



Racho Alegre Farm

Grower: Cesar Angelo Zuanetti

Region: Cerrado Mineiro

Altitude: 1,300 MASL

Packaging: 30 Kg

Variety: Yellow Catuai

Process: Natural

Harvest: July - September



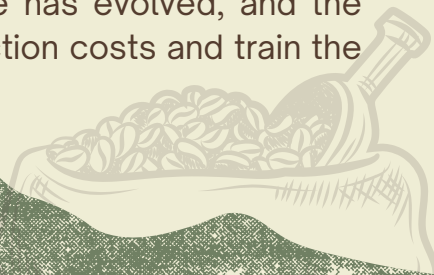
Farm info




Located in the municipality of Tapira, Rancho Alegre Farm has been crafting its story for over three decades, rooted in the city of Fortaleza de Minas, situated in the southwest of Minas Gerais. Initially conceived as a coffee plantation, the farm has evolved over time, diversifying its activities to include coffee, corn, eucalyptus, and cattle, spanning a total area of 250 hectares.

The Zuanetti family, originally from Santa Cruz das Palmeiras - SP, relocated to Nova Rezende in the south of Minas, driven by their deep-rooted connection to the world of coffee. While César's parents and four brothers continue their work in coffee cultivation in that region, César pursued his passion in the Cerrado Mineiro Region. In 1996, César successfully acquired the property with the support of friends, marking the beginning of his journey to produce quality coffees.

The initial challenges faced by César upon his arrival in the Cerrado Mineiro Region were primarily financial, but through determination and hard work, he overcame these obstacles to establish and grow his coffee business. Today, the landscape has evolved, and the current challenges focus on the imperative need to reduce production costs and train the team to consistently produce high-quality coffees.





César's unwavering motivation stems from his profound passion for coffee cultivation and the continuous learning derived from the daily challenges of rural production. For him, the production of quality coffee is the culmination of the dedication of everyone involved, coupled with the advantages of a favorable altitude and the expertise of employees engaged in the post-harvest processes.

Family succession is a vital element at Rancho Alegre Farm, with the next generation already actively contributing to the farm's operations. As the children join the family endeavor, the legacy of producing exceptional coffee is set to continue and flourish. Rancho Alegre Farm remains grounded in the principles of quality, authenticity, and a deep connection to the rich soil of Cerrado Mineiro.



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