

## BRAZIL: LIMITED EDITION



## THE PRODUCER



**ENIVALDO  
MARINHO  
PEREIRA**



**Farm Name:** Cruzeiro

**Year Founded:** 1998

**Region:** Cerrado

**City:** Carmo do Paranaíba

**Cultivated area:** 125 hectares

**Processing:** Natural

**Growing Altitude:** 1,010 masl

**Varietal:** Arara, Catuaí & Catuaí

**Rainfall:** 1,500 mm

**Harvest:** June to September

**Drying Process:** Cemented Drying Patio &  
Mechanical Drier

## STORY OF THE PRODUCER:

"I graduated in agricultural technician and was hired to work in a coffee cooperative. After 3 years at the cooperative, I started producing coffee. In 1988 I bought my first property where I set up a seedling nursery and planted my first coffee on an area of 45 hectares. Within the same region I acquired other properties from the neighbors. Today I own 125 hectares of coffee with my family. In 2016 we acquired new machines and drying yard patios to improve the coffee quality. Today, together with my wife, my son Eduardo, who is an agronomist and my daughter Roberta, an agronomy student, we are working together and improving the coffee production. I have a field of research where we study genetic improvement and research development and we also provide internships for agronomists and newly trained technicians."



## THE REGION:

The Cerrado Mineiro presents a dry climate during the harvest period, which causes the coffee to suffer less from humidity after harvesting, allowing for a consistent drying process. The region, which covers 55 municipalities in total, achieved the Denomination of Origin in 2013, the first region in the country to receive this recognition.



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