



Your coffee, our pride



# CERRADO MINEIRO

- Union of coffee growers: the foundation of the first associations.

**1980**

- Shipment of the 1st lot of coffee with Certification of Origin to Japan by Cerrad Coffee, through Expocaccer;
- Implementation of the 1st Educampo group at Capal, Araxá Agroindustrial Cooperative;
- Achievement of the Cerrado Mineiro Region Origin Indication;
- Consolidation of the quality of coffee produced in Cerrado Mineiro.

**2000**

**2020**

## DECADES

**1970**

- Consolidation of coffee production in the Cerrado Mineiro Region.

**1990**

- Foundation of Caccer, the Federation of Coffee Growers of the Cerrado, nowadays;
- Development of coffee cooperatives in the Cerrado.

**2010**

- Change of the “Café do Cerrado” brand to “Região do Cerrado Mineiro”;
- Creation of the Cerrado Mineiro Region Award;
- Conquest of Cerrado Mineiro Denomination of Origin;
- Promotion and communication of the Denomination of Origin to the international market.

- Creation of Coocacer: 70 producers got together and bought mills, each one with a capacity to store 300 bags;
- Receiving of 200 thousand bags;
- Expocaccer brand incorporation.

## 1990

- Brand consolidation;
- Export of more than 500 thousand bags;
- New administrative headquarters and Dulcerrado Cafeteria;
- Expansion of the service structure;
- Worldwide presence: exports to 29 countries;
- Membership of more than 590 coffee growers.

## 2010

DECADES

## 2000

- Beginning of commercialization;
- Provision of services and reprocessing for more than 1 million bags.

## 2020

- Opening of the Special Coffee Unit.



# EXPOCACCCER IN THE WORLD

EXPORTS

**40%**

NATIONAL MARKET

**60%**



Your coffee, our pride



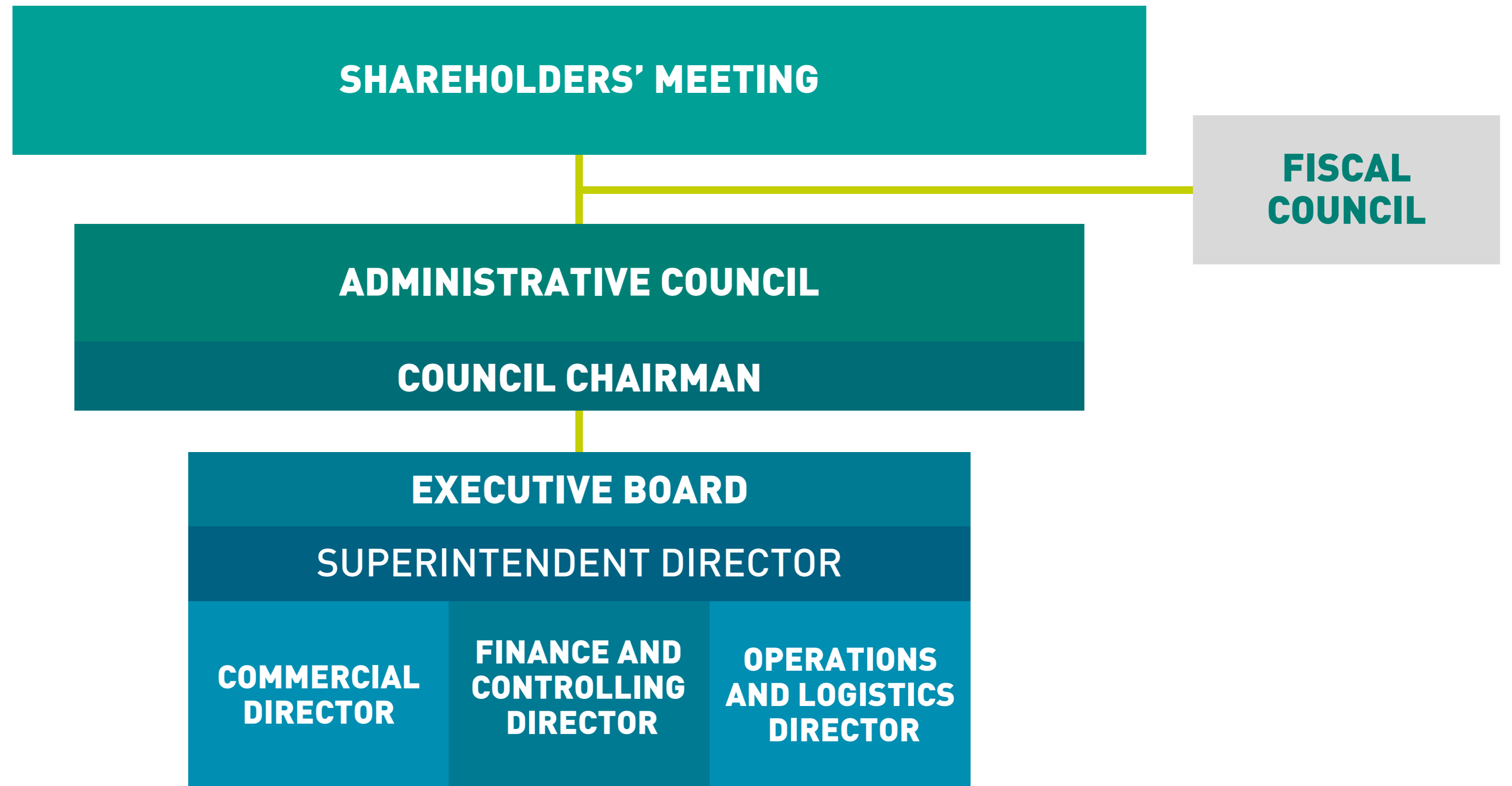
# MEMBERS

MORE THAN  
**600**  
MEMBERS

## PROFILE OF MEMBERS



# CORPORATE GOVERNANCE





# SERVICES

WE HAVE ONE  
OF THE LARGEST  
COFFEE STORAGE  
UNITS IN THE  
CERRADO MINEIRO  
REGION

## WAREHOUSE

- Static nominal capacity of **1 million bags** in two different units;
- Receiving of coffee in three modalities: **bulk, big-bags, and jute bags**;
- A maximum time limit of 6 hours for discharge;
- **Guarantee of origin** through the individualization of lots;
- **Traceability.**



# SERVICES

## PERFORMANCE IN THE INTERNAL AND EXTERNAL MARKETS

## COMMERCIAL

- We offer **commercial advice** and dynamism in commercialization in the most different markets;
- Connection of our cooperative producers with more than **100 commercial partners**;
- Performance on more than **30 countries** on the five continents;
- More than **1 million bags of coffee sold** annually.



## LABELS THAT ADD VALUE



## CERTIFICATIONS

- Assistance and monitoring for compliance with **environmental and labor laws**;
- Reaching **differentiated markets**;
- **Specific training** to get and to keep certifications valid;
- Development and monitoring of **social and environmental projects**;
- Social, environmental and economic **sustainability**.

# SERVICES

**JOINING  
FORCES TO  
GENERATE RESULTS**

## SUPPLIES

- **Barter operations;**
- **Personalized service** in the quotation and purchase of agricultural supplies;
- **Monitoring** of logistics processes;
- Product **quality assurance**.



# SERVICES

## TECHNOLOGY AND EFFECTIVE MANAGEMENT



## EDUCAMPO

- **Individual consultings** by agronomists supported by exclusive management tools;
- **Trainings** to expand the management experience;
- **Knowledge and networking exchange** between producers and consultants;
- **Consultings by specialists** in which the challenge is to improve the economic and financial performance of producers.



# PROGRAMS

Expocaccer Institutional Presentation

2020



Your coffee, our pride



## **CHEGA MAIS** (GET CLOSER)

Developed exclusively for members, to integrate and involve them in the actions promoted by Expocaccer, improving the relationship between the cooperative and their members.



## **JORNADA DA QUALIDADE** (QUALITY JOURNEY)

Annual event for segmenting and improving the cooperative members' coffee, adding even more value to the product.



## **ELAS NO CAFÉ** (WOMEN AT COFFEE)

Training program to female entrepreneurship, to introduce and keep them in the coffee universe. The target audience is the female cooperative members, and wives and daughters of members.

## **SOCIO-ENVIRONMENTAL**

A program focused on the community. It promotes actions such as encouraging sports, community actions that awaken a sense of human solidarity, as well as encouraging the preservation of springs, reforesting areas, recycling of products used in crop management, among others.

## **EXPOCACCCER TO THE WORLD**

It aims to connect Expocaccer to the world. Promote the coffees produced by cooperative members at the national and international level, through participation in fairs. Adding value to the Expocaccer brand and valuation to the work of the members and thus prospect new business.

## **OUR TEAM**

Employee relationship program. The objective is to train and improve their skills aiming at high performance in the most diverse activities developed by them within Expocaccer, as well as to generate integration through dynamic actions and dialogues on behavior and performance.



# OUR HIGHLIGHTS

Expocaccer Institutional Presentation

2020



**EXPOCACCCER**  
COOPERATIVA DOS CAFEICULTORES DO CERRADO

Your coffee, our pride

**PROXIMITY** of the board and management in the care of the cooperative members;

**MANAGEMENT** exempt from conflict of interest;

Higher cooperative member coffee **VALUE**;

**BEST PRICE** on warehouse services;

State-of-the-art **TECHNOLOGY** warehouses;

Coffee production ethically, traceable, with segmentation and **HIGH QUALITY**.




[www.expocaccer.com.br](http://www.expocaccer.com.br)

**EXPOCACCCER**  
**COOPERATIVA DOS CAFEICULTORES DO CERRADO LTDA**

 **+55 (34) 3839-9300**

 [contato@expocaccer.com.br](mailto:contato@expocaccer.com.br)

**Head Office**

 Av. Faria Pereira, 3945, Distrito Industrial  
Patrocínio/MG - Brazil | 38740-514  
CNPJ: 71.352.553/0001-51 | IE: 481.865.109.0018

 @expocaccer   Expocaccer



Your coffee, our pride