

Nazareth

The origin of a whole generation of growers focused on quality and specialty coffees.



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DIRECT TRADE



CarmoCoffees
• the dream coffees •

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The History

The first generations of planting coffee in the micro-region, José Isidro Pereira and Nazareth Dias Pereira were married in 1949. Jose Isidro lost his father very young, with only one year old. Was raised by the mother, grew up, studied, graduated in dentistry, practiced as a dentist for three years and returned to Carmo de Minas. The decision to back Carmo de Minas was because he had just lost his mother, he inherited a piece of land (Sertão Farm).



The second generation

Jose Isidro said that all the inspiration for the business came from the father. Years later came the children, Francisco, Luiz Paulo, Glycia and Sandra.

Each went their separate ways in the studies at the request of parents. Today they all help to run the business.



The coffees

Since the beginning of activities in the coffee region, the quality of the grain grown in Carmo de Minas was already recognized. A major buyer of coffee from that era, the Rio de Janeiro, Mr. Octavian Lopes Pinto, always preferred coffee produced in that region because the farm had Yellow Bourbon with a perfect combination of climate, soil and high altitude.



The farm

The Farm is located in Carmo de Minas. Located above 1,000 meters, with an average annual temperature of 18 ° C is near ideal weather conditions for premium quality coffees. Crops are planted on hillsides with slopes of up to 50%. The region is mountainous and the crops are installed on top of hills, less prone to the occurrence of frost. An important point is that the south and southwest sides are avoided because slow maturation, provide greater occurrence of diseases. The other faces and the tops of the hills, sunny and ventilated, are the most used, as they allow for more uniform ripening, less possibility of occurrence of fungi by lower relative humidity, which favors achieving better final quality of the coffee.



Generation Next

With the union of the second generation, growth and development of the business grandchildren of Nazareth felt motivated to contribute in several areas. Today the new generation is present in all of the coffee chain



Database

Farm: Sertão

Área: 270 hectares

City: Carmo de minas

Region: Carmo de minas

Altitude: 1.100 a 1.450 m

Varieties: Yellow Catucaí, Yellow Bourbon, Red Bourbon and Yellow Catucaí

Processes: Pulped Naturals and Naturals.

