

# BRAZIL COLD CHOCOLATE



## Facts

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Origin	Brazil
Region	Sul de Minas
Farm	Passeio
Processing method	Natural
Variety	Red Bourbon, Yellow Catuai, Acaia, Mundo Novo
Certificate	Conventional
Altitude	1000 - 1208 metres

# CONFIDENT BRAZIL!

## *The story behind the coffee*

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### **Passeio, Brazil**

We're thrilled to work with Adolfo Henrique Vieira Ferreira, the owner of Fazenda Passeio. We visited his farm in Brazil several times and only have positive things to say about it "Adolfo is by far the most passionate Brazilian farmer we've ever met. He's also president of the Brazilian part of the Specialty Coffee Association and he's very keen on helping other farmers teaching new techniques and cultivate varieties. Furthermore, Passeio is extremely beautiful and produces some stunning Brazilian coffees!"

The farm is located in the southern part of Minas Gerais, Brazil, where an abundance of specialty coffees is grown. Owner Adolfo is a real example for others in the Brazilian specialty coffee industry: he puts his heart and soul into his work and is fully committed to obtain the highest quality. He is very careful with the use of pesticides on his farm, in order to protect the local ecosystem and abides by all protection laws in the country. In comparison to other Brazilian farms, Fazenda Passeio is relatively small and whereas machine plucking is the standard in Brazil, all the coffee at Passeio is picked by hand and by the use of hand machines.

The Vieira Ferreira family has been producing coffee in the region for over three generations. They own both the Fazenda Passeio and the neighbouring Fazenda Lagoa. In the 1970s, they suffered from an outburst of leaf rust. They have replanted the farm with varieties that are less susceptible to coffee plant diseases. They do their absolute best to improve and increase productivity with respect to the environment and the local workforce, which is a large part of the operation. In everything they do, they emphasize on social improvement: all of the local workers receive social support, such as schooling for their children, workforce training, and environmental education.

