

Producer:

Fábio Eduardo Zambon



ABOUT THE FARMER

When Fábio Eduardo Zambon thinks about legacy, he thinks about coffee and the history written by his predecessors. He belongs to family's fourth generation on business and remains passionate about coffee and family' story, now he keeps the responsibility to prepare the fifth generation to take over.

It started with his great-grandfather, Severino Zambon, who immigrated from Italy, fleeing from the war and looking for a fresh start in Brazil. He first landed at coffee region in Marília and Bocaina, São Paulo' state and then start to work on coffee plantations. The passion passed from Severino to his son, João Zambon, who naturally passed on to the next generation, reaching Fábio's father, Jairo Zambon, who continued the family legacy with coffee growing, acquiring his first land nearby Alvilândia's town, in the 70's. In order to expand business, in 1998, the family settled in Galha's town, still in São Paulo' state, this farm is owned by family till these days.

In 2003, family's history gained a new chapter when they reached Cerrado Mineiro, the region let the family even more enchanted by coffee plantations. Since day one at Fazenda Santa Maria, the production's model was oriented towards productivity, high quality and best agricultural practices all in harmony with environment's preservation and people's well being. After the death of his father in 2013, Fábio took over the family business and since then he runs the business and responsible to prepare the next generations.

Gradually, Fábio built his own management style, adopting modern managerial and production practices, doubling his efforts and focusing of high-quality and sustainability practices. Each plot is tracked and treated individually with precision agriculture as well as the quality which is mapped with the purpose to better understand tree's development and its correlations with terroir, insolation, fertility among other key performance indicators.



Farm

Santa Maria



Variety

Catuai 99 144, Mundo Novo, Acauã, Araras, IPR100, IBC12



Certification

RAS



Location

Serra do Salitre-MG



Coordinates

19°08'23.7"S 46°36'10.3"W



Microregion

Cachoeira do Campo



Area

Total Area: 639 ha
Coffee Area: 400 ha



Altitude

1.190 mts



Process

Natural & Washed

Minas Gerais State

Cerrado's region

Serra do Salitre' town

Cachoeira do Campo's

Microregion



ABOUT THE TERROIR

Cerrado is one of the newest coffee regions in Brazil, it started to be developed on mid 70s when the first migrants – in search for cheap and suitable lands to a fresh start - reached the region leaving the adverse southern climate and coffee tree diseases – including consecutive frosts in Parana and nematode's infestations in São Paulo' state. After a harsh beginning with years of learning by doing approach on how to dominate the raw Cerrado, the entrepreneurship mindset of the newcomers backed by intense research efforts made by governmental agencies of development, Cerrado's region flourished and today it's a model of modern and sustainable agricultural practices.

It holds the perfect combination between altitude – 800 to 1300 asl -, flat topography allowing full mechanization and well-defined seasons; hot and wet summers – flowering and filling period - and dry and warm winters with low air moisture – harvest and post harvest - what favors the production of high-end products. Coffee growers in Cerrado treat their farm as a business, are early adaptors of new farming technology and continuously looking for improvements to produce more coffee with less land, always with the eyes over the sustainability's pillars to make their farms economically viable, socially responsible and environmentally correct.

Region's unique identity and characteristics – geographic limits, climate pattern, altitude, terrain and sensorial's profile – granted the first coffee region recognized by a D.O (designation of origin) in the world. Coffees produced within Cerrado region have in his sensorial core; intense aroma, notes of dry fruits and chocolate, citric acidity, full body and long finish plus multiple and complex nuances varying between micro regions, processing methods and care.

Santa Maria Farm is located at a unique terroir nearby Serra do Salitre's town with altitude between 1,190 to 1,220 meters above sea level. The region is well known for producing high quality coffees due to the combination of mild climate and altitude which favors a slow and uniform maturation concentrating sugars and minerals increasing cup profile' sweetness and complexity. Also, the region is rich in a mineral that refers to its name - potassium nitrate – what supports the natural fertility of its soils and reduces the application of conventional nitrogen fertilizers. All these attributes combined with Cerrado Mineiro Region's features, farmer's dedication and commitment to sustainable practices and specialized producing methods makes Santa Maria a valuable partner and provider of high-end products.



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