

# ASCARIVE, BRAZIL

FLO ID: 21331

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*NAME: Associação Dos Cafeicultores do Vale do Rio Verde*

*COUNTRY: Brazil*

*PRODUCT: Coffee*

*CERTIFIED: since 2010*

*MEMBERS: 120*

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## INTRODUCTION

The Associação Dos Cafeicultores do Vale do Rio Verde, commonly known as ASCARIVE, is a Fairtrade coffee organization located in the southern region of Minas Gerais, Brazil. Made up of small-scale, family farmers, the organization was founded on November 22, 2008, seeking out a better quality of life for its members. ASCARIVE became Fairtrade certified two years later in 2010. Today, ASCARIVE is made up of 120 farming families.

Dedicated to Fairtrade, ASCARIVE defends the rights of small-scale farmers, supporting its members in areas such as sustainable production, coffee quality and commerce, among others. They also promote the principles and values of Fairtrade, with a focus on social, economic and environmental projects.

## COFFEE PRODUCTION & QUALITY

Nearly 90% of ASCARIVE's coffee production is carried out by family farmers, whose plots are located along the mountainside of the "Serra da Mantiqueira de Minas". In this region, coffee production is unique, thanks to its geographic characteristics and distinct climate. During production, the organization provides members with technical assistance to monitor soil quality and fertilization, resulting in consistent and environmentally-friendly farming practices.

From May to November, organization members carry out manual harvest, carefully picking only optimally ripe coffee cherries. ASCARIVE currently uses a natural processing method, seeking innovation and a high-quality cup. Following processing, the coffee is dried on terraces or elevated platforms. Finally, it is stored and prepared for final export.

ASCARIVE believes the high quality of its coffee is also due, in large part, to the love and dedication of its members. The organization says they have "special coffee, produced by special people."

## BENEFITS OF FAIRTRADE

Fairtrade has allowed ASCARIVE to obtain better prices for its coffee. It pushes organization members to produce sustainably, preserving the environment. It pushes small-scale farmers to break barriers and sell their coffee just like all the rest.

Thanks to the certification, ASCARIVE members see themselves; they recognize their work and believe in themselves, and in turn, so does their community. With funds from the Fairtrade Premium, the organization invests in areas such as environmental conservation, coffee quality and productivity, social and community based projects, organizational infrastructure, among others.

## ENVIRONMENT

Dedicated to the environment - in production and everyday life – ASCARIVE developed a water conservation project. Beginning in 2016, the organization used funds from the Fairtrade Premium to donate septic tanks, to avoid cross contamination of water sources. This also helped raise awareness about the importance of water conservation and management. Up until now, 79 families have benefited from the project.

## QUALITY & PRODUCTIVITY

Since becoming Fairtrade certified, the organization has invested the Premium in improving coffee quality and productivity. Members of ASCARIVE have access to fertilizers to improve soil quality and reduce overall production costs. All members sell their coffee equally through the cooperative.

Paulo Ribeiro Rocha (pictured below), member of ASCARIVE, states: “For us, Fairtrade has opened doors, supporting us in production, as well as with our health. After we started working as a group, we realized how difficult it really is to succeed alone. Working together, we have managed to produce higher quality coffee and sell it for a better price.”



**ASCARIVE farms ©ASCARIVE**



**Paulo Ribeiro Rocha, producer member ©ASCARIVE**



**Fairtrade coffee plants ©ASCARIVE**