

Adding Value Beyond Economics Through the Social Impact of Coffee



San Antonio do Amparo, Minas Gerais



**BLACK
PRODUCERS
PROGRAM**
established 2014



apará





Table of Contents

Introduction	4
Chapter I: The Black Producers Program	5
Chapter II: The Pillars of the Black Producers Program	10
Chapter III: Agenda 2030	13
Chapter IV: Lives Transformed by Specialty Coffee	14
Neide Peixoto: Women’s Leadership and the Basis of the Black Producers Program	15
Peixoto Family: Family Work Strengthens Coffee Production	21
Margarida and José Élio: A Harvest of Dreams, Achievements, and Coffee	30
Carapina Family: The Family Business Practice is the Collective	34
Pacheco Family: The Generational Love for Coffee Bears Fruit	37
Café Pico do Boné: Family Unity and Women’s Protagonism	41
Final considerations: The Work of Coffee is in Connecting People	44

Written by: Mariana Martins, Brazil

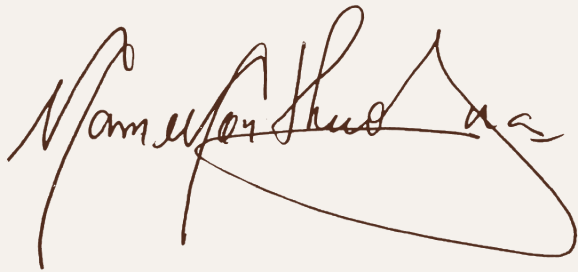
Edited by: Porrtia Portis and Noelle Barber, US

Graphic Designer: Kirstin DeMarquez, US

Messages For You

Miriam Monteiro de Aguiar

"This project touches me deeply, as it has aligned with the purpose of Apará Cafés Especiais as a business of impact since its conception. By connecting people, stories and places through the flavors of coffee, we can transform both ourselves and reality for the positive. This journey has allowed me to look deeper into the history of Brazil, my own history, and the promise of constructing a new future."



Phyllis Johnson

"The Black Producers Program in Brazil started with a simple question, 'Where are the Black Brazilian coffee producers?' Being an African American with a family history of working in cotton provided some insight on how Blacks can be disenfranchised and left on the outsides of industries they've built. My education in coffee told me that while Black Brazilians had earned a seat at the table, they were not present. This work would have not been possible without our partners, Miriam and the farmers we work with on the ground. This work reaffirms basic life principles like working together as a family and community in order to move forward. I'm forever grateful for the opportunity to help build this program."



Introduction

“Where are the black coffee producers in Brazil?” This is the original question of the Black Producers Program, developed and executed by the partnership between Apará Cafés Especiais and BD Imports. The question established the connection between Phyllis Johnson (BD Imports) and Miriam Monteiro de Aguiar (Apará Cafés Especiais) in 2014, during an event for women in the coffee sector promoted by the International Trade Center (ITC). They continued to culminate the relationship over the years, thus resulting in the Program.

In 2015, Phyllis made her first visit to the region of Santo Antônio do Amparo, a town located in the Campo das Vertentes region of Minas Gerais. The region hosts the locations of Apará Cafés Especiais and Fazenda Cachoeira, both owned by Miriam. Together, Phyllis and Miriam found black producers that have been producing coffee for a long time, but were not highly valued in the market.

From there, the producers organized themselves, exporting Brazil’s first container of coffee exclusively produced by black people in 2020. The act was a huge milestone for those involved, the Brazilian coffee sector and the country as a whole, which is still marked by racial inequities.

As the project nears its 10th anniversary, this e-book aims to showcase not only how it has expanded, but how the lives of the producers have transformed. The writings presented here were made possible by many hands, and it was rewarding to be able to lend a sensitive ear to capture these very powerful stories.

All of us from Apará Cafés Especiais and BD Imports hope you get to know more about the Black Producers Program and feel connected to the producers in a way that strengthens racial equity in the coffee sector.

Enjoy the reading, and let your love of coffee also be an act of fighting racism and inequities.

Phyllis Johnson, BD Imports & Mateus Freua,
Apará Café Especiais in San Antonio do Amparo



Pico do Bone farm in Matas de Minas

Chapter I: The Black Producers Program

Owners of Pico do Boné, The Martins family, Crisienne, Katia, and Dona Aparecida



Chapter I: The Black Producers Program

The Black Producers Program aims to bring visibility to Black producers in the coffee value chain, in order to strengthen social welfare and generate income.

Although the project began in 2014 with the initial contact between Phyllis Johnson and Miriam Monteiro, it didn't materialize until 2020, when the first container of coffee produced by the Black producers of Santo Antônio do Amparo was exported. Currently, the program features 10 Black producer families. Their impact extends beyond the commercial value in coffee production.

The design of the Black Producers Program is guided by the answers to the questions:

What, Why, Whom, Where, and How.

What?

Identifying Black producers to facilitate the commercialization of their coffee. This work is done by Apará Cafe Especiais

Why?

Phyllis Johnson, President of BD Imports, leads the US based nonprofit **Coffee Coalition for Racial Equity (CCRE)**. CCRE seeks to build opportunities for Black Americans working in coffee that extend into decision making roles and entrepreneurship. As a Black American woman, she intimately understands the prejudices and challenges experienced by the Black population not only in the coffee sector, but overall. Structural racism is still prevalent in society, contributing to socioeconomic and political inequities. Thus, the movement aims to call attention to the efforts of Black producers to increase their visibility in the coffee sector.



Buyers visit The Romão Family, owners of Sítio Embira in San Antonio do Amparo

Overview of Black Producers in Brazil

In terms of Brazilian coffee, the agenda of the program is particularly relevant. In a country where more than 50% of the population self-identifies as Black or Brown, racial inequities are still widely experienced. A country with a history of more than 300 years of institutionalized slavery needs initiatives from both the government and private sectors to help reduce racial inequity and promote opportunities.

According to official research by the Brazilian Institute of Geography and Statistics (IBGE) regarding rural areas in Brazil, the Censo Agro 2017 (IBGE, 2017), Brazil has:

- Brazil has **5 million** agricultural establishments, of which **44.5%** are owned by people of mixed race and **8.4%** are owned by individuals who identify as Black.
- Based on property size: **208 million hectares (59.4%)** belong to White producers; **99 million hectares (28%)** to Black and mixed race producers.
- **18.92%** of the properties **above 10,000 hectares** belong to Black and mixed race producers.
- **52.7%** of the properties **up to 4 hectares** belong to Black and mixed race farmers.

These figures are why intentional actions are needed. As African American feminist and scholar Angela Davis says, "In a racist society, it is not enough to be non-racist, we must be anti-racist."





The Black Producers Program is presently concentrated by producers in the State of Minas Gerais in Brazil. There are three regions of the state included:

Campo das Vertentes, Mantiqueira de Minas, and Matas de Minas.

How the Project Works:

For the Black Producers Program to deliver the specialty coffee into the cup of the final customer, a lot of work is done by different hands.

Cooperation, commitment, quality, service, traceability and excellence are necessary for coffee to be delivered with respect for both human beings and the environment. Listed below are the actors involved in the Project cycle and their main contributions:

The Producers

Coffee production, post-harvest and farm management, focus on environmental preservation and practices that promote sustainability. They are also responsible for the decision to commercialize, plan, monitor the production cycle and deliver the specialty coffee.

Apará Cafés Especiais, The Exporter

Maintaining relationships with the producers, following up on the production and quality. Apará performs the beneficiating (processing), storage, quality control, blend preparation and export logistics.



BD Imports, the Importer

Coordinates with Apará to receive samples, then contacts and builds the relationship with the customers. Additionally, they understand the needs of the customer to facilitate negotiations with producers over the best prices for the season. A lot of time is spent ensuring that the best prices are paid so that farmers can continue to invest in their farms.



Phyllis Johnson, BD Imports San Antonio do Amparo

Chapter II: The Pillars of the Black Producers Program

Trip to Origin 2022, Sitio San Antonio Familia Peixoto, San Antonio do Amparo



For your information:

The Coffee Coalition for Racial Equity, a US-based nonprofit, was created in 2020 as a way to combat racism in the coffee sector, empower and give visibility to professionals in the coffee value chain.

Apará Cafés Especiais is associated with International Women's Coffee Alliance (IWCA) Brazil, an organization that promotes gender equity and capital for women within the coffee value chain. It is also signatory of the Women's Empowerment Principles for Business of UN Women.



Racial Equity

Is the basis and purpose for the program's existence. The program aims to empower Black coffee producers to commercialize with the result of promoting racial justice in the coffee sector.

Humanizing Business

Valuing and recognizing the work done by producers is fundamentally important in order to humanize the business. For this to happen, efforts must be made to direct commercialization to foster the connection between producers and buyers. This helps to ensure a fair price, and thus, the generation of income for quality of life and business expansion.

Sustainability

Sustainability is an important pillar of the program, as it enables commercial viability with the price of the product that impacts the producers' quality of life. Coffee production continually strives for the best agricultural practices to respect both people and nature. Environmental preservation is practiced with the soil, air, water and animals. Within the coffee value chain, sustainability is monitored through traceability and certification. Producers have CertificaMinas, a certification program linked to the Minas Gerais State Government that supports producers in the implementation of best practices on the property as a whole. Sustainability is good for business, as well as the ecosystem that connects human beings and nature.

Gender Equity

As gender plays an intersectional role with race in systemic issues, the project aims to promote the visibility of women producers and their participation in decision-making processes.

People

This program promotes the social empowerment of producers and their families, which positively impacts their lives outside of the commercial value added to the product.

People: Social Impact

- Increase in production: Producers have more financial resources to make investments.
- Strengthening family agriculture through the encouragement and support of youth participation.
- Empowering and valuing the work of women in coffee farming.
- Quality of life and social well-being.
- Rural succession: The producers' children are able to see their families' businesses with new eyes through the recognition of their parents' work.
- Young people are regaining interest in the coffee value chain, and are training to participate more in the business through production, post-harvesting, decision-making and quality control.

Mr. Jaime Pacheco Duarte and his wife, Mrs. Maria Aparecia de Oliveira Duarte owners of Sítio Tapete Verde , San Antonio do Amparo



Chapter III: Agenda 2030



The program is based on and guided by the Sustainable Development Goals of the UN Agenda 2030. Therefore, it is committed to promoting fairer, more humane and sustainable coffee production and marketing. See which SDGs are related to the project.



To empower producers to create quality coffee, the program supports training and qualification of producers and their families. This is achieved through technical acquisition in the areas of production, technical-agronomic, quality, postharvest, management and certification.



The program supports and empowers women in the production and marketing of their coffees. It also works to eliminate all forms of discrimination against women, encouraging them to occupy spaces of participation and leadership in the coffee value chain.



The program recognizes, values and empowers producers through direct marketing and value-adding coffee prices. This promotes social impact businesses and the social well-being of families.



With fair coffee pricing, the program contributes to the reduction of socio-economic and racial inequalities in the coffee value chain.



The coffee production that sustains the Project is done with the active awareness of respect for the environment and for people. It also connects producers and consumers with traceable knowledge of the coffee from origin to its final destination, the consumer. Those who buy coffee through the Project are aware of the need to strengthen racial and gender equity, thus adding value to the project.



The viability of the program's execution is possible due to the partnership and network between producers, BD Imports and Apará Cafés Especiais.

Other partners are important for the producers' businesses: The National Rural Learning Service (SENAR), a Brazilian government program that supports producers with technical assistance in cost management through the ATeG Program and free training courses. Additionally, the Minas Gerais State Government's Program for the Certification of Agro-Industrial and Livestock Products supports producers with the traceability of their coffee production.

Chapter IV: Lives Transformed by Specialty Coffee

Much like the coffee from the Black producers, this e-book is made by many hands. It is also a living book, just like the soil. For this reason, we present to you some of the life stories of the producers transformed by the program.

The stories presented here are unique, and highlight the powerful connection between the lives of these families to coffee and the Black Producers Program.

Prepare your coffee, and delight yourself with your special drink alongside these stories.

Luiz Romão, owner of Sítio Embira, San Antonio do Amparo



Neide Peixoto: Women's Leadership and the Basis of the Black Producers Program



Neide Peixoto at Sitio San Antonio Familia Peixoto

Neide Peixoto, 47 years old, works together with her husband, Roberto, at Sítio Santo Antônio in the collective management of the brothers' production. Additionally, she is a central figure in the execution of the Black Coffee Producers' Program.

Neide and the Coffee Connection

The coffee path has crossed Neide's life in many different ways. Born in a rural area, Neide's parents worked in coffee production, where they brought her to the fields with them as they had no one to watch her. Overtime, her involvement in coffee became greater and greater.

As an adult, she met and married Roberto, who was already working in coffee production. Since the beginning of their marriage, Neide worked together with Roberto in harvesting, as well as the domestic work that supports production. Until 2015, Neide divided herself between coffee production and her occupation as a hairdresser.

This same year, coincidentally the year of her meeting with Phyllis Johnson, Neide decided to dedicate herself exclusively to coffee production, strengthening the collective work of the Peixoto Family.

The Black Coffee Producers' Program and meeting with Johnson is for Neide, her third and main moment in coffee. She is a central figure of the program in terms of engagement and communication with its members. She considers this as the fruit of her journey and self-recognition as the protagonist of her coffee work, which happened with the support of other women.

Women are like water: When they meet, they grow together

For Neide, the process of recognizing herself as a producer and protagonist in coffee production took shape by the contributions of many women. This process is common in rural areas, where women often still identify as helping their partners, not as workers or farmers themselves. That is why the network formed among women is so important to this process.

Neide's network was created through meeting the women that would become her resources. The year 2015 was one of female connections and coffee, as Neide linked with Miriam Aguiar, president of Apará Cafés Especiais.

Through Aguiar, she learned of the International Women's Coffee Alliance in Brazil (IWCA Brazil), and became a part of a large network formed by women working in different areas of the coffee sector. As a result of the connection with the IWCA Brazil, Neide understood the importance of her work in coffee, and how important it is to value the roles of women. She has participated in events and courses promoted by the IWCA Brazil, and is still a member of the organization.

During this journey, Neide met Josiane Cotrim, founder of the IWCA Brazil. For

Neide, Cotrim was very important in her being recognized as a farmer and central figure in her coffee work. Neide remembers that Cotrim always told her, "You do not help, you work with him (Roberto, Neide's husband). You are on his side." That same year, Neide met Phyllis Johnson during her first visit to the region of Santo Antônio do Amparo. Alongside the proposal of racial equity, the Black Coffee Producers' Program also values gender equity and female empowerment. Neide connected with Phyllis as the project's primary link with the producers. Since then, Neide has been a central figure and the main point of communication. She emphasizes her connection with Phyllis not only because of the program, but because of their similar life trajectories.

Neide sees the path she and her support network have taken as a deeper recognition of her role in production as a woman. "It was a process of awareness. I really have an important role, and I was seeing how this was adding up [...] Really...we women have a very important role." Neide is a spring, a spring that yields other watercourses, as in the support she gives to other women. She says that every time she meets a new woman in the project who feels unrecognized, she uses her story, her process of awareness-raising, to welcome her and continue on together to strengthen the work of women in coffee

Neide Peixoto production. "Sometimes, when someone new in the project arrives and tells me she does not like to get involved, I tell her that I was like that too. Today, I think differently, today I see the importance that I have, and how much I contribute so that this can really work."



Neide Peixoto presenting to buyers 2022

Coffee Production: Resilience in the Paradox Between Valuing and Continued Racial Bias in the Coffee Sector

Neide is aware of how the color of her skin affects her and the other producers. In her view, the fact that they are black unfortunately means that they still face racial inequalities. Even if they own land and are the principal figures of coffee production, there is no guarantee they will be treated equally. She still perceives the differences in treatment.

This makes Neide and the other producers stronger and more resilient in the fight against racial prejudice. She and the others have accomplished this in the best way

possible: winning and being showcased in coffee competitions since 2008. These feats show that a job well done and the quality of the product are not determined by race. The program has reinforced this process.

It is indisputable how the Project has contributed increased respect, valorization, occupying of spaces and recognition of the work of black producers. The project has brought a new perspective of inclusion in the coffee market and the way the sector, at a local level, views them.

According to the producers: "When we started to export, when the project began to move, we could see the impact. How it changed the way people now look at us differently, how many people treat us differently."

Neide knows that a great change in the social structure is necessary, but through the Project, she has the motivation to move forward, to seek recognition and appreciation as both a human being and a coffee producer. She wants this for herself and all the other black producers.

Serra das Cabeças



The Black Producers Project and Neide's Leadership

It is impossible to talk about the Black Coffee Producers Project without mentioning Neide Peixoto. One compliments the other. As she grew aware of her role as a woman in coffee production, the connection with Phyllis Johnson was integral to amplifying Neide into a leadership role. Phyllis was a great reflection of the ways gender and race intersect in Neide's life, as well as being important pillars of the project. Neide was put in charge of the central axis of the Project. Her name, and connection to Phyllis Johnson, are mentioned by everyone in the Peixoto family. Neide's performance in the Project was strengthened by the mission entrusted to her coupled with Phyllis's support. "Phyllis was an inspiration even for me to look and think why not? So this motivated me to have another look and get involved. Today, I am much more involved, and I really want to be there."

In this proposal, Neide self-identified as a leader, but is also seen as one by everyone in the Project, especially by the Peixoto family. The relationship with both her husband and brothers-in-law is of much respect, union and collective work. Neide admires the trajectory of her family in coffee production, and they see her as a central figure and the link to the relationship with Phyllis. This link is important to Neide's vision for the project proposal, as it emphasizes gender and racial equity, inspired by Phyllis herself, who champions female empowerment in coffee production. "She makes a point, because of this work she does with women, of really showcasing women," Neide recalls a prior conversation with Phyllis. "From the very beginning when we started to communicate, she said 'Look, Neide, you are the woman who is going to lead the family. You are the one who is going to lead the family.'"

Neide's leadership within the Project and the Peixoto family is possible due to the high-esteem for the groundwork laid by her husband, Roberto, and his brothers. The path to recognition that culminated in the Project is an inspiration to Neide, and the younger generations of the family.

Phyllis Johnson & Neide Peixoto embrace



Neide: The Inspiration for the Next Generation of the Peixoto Family

Just as the relationships built through the Project have awakened the interest of the younger members of the Peixoto family, so has Neide's female leadership. Her 21-year-old daughter, Lauriel, is a prime example. Lauriel's interest in coffee piqued in 2017, while participating in a course on field succession. Following this, she witnessed her family's involvement with the Project, and her mother as a key figure, causing her to view the business from a different perspective. From that point, she has become increasingly

involved, as Neide and Roberto make a point of sharing information and decisions about coffee production with her. Lauriel has taken courses in coffee quality and roasting; she supports her father with document organization and cost management; for the past three years, she has been responsible for post-harvesting. It is also due to the Project that she began pursuing a new language, English, in 2021. The whole process of recognition and appreciation for the business ensures that Lauriel is a young member of the Peixoto family with a promising future. Lauriel says, "I was really getting inserted and I don't see my life outside of there! I already want to be there, to continue (my parents') work!"

Recognition Not Only for Production, but of the Story of the Peixoto Family

It is certain that the Black Producers Program has brought recognition to the hard work and quality of coffee production for those involved and their families. But for Neide, who became a part of the Peixoto Family soon after her husband and his brothers bought the land, the Project is the acknowledgement of a whole trajectory of work towards the family's unity. According to Neide, "We had a dream, which was to export coffee. Suddenly, this dream comes knocking at our door [...]. So, for me, it represents a blessing from God. Because, as I say, we did not even need to leave here to go after everything, everything came this way."

Next to exporting their first container of coffee in 2020, the publication of "The Triumph" was a great gift for Neide and the Peixoto family. The book tells the story of the family's relationship with the land and coffee, and represents the materialization of a dream. Family, union and respect are elements beyond the flavor notes in the production of coffee that makes the Peixoto Family special.

"We work together, all committed to making a good coffee," Neide remarks. "To make a special coffee, I think that this joint work is what makes it more special." work is what makes it more special."

Neide Peixoto





Marci Borges, Sítio Nossa Senhora da Aparecida Mantiqueira Mountains



Fazenda Cachoeria, San Antonio do Amparo





Peixoto Family at Sítio San Antonio: Família Peixoto
in San Antonio do Amparo

Chapter IV: Lives Transformed by Specialty Coffee

Peixoto Family: Family Work Strengthens Coffee Production

General information:

Roberto de Paula Peixoto, 53 years old
Henrique Ribeiro Peixoto, 22 years old
Hamilton Resende Peixoto, 56 years old

Land specifications:

Name:

Sítio Santo Antônio (Santo Antônio Farm)

Location:

Santo Antônio do Amparo, Campo das
Vertentes Region, State of Minas Gerais,
Brazil.

Coffee area production:

44 hectares (Roberto: 03 ha; Hamilton and
Henrique, his son) 03 ha.

Altitude:

1,140 meters.

Coffee variety:

Yellow catucaí
Red catucaí
Mundo Nuvo

With Coffee, the Peixoto Community is Born

Six brothers grew up watching their parents work on the coffee plantations of Santo Antônio do Amparo. As adults, their involvement in coffee piqued an interest in having their own land and businesses. In 2000, the brothers would go on to purchase land where the Santo Antônio Farm stands today, and thus, the Peixoto Community was born.

In Roberto's words, buying the land was the conquest of a dream. "It represented a dream come true that we had been dreaming for many years," he recalls. "Because before, we worked like this privately for other farmers. Acquiring our own land was a great satisfaction."

Each brother manages his own piece of land, with an average of 3-4 hectares of coffee. The remaining preserved area is maintained by the five surviving brothers, who work together to oversee the property with union and cooperation.

The unity of working with family has inspired the younger generation of successors to the business. The Black Producers Project has been a stimulus as well. In total, 15 members of the Peixoto Family are involved in the whole coffee production process, from harvest, post-harvest, quality and certification. Family work strengthens the Peixoto Community.



Crisienne Martins in San Antonio do Amparo

Peixoto Brothers



Kevin Nealon from Huckleberry Roasters and Ana Maria Alves Moreira owner of Sitio Palmares, San Antonio do Amparo

The Coffee and Project: Valuing Work that Engages Young People and Succession of the Property

The collective work of the brothers has generated interest amongst their family, especially the young members. Their involvement has become increasingly stronger thanks to the Black Producers Project. Through the project, the youngsters witness the increased value of coffee that contributes to the improvement of its production. They also see how direct marketing benefits the family work. Seeing their parents appreciated for their efforts contributes a lot to the permanence of young people in the field.

In the case of the Peixoto Community, there are several promising young people that are already involved with the production of coffee:

Roseanne works in quality control at Apará Cafés Especiais as a partner of the project, and supports the Peixoto Family with information.

Henrique, Hamilton's son, already works with his father in his part of the coffee production. Geovana, Hamilton's daughter, supports her father in the commercialization of roasted coffee, and in the management and certification of coffee.

Lauriel (21) is Roberto and Neide's daugh-

ter, and the oldest of their three children. The couple has two other boys at 13 and 15 years old. Lauriel supports her parents in the decision-making process on the property for marketing, as well as documentation management.

Geovana and Lauriel are also studying agronomy, and are already practicing the knowledge they've learned at university. They are also thinking of expanding their business.

The awakening of all these young people came through engaging with the family, and seeing the respect their parents have for each other during the production of coffee. Additionally, the young Peixotos have taken courses on coffee quality, tasting and roasting because they saw the appreciation of their parents through the Project. Their inclusion opened the horizons for new possibilities, professionalization and business in the coffee sector.

More than linking individuals, coffee connects them in community, like Peixoto.



Sustainability: Community, Ecosystems and Good Agronomy Practices

The Peixoto Family producers act with awareness that they must use good practices that promote sustainability in their production, therefore adding value to their specialty coffee. This includes reduced use of chemical products, and use of agricultural techniques in tune with nature such as soil coverage. Around **35%** of the property is preserved area, in comparison to the **20%** stipulated by Brazilian legislation.

In the search for sustainability, the Peixoto Family also works together with universities and foundations on research for agricultural techniques such as producing coal from coffee chaff, ground-covering and intercropping with the farming and native trees. In the search for sustainability, the Peixoto Family also works together with universities and foundations on research for agricultural techniques such as producing coal from coffee chaff, ground-covering and intercropping with the farming and native trees.

Black Producers Program

Robert, Hamilton, Henrique and the other coffee-producing members of the Peixoto Family have been in the Project since its inception. They participated in the first exportation in 2020. This moment was particularly special for Roberto. "It came when we made our first export," he reminisces. "You see that is satisfaction, a dream come true." Within the Project, the family's many years of effort in the search for a fair price for a quality product were recognized and valued. It was the materialization of the family's hard work. For Hamilton, the Project was motivation. "It gave us more incentive for us to go even further, and it really valued us for the coffee we have here, quality coffee. We were able to show the world that we have this coffee," he says.



As the Bean Grows on the Coffee Plant, Plans for the Property Also Grow With the Project

With the financial return of commercialized coffee, the Peixoto Family's main objective is to invest in the property. Their goal is to acquire machines to prepare coffee on-site, rebuild the house and construct a tasting room. They also want to open up the property to tourists, in the model of agrotourism, for people to experience their work up close and generate more income for the family.

A promising future is in store, and the members of the Peixoto Community are thankful for the opportunity to commercialize their coffees.

BD Imports and Apará Café Especiais at Sitio San Antonio Família Peixoto



Peixoto Family at Sitio San Antonio Família Peixoto



General information:

Joaquim Leonardo Peixoto, 57 years old
Auxiliadora (Dona Lilinha) Borges dos
Santos Peixoto, 52 years old

Land specifications:

Name:

Sítio Leão (Leão Farm)

Location:

Santo Antônio do Amparo, Campo das
Vertentes Region, State of Minas Gerais,
Brazil

Coffee area production:

05 hectares – 02 within the collective area
of the Peixoto Community production

Altitude:

1,100 meters

Coffee variety:

- Yellow catucaí
- Red catucaí
- Mundo Nuvo

Peixoto Family, at Sitio San Antonio Familia
Peixoto in San Antonio do Amparo





Maya Johnson, BD Imports at Fazenda Cachoeria

“Dona” Lilinha, Joaquim and Their Children: The Extension of the Peixoto Family

Joaquim is one of the brothers of the Peixoto Family. He acquired the lands of the Santo Antônio Farm along with his brothers. He was born in the Gameleira Farm, also in Santo Antônio do Amparo, and grew up working with his parents in the coffee plantations.

He worked with his brothers until 2004, before moving to another area, but his love for the land and coffee spoke louder. According to Joaquim, words fail to express what both represent in his life. “An exchange relationship” is how he defines the connection with the land and coffee, because they give and receive in the same proportion.

In 2020, he acquired Sítio Leão. By 2022, he had his first coffee harvest and joined the Black Producers Project. Joaquim, together with his wife, Dona Lilinha, who’s been involved with coffee since their marriage, work to produce coffee on the property. The couple has four children: Alana (33 years old), Roseanne (32), and the twins Jaqueline and Jackson (25). Their father’s love of coffee has drawn the children to production, which was enhanced by the Project.



Chapter IV: Lives Transformed by Specialty Coffee | "Dona" Lilinha

The Coffee and Project: Valuing Work that Engages Young People and Succession of the Property

Joaquim and Dona Lilinha's children are further proof of how seeing their parents' appreciation and recognition through the Project has inspired them to get involved in coffee production.

Roseanne and Jaqueline work with Joaquim managing the property, including costs and certification. Jaqueline is studying agronomy at university, and is

putting her family's know-how into practice in the classroom. It is a two-way street of knowledge.

Besides working at Apará Cafés Especiais, Roseanne supports the family with logistics, coffee tasting and through contact with Apará and BD Imports.

Another important point of involvement for the Peixoto children was the access to qualification and knowledge of the coffee sector. Roseanne, Jaqueline and their siblings had the opportunity to learn about the sector beyond production with courses in classification, tasting, coffee cupping and roasting. These provided them with a new way of viewing the business, and new possibilities to engage in production with their parents.



Sustainability: Management and Practice of Environmental Conservation

For Joaquim, sustainability is not just important for nature preservation, it is a good agricultural practice. He composts, which reduces the use of chemical products, as well as decreases the costs of fertilizing crops. Joaquim also performs Integrated Pest Management to address pests and diseases. With this monitoring practice, he can manage and anticipate possible changes during farming through the introduction of more sustainable practices.

Sítio Leão has a preservation area that is set aside for the Brazilian legislation that mandates it. The property also features two springs that are very special to Joaquim, for which he completed all of the environmental adequacy safeguards to protect. He is aware that Sítio Leão is located in an elevated region of the municipality, and that the water that originates there supplies other regions. Joaquim is a water producer: At the same time that he preserves, he uses technologies to increase the volume of water.

Black Producers Project

Joaquim has been with the Project since the first export in 2020. It is close to him because it was born in Sítio Antônio, where he produces coffee together with his brothers, and his sister-in-law, Neide Peixoto. She is a reference for empowered women and a central figure for the project. Joaquim talks about the connection between Neide Peixoto and Phyllis Johnson that set the foundation for the Project's execution, and the beginning of the commercialization of their coffees.

Through the Project, Joaquim and his family feel very valued. The added value and the possibility of having their coffee recognized brings tears to their eyes, and encourages them to continue producing coffee. They have high hopes that the Project will expand and strengthen.

Dona Lilinha is very happy to see everyone engaged and the appreciation of the Peixoto Family coffee production. According to her, when drinking coffee, people should "taste and enjoy it because it is delicious! It was made with great care, prepared with great care, effort and work."

Margarida and José Élio: A Harvest of Dreams, Achievements, and Coffee

Margarida & José Élio owners of Vista Alegre, San Antonio do Amparo



General information:

Margarida Rosa Cândido Vilela, 47 years old

José Élio Vilela, 52 years old

Land specifications:

Name:

Sítio Vista Alegre

Location:

Santo Antônio do Amparo, Campo das Vertentes' Region, State of Minas Gerais, Brazil

Coffee area production:

2.5 hectares

Altitude:

960 meters

Coffee variety:

- Yellow Catucaí

Coffee: Making Dreams Come True

José and Margarida started their journey as coffee growers 10 years ago. The greatest motivation came in realizing their dream of working for their own business and, best of all, that the income from their production could provide their daughters with access to education.

That dream came true. Today, the couple has a daughter that holds a law degree and works in the area. Their other daughter is studying psychology. "I am with the dream fulfilled. For me, my situation is fulfilled." (José Élio)

The Road to Better Well-Being and a Special Quality Coffee

José Élio and Margarida's production of specialty coffees make it possible to improve their quality of life and invest in the property. In addition to the achievement of sending their daughters to university, the family relates their well-being to the income generated from coffee. Thanks to good agricultural practices and quality training, they reduce production costs, thus ensuring a greater return.

Coffee also represents access to knowledge, local connection and networking. When they entered the industry, the couple had the support of people who would become friends and exchange experienc-

es to build collective knowledge. For them, this adds as much value as the economic aspect. In Margarida's words, "The coffee participation spaces have greatly increased our circle of friendship! We met a new world through coffee!"

For production, the return on coffee has enabled José Élio and Margarida to plan business expansion. Currently, they have about 8,000 coffee plants in an area of 2.5 hectares, and are preparing to reach 10,000 plants. All of this planning goes into the quality of life, and the quality of the drink that reaches the final consumer.



Margarida owner of Sitio Vista Alegre,
San Antonio do Amparo

Working Together to Promote Gender Equity in Coffee Production and in the Family's Lives

More than just a couple, Margarida and José Élio are business partners. There is great harmony between each of their activities on the property. They do the management, certification, investment and marketing decisions together.

At harvest time, Margarida is responsible for the work in the yard. She is in charge of all of the post-harvesting work, which she is self-trained by courses, and is very proud of the confidence she has in her work through access to education in the coffee sector. The harmonic work done together on the property is also done at home.



Margarida owner of Sitio Vista Alegre, San Antonio do Amparo

The housework is also a shared responsibility. Being recognized for her contribution is of great value to Margarida. "I feel valued and there is a space for women that has been a long time coming," she expresses. "Behind a great man, there is always a great woman, why not on this side, right? And, I see, I am enjoying being on this side."

Sustainability: Community Ecosystem and Good Agronomy Practice

For Margarida and José Élio, practicing sustainability is the integration of an ecosystem. The economic part provides a living for the family and the possibility of investing in coffee production, while the protection of water and forests is both a part of Brazilian legislation and a form of caring for others. They understand that the environmental work they do not only takes care of them on the property, but also their neighbors. "We take care of them and they take care of us," says José Élio. "That is sustainability. And trying to be conscientious with our neighbors."

In terms of production techniques, sustainability is in the understanding and knowledge of the plants. The couple learns every day how to do better, understand the cycle nature and that, just like human life, the soil is a living being. (continued)

Because of this, they make a conscious use of chemical products, and use good practices such as covering the soil and organic compost.

Black Producers Program

Margarida and José Élio have been a part of the Project since 2021. It is a great joy for the couple to be recognized for their work in the production of specialty coffees, and to be a part of the project built in partnership between Apará Cafés Especiais and BD Imports.

They refer to the Project as recognition, valorization and encouragement to continue investing in production and quality. Feeling gratitude and responsibility towards others, they overflow with joy and would like to say to those who drink their coffee: "The coffee was produced with a lot of love, care and dedication." wards others, they overflow with joy and would like to say to those who drink their coffee: "The coffee was produced with a lot of love, care and dedication."

Margarida and José Élio



Carapina Family: The Family Business Practice is Made in the Collective

General information:

Sueli Aparecida Carapina de Paula, 39 years old

João Inácio de Paula, 39 years old

Marcos Antônio Carapina, 44 years old

Márcio Carapina, 43 years old

Maria das Graças Carapina, 63 years old

Jesus Antônio Carapina, 74 years

Land specifications:

Name:

Sítio São João (São João Farm)

Location:

Santo Antônio do Amparo, Campo das Vertentes' Region, State of Minas Gerais, Brazil

Coffee area production:

05 hectares

Coffee variety:

- Yellow Bourbon
- Yellow Catucái
- Red Catucá

Carapina Family





The Carapina family at Fazenda Cachoeria

Chapter IV: Lives Transformed By Specialty Coffee | Carapina Family

The Dream of a Life that Nurtures Family

All of his life working in coffee and cattle farms in the region of Santo Antônio do Amparo, Mr. Jesus Antônio Carapina never stopped dreaming of having his own piece of land. The dream was not only for him, it was the dream for his family, the future of his children.

In 2000, Mr. Jesus finally acquired the land of Sítio São João and started his own production. This dream is one that his wife, Maria das Graças, recalls that he used to say he could die happy having fulfilled it.

Acquiring the land was the first step. Many challenges followed, and made the family understand the meaning of resilience. With their teenage children, Mr. Jesus and Mrs. Maria das Graças walked or cycled around 18 kilometers a day between the city and property, until they began to ear-mark part of their earnings to purchase a pick-up truck. Recently, another dream has come true, the house at the headquarters of Sítio São João where the family lives during the harvest period.

The Collective Management of the Carapina Family: Smallholder Farming Business Model

The evolution of Sítio São João was possible due to the collective work of the family called the Association. The sons plus a son-in-law, João Inácio, embraced Mr. Jesus's cause and started to manage the coffee business together. They understood that in order to expand the business, it was important that part of the coffee profits were invested. They allocated part of the proceeds to a Carapina Family cash box. The cash financed

several investments, such as increasing the production area, investing in new varieties and hiring agronomic consultants.

The management of the Carapina Family is called the Association because they view themselves as an organization where each member is responsible for the production. João Inácio, Mr. Jesus's son-in-law, is the field coordinator. He works mainly in production, oversees fertilization, product purchasing and accompanies the work of agronomic consultants.

Sueli, Mr. Jesus's daughter, and her brother Pedro are responsible for financial management and marketing decisions. They do all of the follow-up work for costs, administrative and document management. Sueli follows the coffee market daily and has autonomy coupled with everyone's trust to decide on how to market the coffee. She says the practice of collective management, with defined attributions for each one's performance, also strengthens the trust among them.

Márcio is responsible for the yard during the harvest. Marcos is involved in quality management, as well as in the harvest. During the harvest period, the whole family is concentrated on the property. It brings pure happiness to Mr. Jesus and Mrs. Maria to see the whole family involved, and the work of the collective taking place.

The Carapina family with Apará at Fazenda Cachoeria



Pacheco Family: The Generational Love For Coffee Bears Fruit

General information:

Jaime Pacheco, 87 years old

Jamie Pacheco Neto, 31 years old

Joice Pacheco, 21 years

Land specifications:

Name:

Sítio Tapete Verde (Tapete Verde Farm)

Location:

Santo Antônio do Amparo, Campo das Vertentes Region, State of Minas Gerais, Brazil

Coffee area production:

06 hectares

Altitude:

1,110 meters

Coffee variety:

- Yellow Catucái
- Mundo Nuvo
- Paraíso



BD Imports & Apará Café Especiais with the Pacheco family in San Antonio do Amparo



Mr & Mrs. Duarte

Coffee: The Work that Bring Generation Fruit in the Pacheco Family

Born into a coffee family, Mr. Jaime Pacheco is the son of farm workers from the Santo Antônio do Amparo region. Before he worked in coffee himself, he made his career as a carpenter. In 1988, he bought the Tapete Verde Farm, dividing his time between coffee and carpentry. His children also grew up between the two, but what captivated him and his family was always coffee. The amount of love, care and dedication bears fruit for the family union, and it is a dream come true to see everyone involved with production. Currently, two of his nine children along with two grandchildren are actively involved in the operation of Tapete Verde Farm.

A shared name and love for coffee connect grandfather and grandson. Jaime Pacheco Neto is his grandfather's righthand man in coffee production at Tapete Verde Farm. Since he was a child, Jaime Neto used to accompany his grandfather on the property, and speaks of the period with fond memories. He graduated in the technical area of agriculture and livestock, and in 2019, his connection with coffee was established through a friend who introduced him to specialty coffees. Curious and attentive to innovations, Jaime Neto talked to his grandfather

about it, who was only too happy to see his grandson's interest in coffee production. From then on, Jaime Neto started managing the coffee production together with his grandfather.

The Pacheco's Family's Coffee-Growing Dynamic

The coffee connection began to call in more of the Pacheco Family. After Jaime Neto, his cousin Joice got involved. Joice works with the family in production, mainly in the administration and traceability areas. She is responsible for monitoring CertificaMinas, the certification protocol that the property has linked to Instituto Mineiro de Agro-pecuária (IMA), a governmental institution that supports the producers in the State of Minas Gerais, Brazil.

Jaime Neto is mainly responsible for the yard at harvest time, and also works on the administrative side. He has developed his own management control system for the property, while Joice is in charge of the documents management .

The two uncles, Mr. Jaime's children who work on the property, are in charge of the harvest and all of the cultural handling of the coffee throughout the year. It is an achievement for Mr. Jaime to see his whole family united in coffee production. All the care and love he has for both his family and coffee are connected and overflowing.

Sustainability is More About Environmental Education than Certification

The Pacheco Family sees sustainability beyond certification protocols, but rather as a way to practice and strengthen environmental education. Mr. Jaime believes that before we talk about the adequacy of the properties, people need to understand how caring for nature is a part of everyday life and requires everyone's involvement.

Attention must be paid to adequate sanitation, the collection and disposal of waste, and the community's understanding of the whole process. Producers must be made aware of the legal aspects of sustainability to consider how it can add value to the product, as well as generate decent income. Sustainability is a possible and concrete way to connect people.

At Tapete Verde Farm, the family uses green manure and has reduced the use of agrochemicals as a way to contribute to soil health, consequently reducing greenhouse gas emissions.

Black Producers Program

The coffee production in Sítio Tapete Verde (Tapete Verde Farm) from the Pacheco Family has been a part of the Project since 2021. It began through contact with Neide Peixoto, who presented the proposal to Jaime. Since then, the family allocates its production of specialty coffees to the Project.

For the Pacheco Family, the Project is of the utmost importance to valorize the work of small coffee producers. It opens

the doors for contact with the global coffee value chain that would have otherwise been difficult to access. Beyond adding value, the Project enables producers to have their work recognized, appreciated and their businesses empowered.

The Pacheco Family's inclusion is the materialization of their grandfather's life's work. Mr. Jaime's dedication to coffee and his family were strengthened by the Project, which connected both his children and grandchildren to coffee.



Mr. Jaime Pacheco Duarte and his grandson, Jaime Pacheco Neto owners of Sítio Tapete Verde , San Antonio do Amparo



Mrs. Maria Aparecia de Oliveira
Duarte Verde



Mr. Jaime Pacheco Duarte



Next Generation Producers and Buyers
at Pico do Boné, Matas de Minas

Café Pico do Boné: Family Unity and Women's Protagonism

The Martins, Katia, Dona Aparecida, Cristiene



General information:

Cristiene Aparecida Martins, 34 years old
Ângela Aparecida Belo Martins, 55 years old
Abraão Junior Belo Martins, 24 years old
Bruno Gabriel Belo Martins, 22 years old
Silvanu Belo Martins
Katia Belo Martins, 28 years old
Abraão da Silva Martins (In memoria)
Edlaine Sena Martins (Sister-in-law)

Location:

Araponga, Matas de Minas Region, State of Minas Gerais, Brazil

Name:

Café Pico do Boné

Coffee area production:

09 hectares

Altitude:

1,110 meters to 1,300 meters

Coffee variety:

- Yellow Catucaí
- Red Catucaí
- Catiguá MG1
- Catiguá MG2



BD Imports & Apará Café Especiais meeting with the Peixoto family

Chapter IV: Lives Transformed By Specialty Coffee | Café Pico do Boné

The Memory of the Father: A Source of Strength and Labor for the Family

Cristiene and her family honor the memory of her father by continuing his work, cultivating both the fruit of their specialty coffees, and the union of the family. Education has always been important to her parents. When her father died in 2016, Cristiene was studying agronomy at the Federal University of Lavras (UFLA) – a public university in Brazil – and considered leaving school to support her family. But she had her father in mind, who always encouraged and her brothers to receive their degrees.

Later, she returned to Aparaponga to support her mother and brothers working on the property. In 2018, they started producing specialty coffees and, in 2019, they launched the property’s roasted coffee brand, Café Pico do Boné. From then on, resilience and unity were words put into practice by the family that has increasingly appreciated its coffee production.

The Dynamics of Family Work and Women’s Protagonism

Cristiene’s family, with love and unity, has continued the work that her parents did together. Her male siblings are responsible for the management, mowing, weeding and harvesting of coffee.

Cristiene also works in the harvest. But she is mainly responsible for traceability, roasts coffee for Café Pico do Boné and maintains the agronomic guidelines for the crops. She works in traceability with her sister-in-law, Edlaine, and shares her knowledge to involve her.

Kátia is responsible for commercializing Café Pico do Boné, and attracting customers in the city of Viçosa near Araponga. Kátia studied Business Administration at the Federal University of Viçosa (UFV), and stayed in the city to expand the commercialization of the family’s roasted coffee under the Café Pico do Boné brand. (continued)

Per Cristiene, the matriarch of the family, Ângela, is the “queen of post-harvest”. She has been working with great focus and mastery in the yard for three years, dedicating her time to contributing to the specialty coffees of the property.

There are many women at Café Pico do Boné. After her father passed away, Cristiene, her mother and siblings decided not to sell the property. She recalls how difficult it was at the time to overcome comments about them not being able to cope, or that they should sell the property, especially because they were women. Cristiene says that they heard for a long time that they were “crazy” for continuing in the fields.

Cristiene mentions that they had to have a lot of resilience, and that they are strong. After people started to see the women as central figures working, the comments started to subside. Cristiene invites anyone who doubts or criticizes the work of women to come to Café Pico do Boné and have a cup of the special coffee produced by her family.

Sustainability: Environmental Awareness and Forward-Thinking New Farming Practices

Cristiene understands that sustainability is the practice of caring for the land and preserving all forms of life, from microorganisms to the maintenance of the human species. For this reason, she uses minimal agronomic supports, and they often don't use fungicides and pesticides.

She also has a vision of the future for the adoption of good practices and sustainability protocols. The property has been certified by CertificaMinas, a national certifying agency since 2000, and Cristiene knows that buyers appreciate being informed that a coffee is certified.

Additionally, in her vision for the future, Cristiene has tested intercropping with bananas and green manure on forage turnips to identify the best practices. She says that a soil analysis of the nutrients is still needed to verify these benefits, but that the richness in the soil from the organic matter is visible, and will hopefully be reflected in the drink's quality as well. The test was applied to a new crop, which has yet to be harvested, but the expectations are high, and she wants the property to move towards agroforestry management in the future.

In the roasting part of Café Pico do Boné, Cristiene also says that they use firewood to generate energy as a way to alternate with electricity, and give back to the environment.



Cristiene Martins - San Antonio Do Amparo

Black Producers Program

Cristiene came to the Black Producers Program through contact with Josiane Cotrim, the Program's coordinator. They met at an International Coffee Week on behalf of the International Women's Coffee Alliance - Brazil, of which they are both members. Afterwards, Cristiene and Josiane stayed in touch, then Cristiene introduced Josiane to Café Pico do Boné,

and the history and work of her family. Josiane saw the connection to the Program, which sparked Cristiene's interest, and connected her with Phyllis Johnson. Cristiene and part of her family met Johnson in 2022, then made their first coffee commercialization in 2023.

Cristiene says with great satisfaction how important the engagement with the Program was in gaining recognition and

appreciation for all the work producing coffee with her family, and for the memory of her father.

From the Program, Cristiene says that there is a real appreciation of the work, value of production and family all these years, and has high expectations for a long-lasting relationship



Buyers and Producers in San Antonio Do Amparo

The Work of Coffee is in Connecting People

The objective of this e-book is to present the Black Coffee Producers Program in detail. Our goal is to demonstrate how equity can be delivered through common everyday items like coffee. Before it makes it to your cup, a lot of work and collective responsibility is necessary to guarantee the quality of specialty coffee. In the same way, choosing to buy coffee directly from producers has a positive impact on their lives. It is the realization of dreams, and the stimulus for new life projects. Coffee connects people, and so we would like to thank you very much for supporting, encouraging and believing in this project.

We have been on this journey for 10 years, and may there be many more to come! Together we strive for racial equity in the coffee value chain.

Apará Cafés Especiais, BD Imports and the producers thank you for the partnership!

Phyllis Johnson, BD Imports in Matas de Minas



Messages from the Producers to You



"May you feel all the love and care that we have in this work. From planting, caring, harvesting and drying. Until it reaches you."

Neide Peixoto



"For those who are going to drink the coffee of the Carapina Family, know that the coffee beyond the drink is special because it represents the dream and collective work of an entire family. It was resilient throughout the journey and today, it is very happy to be recognized and valued in its work."

Sueli Carapina



"The coffee was produced with a lot of love, care and dedication."

Margarida and José Élio



"You have to taste and enjoy it because it's delicious! It was made and prepared with great care, effort and hard work."

Lilinha and Joaquim Peixoto



"You need to know that along with the cup there is all the work, dedication and achievement of seeing the family connected to coffee."

Jaime Pacheco Netto



"All the coffee from Pico do Boné is produced in a genuine way and reflects all the union and love that the family has, as they feel valued for their production through the Program."

Cristiene Aparecida Martins



"Thank you for drinking our coffee."

Roberto Peixoto

Additional Information

This e-book was presented in its first version in April 2023.

Its writing brings the history and execution of the Black Coffee Producer's Program idealized by Phyllis Johnson, president of BD Imports, and Miriam Aguiar de Monteiro, CEO of Apará Cafés Especiais.

This material was compiled through interviews with producers. The data collection, writing and design were contributed by Mariana Martins – Sustainability and Social Impact Communication Consultant (between March and June) of BD Imports and Apará Cafés Especiais.

The photos of the e-book are by Joyce Yong for Coffee Coalition for Racial Equality and Mariana Martins.



@COFFEEFOREQUITY

WWW.BDIMPORTS.COM

@APARACAFEESEPCIAIS

WWW.APARACAFEESEPCIAIS.COM

Coffee Buyers Trip 2022

