



BRAZIL RED CATUAI LOT 068 VIDEPLAST

Notes: CHOCOLATE, CARAMEL, LIGHT ALMOND, SMOOTH, SWEET

ORIGIN INFORMATION

Grower	Tomio Fukuda Fazenda Bau
Variety	Yellow Catuai
Region	Lagoas Formosa, Cerrado, Minas Gerais, Brazil
Harvest	May-October
Altitude	1,100 meters
Soil	Clay Minerals
Process	Natural
Certifications	Rainforest

BACKGROUND DETAILS

In April 1984, after renouncing his bright career on a Japanese company and gathering all his savings, Tomio bought his first portion of land on Baú region and moved with his wife Célia and his daughter Lissa to Lagoa Formosa-MG. A year later, his son Durval was born. And why coffee? One of the reasons to come to Lagoa Formosa surroundings is because Toshimitsu (Tomio's brother) had a great friend whose Family was of well established coffee farmers at the neighbor city of Carmo do Paranaíba-MG (where already had extensive and consolidated coffee areas). That was the Shimosaka Family, to whom Tomio have great consideration and friendship, by sharing knowledge and technical and economic information about coffee.

Over more than 3 decades, Tomio and Célia cultivated other cultures such as beans, soybeans, cattle, and tomatoes. But specially in the coffee plantations that Tomio's way of working, always looking for quality and excellence, that resulted the best fruits. The knowledge acquired from his trainee program in Japan, such as 5S, Kaizen and Kanban, although not usual until then, started to

Single Origin™
COFFEE INC



be deployed by Tomio in the 90's. From the deployment of these tools and constant improvements in management, with some resistance but with a lot of persistence, Baú evolved from "farm" status to an agribusiness company, being a benchmark for coffee quality.

In the mid-2000s, the second generation of the Fukuda family started to join the company, and since then the 4 members of the family - Tomio, Célia, their son Durval and their daughter Lissa- have been leading the company by uniting the experiences of the first generation with the second generation's innovations through family succession, always united by the same mission: to produce quality coffee while being a profitable company, always seeking for innovation, valuing our partners and employees and respecting the Environment