

Brazil Coffee



Local LIFT Producers

Ipe Amarelo Cerrado Mineiro LIFT 16up

The Cerrado Mineiro region is the first “Designation of Origin” in Brazil, located in the northwest of the Minas Gerais state in central part of the country. The coffees under this Designation of Origin are “Origin and Quality Guaranteed” by the Cerrado Minerio Region – D.O. Regulatory Board, and each bag carries a QR code connecting it to the specific farm and farmer who produced the coffee. This adds an additional layer of traceability which is usually difficult in the massive coffee growing regions of Brazil.

Brazil is the largest coffee producer in the world, and production of coffee in Brazil is unique, in that Brazilian farms tend to have flatter elevations, less shade cover, and more manicured fields. They also use mechanical harvesters and produce far more coffee per hectare than other origins. Coffee in Cerrado Mineiro grows between 800–1300 meters above sea level and has very distinct rainy and dry seasons, creating the distinctive coffee of the region.

This lot is from our LIFT sustainability program and is the first time the Cerrado Mineiro has been offered through LIFT. LIFT is working with a group of farmers in Araxa, who are extremely dedicated to high quality. We are helping them digitalize their farm management and then to continue to respect the highest environmental standards in terms of biodiversity preservation of the Atlantic Forest.



NOTES:

Brown sugar, cocoa, peanut butter, honey, slight red currant, heavy body



REGION:

Cerrado Mineiro, Minas Gerais



PROCESS:

Natural



VARIETY:

Yellow Catuai



ALTITUDE:

1060 masl

