



FAIRTRADE  
INTERNATIONAL



Região  
do Cerrado  
Mineiro  
Denominação de Origem

**Marcos Antonio de Melo and  
Aparecida Piedade de Melo**  
Fazenda Macaúba de Cima,  
Esmeril region.



## ANNUAL ACTIVITY REPORT

MARCH 2023 | DECEMBER 2023





**Adriano Rogério da Silva**  
Fazenda Santo Antônio,  
Lagoa Seca region.

## **APPCER**

Association of Small Producers of the Cerrado started in 2010 from the initiative of a group dedicated to family coffee farming to expand their business collectively, with the support of Expocacer, Coopa and SEBRAE.

In the following year, the Association achieved the renowned Fairtrade certification, which implements direct, fair and supportive trade.

For APPCER, responsible production combines ethics, sustainability and traceability, always linking the entity's growth to local and human development of its associates and the community.

APPCER exports more than 20 thousand bags of coffee per year, generating continued investments in the coffee quality profile, the well-being of its members and the development of technical, educational, social and environmental programs.

## **Origin**

The Association is located in the Cerrado Mineiro Region, a geographical indication for coffee recognized by the INPI

(National Institute of Industrial Property), and is also part of the Cerrado Coffee Growers Federation.

## **Production**

Producing high-quality coffee is one of the main objectives of the members, who benefit from the unique terroir conditions of the Cerrado Mineiro Region, with well-defined seasons of hot, humid summer and mild, dry winter.

The characteristics give the coffees a full-bodied flavor, chocolatey notes and a long finish.

## **Sustainability**

The coffee growers' productions fields are managed by the families themselves, who work collectively in harmony with the environment, in order to produce sustainable coffees through agricultural practices that preserve the soil, water, air, fauna and flora.

## **Certification**

The Association has Fairtrade certification and the Cerrado Mineiro Region geographical indication seal, combining provenance and origin to offer ethical and high-quality coffee to consumers.



A man with short brown hair, wearing a white polo shirt, is shown from the waist up, reaching out with both hands to touch the green coffee cherries on a branch. He is smiling slightly and looking towards the left. The background is a dense, out-of-focus green field of coffee plants.

**R\$1,427,700.00  
IN REVENUE  
FROM  
FAIRTRADE  
SALES TO  
MEMBERS.**

**The apportionment  
represents the transfer  
of 43.30% of the sale of  
23,795 bags of Fairtrade  
coffees in 2023.**

**Odinei Zanon dos Santos**  
Sítio Olhos D'Água,  
Lagoa Seca region.



### Education

Maintenance of **20 scholarships for foreign languages** corresponding to 75% of the monthly fee, limited to R\$200.00 per student per month.

### Education

Maintenance of **20 scholarships for higher education** corresponding to up to 75% of the monthly fee, limited to R\$500.00 per student per month.

### Education

Maintenance of **3 scholarships for the Agricultural Technician course** at EASFP, in Patrocínio, limited to the value of R\$400.00 per student.

### Social development

**Donations to rural communities** through Community Councils or parishes represented in rural areas, as well as other actions to benefit the community approved by the board, in the amount of R\$300.00 per month.

### New markets

Presence at **EXPO Specialty Coffee in Portland, USA**, to check out market news, and meet with major partners and buyers of Fairtrade coffee, presenting the associates' coffees and telling them about APPCER's history.





### Environment

**Cleaning the septic tanks** installed on the properties, with the application of bactericidal input that guarantees a longer service result.



### Health and safety

Hiring a **specialized company to pest control** the main areas on member properties.

### Health and safety

Acquisition of **PPE kit (boots, gloves, mask or respirator, glasses, visor, headdress, pants, coat, apron, ear protectors and earmuffs)** for the member. Reimbursement of PPE upon completion of cholinesterase tests, blood counts and audiometry by the member or their employee.

### Training

**Training on drinking water quality**, health risks and viable technical solutions for water treatment on small rural properties. Carrying out a **water tank washing** per member.



### Quality

Reimbursement for **renewals of Insignificant Use of Water and Simplified Environmental Licensing (LAS)** registrations, limited to R\$200.00 per member.

### Quality

Technical consultancy to carry out internal audits of member properties, with the aim of ensuring compliance with **Fairtrade certification requirements**.

### Quality

Carrying out **tastings of samples of coffees** enrolled in the quality improvement course, with two categories: Special (pulped Natural) and Natural.

### Quality

Hiring specialized services for **georeferenced soil and leaf tissue samples** and laboratory analyzes of soil fertility and plant tissue.



### Technical assistance

In partnership with SEBRAE, **maintenance of the technical assistance department.** To guarantee the right to full benefit, the member must be a participant in the Educampo project and, if they do not participate, they receive two pre-scheduled annual visits or when the technician is available.



### Production development

Total or partial reimbursement for the **construction, expansion and renovation of infrastructure for coffee production** or the acquisition and renovation of machinery and equipment; as well as the freight of limestone, plaster, fertilizers, fuels and lubricants.

### Training

**Participation of producers in an Expocacer workshop** to learn more about the history of the region, classification, tasting and roasting process for specialty coffees.

### Training

Closing of the **Transformative Women project**, with therapist Mírian Menezes, who addressed women's well-being and the importance of dealing with feelings and attitudes for a fulfilling life.





## Digital presence

Updating the website with most recent information and more advanced and stable technology that ensures more intuitive and pleasant navigation.



## Dialogue with members

Production of a quarterly digital newspaper to share information of interest to members with agility and transparency, creating another channel of proximity with producers.



## Integration

Students from Escola do Sebrae in Belo Horizonte visited the property of member Antônio Custodio. **Sebrae's Trip provided a complete immersion in the various stages of coffee production**, from planting to harvesting. To make the experience unforgettable, the coffee harvested by the students received exclusive packaging to celebrate the union between young entrepreneurs, local production and the story behind each bean.



## New markets

**Presence at SIC 2023, the largest coffee fair in Latin America**, in important meetings with representatives from CLAC, Fairtrade and commercial partners.



## Solidarity

As part of the Fairtrade Coffee Quality Award APPCER, **donation of R\$2,500.00 to Casa do Idoso**, benefiting from cleaning and personal hygiene materials.



## Integration

APPCER constantly **welcomes visitors to exchange experiences about the challenges and different realities** in the sustainable production of quality coffees, how to present its management, the FairTrade benefits and the unique characteristics of the Denomination of Origin.

Beekeepers from the North of Minas region.



Association of Small Producers of Ivaiporã/PR.





## Quality Award

The most awaited night for APPCER welcomed associates, family members, partners and sponsors, to celebrate the **ten best award winning coffees from the 2023 Fairtrade** harvest in the Special (Pulped Natural) and Natural categories produced in the Cerrado Mineiro region.

### Sponsors:



### Partners:



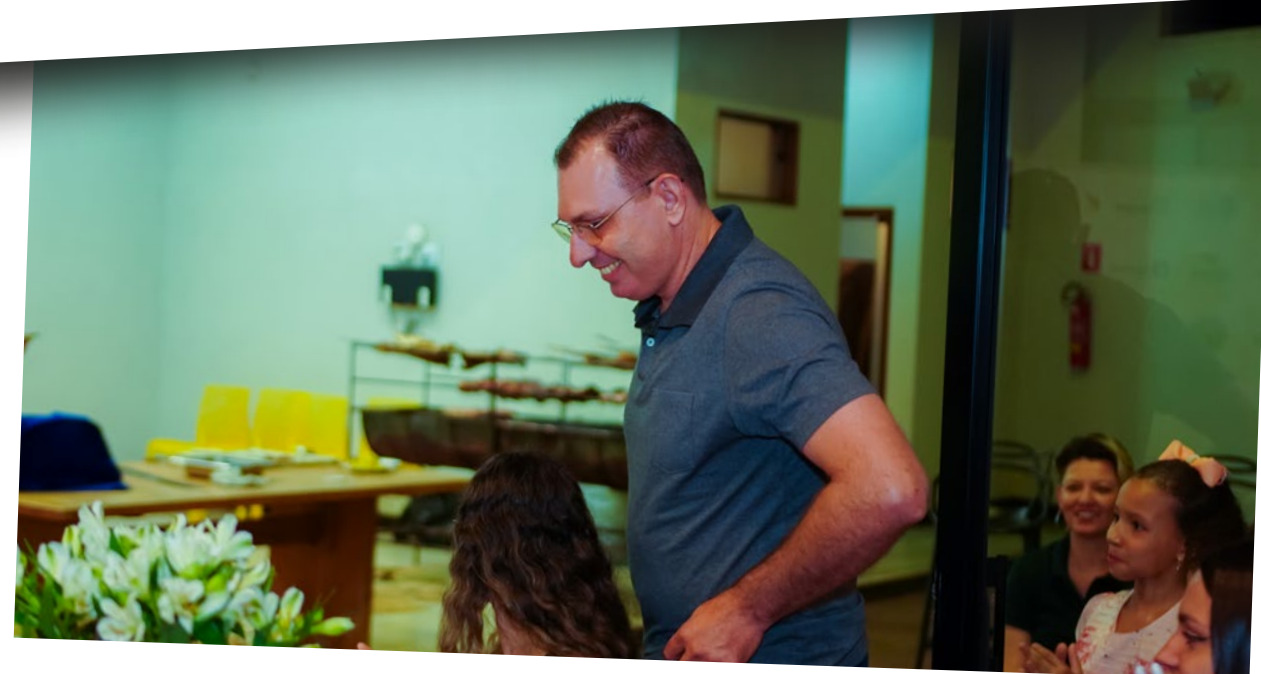
## SPECIAL CATEGORY

1st Place: Jeane Cecília Batista  
2nd Place: Alan Michel Batista  
3rd Place: Valduir Geraldo Hortense  
4th Place: Pedro Francisco  
5th Place: Márcio Nunes

## NATURAL CATEGORY

1st Place: Odinei Zanon dos Santos  
2nd Place: Alan Michel Batista  
3rd Place: Augusto de Oliveira Faria  
4th Place: Pedro Francisco  
5th Place: Jeane Cecília Batista







# NUMBERS, INVESTMENTS, REVENUES AND RESULTS.

**2023 Harvest:** 23,795 bags

**2024 Harvest:** Expectation of 32,695 bags

**Quality:** Estimate 50% sieve 16 above and Fine Cup

**Fairtrade Revenue 2023:** R\$ 1,427,700,00

	BUDGETED REVENUES	REAL EXPENSES
Association Maintenance and Expansion Project	R\$ 584.980,00	R\$ 482.048,65
Social Development Promotion Project	R\$ 221.000,00	R\$ 123.383,85
Environmental Protection and Conservation Project	R\$ 210.000,00	R\$ 42.582,23
Occupational Health and Safety Promotion Project	R\$ 156.900,00	R\$ 93.195,33
Marketing and Brand Strengthening Project	R\$ 200.000,00	R\$ 148.536,16
Quality and Productivity Improvement Promotion Project	R\$ 1.924.150,00	R\$ 1.692.924,68





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