to learn new post-harvest techniques to offer new sensory experiences for the consumers of our coffee.” Says Carlos

Currently Pedra Batista farm has five hectares of coffee plantations. The family believes their knowledge is constantly increasing and they are very excited to see his Brazilian coffee beans being sold here in Australia!

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

We are coffee merchants and passionate about connecting you to our farmers.

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