

BRAZILLIFT

PRODUCER COMPETITION

Finalists Ceremony - November 10th, 2023



ABOUT THE BRAZL LIFT PRODUCER COMPETITION

Mercon Coffee Group Brazil successfully hosted the inaugural LIFT Producer Competition in August, backed by the unwavering support of **LIFT** and **Mercon Specialty**. This innovative initiative aimed to incentivize, nurture, and honor the cultivation of specialty coffee among Mercon's Brazil LIFT producers.

For the competition, LIFT producers could participate in 3 categories:

- **Natural Coffee**
- **Pulped Natural, Semi Washed or Fully Washed**
- **Women-Produced Coffee**

Four professional Licensed Q Graders in Brazil, coded, analyzed, and tasted 260 registered samples of micro lots across all categories from 190 different producers. The top 15 samples from each category were then carefully selected. Following the selection process, the top-notch coffees from the finalists were forwarded to Mercon Specialty's Seattle office, where our Coffee Quality Team, along with trained Mercon coffee quality experts and selected roasters, thoroughly evaluated and scored them. The exceptional specialty Brazil finalists' coffees were subject to rigorous examination to identify the best among them.

260 REGISTERED SAMPLES

Across all categories: Natural, Pulped Natural, Semi Washed or Fully Washed, and Women-Produced Coffee.

190 LIFT PRODUCERS

Entered the Brazil LIFT Competition across all categories.

45 FINALISTS

Were selected across all 260 registered samples and 190 producers. The finalists list of specialty coffees were then judged and analyzed to select the top winners.

1st Place winners from each category will win a trip to SCA Chicago 2024!



WHAT IS LIFT?

The acronym LIFT denotes "Leading Innovation Farmer Traceability," a multi-functional program designed to continuously enhance coffee farmers' and their communities' quality of life and sustainability.

Through this program, we offer a comprehensive range of services, including capacity building and technical support, facilitated by our team of skilled agronomists dedicated to helping our producers.



Sustainable Growth

We promote best practices that directly impact **productivity and quality** through technical assistance and other **value-added services**.



Social Development

The program creates awareness of the main social issues that affect the **coffee communities** and promotes key practices to improve the **social wellbeing** of coffee growers and their families.



Environmental Impact

The program promotes awareness of the various **environmental impacts** and equips individuals with effective tools to **minimize their carbon footprints** while safeguarding the **planet's natural resources**.





NATURAL CATEGORY

FINALISTS





Afonso Maria Vinhal



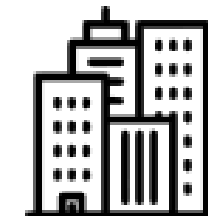
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NATURAL CATEGORY



Farm

FAZENDA RECANTO



City

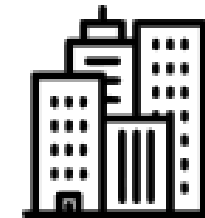
SERRA DO SALITRE



Process



Farm



City

NATURAL CATEGORY

FAZENDA SANTA CATARINA

CAPELINHA

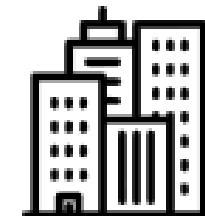
Ana Angélica Souza Rocha



Process



Farm



City

NATURAL CATEGORY

FAZENDA DO LOBO

TRÊS CORAÇÕES

Andréa Galvao Nogueira Foresti

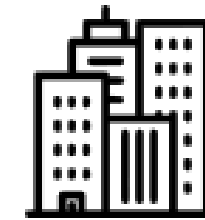




Process



Farm



City

NATURAL CATEGORY

FAZENDA CHUÁ

PATOS DE MINAS

Décio Bruxel

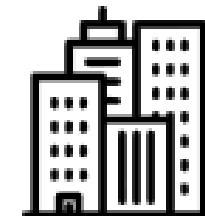




Process



Farm



City

NATURAL CATEGORY

SÍTIO TARUMÃ

CRISTINA

Eduardo Daniel da Silva



Gil Cesar de Melo



Process

NATURAL CATEGORY



Farm

ESPIGÃO DO PALMITÃO



City

CAMPOS ALTOS





Process

NATURAL CATEGORY



Farm

FAZENDA SÃO MATEUS



City

VARJÃO DE MINAS

Guima Café - São Mateus Agropecuária



Process



Farm



City

NATURAL CATEGORY

FAZENDA CARVALHO

PATOS DE MINAS

Jose Ricardo de Carvalho





Lúcio Gondim Velloso



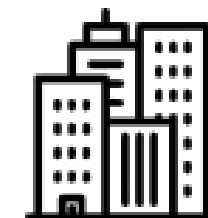
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NATURAL CATEGORY



Farm

FAZENDA SÃO LUIZ



City

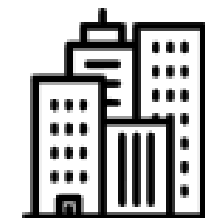
CARMO DO PARANAÍBA



Process



Farm



City

NATURAL CATEGORY

SÍTIO BOM SUCESSO

MANHUAÇU

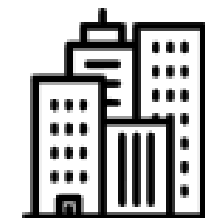
Luiz Antônio da Paixão Neto



Process



Farm



City

NATURAL CATEGORY

SÍTIO NOSSA SENHORA
APARECIDA

CAMPANHA

Marcia de Jesus Sousa Borges



Marcio Borges Castro Alves



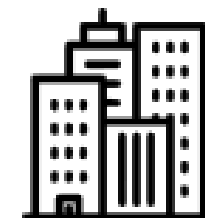
Process

NATURAL CATEGORY



Farm

FAZENDA BARINAS



City

ARAXÁ



Process

NATURAL CATEGORY



Farm

SITIO IPÊ



City

TRÊS CORAÇÕES

Marjorie Furtado Reis dos Santos Pereira



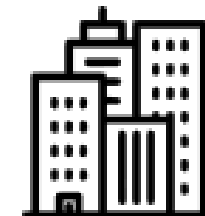
Paulo Roberto Santos



Process



Farm



City

NATURAL CATEGORY

FAZENDA SANTA MARIA

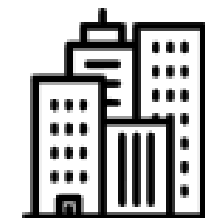
ARAXÁ



Process



Farm



City

NATURAL CATEGORY

FAZENDA SANTA QUITÉRIA

CAMBUQUIRA

Simone Carneiro de Morais



WASHED CATEGORY

FINALISTS





Afonso Maria Vinhal



Process

WASHED CATEGORY



Farm

FAZENDA RECANTO



City

SERRA DO SALITRE



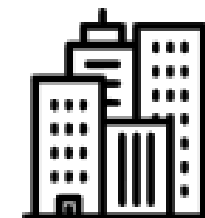
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WASHED CATEGORY



Farm

SÍTIO FERRADURA



City

MONTE BELO

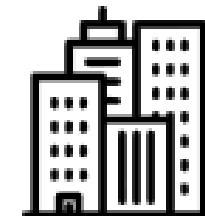
Agnaldo Tadeu Sequalini



Process



Farm



City

WASHED CATEGORY

FAZENDA PEDRA PRETA

JESUÂNIA

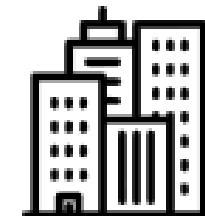
Cláudia Bustamante



Process



Farm



City

WASHED CATEGORY

SITIO VARGEM ALEGRE

CRISTINA

Cleverson Daniel da Silva

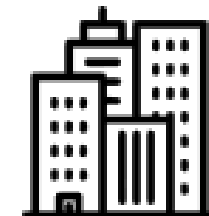




Process



Farm



City

WASHED CATEGORY

FAZENDA TERRA NOVA

TRÊS PONTAS

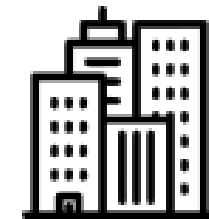
Danilo Mesquita Andrade



Process



Farm



City

WASHED CATEGORY

FAZENDA SÃO JOÃO

VARJÃO DE MINAS

Décio Bruxel

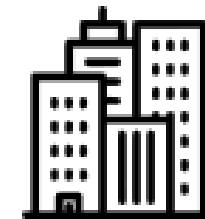




Process



Farm



City

WASHED CATEGORY

SITIO TARUMÃ

CRISTINA

Eduardo Daniel da Silva



Process

WASHED CATEGORY



Farm

FAZENDA MOENDAS



City

TRÊS PONTAS

Fazendas Giovani Miari



Process

WASHED CATEGORY



Farm

BIOMA CAFÉ



City

CAMPOS ALTOS

Flávio Márcio Ferreira da Silva



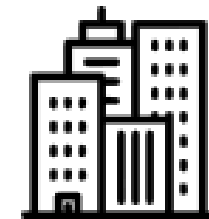
Gabriel Alves Nunes



Process



Farm



City

WASHED CATEGORY

FAZENDA BOM JARDIM

PATROCÍNIO

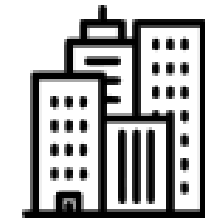




Process



Farm



City

WASHED CATEGORY

FAZENDA SÃO VICENTE

CAREAÇU

Geraldo Pereira de Alvarenga



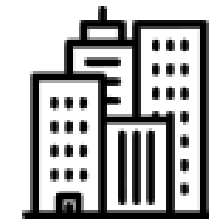
Gil Cesar de Melo



Process



Farm



City

NATURAL CATEGORY

FAZENDA ESPIGÃO DO PALMITAL

CAMPOS ALTOS

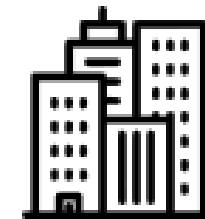




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Farm



City

WASHED CATEGORY

FAZENDA BOQUEIRÃO ALTO
PARAÍSO

PATROCÍNIO

Luciano Rodrigues Carneiro

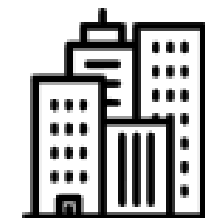




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Farm



City

WASHED CATEGORY

SÍTIO BOM SUCESSO

MANHUAÇU

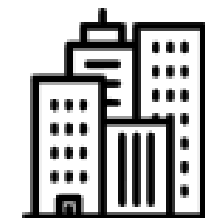
Luiz Antônio da Paixão Neto



Process



Farm



City

WASHED CATEGORY

FAZENDA PRIMAVERA

ANGELÂNDIA

Ronaldo Morais Pena Filho



WOMEN-PRODUCED

FINALISTS





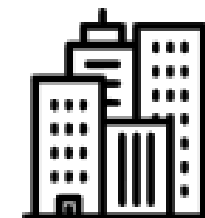
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WOMEN-PRODUCED COFFEE



Farm

FAZENDA SÃO VICENTE



City

CAREAÇU

Ana Flávia Fagundes de Alvarenga





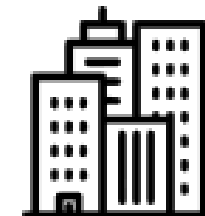
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WOMEN-PRODUCED COFFEE



Farm

FAZENDA BARINAS



City

ARAXÁ

Camila Resende Castro Alves



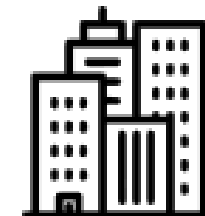
Elen Lorencini Moraes



Process



Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA MORADA DO SOL

ARAXÁ

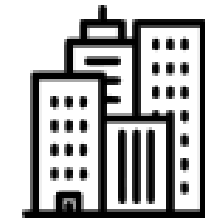




Process



Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA FORTALEZA

SÃO GONÇALO DO SAPUCAÍ

Grasiela Maris de Souza Borges



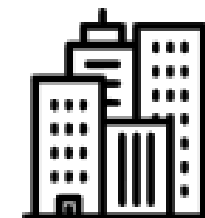
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WOMEN-PRODUCED COFFEE



Farm

FAZENDA BELA VISTA



City

NEPOMUCENO

Isabela Lima Reis





WOMEN-PRODUCED COFFEE



Process



Farm

SITIO ROSEIRA



City

LAMBARI

Leda Aparecida Fernandes dos Santos Silva



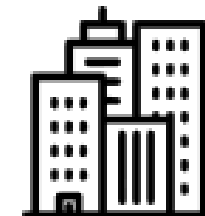
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WOMEN-PRODUCED COFFEE



Farm

FAZENDA ESPIGÃO DO PALMITAL



City

CAMPOS ALTOS

Luciana Alves Leandro Melo

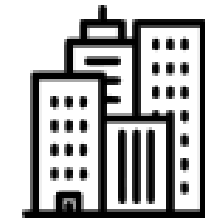




Process



Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA SANTA LUZIA

BOA ESPERANÇA

Luiza Borges Oliveira





Maria Irene Nogueira Silva



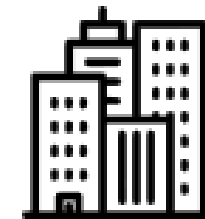
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WOMEN-PRODUCED COFFEE



Farm

SITIO CACHOEIRINHA



City

LAMBARI





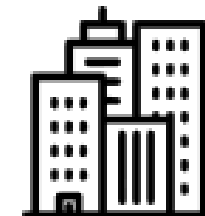
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WOMEN-PRODUCED COFFEE



Farm

FAZENDA SANTA MARIA



City

ARAXÁ

Maria Abadia Guimarães Borges Santos





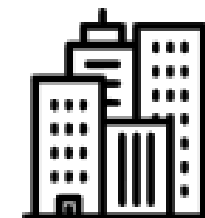
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WOMEN-PRODUCED COFFEE



Farm

**FAZENDA NOSSA SENHORA DA
GUIA**



City

MONTE CARMELO

Maria de Fátima Cantoia Dorna Alvarez

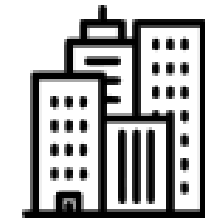




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Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA ALVORADA

ARICANDUVA

Raquel Puliti Meirelles

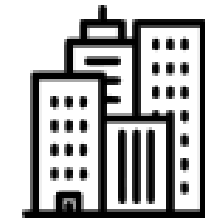




Process



Farm



City

WOMEN-PRODUCED COFFEE

SITIO CANJARANA

LAMBARI

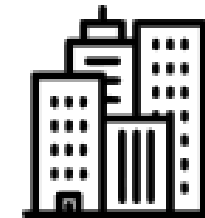
Rosinei Aparecida Silva Reis



Process



Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA POTREIROS

TRÊS PONTAS

Silvia Vilela Miari Paulino



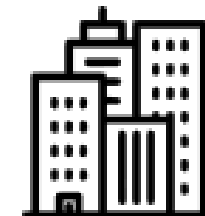
Sirlene Cristina do Carmo Leite



Process



Farm



City

WOMEN-PRODUCED COFFEE

FAZENDA FIÉIS DE DEUS

CABO VERDE



LIFT COMPETITION

C H A M P I O N S





Natural Category Winners





Natural Category

LÚCIO GONDIM VELLOSO

Farm: : Fazenda São Luiz

City: Carmo do Paranaíba

Flavor Notes: Fruity, grape, strawberry, cherry, white wine, liqueur body, tartaric acidity, bright citrus and refreshing finish





Natural Category

PAULO ROBERTO SANTOS

Farm: Fazenda Santa Maria

City: Araxá

Flavor Notes: Floral, hibiscus, sugarcane, lemon candy, peach, creamy body, citrus lemon acidity and sweet aftertaste





Natural Category

EDUARDO DANIEL DA SILVA

Farm: : Sítio Tarumã

City: Cristina

Flavor Notes: Very complex, floral, jasmine, black plum, blackberry, juicy body, citrus acidity and sweet aftertaste





Pulped Natural Category Winners





Pulped Natural Category

AFONSO MARIA VINHAL

Farm: Fazenda Recanto

City: Serra do Salitre

Flavor Notes: Exotic, honey, propolis (honey extract) cashew, floral, juicy body, intense citrus acidity and sweet aftertaste





Pulped Natural Category

GERALDO PEREIRA DE ALVARENGA

Farm: Fazenda São Vicente

City: Careaçu

Flavor Notes: Fruity, lemon, lime, strawberry, pineapple, red plum, dense body, bright citrus acidity and pleasant after taste





Pulped Natural Category

RONALDO MORAIS PENA FILHO

Farm: : Fazenda Primavera

City: Angelândia

Flavor Notes: Complex, floral, jasmine, hibiscus, lemon peel, blueberry, blackberry, juicy body, citrus lemon acidity and long aftertaste





Women-Produced Coffee Winners





Women-Produced Coffee

RAQUEL PULITI MEIRELLES

Farm: : Fazenda Alvorada

City: Aricanduva

Flavor Notes: Yellow fruits, mango, peach, apple candy, bubbly, creamy body, phosphoric acidity and long aftertaste





Women-Produced Coffee

MARIA ABADIA GUIMARÃES BORGES SANTOS

Farm: : Fazenda Santa Maria

City: Araxá

Flavor Notes: Dynamic, very floral, hibiscus, sugarcane, honey, lemon candy, peach in syrup, creamy body, citrus orange acidity and very sweet aftertaste





Women-Produced Coffee

LEDA APARECIDA FERNANDES DOS SANTOS SILVA

Farm: : Sitio Roseira

City: Lambari

Flavor Notes: Complex, ripe fruits, passion fruit, cherries, apple, grape, liqueur, champagne, juicy body, malic and tartaric acidity, long and pleasant aftertaste



THANK YOU!

