



CONFIDENTIAL

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

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EARLY COFFEE FLOWERING TO IMPACT BRAZIL'S 2027 CROP

Heavy rainfall in Brazil's Arabica coffee regions has been causing early flowering that may draw energy that would otherwise be used for the development of flowers and cherries from the main flowering period that usually happens in September. The larger cherries from the smaller early August flowering will compete with the small developing cherries from the main September flowering. This may lead to a significant drop of pinheads from the main flowering and affect the productivity of the 2027 crop. The greater the number of early flowerings, the stronger the competition between larger and smaller cherries and the larger ones from the small early flowering may have an advantage over those from the main flowerings in September and October.

Source: Notícias Agrícolas

COOP MEMBERS PRODUCE 65% OF BRAZIL'S COFFEE

Brazil has officially recognized cooperativism as part of its national culture under a new law that acknowledges the cooperative movement as a national cultural expression, a development welcomed by the Brazilian Coffee Growers' Council (CNC). Production and credit cooperatives have always ensured that small and large growers have access to the same opportunities. With 25.8 million Brazilian farmers participating in cooperatives, cooperativism has been not only a business model but also an essential development strategy. Brazil has 97 coffee cooperatives that account for approximately 65% of the country's coffee production and 35% of its exports. These cooperatives provide technical assistance and access to credit and promote sustainable practices.

Source: MundoCoop

EVENT LAUNCHED TO SELL HIGH-QUALITY CONILON COFFEE IN LARGE VOLUMES

The State Secretariat of Agriculture (Seag) and the Agricultural Research and Extension Services Institute of Espírito Santo (Incapar) have launched the 1st Conilon Fine Cup Business Showcase for Commercial Volumes. The event, created to market large lots of high-quality Conilon coffee, marks a change in the way the product is promoted. Instead of addressing small lots, the event will bring together growers and buyers to negotiate large volumes of coffees that meet high physical and sensory standards. It is the first initiative of its kind in Brazil exclusively dedicated to Conilon coffee. The event aims to recognize the work of growers who have been investing in improving quality and post-harvest processing and to expand the access of Espírito Santo coffee to new markets in Brazil and abroad.

Source: Canal Rural

COMPANIES WORK TOGETHER TO PRODUCE FIRST CROP OF LOW-CARBON-FOOTPRINT CONILON COFFEE

Yara, JDE Peet's and ofi started working together on a project to make Conilon production more climate resilient. The project involves 20 farms in southern Bahia and Espírito Santo states. Together, the three companies selected farms to establish coffee plots using fertilizers from Yara's Climate Choice portfolio, whose manufacturing process has a carbon footprint up to 90% lower than that of conventional fertilizers. The main objective of the project, whose first harvest began in late June, is to show growers that using differentiated products can increase productivity by up to 7.6 bags per

hectare and reduce the carbon footprint by around 40%. The project aims to help Conilon growers adapt to climate change and also contributes to the broader goal of achieving carbon neutrality (Net Zero) by all three companies involved by 2050.

Source: CaféPoint

COOXUPÉ AND PINHALENSE SPONSOR UPDATED COFFEE SOCIAL NETWORK

The Coffee Social Network, coordinated by the Campinas Agronomy Institute (IAC), celebrated its 20th anniversary with the launch of a new portal to strengthen integration across Brazil's coffee sector. The platform brings together technical information, specialized content and tools for researchers, growers, cooperatives, companies and other sector organizations. The Guaxupé Coffee Growers' Cooperative (Cooxupé) and Pinhalense machinery maker have joined as its first private-sector partners while the Network maintains its editorial independence and technical focus. The Network was created by the Coffee Research Consortium and the Brazilian Coffee Growers' Council (CNC) when the use of the internet to share knowledge was still in its early stages in agribusiness and it has since then built a collection of approximately 95,000 publications.

Source: AgroRevenda

COFFEE PRODUCED BY CERRADO WOMEN EXPORTED TO CHINA

The Chinese company Donna Jannie has partnered with the Cerrado Coffee Growers' Cooperative (Expocacer) to import coffee produced by women that take part in a program called "Elas no Café" (Women in Coffee). These lots are sold under the Lady Coffees brand with the name of each Cerrado Mineiro grower on the package to recognize their work and to highlight the role of women coffee growers. Expocacer has 140 women participating in the program. Together, these women are currently responsible for the production of 534,080 coffee bags in an area of 13,440 hectares.

Source: CCCMG

ACRE LAUNCHES FIRST COFFEE ROUTE AND STRENGTHENS FAMILY FARMING

The Juruá Coffee Hub, recently launched in Juruá Valley in the state of Acre, aims to strengthen governance, reduce regional disparities, boost local coffee production, and improve the lives of rural growers across nine municipalities in the region. The coffee value chain involves thousands of growers from different areas of the state and more than 90% of the production comes from family farming.

Source: CCCMG

SÃO PAULO AS A NEW COCOA HUB

Cocoa production is expanding rapidly in the state of São Paulo, especially in the northwest. Supported by irrigation, shading and wind-protection technologies and using adapted genetic materials, cocoa is now grown in more than 66 municipalities. The state has more than doubled its cocoa growing area in recent years, from 220 to 650 hectares, with around 300 hectares located in the São José do Rio Preto region. This expansion is due to strong local demand since São Paulo is the largest chocolate consuming state in the country and because of the production deficit and attractive cocoa prices. Growers have seen cocoa as a promising option for crop diversification and higher farm income with opportunities to add value through chocolate and cocoa powder production.



Source: AgroBand

Brazilian Prices

Main Producing Regions / Farm Gate

July 31, 2026

Arabica Naturals (R\$/ 60 kg bag)		Conilon / Robusta (R\$/ 60 kg bag)	
Cerrado MG	1,805.00 ↑	Colatina-ES fair average price 1,130.00 ↑	
Mogiana	1,800.00 ↑		
South Minas	1,800.00 ↑		
Arabica Pulped Naturals (R\$/ 60 kg bag)		B3 (US\$/60kg Arabica bag)	
Cerrado MG	1,905.00 ↑	Sep 2026	402.50 ↑
South Minas	1,900.00 ↑	Dec 2026	379.00 ↑
		Mar 2027	376.00 ↑
		Real R\$ / Dollar US\$	
		Jul 31, 2026	5.07 ↓

+ 5.8%

Source:

www.qualicafex.com.br

YOU ARE PART OF THIS HISTORY*

We have been thinking about how best to celebrate Pinhalense's 75th anniversary for quite some time. After all, this is no ordinary birthday, but a milestone one. A special number. Three quarters of a century!

After weighing the pros and cons, we concluded that the most inclusive, generous and challenging way to make this milestone even more meaningful would be to share with you all our history, our successes and our failures, our resilience and our capacity to overcome adversity and also to project and plan for the future of Pinhalense.

Yes, the future! Don't let our age fool you, dear readers. Our future will be as bright as our past has been up to now. Long-lasting, bright, fruitful. As people like to say about our rotary dryers, we still have "plenty of wood to burn."

This book is the product of much thought, reflection and profound self-analysis. It is also a tribute to all the men and women who worked with us and left an indelible mark not only on Pinhalense, but also on our city, Espírito Santo do Pinhal.

Some may consider this to be an old, outdated story that is common knowledge. Many people may still remember those days in the 1950s when six descendants of immigrants, five of Italian stock and one from Portuguese ancestry, pooled their knowledge, resources, and energy to establish a small business.

However, we believe that expressions of appreciation and recognition are more than well-deserved, they are essential. The knowledge that Pinhalense was born in an era when Brazil breathed an atmosphere of progress and technological advances, but that, ultimately, it was necessity that provided the decisive thrust in the creation of this company reminds us of our humble origins and the inventiveness that, ever since that time, have become an integral part of our DNA and are inseparable elements of our brand.

And the past, far from being a burden that must be borne throughout our lives, is a beacon, a map, a compass, which helps guide us more safely towards our objectives, our goals, our destiny.

Pinhalense was created to be bold, to solve problems, to improve, to cross borders, and to always remain proud of its origins!

Pinhalense has lived up to and continues to live up to the expectations of all those who have dedicated themselves to this company.

Furthermore, we are certain that the company has made and continues to make its best efforts to meet the needs of those who have counted on and continue to count on its products for milling a product that is responsible for the prosperity of an entire country.

Those who have not realized during their lives that our existence is a two-way street and that no shortcuts exist to the achievement of our goals have failed to understand the rules of the game and, like a player of the boardgame Monopoly (we realize that the reference is old-fashioned, but what's the problem with that?), will have to roll the dice again.

We invite you to read this book and discover how Pinhalense matured without ceasing to be modern, how it is capable of being bold while maintaining tradition, and how it made the quality of its products and the trust of its stakeholders and customers its greatest asset.

*Edited version of the Message from the Directors at the Pinhalense 75 Years book.

PINHALENSE 75 YEARS



YOU ARE PART OF THIS HISTORY!

BOOK OF THE MONTH: PINHALENSE 75 YEARS

Chapter 1
Fertile Soil

Chapter 2
Mr. Coffee

Chapter 3
How Pinhalense Changed the Separation of Cherries

Chapter 4
The Machine that Transformed Coffee Drying

Chapter 5
**The Reinvention of Traditional Processing:
The Pulped Natural / Honey Coffee Is Born**

Chapter 6
Hulling on the Farm or in the City?

Chapter 7
Breaking Paradigms in Dry Milling

Chapter 8
Bags, Big Bags or Silos?

Chapter 9
How to Harvest a Dream

Chapter 10
From Pinhal to Brazil

Chapter 11
From Brazil to the World

Chapter 12
Marketing – Starting from Scratch

Chapter 13
Inventions and Fabrications

Chapter 14
Other Crops

Chapter 15
Overcoming Crises

Chapter 16
Changing to Grow

Chapter 17
The Pinhalense Family

**WE INVITE YOU TO HELP US WRITE
THE NEXT CHAPTERS OF THIS HISTORY.**

Meanwhile, contact us at info@coffidential.com if you are interested in learning more about the book.