

# COFFIDENTIAL

**YOUR BEST SOURCE OF INFORMATION ABOUT THE BRAZILIAN COFFEE BUSINESS. THIS ISSUE:**

- ITC'S COFFEE GUIDE, 4TH EDITION IS NOW AVAILABLE (PAGE 3)
- VISIT US AT THE SCA EXPO IN PORTLAND (PAGE 4)

## COFFEE GROWERS' OPINION

To start next month, this will be a new section of the Coffidential newsletter that will present the opinion of Brazilian growers in a single short paragraph. The source of the information will be a sample of representative producers, a specific coffee farmer or a leader of the production sector. Wait for the next Coffidential to read about labor availability and costs in this coming harvest season.

### ① **FIRST BRAND TO RECEIVE CARBON NEUTRAL CERTIFICATION IN BRAZIL**

The specialty coffee line Nescafé Origens do Brasil (Nescafé Brazil Origins) is the first soluble and R&G coffee brand in the country to receive carbon neutral certification according to The Carbon Neutral Protocol, the main global framework for carbon neutrality. Growers that supply these 100% Arabica coffee beans must use regenerative agriculture practices to improve soil quality, protect water resources and biodiversity, and reduce carbon levels in soils. One-quarter of these growers are carbon negative and the others are carbon neutral, i.e., fully offset the amount of carbon emitted throughout the year.

Source: Revista Cafeicultura

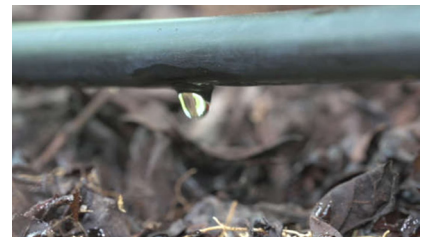
### ① **COFFEE IS PRODUCT WITH HIGHEST NUMBER OF GEOGRAPHICAL INDICATIONS IN BRAZIL**

Coffee, the Brazilian agricultural product with the highest number of Geographical Indications (GIs), has today 14 GIs – Indications of Origin and Denominations of Origin – registered by INPI, the country's patent office. The GI is a guarantee that the consumer is acquiring a good quality product from a known origin. Coffee producing regions in Brazil that currently hold a GI, be it Indication of Origin, Denomination or Origin, or both, are Cerrado Mineiro, Serra da Mantiqueira, Campo das Vertentes, Matas de Minas, Norte Pioneiro do Paraná, Alta Mogiana, Região de Pinhal, Região de Garça, Oeste da Bahia, Caparaó, Montanhas do Espírito Santo, Café Conilon do Espírito Santo, and Matas de Rondônia.

Source: Embrapa

### ① **PRODUCTIVITY CAN BE DOUBLED BY USING IRRIGATION TECHNIQUES**

The average coffee productivity in Brazil is estimated today at 30.6 bags per hectare. It can however be doubled with drip irrigation systems, that are used to apply fertilizers (fertirrigation) and agrochemicals. Irrigation improves coffee quality and reduces production costs over the years. The 450,000 hectares of coffee that are irrigated in Brazil account for 30% of the national coffee production.



Source: Agropress

### ① **GUIDE TO ORIENT GROWERS BEFORE AND DURING HARVESTING AND PROCESSING**

The Manual of Coffee: Harvesting and Processing, prepared by the Technical Assistance and Rural Extension Institute of Minas Gerais (Emater-MG), helps growers to plan and carry out harvesting and processing. The Manual shows the

importance of evaluating the labor, material and financial resources needed before the harvesting starts and explains how to prepare the plants for harvesting and the infrastructure and equipment for harvesting and processing. Information on types of harvesting (manual or mechanical), recommendations for better performance of harvesting, cleaning and transport equipment, drying methods, storage, processing, etc. are found in the manual, available in Portuguese at [www.bit.ly/3UilHMG](http://www.bit.ly/3UilHMG).

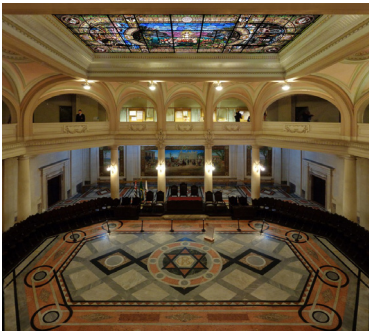
Source: Agência Minas

**RECORD COFFEE PRODUCTION IN RONDÔNIA**

Coffee production in Rondônia should reach a record-high volume of 2.9 million 60kg bags and an average productivity of 45.3 bags per hectare this year. According to the Technical Assistance and Rural Extension Institute of Rondonia (Emater-RO), this record results from renewal to increase productivity using clonal varieties and adopting appropriate crop management that include soil correction, fertilization, irrigation and pest and disease control.

Source: Canal Rural

**25 YEARS OF BRAZILIAN COFFEE MUSEUM**



The Brazilian Coffee Museum located in Santos had its 25th anniversary in March. The site was once the headquarters of the former Santos Coffee Exchange, that is inactive since 1960. The Museum is housed in a majestic 100-year-old building designed and constructed to show the importance of coffee at the time. The Coffee Museum, that has already received more than 3 million visitors, offers free courses and has a coffee preparation center, its own coffee shop and a thematic coffee store. A virtual tour is available at [www.bit.ly/3Gn1VcT](http://www.bit.ly/3Gn1VcT). More information about the museum can be found at its official website [www.bit.ly/3GkFNQx](http://www.bit.ly/3GkFNQx).

Sources: Revista Cafeicultura and Coffee Museum

**COCOA-FOREST SYSTEM TO HELP RECOVER DEGRADED AREAS IN BRAZIL**

Cargill in partnership with reforestation startup Belterra Agroflorestas will strengthen cocoa production in Mato Grosso state and restore 1,000 hectares of degraded areas. Cocoa will be planted using agroforestry systems that mix cocoa trees with other crops and native vegetation. An amount of R\$ 33 million (USD 6.5mn) will be invested, fully financed by Cargill. The work will contribute to the company’s goal of recovering 100,000 hectares of degraded areas in Brazil and will allow greater traceability and, at the same time, ensure that small and mid-size growers can earn more while producing in a sustainable way. Direct sales to the multinational trader will also increase growers’ profitability.



Source: Capital Reset

**Brazilian Prices**

Main Producing Regions / Farm Gate

March 31, 2023

Arabica Naturals (R\$/ 60 kg bag)	
Cerrado MG	1085,00 ↓
Mogiana	1080,00 ↓
South Minas	1080,00 ↓
Arabica Pulped Naturals (R\$/ 60 kg bag)	
Cerrado MG	1155,00 ↓
South Minas	1150,00 ↓

+ 6,95%

Conilon / Robusta (R\$/ 60 kg bag)	
Colatina-ES fair average price	650,00 ↓

BM&F (US\$/60kg Arabica bag)	
May 2023	223,00 ↓
Sept 2023	207,25 ↓
Dec 2023	203,75 ↓

Real R\$ / Dolar US\$	
Mar 31, 2023	5,07 ↓

Source: [www.qualicafex.com.br](http://www.qualicafex.com.br)

## ITC'S COFFEE GUIDE, 4TH EDITION IS NOW AVAILABLE

Have you heard of the International Trade Centre's Coffee Guide, 4th Edition? For many in the coffee industry, it's a go-to reference. Since it was first published in 1992, it has been a starting block for thousands of producers, traders, roasters and basically anyone wanting to get a foot in the coffee sector.

When it comes to coffee, there's a wealth of literature available. What makes ITC's Coffee Guide stand out though is its comprehensive coverage of topics, and its practical, manual-like approach. Released in 2022, its latest fourth edition has held onto these qualities while going to new lengths to make it as inclusive as possible of coffee producing communities.

Peter Giuliano, Executive Director of SCA's Coffee Science Foundation, recently endorsed the Coffee Guide with an encouraging vote of confidence:

"Let me take a moment to recognize what I think is one of the best projects in coffee: the International Trade Centre's Coffee Guide. Now in its fourth edition, the guide gives a comprehensive, detailed overview of coffee trading, in an easy-to-read format. It's absolutely essential to have on the bookshelf for any coffee producer, miller, trader, buyer, or roaster. And, since it's available in Spanish, French and Portuguese, it really helps give coffee producers market information, which is a powerful thing. Kudos, ITC!"

Concretely, the Guide will enable you to:

- Access latest coffee data, trends and policy perspectives
- Dig deeper into the coffee sustainability framework
- Understand the complex world of futures in trading
- Explore the nuances of coffee quality from seed to cup
- Have most information about coffee in one place, online
- Own a reference publication informed by industry experts
- Own a useful and free industry tool in a choice of 4 languages

The seminal publication is now available in English, Spanish, French, Portuguese, and will be launched in Amharic next month. These are languages that represent communities from across coffee growing countries across Sub-Saharan Africa and Latin America, and soon also Ethiopia. This is a milestone in terms of making coffee knowledge accessible to coffee producers worldwide.

The Coffee Guide builds on the collaboration with more than 70 coffee industry experts and organizations from across the globe, from seed to cup. Carlos Brando, Partner and Director of P&A International Marketing, is one of its main contributors and a member of The Coffee Guide Advisory Panel.

Vanusia Nogueira, Executive Director of the International Coffee Organization, personally contributed to it during her time as Executive Director of the Brazil Specialty Coffee Association, and continues to endorse it today:

"For ICO, it's very important to be included in inclusive initiatives. From producers to consumers, people need to be educated. For this guide, we changed the name and removed the word "exporters". The guide is accessible to everybody, across the value chain, and we're proud to be a part of that."

Translations have been facilitated through global partnerships for knowledge sharing with international, regional and national coffee actors like CLAC, the International Coffee Organization (ICO), the Brazil Specialty Coffee Association (BSCA), the Agency for African and Malagasy Robusta Coffee (ACRAM) and Ethiopia's Coffee and Tea Authority.

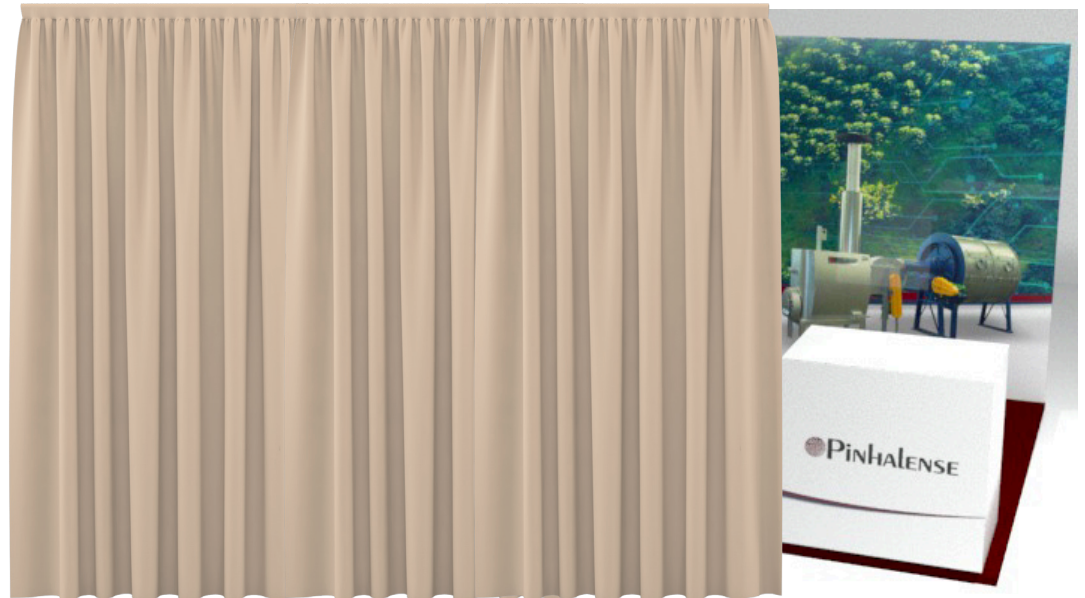
The Coffee Guide is one of the tools engaged, along with projects and programmes in the coffee sector that work on supporting coffee producers and micro, small and medium-sized enterprises in Sub-Saharan Africa, Latin America and worldwide.

We encourage you to download, read and share this valuable publication with your network. You can access the main webpage and download your copy at [www.bit.ly/3ZW4dHb](http://www.bit.ly/3ZW4dHb), or directly download the English ([www.bit.ly/411bd6l](http://www.bit.ly/411bd6l)), French ([www.bit.ly/437PnQi](http://www.bit.ly/437PnQi)), Portuguese ([www.bit.ly/3m5dZsq](http://www.bit.ly/3m5dZsq)) or Spanish ([www.bit.ly/3MiiLxs](http://www.bit.ly/3MiiLxs)) pdf.

## VISIT US AT THE SCA EXPO IN PORTLAND

Pinhalense and Carmomaq are looking forward to receiving your visit at their booths Nos. 1228 and 1411, respectively. The P&A, Pinhalense and Carmomaq teams will be there to welcome you, to present their latest developments and to discuss your coffee processing needs. There will be special features and offers in the two booths.

Pinhalense will close its on-going campaign and special discounts for the complete line of SRE rotary driers at the Expo. This will be your last chance to benefit from the special prices to equip your farm with latest technology coffee driers compatible with the size of your production, starting with small drums for micro lots.



**BOOTH # 1228**



**BOOTH # 1411**

Carmomaq will feature its 1kg roaster in the booth. Electric powered and heated, the eco-friendly Stratto comes with built-in automation and a digital control screen that enable the use of roasting profiles. Go see first-hand this coffee roaster for coffee shops and roasting operations. It will be sold for a special price at the end of the trade fair.

Your hosts at the Pinhalense and Carmomaq booths will be waiting for you to present the equipment mentioned above and any other machine of your interest as well as to discuss coffee processing solutions that meet your needs. We wait for you there!