



Terra Nova Farm

Grower: Augusto Borges Ferreira

Region: Mantiqueira de Minas

Altitude: 1,100 - 1.450 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Catuaí Amarelo, Catuaí Vermelho 99, Mundo Novo, Acaiá, Rubi, Arara, Catucaí 2SL, Catucaí 24137, Tupi RN

Process: Natural, Natural Fermented, Washed and Pulped natural.

Harvest: May - October



Farm Info



Among the majestic landscapes of Mantiqueira de Minas, emerges Terra Nova Farm, a 100-hectare property that breathes coffee and history. Founded by Augusto Borges Ferreira, Terra Nova stands out not only for its dimensions but for the tradition it carries and a commitment to sustainable quality.

Augusto Borges Ferreira, the only grandson and fourth generation of a lineage passionate about coffee, witnessed the birth of Terra Nova from a shared dream. His grandparents, on both sides of the family, dedicated themselves to coffee cultivation, passing on passion and knowledge from generation to generation.

Augusto's journey is marked by a unique duality. Despite being encouraged to pursue other professions, he chose, out of love for the land and tradition, to follow in his family's footsteps. The journey began in 2007 when the farm had only 4 hectares of coffee. The commitment to studies coexisted with the desire to preserve rural life, and Terra Nova flourished as a natural extension of Augusto's identity.

From Community Support to Sustainable Expansion

With the support of the local community and integration into the Association of Producers of Alto da Serra (APAS), Augusto found a solid foundation for his quality ideals. The association, committed to contests, innovations, and sustainable practices, propelled Terra Nova to invest in coffee quality.

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The journey toward excellence involved the establishment of a tasting and roasting laboratory. Augusto compares the cultivation of specialty coffee to a video game, where each phase is a progression towards achieving the unique quality of the coffee.

Terra Nova Farm is dedicated to implementing a wide range of comprehensive sustainable practices, exemplified by the operation of four solar energy plants since 2020, ensuring clean and self-sustaining energy generation.

Moreover, Terra Nova is actively moving towards regenerative certification, engaging in cooperative initiatives aimed at achieving this prestigious recognition. The farm demonstrates its commitment to environmental stewardship through the adoption of exemplary agricultural practices, such as ecological mowing, seed mixing, soil management, water reuse, and composting. These initiatives underscore Terra Nova's unwavering dedication to sustainable and responsible farming practices.

Challenges and a Promising Future

Like any coffee producer, Terra Nova faces challenges, from climate change to production costs. However, Augusto believes that the path to success is to professionalize production, seek knowledge, and integrate social and economic sustainability. The future of the farm is promising, with exciting projects and a continuous commitment to excellence.

In addition to investing in coffee quality, Terra Nova values its collaborators. Offering free courses, meal vouchers, and investing in more resistant varieties, the farm promotes a sustainable and economically balanced environment.

Today, Augusto reaps the fruits of this effort, distributing its award-winning coffee in various countries, including New Zealand, Switzerland, Japan, Norway, and most recently, Australia.

Partnership with Southland Merchants

The partnership between Terra Nova Farm and Southland Merchants is a perfect synergy, grounded in shared values of sustainability and quality. Together, they aim not only to bring Brazilian coffee to Australia but also to contribute to a more conscious production chain.

