

CONFIDENTIAL

YOUR BEST SOURCE OF INFORMATION ABOUT THE BRAZILIAN COFFEE AND COCOA BUSINESSES. THIS ISSUE:

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☞ BRAZILIAN COFFEE SECTOR EXPANDS TRAINING TO PROMOTE DECENT WORK CONDITIONS

The Brazilian Coffee Exporters' Association (Cecafé) in partnership with the Ministry of Labor and Employment (MTE) and the Guaxupé Coffee Growers' Cooperative (Cooxupé) held a training program to promote decent work conditions in coffee farming. The initiative trained around 200 technicians in order to spread good labor practices in the field in alignment with MTE's Sustainable Work Program. The sessions, held in January, covered legal hiring models and the NR-31 Brazilian regulation on health and safety in rural work. The training also addressed requirements from international markets, such as the European Union, that ask companies to demonstrate that coffee was produced in compliance with labor, human rights and environmental standards.

Source: Cecafé

☞ PLATFORM LAUNCHED TO CERTIFY BRAZILIAN COFFEE AS DEFORESTATION-FREE

The Ministry of Agriculture agency in charge of warehousing and crop estimates (Conab) has launched the "Parque Cafeeiro" (Coffee Park) Platform, a free public digital tool designed to certify Brazilian coffee as deforestation-free and to meet international requirements. Developed in partnership with the Federal University of Minas Gerais (UFMG), the solution integrates official data and satellite monitoring to ensure coffee traceability and the environmental compliance of the producing areas. The system provides official declarations aligned with the new European Union regulation on deforestation-free products and increases transparency and compliance for exporters. The platform, that is already in operation, strengthens the credibility and competitiveness of Brazilian coffee in the global market and can be accessed at: https://sistemas.conab.gov.br/conab_parque_cafe.



Source: Conab

☞ REGEN AG CAN REDUCE PEST AND DISEASE IN COFFEE

A study conducted in the Cerrado Mineiro region indicates that adopting regenerative agriculture in coffee farming can reduce attacks by the leaf miner by around 30%. The research was carried out on 14 farms and evaluated production systems that incorporate greater plant diversity and the restoration of areas with the planting of trees. The presence of ecological corridors and shading favors the natural enemies of pests and strengthens biological control. In addition to the reduction in infestation, improvements were observed in the microclimate of the plantations with milder temperatures and greater moisture retention. The model also contributes to soil health and increases organic matter. The results suggest that more biodiverse systems make coffee farming more resistant and less dependent on chemical pesticides.

Source: Hub do Café

☞ PROGRAM ENCOURAGES COVER CROPS TO RESTORE SOIL HEALTH

A program led by the Technical Assistance and Rural Extension Institute of Minas Gerais (Emater-MG) in partnership with the export sector is encouraging the use of cover crops to restore and improve soil health while reducing erosion, compaction, and the loss of fertility in coffee farms. Species such as brachiaria, forage radish, sunflower,

and buckwheat help increase organic matter and improve water infiltration. Launched in 2021, with about 50 demonstration units, the project now includes approximately 1,000 participating farms. Producers report lower soil temperatures and a greater presence of beneficial organisms.

Source: Canal Rural

CHAPADA DE MINAS IS NEW BRAZILIAN GEOGRAPHICAL INDICATION

Coffees from the Chapada de Minas region, in the state of Minas Gerais, have obtained the Geographical Indication (GI) status granted by the National Institute of Industrial Property (INPI). The certification is the result of the work of around 5,800 coffee growers, supported by local institutions and strengthens the region’s organization and identity. This recognition places Chapada de Minas on Brazil’s map of Geographical Indications (GIs) and allows producers to achieve greater value and gain national and international visibility.

Source: Notícias Agrícolas

WORLD’S LARGEST URBAN COFFEE PLANTATION RECEIVES 1,500 SEEDLINGS OF RESISTANT CULTIVARS

The world’s largest urban coffee plantation, located at the Biological Institute in the city of São Paulo, has received 1,500 new coffee seedlings to strengthen its experimental area and expand research activities. The facility serves as a technological showcase and research field at the heart of Brazil’s largest city. The new cultivars that are more resistant to pests, diseases and drought, reinforce the sustainability of coffee production. With sustainable practices and focus on soil health and ecosystem balance, the initiative emphasizes the role of the area as a reference for innovation and the dissemination of knowledge about coffee.

Source: Canal Rural

NORTHERN MINAS PRODUCES ITS FIRST CHOCOLATE AND AIMS TO HAVE 15,000 HECTARES OF COCOA

Northern Minas Gerais is beginning to emerge as a new cocoa production region in Brazil. Researchers from the State University of Montes Claros (Unimontes) have produced the first chocolate made exclusively from cocoa beans grown in the region. The crop uses varieties adapted to the semi-arid climate and techniques that combine cocoa planting with banana trees during the first years. The aim is to expand the planted area to as much as 15,000 hectares with estimated yields of around two tons per hectare. The project includes support for farmers through the supply of seedlings and technical assistance to encourage the development of this new production chain.

Source: Itatiaia Agro

SCIENTISTS CREATE ANTIOXIDANT-RICH CHOCOLATE HONEY

Brazilian researchers have developed a new product called “chocolate honey,” created by combining honey from native bees with cocoa husks, a by-product of the chocolate industry that is usually discarded. The study uses ultrasound technology to incorporate cocoa compounds into the honey in order to increase its antioxidant content and add nutritional value to the product. This also contributes to sustainability and the circular economy in the sector.



Source: SciTechDaily

Brazilian Prices

Main Producing Regions / Farm Gate

February 27, 2026

Arabica Naturals (R\$/ 60 kg bag)		Conilon / Robusta (R\$/ 60 kg bag)	
Cerrado MG	1,905.00 ↓	Colatina-ES fair average price	1,050.00 ↓
Mogiana	1,900.00 ↓		
South Minas	1,900.00 ↓		
Arabica Pulped Naturals (R\$/ 60 kg bag)		B3 (US\$/60kg Arabica bag)	
Cerrado MG	2,105.00 ↓	Mar 2026	370.75 ↓
South Minas	2,100.00 ↓	May 2026	361.80 ↓
		Sep 2026	330.05 ↓
		Real R\$ / Dollar US\$	
		Feb 27, 2026	5.13 ↓

+ 10.8%

Source: www.qualicafex.com.br

MAXIMIZE QUALITY OR PROFIT?

I heard interesting comments the other day when talking to a Central American friend who is involved with coffee but is not a grower himself. He told me he does not understand why growers insist on producing high quality and specialty coffees that are then sold as FAQ (Fair to Average Quality) with only a small premium if not a discount.

This was music to my ears because it coincides with the discourse I have had for many years when addressing the introduction of mechanical harvesting with hand-held machines outside Brazil!

My friend's arguments make sense because specialty coffee is still a small market in most consuming countries and a minute niche market in the majority of the producing countries where commercial coffees account for most of the market by far. Why concentrate on the production of high-quality coffees beyond the market ability to absorb them?

What is the relationship between my friend's arguments and my pitch in favor of mechanical harvesting with hand-held harvesters?

Outside Brazil, a substantial percentage of other-than-ripe cherries is already picked today with selective manual harvesting. In spite of this, there is a strong argument against hand-held harvesters because of the percentage of unripe cherries picked. The amount of money saved with the use of mechanical stripping will by far offset the loss in revenue from selling unripe cherries, especially so if the price paid for coffee coming from ripe cherries is below expectations. In summary, growers' profits will increase with the use of hand-held harvesters.

POTENTIAL INCREASE IN VOLUME (V) HARVESTED BY A PERSON



**SELECTIVE
V**



**MANUAL
STRIPPING
5V**



**MECHANICAL
STRIPPING
25V**

I started saying that my friend is not a coffee grower because it is so ingrained in the heads of coffee growers that profit maximization is associated with picking only ripe cherries. Growers fail to understand that if the savings in harvesting expenses are larger than the income lost in selling their coffee they will make more money, i.e., they will maximize profit in spite of the volume of top quality coffee they will produce being smaller.

Profit maximization is achieved by using hand-held harvesters, separating unripe, ripe and overripe cherries and processing them separately to supply different markets.

That being the case, is the use of hand-held harvesters feasible in mountainous areas? There is plenty of evidence of this in Brazil, without or with terracing, and increasingly in other producing countries with changes in planting layout to facilitate the collection of cherries that are dropped on the canvas or plastic that covers the ground.

Manual stripping may be a first step towards mechanical harvesting with hand-held machines. The savings in harvesting costs associated with manual stripping are substantial even though not as high as with hand-held harvesters. On the other hand, selectivity may be higher.

Productivity can be increased when harvesting is made with hand-held machines because the height of the coffee trees can then be increased because it is not limited by the height a coffee picker can reach. This is yet another way to maximize profit... and even to produce more coffee from ripe cherries than before.

The roadmap to increase coffee growers' income is here providing that the change in coffee growers' minds is supported and not countered by the research and development and extension service establishments whose minds also have to change.

HOW TO PROCESS CHERRIES PICKED AT DIFFERENT STAGES OF MATURATION

The diagram below speaks by itself in showing how to process mixed cherries in order to produce different types of coffee: naturals, washed and honey, the latter from over-ripe and unripe cherries besides the ripe ones.

NATURALS, PULPED NATURALS/HONEYS AND WASHED COFFEES: CRAFTING NEW QUALITIES



The use of this technology allows the coffee grower to define the best time to harvest to maximize profits depending on the market prices for the different products.

Puzzling? Contact the representative in your area or the trader in Brazil to find out how you can maximize your profits with the help of the equipment above.