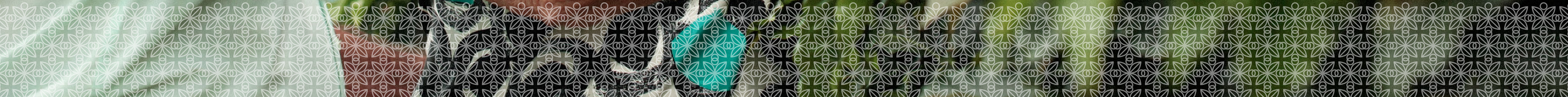




Alécio Possebon and his wife Maria Inês Bianchi Possebon, Fazenda Barros, in the Esmeril microregion.

ANNUAL ACTIVITY REPORT

MARCH 2022 | FEBRUARY 2023





Rodrigo Carnielli Zati, his wife Isley Santana Souza and their daughter Alice, Fazenda Macaúbas de Baixo, in the Esmeril microregion.

In 2010, **APPCER – ASSOCIATION OF SMALL PRODUCERS OF CERRADO**, was born from the initiative of a group dedicated to family-run coffee farming to expand its business collectively, with the support of Expocaccer, Coopa and SEBRAE.

The Association formed its first unit-center in the rural communities of the municipality of Patrocínio/MG and, in the following year, obtained the Fairtrade certification, which makes direct, fair and solidary trade effective.

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

Annually, it exports more than 20,000 bags of coffee, enabling continued investments in the quality of its products, the well-being of its members and in the deepening of technical, educational, social and environmental programs.



João David da Costa Jardim and his wife Neuza Maria Cortez Fernandes, with their son Juliano. Fazenda Jardim da Aparecida, in the Esmeril microregion.

Origin

APPCER 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 goals of APPCER associates, who benefit from the unique terroir conditions of the Cerrado Mineiro Region, with well-defined seasons of hot, rainy summer and mild, dry winter.

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

Sustainability

The coffee growers' plantations are managed by the families themselves, who work collectively in balance 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 certification seal, combining the origin and origin to offer consumers ethical and high-quality coffee.



**BRL 1,427,700
(around U\$285.500)
IN FAIRTRADE
AWARDS FOR
ASSOCIATES.**

The apportionment represents the transfer of 57.46% of the revenue from the sale of 23,794 bags of Fairtrade coffee in 2022.

Rodrigo Mello
Behrend, Fazenda
Bom Jardim, Esmeril
microregion.

Rural Communities

Contribution of R\$300.00 (U\$60) monthly to rural communities to support projects and activities of interest.

Education

Maintenance of 15 college scholarships corresponding to up to 75% of the monthly fee, limited to R\$700.00 (U\$140) monthly per student.



Education

Maintenance of 3 scholarships for the Agricultural Technician course at EASFP, in Patrocínio, limited to the amount of R\$400.00 (U\$80) per student.

Education

Maintenance of 20 scholarships, for foreign languages, corresponding up to 75% of the monthly fee for each student.

Visits

Visit by the executive secretary of BRFAIR, Bruno Aguiar, to learn about the work developed in the Cerrado region, carried out by the families of small producers who are members of APPCER, and some of them are members of two land settlements in the Cerrado Mineiro region.



From left to right: Augusto Oliveira Faria, director secretary of APPCER; Bruno Aguiar; Carlos Walter Behrend, vice-president of APPCER; Carlos Alberto Fardin Nunes, president of APPCER and Gabriel Francisco Mendes, director of APPCER units-center.

Quality

In partnership with Savassi Agronegócios, APPCER tested the coffee samples enrolled in the quality improvement course, in two categories: Special and Natural.



Quality

In partnership with SEBRAE, maintenance of the technical assistance department. To be entitled to the full benefit, the associate must participate in the Educampo project and, if he does not participate, he receives two pre-scheduled annual visits or subject to availability of the technician.

Quality

Hiring specialized services for:

1. georeferenced sampling for soil and leaves,
2. Laboratory analysis of soil fertility and leaves content.

Quality

Reimbursement for renewals of registrations, limited to R\$ 200.00 (U\$40) per member and upon presentation of a receipt:

1. Insignificant use of water,
2. Simplified Environmental Licensing (LAS Cadastro).

Quality

Through the marketing of Fairtrade coffees, APPCER offers full 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, gypsum, fertilizers, fuels and lubricants.

Training

Financial director Alan Michel Batista participated in the training course for young fair trade leaders. Present at the opening, President Carlos Alberto Fardin Nunes and Vice President Carlos Walter Behrend.



Training

Interaction between groups from Educampo/ EXPOCACCER/ APPCER, Fazenda Jardim de Aparecida, from Juliano Jardim, discussion with Consultant Roguinho to determine machine adjustment and harvesting maturation point.



Training

Orientation Day on harvester practice, with training for APPCER associates, taught by Dr. Rogner - APPCER / Educampo/ SEBRAE / EXPOCACCER / ACARPA, where our associates provided techniques and methods for better calibration and efficiency when picking the cherries from the tree.



Safety

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

Experiences

For International Coffee Week 2022, Sebrae/ Educampo and APPCER organize a mission with participants from the Educampo/ APPCER groups, with an excursion so that they could participate in the 25th anniversary meeting of Educampo.



Experiences

President Carlos Fardin and Vice President Carlos Walter Behrend presented APPCER's history to students of Agronomy, Economic Sciences and Administration at the Federal University of Viçosa, in Rio Paranaíba.



Experiences

Group of women from the South of Minas region get to know APPCER, our Cerrado Mineiro region and participated in the lecture by the artist and writer Nane Ropelato.



Environment

Construction of containment barriers for diesel fuel, oil and grease reservoirs, as well as warning signs the locations.

Environment

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



Solidarity

Visit to Asilo São Vicente de Paula (Oldery home) to donate R\$ 2,500.00 (U\$500) and deliver diapers. The donations were resources from the Café 2022 quality award and the Fairtrade certification defined in the meeting.

Fairtrade Award

APPCER had a partnership with KAFA, the Federation and SEBRAE to reveal the result of the classification of the APPCER contest. President Carlos Alberto Fardin Nunes, vice-president Carlos Walter Behrend, technicians from Educampo Eloy and Vicente and representatives from SEBRAE, Federation of the Cerrado Region and KAFA were present.



**1ST PLACE
NATURAL CATEGORY
MAIRA BERNARDETE J. OLIVEIRA
FAZENDA ESMERIL AND
CHAPADÃO DE FERRO
89,31 POINTS**



2nd place Natural: Alan Michel Batista
Faz. Bela Vista – 87,75 points.



3rd place Natural: José Maria da Cunha
Faz. Serra Negra – 87,19 points.



4th place Natural: Ernestinho da Cunha
Faz. Serra Negra – 87,13 points.



5th place Natural: Carlos Alberto Fardin Nunes
Faz. Santo Antonio – 86,75 points

APPCER'S FAIRTRADE COFFEE QUALITY AWARD



**1ST PLACE
SPECIAL CATEGORY
ALAN MICHEL BATISTA
FAZENDA BELA VISTA
86,94 POINTS**



**2nd place Special: Rodrigo Mello Behrend
Faz. Macaúbas – 85,75 points**



**3rd place Special: Carlos Alberto Fardin Nunes
Faz. Santo Antonio – 85,50 points**



**4th place Special: Antonio Custodio de Faria
Faz. Esmeril – 85,25 points**



**5th place Special: Gabriel Francisco Mendes
Faz. Esmeril – 84,75 points**

NUMBERS, CURRENT RESULTS AND PROJECTIONS 2023/2024

Harvest 2022: 25,000 bags

Harvest 2023: Expectation of 38,000 bags

Quality: Estimated 50% screen 16 above and Fine Cup

Fairtrade Premium 2022: BRL 4,396,668.52 (around U\$879,333)

	2022/2023 REALIZED	2023/2024 ESTIMATED
Project of Association Maintenance and Expansion	R\$ 369.290,28 (U\$73,858)	R\$ 623.980,00 (U\$124,796)
Project of Social Development Promotion	R\$ 91.440,96 (U\$18,288)	R\$ 221.000,00 (U\$44,200)
Project of Environmental Protection and Conservation	R\$ 52.890,00 (U\$10,578)	R\$ 210.000,00 (U\$42,000)
Project of Healthcare and Working Safety	R\$ 91.604,26 (U\$18,320)	R\$ 147.500,00 (U\$29,500)
Project of Marketing and Brand Strengthening	R\$ 82.877,28 (U\$16,575)	R\$ 200.000,00 (U\$40,000)
Project of Quality Promotion and Productivity Improvement	R\$ 748.977,82 (U\$149,795)	R\$ 1.894.678,00 (U\$378,935)



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