

Barista & Farmer 2016

THE O'COFFEE STORY

The O'Coffee story began in 1890, with the arrival in Brazil of architect Giuseppe Quercia and his son Vincenzo. As well as having constructed buildings and churches in San Paolo, the Italian architect is the person who launched the business in the coffee world. The business was taken over years later by Octavio, who concentrated on coffee cultivation on the town of Pedregulho, and was followed by his great grandson Oreste with his keen vision for the business. After the death of Oreste in 2010, the tradition was carried on by his wife (Alaide) and children Cristiane, Andreia, Rodrigo and Pedro. Part of the production goes to the Octavio Café brand, Latin America's largest coffee shop.

Going into detail on the location that will host the new talent show, after Puerto Rico in 2013 and Honduras in 2015, O'Coffee is one of Brazil's largest coffee producers, and one of the first Brazilian industries to produce specialty coffee. Founded in 1890, the company produces one of the world's best coffees, thanks to its favourable conditions of altitude, climate and temperature. It is located at a height of 1,000-1,100 metres. The company has six farms, with a total of over 4 million coffee trees: Nossa Senhora Aparecida Farm, São José Farm, Santa Adelia Farm, Santa Rita Farm, Santa Maria Farm and Fazendinha.

O'Coffee works to create taste profiles that meet consumers' tastes. Its selective manual and mechanical harvesting is possible thanks to a modern preparation centre. An annual average of 35,000 sacks of coffee arrive from different territories with different characteristics. The 20 different types of coffee proposed include various natural, semi-washed (pulped), fully washed, micro-lots, nano-lots and blends, which are enjoyed by the most attentive consumers worldwide. At present, Bourbon, Catuaí, Obatã, micro-lots and nano-lots are the top sellers; exports go to 18 nations (Germany, Australia, Argentina, Chile, Canada, China, Korea, Dubai, Denmark, America, Lithuania, Greece, Taiwan, Slovakia, France, United Kingdom, Italy and Japan).

O'Coffee is part of the agricultural division of the Sol Panamby Group which, as well as coffee, includes livestock breeding and plantations of sugar cane, bananas and soy beans. The company is a member of the Specialty Coffee Association of America (SCAA), Brazil Specialty Coffee Association (BSCA), Alta Mogiana Specialty Coffee Association (AMSC) and the Brazil Coffee and Barista Association (ACBB).

Complete product traceability ensures food safety and respect of international standards. In fact, this type of detailed information enables total control of the business, ensuring higher end product quality. For example, on the farms it is possible to know where and when the seedlings were planted, where individual coffees come from, how many people have worked on them, which coffees produced a certain blend, etc.

SOCIAL PROJECTS FOR THE ENVIRONMENT

O'Coffee is deeply committed to programs of social and environmental development.

The Octavio Café University was founded with the aim of meeting the needs of a growing market and to spread the culture, from the farming to the production, of coffee, from manual and mechanical harvesting to sun-drying, milling and preparation of lots for a perfect coffee.

There are also numerous programs of international courses: In fact, O'Coffee believes in the potential of young generations and wants to train them to become skilful professionals, preparing them for the market, offering them their first work contact on-site.

Regarding the environment, from the plantation to harvest, the company chooses mainly natural cultivation techniques.

In fact, coffee, helps to control erosion, as it is a perennial plant. Virtuous practices adopted include those for the control of pesticides and diseases, a drip irrigation system (producing more with less water), transformation of waste into compost, use of ecological fertilizers, etc. An environment management plan includes reserved areas of forest, with approximately six million square metres dedicated to the preservation and conservation of native species, which are O'Coffee's commitment for the future.

Its motto is "Preserve the present, thinking of the future". In fact, in the past, worries for the environment were fewer and poorly understood. Now, with the climate changes and reduction of natural resources, with the factors that have contributed to Global Warming, the future of the environment has become a topic of discussion above all in farms such as O'Coffee that produce specialty coffee.

In the environment education centre, environmental management courses are held, as well as courses of environmental awareness for kiddies, and programs for adults on the education of kiddies at school.

There are also numerous social projects, involving the farm and the community that revolves round it, for improving the quality of the life of staff and their families. Voluntary services and solidarity campaigns are also under way. Moreover, since Brazil has an increasingly large number of mothers who have decided to work to increase family income, numerous kiddies attend the Day Care centres. There is also a health program, Doctor Health, with medical services including examinations for prevention and medical check ups. Staff members are monitored every two months.

Lastly, since it has become a problem for producers to maintain their staff in the field – due to the great competition for this type of workforce, which is disappearing (youngsters prefer to work in stores, supermarkets and petrol stations, because they are jobs that are more comfortable than working in fields) - the project "My job, my life" has been launched. This project aims at maintaining the skills of working in the country, celebrating targets achieved together, expressing satisfaction and creating a strong integrated team that grows under the company's guidelines. In the heart of the farm there's also a very beautiful space fitted out for kiddies, called "Kiddie Town".

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