

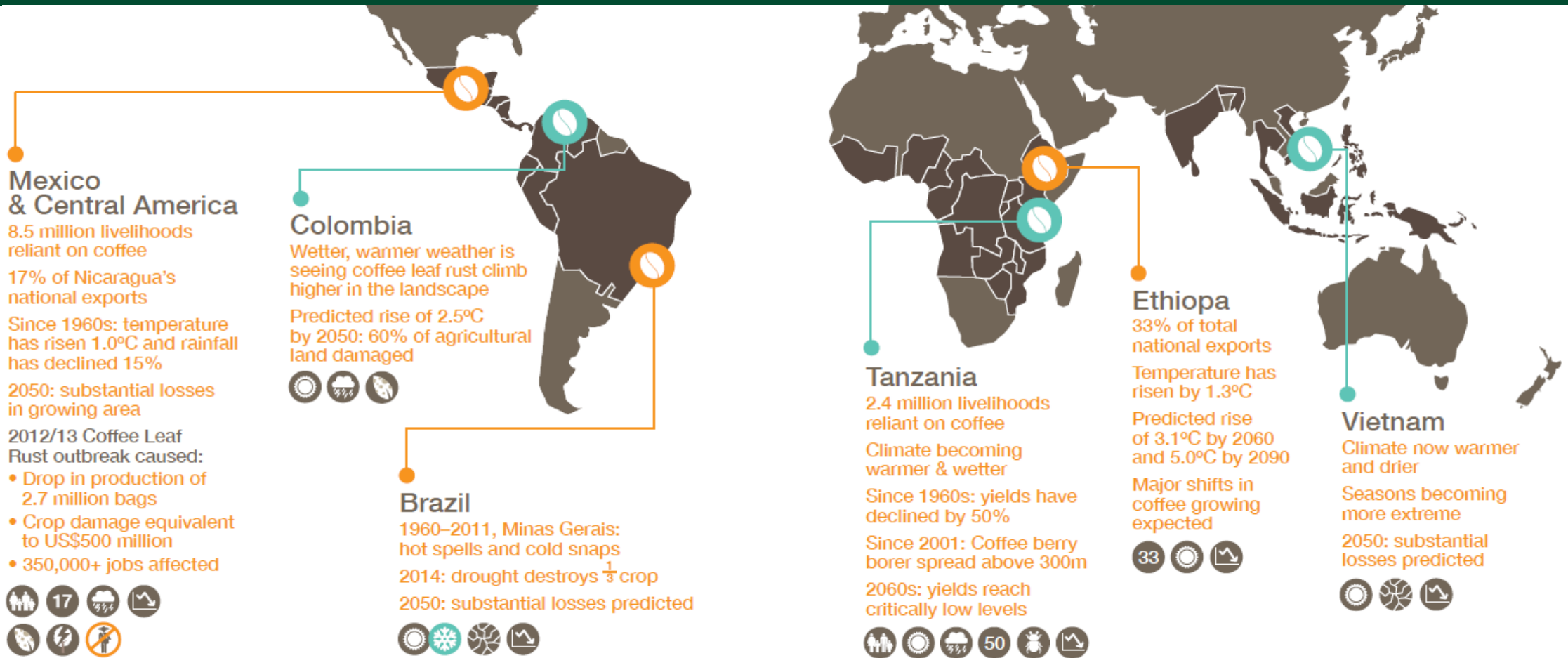
FLORA



The Future of Coffee



How Does Climate Change Affect Coffee Cultivation?



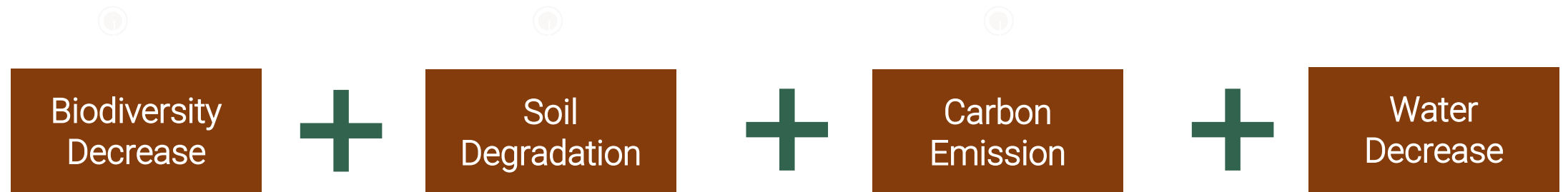
Coffee is one of the most vulnerable crops to Climate Change

Source: The Climate Institute



How Coffee is Cultivated?

Monoculture systems that consumes natural resources

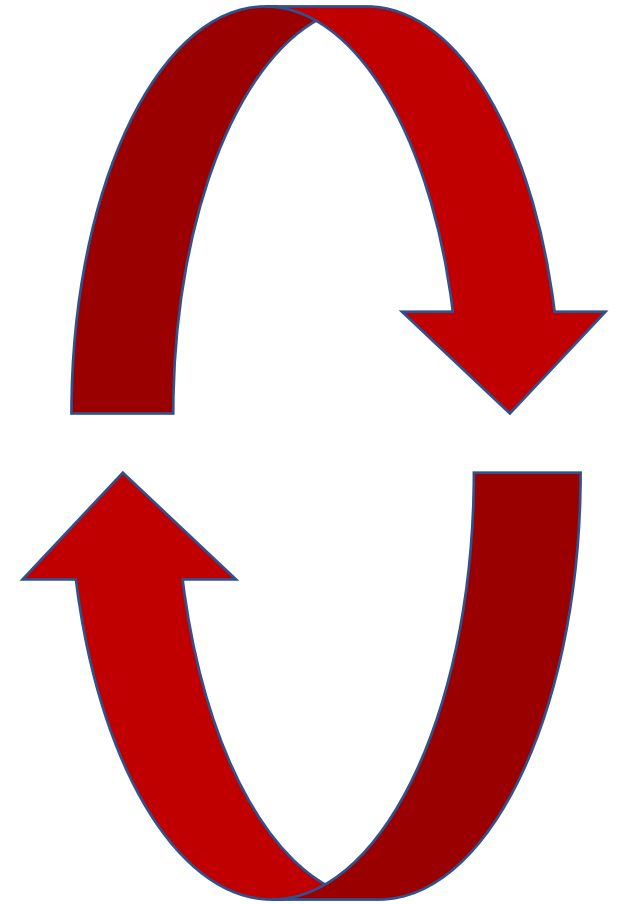


This system is vulnerable to climate change consequences and contributes to global warming



Vicious Cycle

At the same time that traditional coffee cultivation is devastated by the climate change, it intensifies this phenomenon.





The Regenerative Revolution



What is a Regenerative Production System?

It's a System that Produces in Partnership with Nature

Landscape
Recovery



Agroforestry
Systems



Soil & Biodiversity
Regeneration



Community

Resilience Against Climate Change Consequences
and Carbon Sequestration



Fazenda Pedra Preta

Fazenda Pedra Preta

- Flora begins at Fazenda Pedra Preta;
- Our regenerative revolution started in 2019;
- **Our goal is to transform Pedra Preta in a *Regenerative Model Farm* for coffee cultivation**





Serra da Mantiqueira
Minas Gerais

Total Area: 271 hectares

Coffee Area: 100 hectares



PEDRA PRETA
271 ha






Theory into Practice: 1. Landscape Recovery

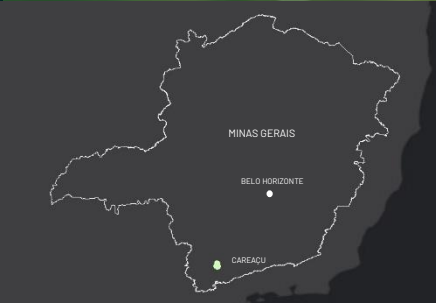


PEDRA PRETA

MINAS GERAIS -
BRAZIL

LANDSCAPE RECOVERY

- Non Agricultural Areas (23,2ha) 
- Eco pathways (4,6ha) 
- Eco pathways / Riparian Forestry(17,2ha) 
- Native Forestry (60,2ha) 

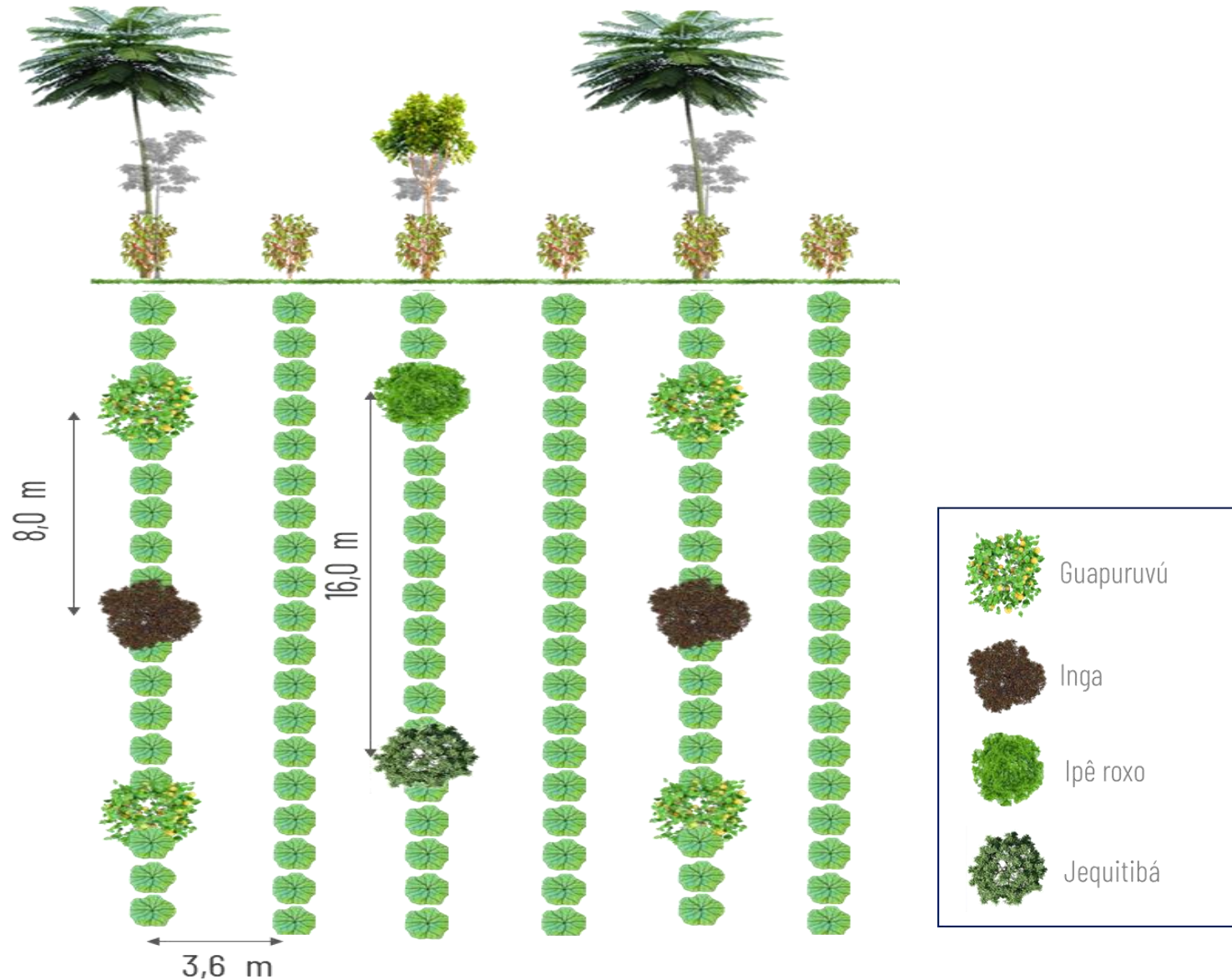




Theory into Practice: 2. Agroforestry Designs



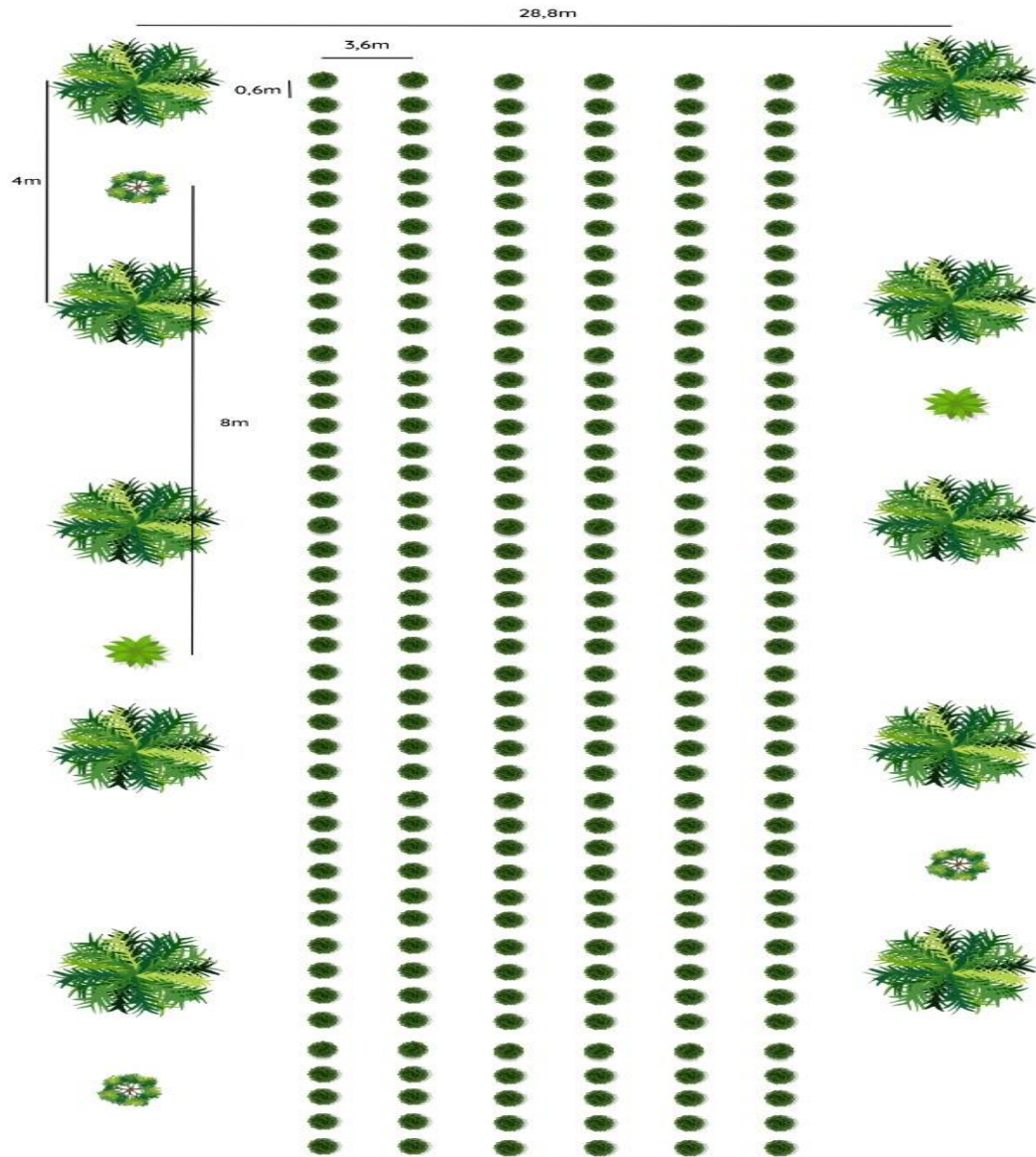
Mantiqueira Agroforestry System











Macadamia Agroforestry System



	Guapuruvu
	Café
	Macadamia
	Ingá





Alley Agroforestry System





Alley Agroforestry System

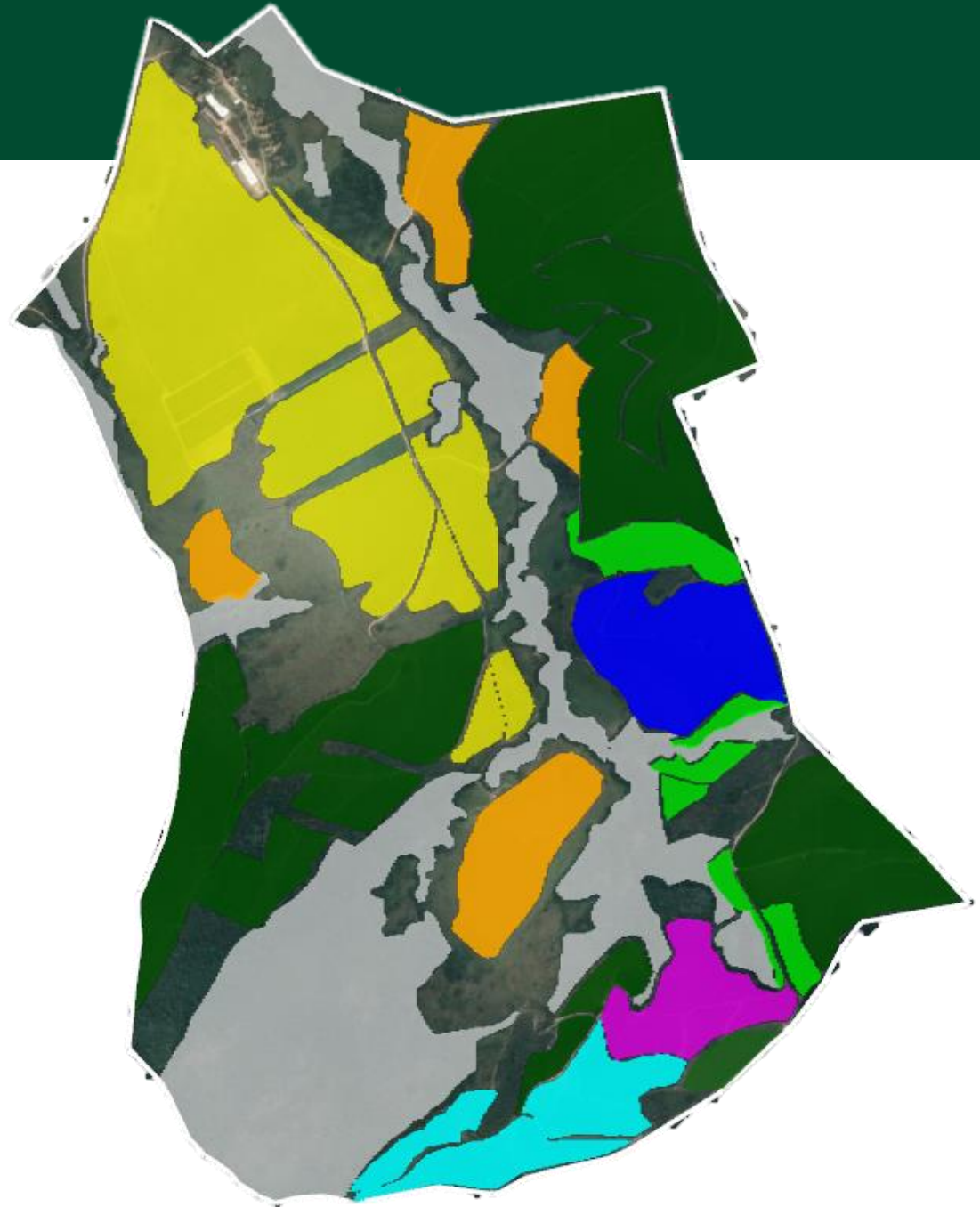







Fazenda Pedra Preta - 2023

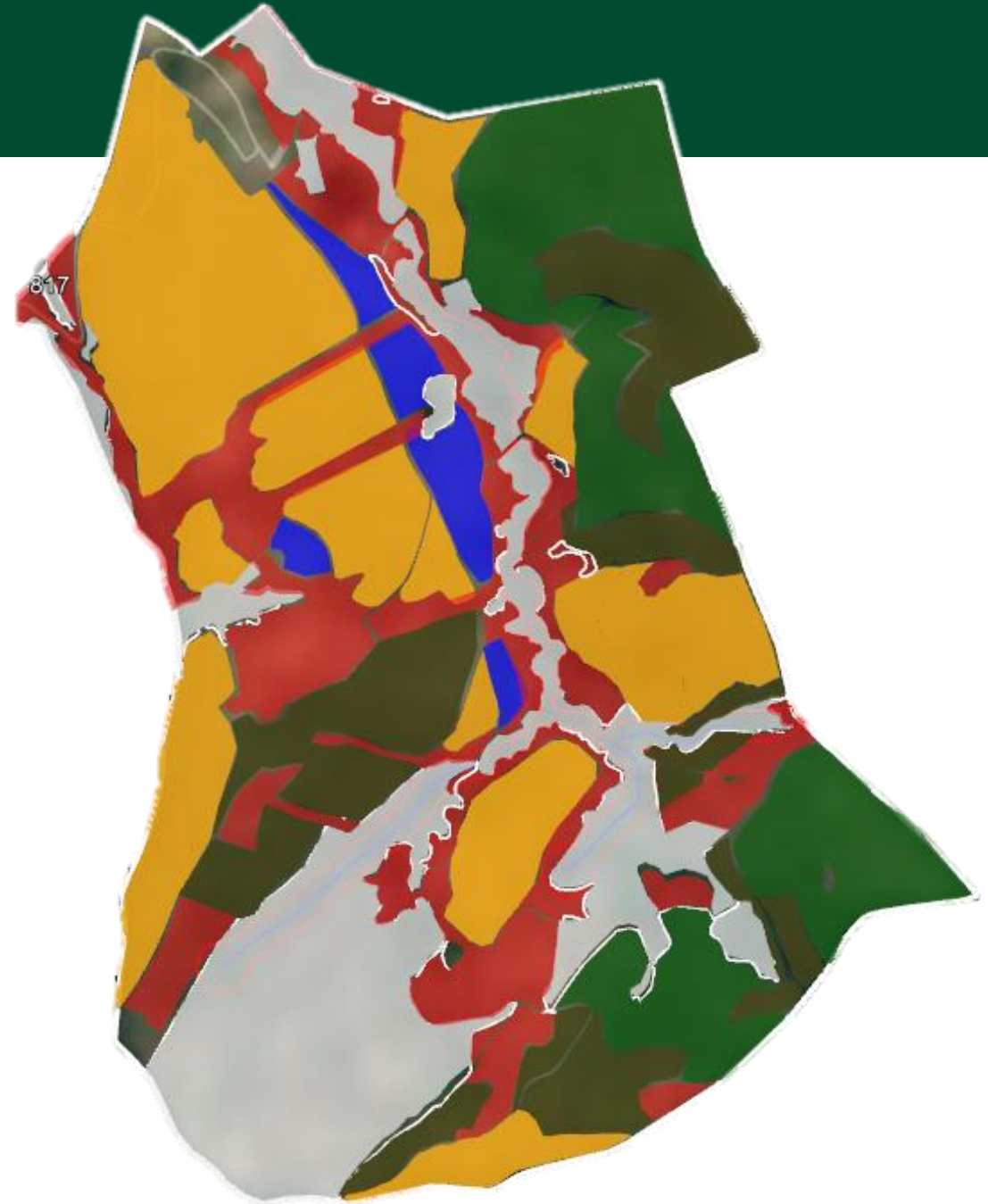
-  Macadamia Agroforestry – 15 he
-  Mantiqueira Agroforestry – 8 he
-  Alley Agroforestry – 10 he
-  Alley Agroforestry 2024 – 11 he
-  Native Forestry – 67 he





Fazenda Pedra Preta - 2027

-  Alley Agroforestry – 70 he
-  Mantiqueira Agroforestry – 30 he
-  Native Forestry – 67 he
-  Reforestation – 47 he





Theory into Practice:

3. Regenerative Practices



Flora Way: R&D Program

Regenerative & Agroforestry Coffee

Forestry



Soil Protection

Goal:
Reduce exposed topsoil and stimulate the biological activity of soil



Biological Control

Goal:
Replace insecticides and fungicides with biological inputs



Weed Control

Goal:
Replace the use of herbicides with mechanical controls and cover crops



Agroforestry Designs

Goal:
Create coffee agroforestry systems for manual and mechanized areas



Water & Forestry Conservation

Goal:
Reduce erosion, siltation and eutrophication processes

Regenerate forests and ecological pathways

Train and empower collaborators and other producers







Impact Report

	SOIL	BIODIVERSITY	WATER	SOCIAL & INSPIRATIONAL
KPIs	Carbon Footprint	Permeability of the agricultural landscape to fauna	Retention of water in the soil	Life & Work conditions at the Farm
	Soil Coverage	Use of ecological corridors by fauna	Infiltration in watersheds	Ability to inspire other farms and businesses
	Soil Biological Activity			

Each indicator has a scientific methodology for its measurement



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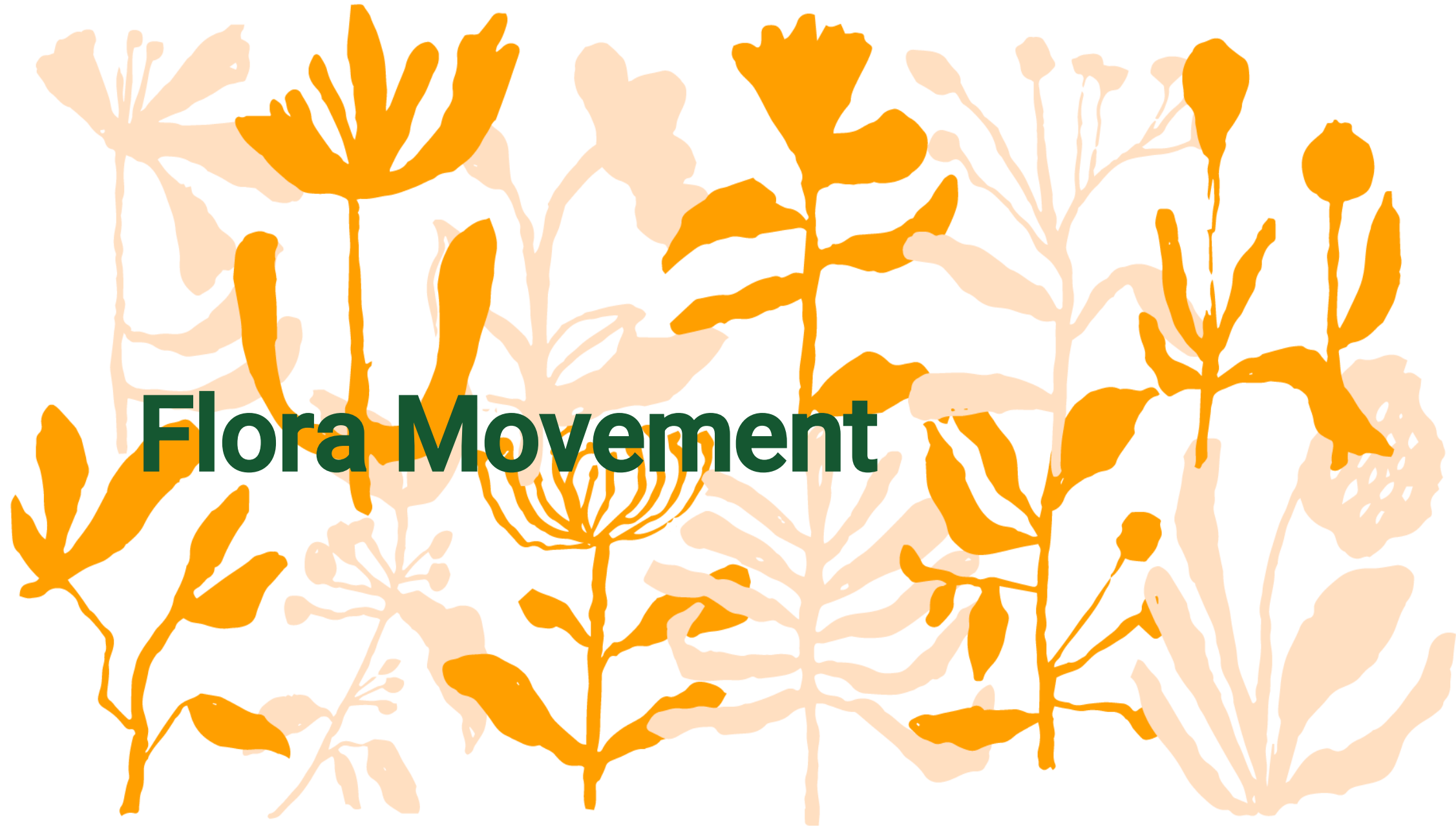


Theory into Practice: 4. Creating a Community









Flora Movement



1 EUR/KG WILL BE USED TO:

**1. TO FINANCE A
SUSTAINABLE PROJECT AT
FAZENDA PEDRA PRETA**

**2. TO SPONSOR THE FLORA'S
ANNUAL IMPACT REPORT**

**FLORA MOVEMENT
PARTNERS:**

**1. WILL HAVE FULL ACCESS
OF ALL THE DATA AND
SPECIAL CONTENT**

**2. REGULAR UPDATES OF THE
SUSTAINABLE PROJECT**

**3. WILL DISPLAY AT THE
ANNUAL IMPACT REPORT**

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NOTES OF
CARMEL,
CYTRICAL



& RESPONSIBILITY.

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OUR COFFEE
IS GROWN WITH A
GREEN THUMB,
NOT A
GREENWASH.

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BEST COFFEE
IS THE BEST
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