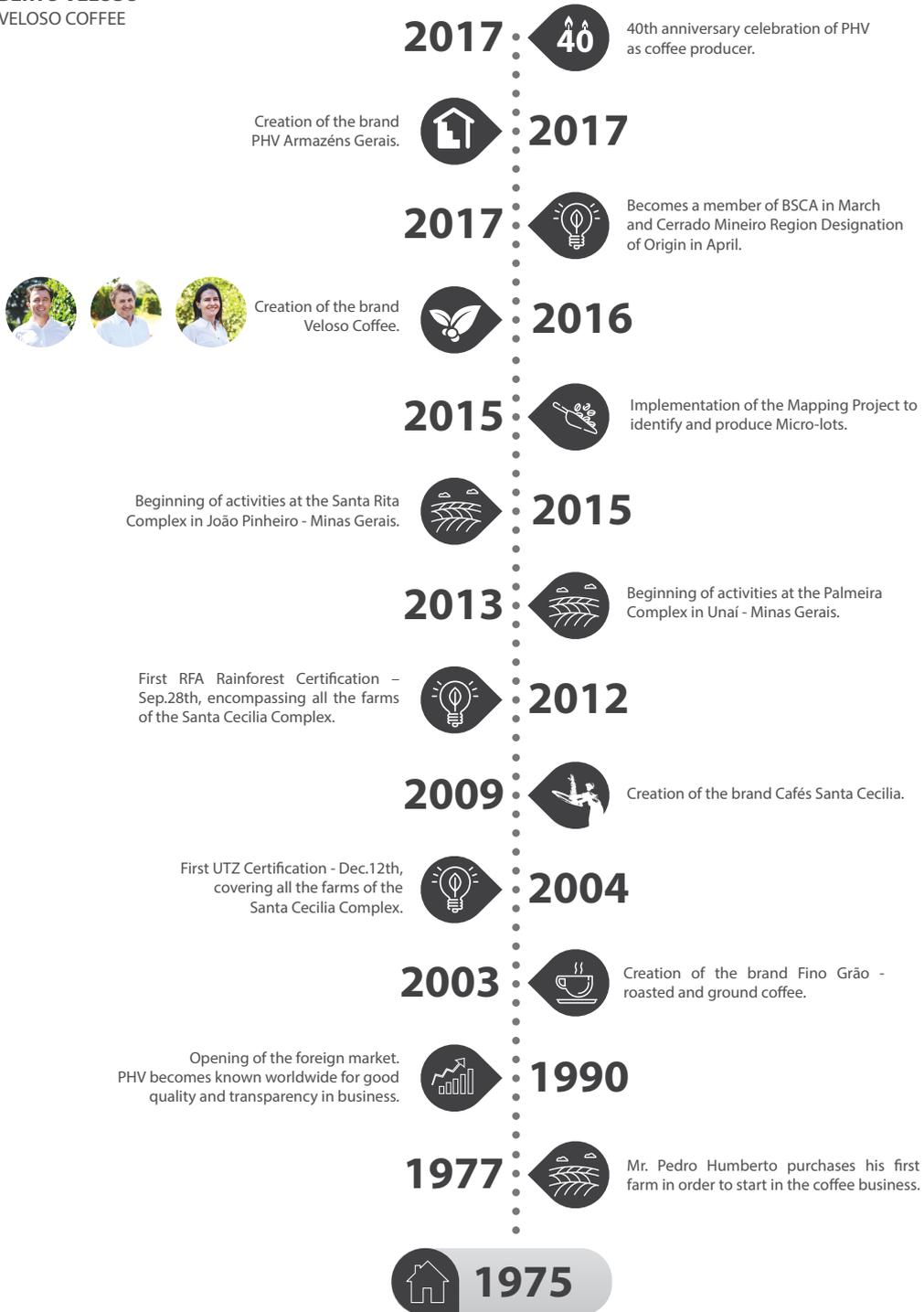




the art of growing coffee

TIMELINE

PEDRO HUMBERTO VELOSO
PRESIDENT OF VELOSO COFFEE



Pedro Humberto Veloso is Brazilian, from the city Lagoa Formosa, Minas Gerais, Brazil. Mr. Pedro was a beans trader and owned the brand Apolo 11. The beans were processed in Carmo do Paranaíba and sold throughout the southeastern Brazil. Then, in 1975, he entered the coffee market as a trader.



THE BUSINESS

Veloso Coffee is one of the largest Brazilian companies, under family management, specialized in the production of Fine Cup and Specialty coffee with annual production around 150 thousand bags.

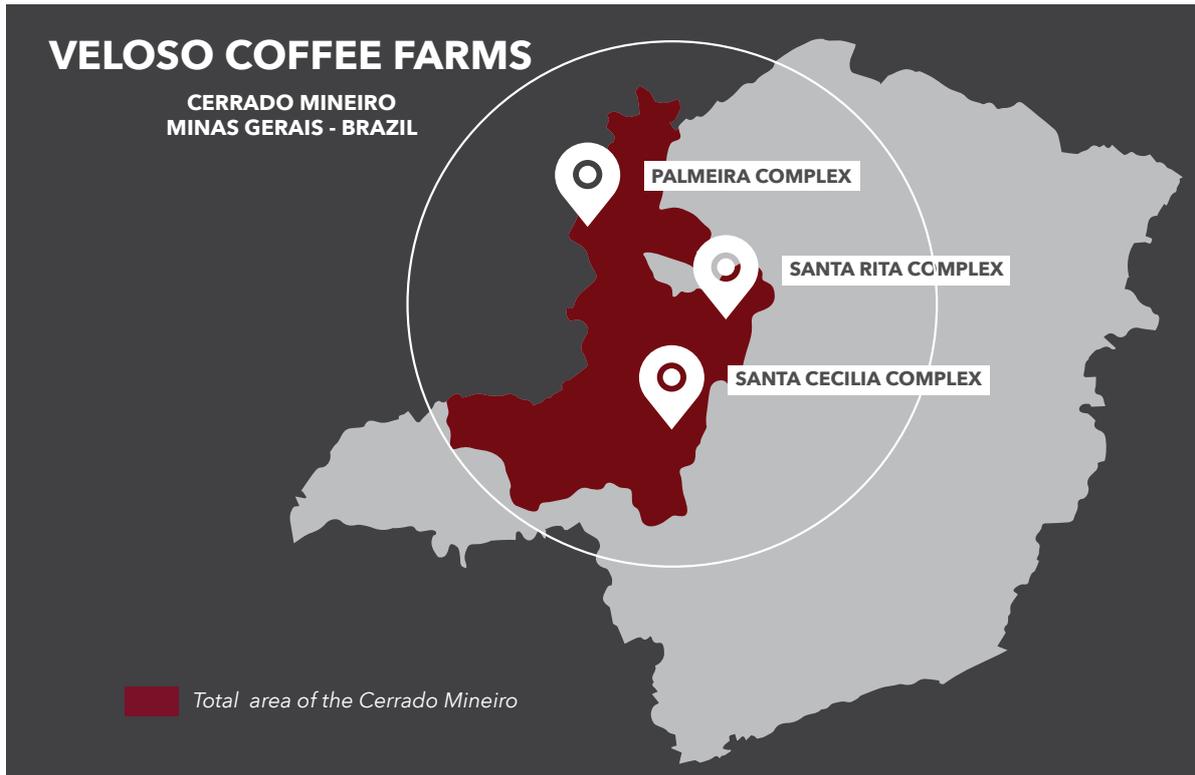
THE HISTORY

In 2016, the Veloso Coffee brand was created by means of unifying the whole coffee production generated by different production centers owned by Mr. Pedro Humberto Veloso.

Until then, the brand Cafés Santa Cecília represented the production of coffee in Carmo do Paranaíba. However, over the years there was an increase in demand and Mr. Pedro purchased new farms. These were called Palmeira Complex and Santa Rita Complex respectively located in the municipality of Unaí and João Pinheiro.

Today, Veloso Coffee is under the management of Mr. Pedro Humberto Veloso and his children Mariana Lima Veloso and Pedro Henrique making it synonym of evolution. Veloso Coffee represents wisdom passed through generations, production of high quality coffee based on sustainable and constant agricultural research and implementation of new technologies.





REGION CHARACTERISTICS

Veloso Coffee is located in Cerrado Mineiro, a region situated in the countryside of Minas Gerais, Brazil.

Cerrado Mineiro is recognized worldwide for producing excellent coffee quality which is acclaimed by coffee lovers from all over the world.

The altitude of around 1061 meters and the humid subtropical climate are factors that characterize two distinct seasons: a rainy summer and a dry winter - making the perfect environment for coffee development.

The region has great abundance of water resources and high density besides great diversity of wildlife.



THE FARMS



SANTA CECILIA COMPLEX
CARMO DO PARANAÍBA - MINAS GERAIS
CERRADO MINEIRO



SANTA RITA COMPLEX
JOÃO PINHEIRO - MINAS GERAIS
CERRADO MINEIRO



PALMEIRA COMPLEX
UNAÍ - MINAS GERAIS
CERRADO MINEIRO



The Coffee Complex Santa Cecília represents the union of the farms Santa Cecília, Paraíso I, II, III and IV, Mata do Salgado and Soares. Together, the farms total more than 2.480 hectares of cultivated area and 1.095 hectares of Legal Reserve and Permanent Preservation Areas.

In addition to the Santa Cecília Complex, Veloso Coffee also has two producing poles: The Palmeira Complex, in the region of Unaí-MG and Santa Rita Complex in João Pinheiro-MG, both located in the region of Cerrado Mineiro.

The farms together total more than 14.000 hectares, being 4.355 hectares of planted area, 3.200 hectares saved for future planting and 5.349 hectares of Reserve and Permanent Preservation Areas.

Currently, Veloso Coffee has 480 permanent employees and contracts around 320 temporary workers during planting, management and harvesting seasons.



THE ART OF
GROWING
COFFEE



CULTIVATED VARIETIES

Acaia Mundo Novo, Arara, Catigua, Catucaí, IBC or IAC, IPR 100, Paraiso, Red Catucaí, Yellow Catucaí and Yellow Bourbon.

And also, Experimental Fields with varieties in test for future planting considering: production, resistance, adaptability and maturation time (early or late cultivar).

Coffea Arabica or the Arabic coffee plant is the one under longest cultivation and represents 75% of the world's coffee production. Is considered to produce the highest cup quality and aromatic coffee. It needs more of a cooler climate and high elevations, between 900 and 2000 meters above sea levels.

DETAILED TRACEABILITY

- 1 - Invoice certifying the origin of the seeds to be planted;
- 2 - Inputs applied with date, time, name of who applied and which machine performed the service;
- 3 - Machines and operators that do each service with date, asset number, days spent to perform each service and from which plot the coffee was harvested;
- 4 - Reception control points after the harvest: wet mill, dryers, patios and silos;
- 5 - Batching for final coffee preparation: reprocessing, sorting, blending and packing the coffee according to clients needs;
- 6 - Applied logistics containing which truck and container loaded that coffee with date and time;

WORKFLOW

Several factors determine coffee quality: The variety to be planted in a specific terroir, the management of the plants in their different stages, irrigation and fertilization control, type of harvest to be carried out in a plot, and type of lot processing. In fact, each situation has its own specific characteristics and Veloso Coffee keeps a watchful eye on each of these steps in order to achieve the best results.

WE PLANT



- Selected seeds from IAC and EPAMIG approved variety fields and consultants specialized in genetics improvements;
- Strict control of pests, temperature and humidity in our nurseries;
- Soil preparation developed according to each terroir prioritizing the use of organic matter resulting from the previous crops and mixed with animal manure and other nutrients;
- A modern drip system from the fertirrigation structure allows it to minutely control the time and the ideal amount of nutrients at each stage of the plant.
- More than 21 million coffee trees planted;



WE GROW



- Several strategic meetings are held with the major agricultural consultants in Brazil;
- Managers and employees of Veloso Coffee design the best way possible to take care of the plants in their first years ensuring an excellent consistency in the crops;
- Tensiometers that monitor soil moisture and optimum amount of water replenishment;
- Inputs distribution, pest and weed control meeting certification obligations;
- Integration of biodiversity in the cultivation processes, such as the presence of typical wild species of the Cerrado.



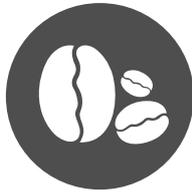
WE HARVEST



- Before the harvest, a meticulous mapping work is done to identify the cupping profile of each plot, and what are the potential plots able to develop lots of specialty coffees;
- Manual, mechanized or selective harvest, observing the ideal maturation time for each variety and terroir;
- Harvester adjustment according to the leveling of mature fruits in the plants;
- Testing of implemented processes such as greenhouses, volcanoes and fermentation tanks;



WE SELECT



- Structure: Wet mill, fermentation tanks, more than 310 thousand square meters of drying patios and 43 mechanical dryers;
- Continuing investment in process technologies and partnership with universities and companies;
- Processes applied to our coffees: natural, semi-washed and fully washed;
- Final quality of the coffee aligning effectiveness to sustainable practices;
- Densimetric table, electronic separator, elevators and silos for reprocessing stages;
- A Partnership with the Federal University of Lavras was made in order to develop a structure for the reuse of the water from washers, pulpers and rainwater.
- A Quality Laboratory with state-of-the-art equipment and meeting center offering a modern environment for meetings, research partnerships and other projects.



From seed control to coffee shipment, we work with trained people and machines that develop each operation, in the right time and efficiency, thus ensuring greater security for the process.

**AND WE SHIP
ALL AROUND
THE WORLD**



- Warehouse with storage capacity of more than 86 thousand bags stored in silos of naval wood, 100 thousand jute bags and equivalent to 100 thousand bags stored in big bags;
- Export to more than 20 countries among which are: United States, Germany, Belgium, Holland, Denmark, China, Japan, and others. Shipments in 60 or 30 kg bags and in bulk.
- Own logistics and strict quality control;



OUR PRODUCTS

We identify our coffees from a detailed analysis of several factors: the assimilation that each variety presents in relation to the nutrients and minerals offered in each terroir, followed by the harvesting methods, the type of processing applied in each lot, and also through the separation of the beans in the reprocessing stage. The harmony of this set of variables results in different types of cupping profiles, thus generating a rich menu of products that meet the diverse demands of Veloso Coffee customers.

SUBLIME

This is a great example of Brazilian commercial coffee. Veloso Coffee produces it with exceptional care from planting to export. Most of our production takes place here.

ABSOLUTE

Here you can find excellent coffees produced in the Cerrado Mineiro. Coffees with striking nuances selected from our large-scale production.

EXCLUSIVE

These single origin Micro-lots are identified in the Mapping phase. The method of harvesting and the processing used has decisive role in improving the potential of each coffee.

PRIVILEGE

These limited edition coffees change every year. Micro and Nano-lots are unique, identified and processed coffees with rare characteristics and highly scored.



CERTIFICATIONS AND DESIGNATION OF ORIGIN



Brazilian Specialty Coffee Association aims to bring together producers of specialty coffees, spread the production of Brazil's specialty coffee and encourage the frequent technical improvement for greater efficiency in services regarding the marketing of these coffees.



First delimited coffee producer region in Brazil. The region encompasses 55 municipalities located in Alto Paranaíba, Triângulo Mineiro and Noroeste de Minas, with even ephadoclimatic pattern allowing the production of high quality coffees.



The Rainforest Alliance is an organization committed to conserve biodiversity and ensure sustainable livelihoods by transforming land-use practices, business practices and consumer behavior through environmental projects.



UTZ Certified is the largest global program for sustainable farming. The label ensures that the coffee was produced through good agricultural practices, social responsibility and environmental care.

SANTA CECILIA'S GUEST HOUSE

Santa Cecília farm is a cozy and historic place and has a direct relationship with the foundation of the city Carmo do Paranaíba. Captain Francysco Antônio de Moraes and his family used to live at the headquarters which receives visitors and clients of Veloso Coffee who enjoy the hospitality and contact with nature while they get know the company.

CENTURY XVIII - MINAS GERAIS THE END OF THE GOLD RACE

The region of Carmo do Paranaíba has already served as a route to the rails that linked Vila Rica to Paracatu and other towns of Minas Gerais. However, with the decay of gold after the Inconfidência Mineira, the movements of occupation of the current regions of Zona da Mata, Norte de Minas, Triângulo Mineiro and Alto Paranaíba began.

At the end of 1799, Captain Francysco Antônio de Moraes, together with his brother, obtained two sesmarias* in the Indaiá region. Later they exchange it for a piece of land known today as Santa Cecilia Farm.

The fertile lands, the climate and the abundance of water were the reasons that led the founders of the city to settle there. Further, other families came and the village grew.

Carmo do Paranaíba was officially founded on December 25, 1835. The Santa Cecilia's Guest House was the first construction built in the municipality.

SANTA CECILIA'S GUEST HOUSE

THE CITY OF
CARMO DO PARANAIBA
STARTED HERE

**Sesmaria: plot of land of varied size granted to petitioners in colonial Brazil by the Portuguese monarchy in recognition of service to the crown. The sesmaria was the principal form of land distribution implemented by Portuguese colonizers, although purchase and inheritance were also legitimate forms of land acquisition.*



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