



Macaubas Farm

Grower: Reinaldo Olini Rocha

Region: Cerrado Mineiro

Altitude: 930 MASL

Packaging: 30 Kg specialty paper bag with liner

Variety: Mundo Novo, Cartuaí Amarelo 62, Catuaí

Vermelho 144

Process: Natural

Harvest: June to August



Farm Info



The history of Macaubas Farm traces back to the Spanish roots of the Rocha family, specifically in the Galicia region. From the union of Avelino Alvarez Rocha and Maria Olini Rocha, who brought with her the Italian tradition of coffee production, a new legacy was born. Reinaldo Olini Rocha, born in Pérola, Paraná, inherited a passion for coffee cultivation, embarking on his journey as an independent producer in 1988.

Escaping the frosts and complications of coffee cultivation in Paraná, seeking new opportunities, the Olini Rocha family decided to move to the Cerrado Mineiro region, in the state of Minas Gerais, where the story of Macaubas Farm begins.

Located in Araguari, MG, Macaubas Farm stands out for its strategic location and privileged terroir. At an altitude of 930 metres, the environment offers ideal conditions for coffee cultivation, contributing to the exceptional quality of its beans.

Among the varieties cultivated at the farm are Mundo Novo and Catuaí, carefully chosen for their characteristics and production potential. This meticulous selection reflects Macaubas Farm's commitment to excellence at every stage of the process.





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Tradition and Quality

In addition to producing quality coffee, Macaubas Farm prioritises environmental sustainability. Practices such as reduced pesticide usage, soil management, and environmental preservation are implemented to protect the local ecosystem.

The processing method adopted at the farm, including washing and natural drying, preserves the unique flavours of the coffee. Despite challenges during harvest, such as unpredictable weather, Macaubas Farm maintains a high standard of quality in its beans.

Challenges and Promising Future

Despite challenges such as climate variations and price fluctuations, the farm maintains an optimistic outlook for the future. Expansion plans, new varieties, and exciting projects are on the horizon, consolidating its position as a leader in the coffee industry.

The partnership between Macaubas Farm and Southland Merchants has been crucial for the growth and success of both. Direct communication and constant feedback between the farm and roasters are essential to ensure success in international markets. Collaboration with Southland has been fundamental in this process, adding value and promoting coffee from the Cerrado Mineiro region to Australia.



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