



Geographical Indication Product Database - Step 1-

SOURCE :

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Café do Cerrado ***Cerrado coffee (Brazil)***

DESCRIPTION :

1. NAME OF PRODUCT :

CAFÉ DO CERRADO

2. COUNTRY AND REGION IN THE COUNTRY: Brasil, Minas Gerais state; “Cerrado mineiro” Region

3. TYPE OF PRODUCT : (including the possible substitutes and imitations of the product)
Coffee

4. DESCRIPTION OF THE PRODUCT AND ITS AREA (including its specific characteristics, conditions of production) :

Coffee is a traditional export crop in Brazil. Nowadays, the country still amounts for 27% of the world coffee production. *Cerrado* coffee is produced in a midland plateau in South-West Brazil, and detains specific characteristics which are related to the environmental conditions of the production area, such as regular rainfall and well defined seasons. Taste and aroma characteristics of *Cerrado* Arabica coffee are recognized by the market. CACCER (Council of cerrado coffee producers' associations) currently markets around 3 500 000 bags of coffee per year, out of which only 120 000 carry the geographical indication label obtained in 2004 (“*indicacion de procedencia*” in Brazilian law). However, coffee is not a traditional crop in that region, which has been settled from 1970 onwards by coffee settlers searching for favourable cropping areas.

5. PRODUCTION SYSTEM / SUPPLY CHAIN (some data about the number of producers, processors, ..) :

CACCER gathers around 3 600 producers located in 55 municipalities, summing up to 147 000 hectares and a crop of 2,5 to 3,5 millions bags of coffee (41 ha on average: large farms). The main roasting operators are multinational companies located outside the production area.

6. LINK WITH THE GEOGRAPHICAL AREA (tradition, technical influences from soil, climate, reputation, etc.):

Environmental factors influence specific characteristics of coffee. Localized between parallels 16.30' and 20.30', *Cerrado* coffee is receiving a distribution of daylight that ensures a uniform vegetative growth. These conditions contribute to the following coffee characteristics : (i) intense aroma with caramel and nut notes, (ii) citric acidity (iii) soft flavour with body (iv) a long final flavour of chocolate.

7. MARKET AND REPUTATION (size, price premium, attractability, growth) :

Cerrado coffee enjoys a strong reputation on the national and international market, and the image of a specialty coffee producing region.

8. APPLICANT / HOLDER (IF ANY) :

CACCER (Council of Cerrado coffee producers' associations, www.cafedocerrado.org) is the holder of the GI. It represents the producers' associations promotion tool. It brings together 9 associations and 5 coopératives which are in charge of storing and marketing Cerrado coffee.

RELEVANCE : Why is this case important for research in general and for SINER-GI in particular ?

Cerrado coffee was officially recognized as a GI (*Indicação de Procedência*) in 2005. It is the 3rd GI recognized in Brazil, and claims to be the first recognized coffee GI in the world. Cerrado coffee is exported, mostly to Europe, at premium prices and meets all production, marketing, roasting and traceability requirements.

CATEGORY :

☐ Origin Product

☐ GI product

☒ Recognized GI