

# ACAUÃ

## 2018 RESERVE LOT OFFERING

<b>COUNTRY</b>	BRAZIL
<b>REGION</b>	CERRADO
<b>PRODUCER</b>	LUIS NORBERTO PASCOAL
<b>ELEVATION</b>	1,200 MASL
<b>VARIETY</b>	ACAUÃ
<b>PROCESSING</b>	DRY PROCESSED
<b>SEASON</b>	JULY-SEPTEMBER, 2017



Daterra is a remarkable farm located in Cerrado, Brazil. Lauded as the most sustainable farm in Brazil and earning the reputable B-Corp certification, Daterra has a triple bottom line: People, Planet, Profit. This is agriculture on a dramatically different scale than the vast majority of coffee farmers we work with at Passenger. Daterra is 6,000 hectares in size (roughly 15,000 acres). 3,000 of those 6,000 hectares are land preserve. These numbers dwarf all other farms Passenger buys from in Latin America where we have producing partners with as little as .75 hectares of land, not to mention farmers in Burundi, Ethiopia, and Kenya that we buy from through cooperatives and whose members have farms measured not even by amount of land, but rather the number of trees they care for.

Brazil in general, and Daterra in particular points to one possible future for coffee production. Farms like Daterra push innovation and technology implementation in coffee. For example, Daterra was the first farm to vacuum seal coffees and export them in hermetically sealed packaging rather than in jute bags. While one could argue that something is lost in farms of this size/scope - a level of craft, a distinction in cup profile, the commodifying of an otherwise specialty crop - one can (and should) also strongly argue that without countries like Brazil and people like Luis Pascoal, the owner, and visionary behind Daterra, the coffee world would be floundering without direction and potential for advancement. Beyond this, Daterra is hyper-focused on quality and produces what is, in our opinion, some of the best and cleanest coffees in all of Brazil.

Producing incredibly clean coffees on a massive scale is no small endeavor and not easily done. To stop mentioning Daterra's accomplishments here would be impressive enough. That is not, however, how the Daterra team operates. Their focus extends far and wide in many directions from sustainability to cup quality. Of great interest to our green buying team is their experimental plot which contains new and rare varieties of coffee. These varieties receive the utmost attention in processing and are studied for their cup characteristics and large scale cultivation potential. This lot was produced from one such experimental plot variety: Acauã. Acauã is a cross between Mundo Novo and Sarchimor varieties.

**IN THE CUP** | Grape, date, and clove aromatics lead into a clean cup full of dried fruit sweetness with a bittering cocoa base.

**THE TAKEAWAY** | A farm like no other, Daterra is massive in scope yet scrupulous in detail. This Dry Processed Acauã comes from their experimental plot which is a section of land tasked with producing new and rare coffee varieties.

