

CERRADO NATURAL 17/18

BRAZILIAN GREEN COFFEE | GENUINE ORIGIN



Coffee Details

ORIGIN

Cerrado, Minas Gerais,
Brazil

PRODUCER

Various smallholders &
Volcafe Santos

PROCESSING

Natural

HARVEST SCHEDULE

July - September

VARIETY

Catucai, Mundo Novo,
Catuai Red and Yellow

ALTITUDE (MASL)

1200

Coffee Background

As the biggest coffee-producing country in the world, Brazil has had a long history of success in optimizing best practices in the industry. While Cerrado is a relatively newer region to join the ranks of Brazil's success, its pillars of well-defined seasons, abundant sunlight, advanced farming, and entrepreneurial spirit forged a foundation for coffee to thrive.

Cerrado is located northwest of Minas Gerais state and is one of the most biodiverse and complex regions that is home to roughly 5% of all species on Earth. The topography is relatively flat to slightly wavy, with altitudes varying from 900 to 1250masl. Across 55 municipalities, medium-to-large-sized farms dot the area and can span anywhere between a few hundred acres to massive estates.

Brazil was the first to establish a formal grading system for classifying coffee beans. Today, a commonly used quality indicator is screen size, where 17/18 means the beans have passed through a sifter with holes that are 17/64-18/64 of an inch wide. Larger-sized beans are often correlated with higher quality, although screen size is not the only indicator of quality.

It's always sunny in Cerrado. With all its ample sunlight, Brazil is able to take a different approach to the natural process by allowing cherries to dry while they're still on the tree.

Genuine  origin

WWW.GENUINEORIGIN.COM | T: 646.828.8585