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## NUCOFFEE WORLD COFFEE MICROLOTS

Valued added speciality and limited coffees in the international market reflect on how crops are treated

From time to time, among small coffeehouses or quality competitions finalists, top specialty coffee offers appear. All the work devoted to producing the best coffee, which includes investing in good varieties, good terroir, and good handling, is eventually restricted to a few coffee plants that will yield a reduced number of bags. This is a trend in the coffee market and is called a microlot.

These are unique coffees, with high sensorial potential that value the producer's efforts and supply the demand of foreign coffee shops and microroasters.

With that in mind and always considering the best quality of the coffee, NUCOFFEE developed the Microlot Program, to help the producer attain this best coffee quality and directly offer this coffee to roasters worldwide. As these samples are scrutinized by demanding buyers, they will be given a detailed of roasting profile and a perfect preparation method for the delight of its consumers.

Other projects of this platform are linked to this program and support of the creation exceptional quality drinks, such as the Diagnose nas Fazendas program. With the Diagnose program, according to Daniel Friedlander, International Marketing Manager, the high sensorial potential coffees can be identified: "We discovered these coffees because we have specialists constantly monitoring all coffee regions, thus developing a close relationship with producers, and allowing us to become acquainted with their farms."



PHOTO CAFÉ EDITORA/ROBERTO SEBA

The microlot concept is directly related to precision agriculture, and in order to cover all production steps the platform offers a tool called Webmap, which tracks all the NUCOFFEE markets, with a complete map of the production unit from climate conditions to the processing specifics, in addition to providing a profile of the producer and the farm.

### MARKET PROFILE

Limited series of exclusive coffees with high quality have always been attention drivers. Roberta Armentano, NUCOFFEE Operations Manager provides the following summary: "It is the law of demand: less availability makes it more valuable, it is the icing on the cake."

While the US market, for example, prefers sweet and acid coffees, according to Friedlander, there is not a search for an ideal profile, but a quest to discover the unique product. “They want the novelty, the coffee with exotic notes as opposed to the standard drink; they always want something special, not the run-of-the-mill stuff.”

If the farm wants to produce a special and uniform microlot, it needs to have a differentiated process from the very start that ends up being applied in restricted areas. “When we identify a microlot, we promote the added value of the coffee, highlight the producer, his history, and the area where it was produced,” Armentano said.

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## COFFEE IN BRAZIL

# JAPANESE TRADITION IN BRAZIL

The first Japanese arriving in Brazil over one hundred years ago migrated to the coffee farms

The 100th anniversary of the Japanese immigration to Brazil was celebrated in 2008. Coffee is a permanent memory of the arrival of their first representatives and the reason why they came from the other corner of the world. It was in 1908 that the Kasato Maru ship arrived in Santos (state of São Paulo) with the first immigrants that would build one of the most flourishing and numerous communities in Brazil.

The Japanese are now fully integrated in the Brazilian society, with the incorporation of many of their cultural traditions into the local culture. Their contributions have undoubtedly helped to make some things popular, fruit such as peaches, passion fruit, tangerines, and the poncã tangerine, their typical foods and martial arts.

But it has not always been the case. The first settlers came to the country as a result of a contract signed between Ryu Mizuno, considered the father of the Japanese immigration, and Carlos Arruda Botelho, the Secretary of Agriculture of the State of São Paulo at the time. Under the terms of the contract, after arriving in Brazil 781 settlers were distributed among several coffee farms in the interior of the State of São Paulo.

Brazil was widely advertised in Japan, and its “golden trees” as the coffee plants were called with the promise of making easy fortunes within a period of five years. However, upon arrival in the country the Japanese found a very different scenario. They travelled to Brazil in cargo ships – that carried coffee back to Japan – and had to do hard work in the fields, something they were not used to do. Their lack of familiarity with coffee farming, the language barrier, the hot climate, and the rugged environment were a big challenge to the traditional Japanese perseverance and discipline.

With time, the immigrants proved they were able to adapt, in their way – coffee leaves were used to make tea, tatamis made out of corn husks were used to make their futons (the typical Japanese mattress). The communities did not disperse and their culture was preserved, by speaking Japanese only, schools were created especially for the children of the immigrants born in Brazil, and wives were brought from Japan to marry those who lived here.

It was not long before workers started to migrate from the coffee plantations to other activities. Today, the drink is popular in Japan, which became one of the major countries to import and appreciate the product.

This is also the history of the ancestors of producer Mário Makoto Yamashita. His grandfather was one of the immigrants who arrived in Brazil early in the 20th Century to work on coffee plantations. Mário started his professional career as an engineer, but gave in to his passion for the coffee culture. He purchased the Fazenda Santo Antônio, in Alto Paranaíba, Cerrado Mineiro, ten years ago, and started growing coffee. Today, he and his son Marcos are NUCOFFEE partners.



PHOTO MUSEU HISTÓRICO DA IMIGRAÇÃO JAPONESA NO BRASIL/DIVULGAÇÃO

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## BRAZILIAN REGIONS

# MOGIANA PAULISTA

Full body and aromatic coffees are produced in the region



PHOTO ROBERTO SEBA/CAFÉ EDITORA

São Paulo is the third largest coffee producing state in Brazil, after the states of Minas Gerais and Espírito Santo only. São Paulo is responsible for a 9.3% share of the domestic coffee production, with 4.36 million processed coffee bags, on 208 thousand hectares, according to estimates of the national supply company (Companhia Nacional de Abastecimento - Conab), an agency under the Ministry of Agriculture.

The leading coffee planting regions, following the productivity, quality and production cost pyramid are: Média and Alta Mogiana (North), Alta Paulista (West) and Piraju (Southwest). While these regions produce 100% Arabica coffee, they have different characteristics, such as soil and climate conditions. Coffee varieties and quality also change depending on each location.

In general, Mogiana Paulista produces quality coffees, very sweet and with low citric acidity, intense flavor that goes from nuts such as walnuts and almonds, to chocolate and cacao, full body, smooth, fruity aromas and natural sweetness.

The region is located in the northern part of the State of São Paulo and includes cities such as Altinópolis, Batatais, Franca, Mococa, Pedregulho, Restinga, Ribeirão Corrente, Rifaina, and São José da Bela Vista. NUCOFFEE is present in the area, with a dedicated team of coffee specialists.

It can be considered a privileged area due to its average altitude between 750 and 1,200 meters (2,250-3,940 feet), mild 20 °C (68 °F) climate, sandy soil and usually dry winters. Rainfall amounts are greater during spring and fall, and is absent during the harvesting months of May through September. This climate pattern makes it easier to control the drying of the beans, more concentrated flowerings and consequently a lower maturation difference of the beans.

Some farms in the area have cultivated coffee for over two hundred years, with Catuaí and Mundo Novo as the main varieties. Some municipalities of the Mogiana border another traditional producing area, Sul de Minas, with similar characteristics such as a pronounced sweetness.

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## COFFEE AND CULTURE

# GRINDING

Each type of preparation uses an ideal coffee granulometry to enhance the cupping experience

There are so many and different types of grinders available and so many ways to prepare the beverage, that lack of care and skill can result in a bad cup, even if the quality of the bean is excellent.

Just as important for the barista as the espresso machine, the grinder can be manual or powered, with a straight (also known as flat) or conical blade, working in different ways. Whatever the model, the principle behind them is similar.

Some baristas prefer the conical blade grinder because the resulting coffee grounds are uneven in size. The flat blade, however, produces even-sized grounds. It is like filling up a swimming pool with balls of the same size. By doing this there will be gaps all over. If the balls are different in size, they will fill the gaps to avoid the so-called channeling – channels through which the water can flow faster – one of the major issues when making an espresso. However, the speed of the flat grinder is faster

than the conical, and this improves the preparation time of the coffee.

The regular grinder has a disk and blades inside it. When the disk turns, the blades move closer or away from each other. This setting is called granulometry and it defines the size of the ground bean. The closer the blades, the finer the grinding will be.

Depending on the brand, grinders will have blades made of different materials, such as stainless steel, porcelain, ceramics or titanium, as well as have different granulometry markings. Additionally, grinders have a filter support. More possibilities to adjust granulometry will help improve testing the different coffees and the experiences in search of a flavor that will reveal the beverage.



PHOTO OLGA/CAFÉ EDITORA

## PREPARATION AND GRINDING METHODS

The ibrig (Turkish method), requires a super fine grinding: the powder is not strained, and is served with water and sugar. For filter (strainer), use a fine grinding, which produces a slow flow of water and better extracts the aroma and the flavor. It varies for the espresso, from fine to coarse; it depends on how the professional wants to extract the coffee and the equipment he uses. For the moka (Italian coffee maker), the ideal is average to coarse: the size of the grains allows the water to flow freely through the filter. A French press requires a coarse grinding, enough to prevent the powder from sifting through the filter when pressed.

Baristas should not let themselves be limited to one grinding pattern. Coffees can behave differently in the grinder, depending on the variety, the roasting method, and the equipment itself. The only rule is to always test and taste. The beans should only be ground right before the preparation, since coffee is extremely volatile and loses its properties soon after grinding.