

# CONFIDENTIAL

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

- OUTLOOK FLASHBACK - ARTICLES ABOUT COFFEE AND COCOA IN 2024 (PAGE 3)
- MACHINE OF THE MONTH FLASHBACK - ALL ABOUT MACHINES IN 2024 (PAGE 4)

## ARARA COFFEE: DISEASE RESISTANCE AND HIGH PRODUCTIVITY

The Arara coffee variety has become popular due to its resistance to diseases and high production potential. Resistance to coffee rust disease and tolerance against pseudomonas and phoma leaf spot make this variety attractive to producers who want to reduce costs with pesticides and contribute to sustainable practices. Other benefits are bean size and compact format and large diameter of its crown that facilitate harvesting.



Source: Agrolink

## BRAZIL EXPORTS RECORD BREAKING 47.9 MILLION BAGS OF COFFEE IN 2024

Brazil exported 47.876 million of 60-kg bags in 2024, an increase of 30% in relation to the 36.838 million bags shipped in 2023. The increase in revenue was 38.3%, from US\$ 8.921 billion to US\$ 12.339 billion, according to the Secretariat of Foreign Trade (SECEX) of Brazil's Ministry of Development, Industry, Trade and Services (MDIC).

Sources: UOL and P&A

## BRAZILIAN CUP OF EXCELLENCE AUCTION HAS HIGHEST PRICE IN HISTORY

With 4,790 bids, the auction of the winning coffees of the Cup of Excellence 2024 registered its highest average price in 25 years: US\$ 3,293.77 for a 60-kg coffee bag. The total sales of all the lots from the competition generated about US\$ 312 thousand. The 27 winning lots reached at least US\$ 15 per pound or close to US\$ 2 thousand per bag and were sold to 22 companies from Germany, Saudi Arabia, Australia, Brazil, Canada, South Korea, the United States, Hong Kong, Japan, Malasia, Qatar and the United Kingdom.

Source: DATAGRO

## COOXUPÉ'S SUSTAINABILITY PROTOCOL GERAÇÕES RECOGNIZED BY MINISTRY OF AGRICULTURE AND LIVESTOCK

Cooxupé's sustainability protocol "Gerações" has been recognized by the Secretariat for Innovation, Sustainable Development, Irrigation and Cooperativism of the Ministry of Agriculture and Livestock (MAPA) as a Program to Promote Good Agricultural Practices. Gerações meets the minimum requirements for good agricultural practices as established in MAPA's Ordinance No. 337 of November 8, 2021. The protocol is inclusive and was established by the cooperative in 2022 to ensure responsible and sustainable production. Other coffee protocols recognized by MAPA before were GCP's Coffee Sustainability Curriculum (CSC) and Certifica Minas. CocoaAction's Cocoa Sustainability Curriculum has also been recognized by MAPA.

Sources: Hub do Café and Valor Econômico

**COOABRIEL AND IFES RENEW PARTNERSHIP TO STRENGTHEN RESEARCH AND INNOVATION IN CONILON**

The São Gabriel da Palha Coffee Growers’ Cooperative (Cooabriel), in the state of Espírito Santo, renewed its agreement with the Federal Institute of Education, Science and Technology of Espírito Santo (IFES) to start the second stage of the Quality Program Conilon Singular Origin. With an investment of about US\$ 460 thousand, the program will address four areas: technology, conilon-based products, the use of fungal inoculum and genetic improvement of varietal clones. There is still a stigma around Conilon but the sensorial and chemical typification of these clones is an opportunity to show that this variety can compete in the market. Cooabriel will identify the best materials and provide superior clones to its members to reinforce Conilon’s image as a premium product.

Source: Campo Vivo

**BARISTA TRAINING CREATED FOR MOTHERS IN VULNERABLE CONDITIONS**

The Brazilian barista Estela Cotes created a project to train mothers in vulnerable conditions to work with specialty coffee as baristas, servers or sales representatives. The aim of the project is to use knowledge focused on specialty coffees to link women that need training to return to the job market and companies that are looking for qualified professionals. The first group of mothers graduated in November. The second group is planned to start the course in May. Further information about the project can be found at <https://mamoca.com.br/>.

Sources: Folha de S. Paulo and Ma.Mo.Ca

**INCAPER WILL IMPROVE WEATHER MONITORING IN ESPÍRITO SANTO STATE**

The Agricultural Research and Extension Services Institute of Espírito Santo (Incaper) will acquire 10 new platforms to collect weather information in order to improve the state agrometeorological stations. The platforms will collect data such as temperature and both air and soil moisture, solar radiation, atmospheric pressure, wind direction and speed, leaf watering and frost forecast. The equipment will help with research, rural extension, sustainable agricultural planning, and prediction against extreme weather events and will benefit growers, technicians and public managers.

Source: Campo Vivo

**COFFEE AWARD CELEBRATES WOMEN’S PROMINENCE IN THE SECTOR**

The Coffee Growers’ Cooperative of the Três Pontas Area (Cocatrel) held the award ceremony of the Best Caféina Coffees last month. The group Caféina is composed by women who are leaders in their properties and reinforces collective work. The project, that started in 2019 and provides training, emotional support and access to international markets, is a reference for women’s empowerment in agribusiness. In 2024, the initiative exported around 6,500 coffee bags to England, France, Germany and South Africa. During the event, nine women won awards for their quality coffees.



Source: Cocatrel

**Brazilian Prices**

Main Producing Regions / Farm Gate

December 18, 2024

| Arabica Naturals (R\$/ 60 kg bag)        |            | Conilon / Robusta (R\$/ 60 kg bag) |            |
|--|------------|------------------------------------|------------|
| Cerrado MG                               | 2,205.00 = | Colatina-ES fair average price     | 1,900.00 ↑ |
| Mogiana                                  | 2,200.00 = |                                    |            |
| South Minas                              | 2,200.00 = |                                    |            |
| Arabica Pulped Naturals (R\$/ 60 kg bag) |            | BM&F (US\$/60kg Arabica bag)       |            |
| Cerrado MG                               | 2,305.00 ↓ | Mar 2025                           | 420.00 ↑   |
| South Minas                              | 2,300.00 ↓ | May 2025                           | 401.55 ↑   |
|  |            | Jul 2025                           | 394.90 ↑   |
|  |            | Real R\$ / Dollar US\$             |            |
|  |            | Dec 30, 2024                       | 6.17 ↑     |

+ 4.77%

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

**FEB:** VALUE ADDITION: FROM FARM TO (LOCAL AND REGIONAL) CONSUMERS

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_199\\_\\_february2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__199__february2024.pdf)

**MAR:** BRAZILIAN COCOA: OPPORTUNITIES FOR A SUSTAINABLE COMEBACK

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_200\\_\\_march2024\\_240311025236.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__200__march2024_240311025236.pdf)

**APR:** THE COFFEE CUPPER OF THE FUTURE

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_201\\_\\_april2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__201__april2024.pdf)

**MAY:** CLIMATE CHANGE, REGENERATIVE AGRICULTURE AND SUSTAINABILITY

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_202\\_\\_may2024\\_240516051203.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__202__may2024_240516051203.pdf)

**JUN:** SANTOS INTERNATIONAL COFFEE SEMINAR SHOWS STRENGTH OF CAFÉS DO BRASIL

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_203\\_\\_june2024\\_240617041849.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__203__june2024_240617041849.pdf)

**JUL:** GCP: A PERSONAL 6-YEAR RETROSPECTIVE

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_204\\_\\_july2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__204__july2024.pdf)

**AUG:** WHERE IS COFFEE CONSUMPTION IN PRODUCING COUNTRIES GOING?

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_205\\_\\_august2024\\_240828021337.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__205__august2024_240828021337.pdf)

**SEP:** WINE PRODUCTION IN COFFEE GROWING AREAS OF BRAZIL

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_206\\_\\_september20241.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__206__september20241.pdf)

**OCT:** WHAT IS BEHIND CURRENT ROBUSTA PRICES?

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_207\\_\\_october2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__207__october2024.pdf)

**NOV:** ORGANIZATIONAL, FISCAL AND SOCIAL ACTIONS TO EMPOWER SMALLHOLDER COFFEE GROWERS

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_208\\_\\_november2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__208__november2024.pdf)

**DEC:** IMPROVE HARVESTING TO INCREASE PROFITS

[https://www.peaconsult.com.br/imgs/coffidential\\_209.pdf](https://www.peaconsult.com.br/imgs/coffidential_209.pdf)

**FEB:** CABLE (AND DISK) CONVEYORS

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**MAR:** COCOA PROCESSING EQUIPMENT: EFFICIENCY AND QUALITY

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**APR:** IMPROVE WET MILLING, DRYING AND HULLING

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**MAY:** FLAIL MOWERS FOR COFFEE FIELDS  
(AND FRUIT FIELDS, PASTURES, ROAD CONSERVATION AND LANDSCAPING)

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**JUN:** IS ROBUSTA PROCESSING THE SAME AS ARABICA?

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**JUL:** EQUIPMENT FOR SENSORY ANALYSIS OF COFFEE

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**AUG:** CRAFTING NEW COFFEE QUALITIES

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_205\\_\\_august2024\\_240828021337.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__205__august2024_240828021337.pdf)

**SEP:** DESTONERS FOR ALL LOT SIZES OF CHERRY, PARCHMENT AND GREEN COFFEE

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**OCT:** ROBUSTA PROCESSING RE-REVISITED

[https://www.peaconsult.com.br/imgs/pa\\_coffidential\\_\\_207\\_\\_october2024.pdf](https://www.peaconsult.com.br/imgs/pa_coffidential__207__october2024.pdf)

**NOV:** WET MILLING MACHINES THAT EMPOWER SMALLHOLDER GROWERS

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**DEC:** PROCESSING CHERRIES AT DIFFERENT STAGES OF MATURATION FOR DIFFERENT MARKETS

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