



SOUTHLAND MERCHANTS
TASTE THE ORIGIN

Toca da Raposa Farm

Grower: Jose Maria de Oliveira

Region: Cerrado Mineiro

Altitude: 1200 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Catuai 99

Process: Natural

Harvest: June to August



Farm Info



Born in 1947, José Maria de Oliveira has been a cornerstone of coffee production in the renowned Cerrado Mineiro region. From a young age, José Maria dedicated himself to mastering the art of coffee cultivation, nurturing his lands alongside his beloved wife, Lourdes Oliveira. Together, they have transformed their farm into a beacon of excellence.

His farm, affectionately named "Toca da Raposa" in homage to his favourite football team, Cruzeiro, was recognized in 2023 with the prestigious first-place award for the best specialty coffee of Minas Gerais in the induced fermentation category by the co-op Expocacer. This accolade is a testament to his hard work, dedication, and the sustainable farming practices that have been a cornerstone of his career.

José Maria proudly shares this achievement with his grandson, Deyvid Oliveira, who is his right-hand man at Toca da Raposa Farm, highlighting a family legacy of excellence in coffee production.

"For 30 years, I've been immersed in farming, with Deyvid consistently lending a hand since his boyhood. At just 12 years old, he began aiding me. So, when it came time to plant, he was right there beside me. Initially hesitant to invest in specialty coffee, Deyvid encouraged me to give it a try, and together we persisted until it proved successful. And you know what? It turned out remarkably well."





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Deyvid's journey in the coffee industry began with hands-on experience alongside his grandfather at the age of 12. His quest for knowledge led him to Canada, where he gained invaluable insights into consumer preferences and specialty coffee markets. Upon returning to Brazil, Deyvid immersed himself in various aspects of coffee production, focusing on post-harvest processes and quality control on the farm. His active involvement in competitions, including the Cup of Excellence, and his role as a judge provided him with profound insights into Brazil's diverse coffee profiles.



Quality and Environmental Consciousness

At the core of Toca da Raposa's philosophy lies a profound respect for the land and its ecosystems. Embracing a holistic approach to farming, the estate practices nearly organic management techniques, eschewing synthetic pesticides and fertilisers in favour of natural alternatives. This approach not only nurtures the health of the soil but also fosters biodiversity, creating a thriving habitat for native flora and fauna.

The farm's skilled workers meticulously handpick only the ripest coffee cherries during the harvest season, ensuring optimal flavour and quality. Utilising cover crops between coffee rows helps prevent soil erosion, enriches the soil with organic matter, and naturally suppresses weeds, reducing the need for herbicides.

One of the hallmarks of Toca da Raposa's production process is its dedication to natural drying methods. Rather than relying on energy-intensive mechanical drying, the farm employs traditional techniques, spreading freshly harvested coffee beans on shaded concrete patios. This gentle, unhurried drying process allows the beans to develop complex flavours while conserving energy and minimising environmental impact.

José Maria de Oliveira's life is a rich tapestry of dedication, love, and respect for the land, his family, and his community. As he continues to lead by example, his story remains an inspiration to all who have the privilege of knowing him or tasting the fruits of his labour.

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