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SUSTAINABILITY
CONFERENCE 2017

Securing the Future of Coffee through Country Collaboration



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PLATFORM

Securing the Future of Coffee through Country Collaboration



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Breakout Sessions

5

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Pedro Leitão
State Secretariat for
Agriculture, Livestock and
Food Supply (SEAPA), Minas
Gerais, Brazil

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Minas Gerais is responsible for 56 per cent of the Brazilian harvest. The largest Brazilian coffee producing state.

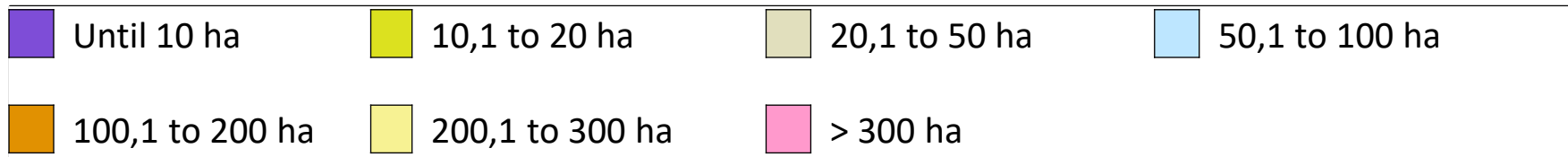
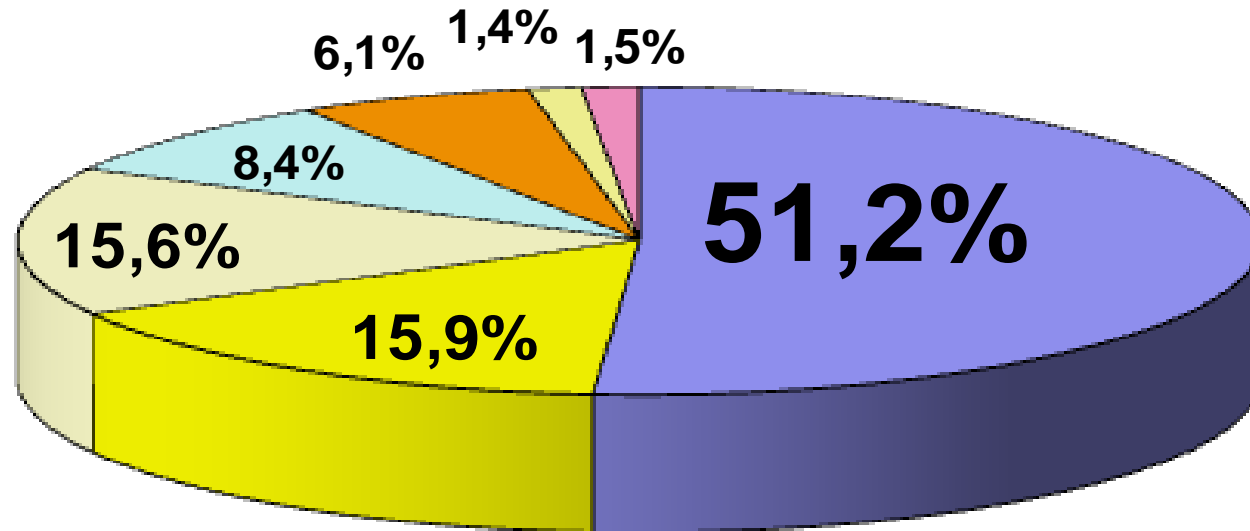


CMC: Certifica Minas Café



MINAS GERAIS STATE/BRAZIL

Coffee farming percentage by size



CERTIFICA MINAS CAFÉ FOCUS:

“GAP - GOOD AGRICULTURAL PRACTICES”

- Efficient management,

- Environmental responsibility,

- Social responsibility;

Social Responsibility

Eating under protection



Toilet



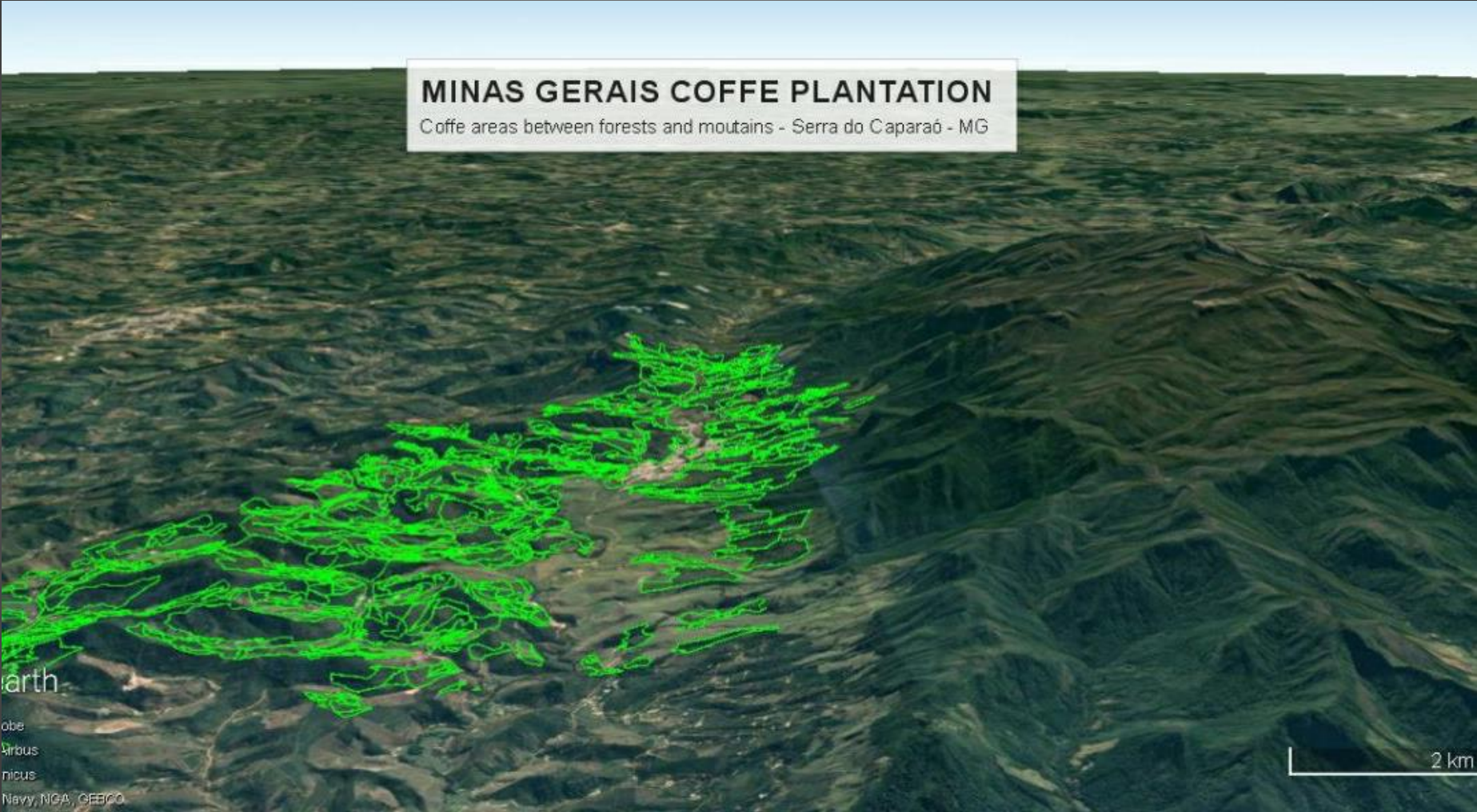
Environmental Responsibility



Environmental Responsibility



Environmental Responsibility



CMC DIFFERENTIAL

Technical assistance (consultancy)



CMC DIFFERENTIAL

Technical assistance (consultancy) with

**Gender
inclusion**



**Generation
inclusion**



Succession is a challenge

CMC DIFFERENTIAL

Technical assistance (consultancy) with

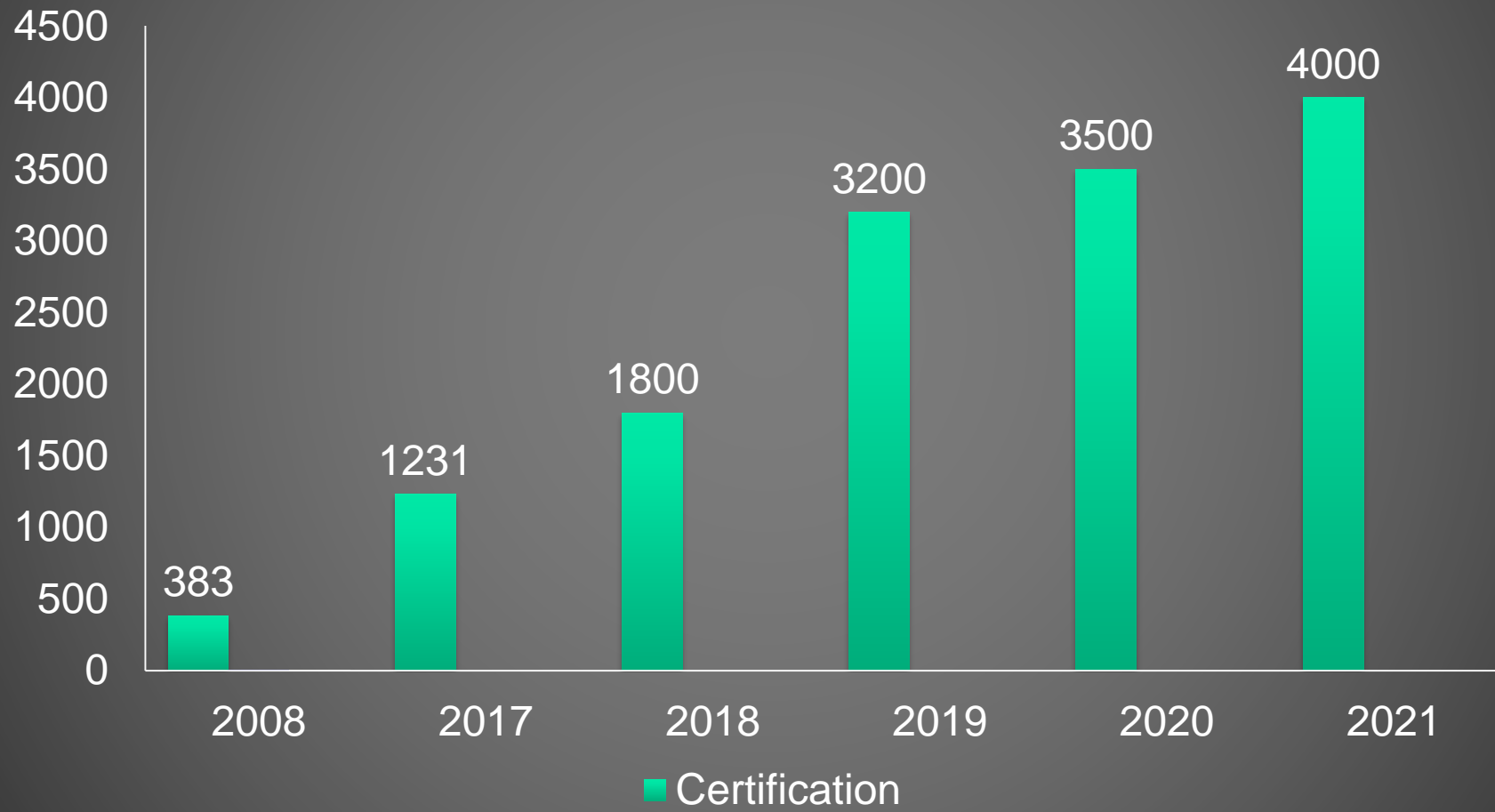
CAPACITY



Coffee Competition



Goals for the certification program



- *CERTIFICATED COFFEE in 2.014 - 2.000.000 bags.*

Why CERTIFICA MINAS CAFÉ Certification?

- Official Program of the Minas Gerais State Government;
- Lower costs for the grower;
- Good Agricultural Practices is the largest markets;
- Educational and inclusive process, particularly for small producers;
- Social and environmental responsibility;
- Emphasis on property management and conservation of natural resources;

PARTNERS

CMC AGREEMENTS

- UTZ CERTIFIED

*MOU (Memorandum of Understanding) - April/2013:
CMC = UTZ 1º year - 2014, renegotiated in 2017.*

- 4C - 2015

*- MOU in 2015,
and in renegotiation with GCP in 2017 ;*

- Neumann (Brazil) - negotiated in 2016