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ANNUAL ACTIVITY REPORT
JANUARY 2024 | DECEMBER 2024

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.

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' production 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.



**Jair Antônio de Melo e Edlayne
Regina Mendonça Melo.**
Fazenda Nossa Senhora da
Aparecida, Silvano region.

**R\$ 1,197,210 IN
REVENUE FROM
FAIRTRADE SALES
PAID TO
ASSOCIATES.**

The allocation represents
the transfer of 35.59% of
the sale of 17,103 bags of
Fairtrade coffee in 2024.

ACARPA Productivity Award

The crop of member **Devanir Rossini** was highlighted with the Catucaí 78515 Amarelo variety. The Field Day promoted knowledge about management, quality and sustainability in coffee farming in the Cerrado Mineiro.



Union for Fairtrade

APPCER directors attended the **BRFair Meeting**, in Varginha/MG, on sustainability and Fairtrade criteria, reinforcing the commitment to fair and sustainable practices in the Brazilian coffee market.



Woman's Day

In celebration, the women of APPCER participated in a meeting with a workshop, dynamics and dance circle, **celebrating the female protagonism in coffee.**



Fairtrade Certification

The audit highlighted the high engagement of associates, the importance of soil analysis to improve productivity, the success of harvests and the **Transformative Women Project.**



Quality

APPCER producers participated in a workshop on **post-harvest and coffee quality**, with practical activities on the farm, exchange of experiences and learning about techniques for specialty coffees, process demonstrations and controlled drying.



Commercial partnerships

APPCER Board of Directors met with Taylors representatives at the Specialty Coffee Expo in Chicago to **strengthen business partnerships and promote sustainable coffee** from the Cerrado Mineiro region.



Training

1st class of the **Total Rural Quality Program - SEBRAE**, which has already benefited more than 400 properties in the region since 2017. The program trains producers to improve the management of their rural properties, respecting the particularities of each property.



Training

Producers participated in a meeting focused on improving coffee quality. Participants had the opportunity to visit a property and put into practice the knowledge they had acquired, learning about fermentation and grain drying techniques.



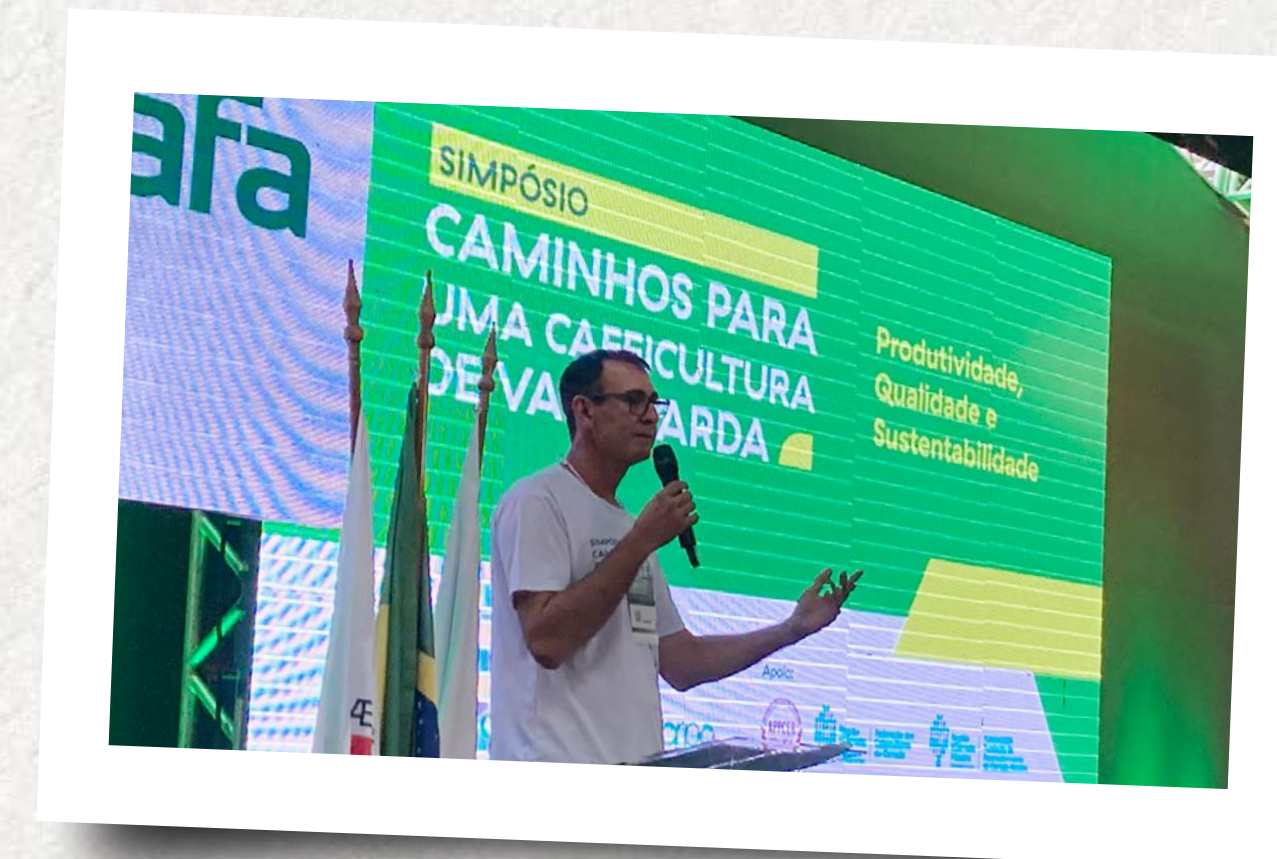
Workshop

In partnership with Sebrae/ Educampo, APPCER held a workshop on **Good Post-Harvest Practices**, which addressed the importance of rigorous post-harvest care to guarantee the quality of coffees and the profitability of producers, especially in a context of climatic and structural challenges.



Symposium

Appcer present at the symposium **Paths to a Vanguard Coffee Industry**, promoted by Expocacer, with relevant lectures and good business opportunities.



Field Spin

A partnership between Educampo/SEBRAE and APPCER, the meeting provided **opportunities for learning, exchanging experiences** and visiting properties to learn about results, provide guidance and improve the lives of producers.



Lecture

Carlos Fardin and Carlos Behrend, president and vice-president of APPCER, gave a **lecture at UFV - Universidade Federal de Viçosa**, in Rio Paranaíba, to talk about Fairtrade certification, associations and the union of producers.



GoldenCup

APPCER shined at SIC, with the selection of coffees from its members for the GoldenCup Competition. This participation **highlights the quality of coffee from Cerrado Mineiro and opens doors to new business.** The fair served as a platform to promote fair trade and strengthen the reputation of producers in the region.



Workshop

In partnership with Educampo/ Sebrae and Syngenta, APPCER held a workshop on **application technologies in coffee farming.** The event addressed the importance of efficiency in the application of agricultural products to increase profitability.



Meeting of Regions

The President highlighted the results of trips to international fairs and participation in the **Annual Meeting of Brazilian Organizations** for training and exchange of experiences.

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 full life.



Meeting

BRFair and Clac held the **Annual Meeting of Brazilian Organizations**, with training and knowledge exchange, highlighting the Cerrado Mineiro and female participation in the coffee sector, including the Transformative Women Project.



Open dialogue

The **Transformative Women Project**, in partnership with AgroKafa, brought together female coffee growers for an afternoon of talks on self-esteem, social taboos and the importance of women on rural properties.



Education

Maintenance of **18 scholarships for higher education (undergraduate and postgraduate)**, corresponding to up to 75% of the monthly tuition fee, limited to R\$600.00 per month per student.

Education

Maintenance of **3 scholarships for the Agricultural Technician** course at EASFP, in Patrocínio, limited to the value of R\$500.00 per student.

Education

Maintenance of **12 scholarships for foreign languages** corresponding to 75% of the monthly fee, limited to the amount of R\$500.00 per student.

Security

Acquisition of PPE kits containing boots, gloves, mask or respirator, visor, Arab cap, pants, lab coat, apron, ear protectors and mufflers for workers.

Maintenance

Cleaning and disinfection of reservoirs and water tanks, **ensuring complete hygiene and safety.**

SIC 2024

APPCER participated in SIC 2024, **highlighting the Fairtrade coffees of associates** Alan Batista and Josafá Nunes in the final of the GoldenCup Competition and strengthening commercial connections and regional quality.



Elderly Home Donation

As part of the Fairtrade Quality Award, the president of APPCER made a **deposit donation of R\$3,750.00 to Casa do Idoso**, helping the organization continue its important social work in our city.





Fairtrade Quality Award

The most anticipated night for APPCER welcomed members, family members, partners and sponsors **to celebrate the champion coffees of the 2024 Fairtrade Harvest** in the Special, Natural and Producer categories, produced in the Cerrado Mineiro region.

Sponsors:



Partners:



SPECIAL CATEGORY

- 1st Place: Jeane Cecília Batista
- 2nd Place: Augusto de Oliveira Faria
- 3rd Place: Gabriel Francisco Mendes
- 4th Place: Luciene Terezinha de C. Melo
- 5th Place: Claudinei Batista Gonçalves

WOMENS PRODUCERS

- 1st Place: Sabrina Tomaz Batista
- 2nd Place: Maria de Lourdes B. Nunes
- 3rd Place: Eliana Fátima de P. Gonçalves
- 4th Place: América das Graças de O. Faria
- 5th Place: Luciene Terezinha de C. Melo

NATURAL CATEGORY

- 1st Place: Jeane Cecília Batista
- 2nd Place: Alan Michel Batista
- 3rd Place: Jair Antônio de Melo
- 4th Place: Gabriel Francisco Mendes
- 5th Place: Adriano Rogério da Silva



NUMBERS, INVESTMENTS, REVENUES AND RESULTS.

2024 Harvest: total of 25,108 bags sold.

Fairtrade: 17,103 bags sold Fairtrade.

Quality: Estimated 50% sieve 16 above and Fine Cup.

Fairtrade Revenue 2024: R\$ 1.197.210,00

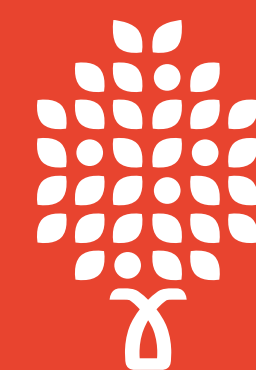


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**Região
do Cerrado
Mineiro**
Denominação de Origem