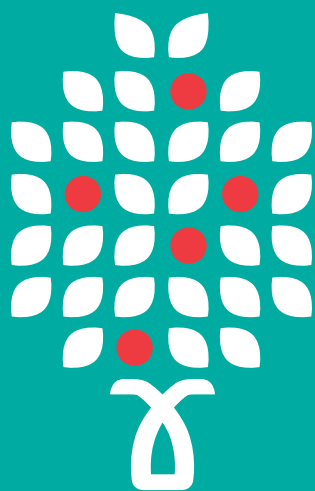


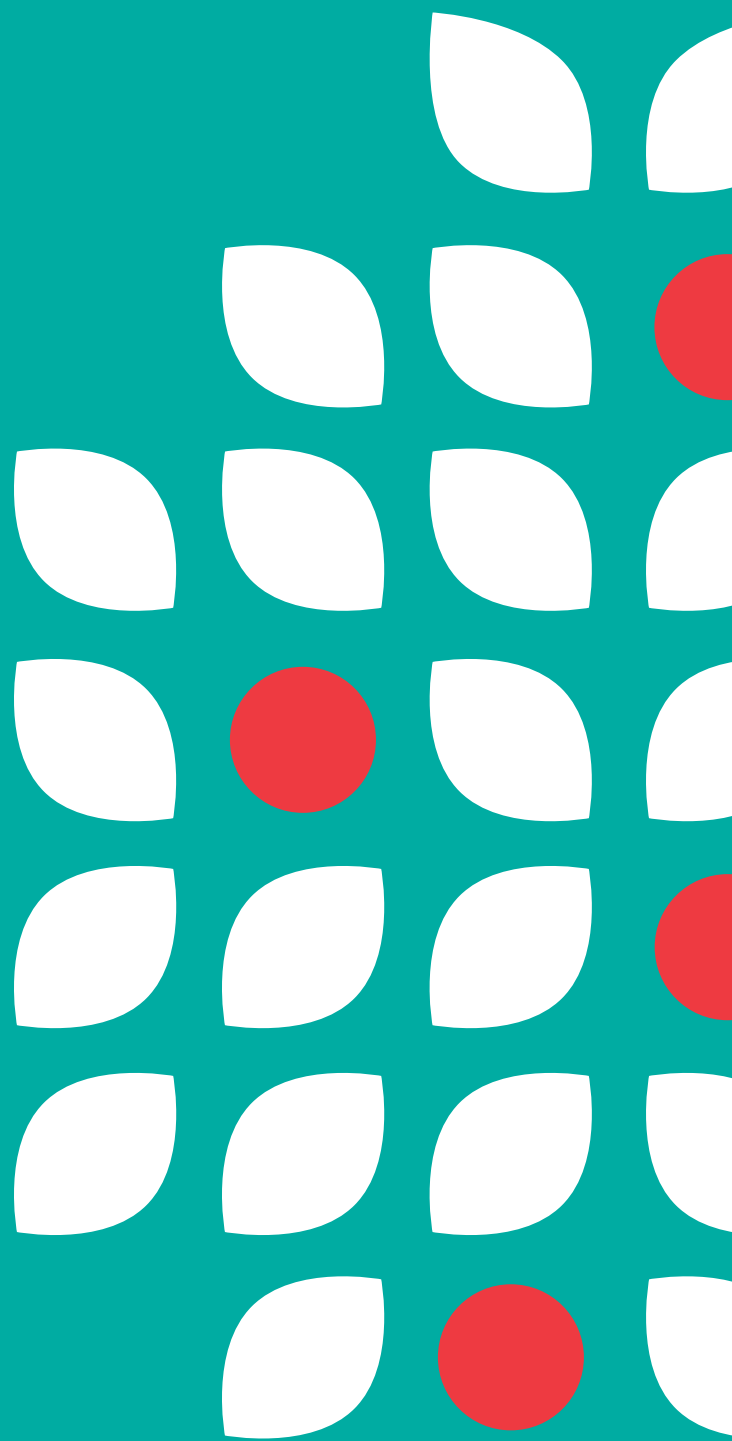
Press release

Coffee with Attitude:
The new Cerrado Mineiro Region
brand strategy.



Região
do Cerrado
Mineiro

Geographical Indication



Coffee with Attitude: the new Cerrado Mineiro Region brand strategy

In an event that took place in Uberlândia, Minas Gerais, last April 19, and that had the presence of over 600 people, among coffee producers and leaderships, the Cerrado Coffee Growers Federation released its innovative strategy, focused on new ways to produce and do business. The initiative aims the recognition of the producers and the development of the region; and is also aimed at new markets, better qualified ones, and the growing segment of conscious consumers who demand ethical products and value the origin, the high quality and traceability of all products they consume.

This is all about a new posture, led by the Cerrado Coffee Growers Federation and supported by Sebrae-MG. The strategy is based on the concept 'Coffee with Attitude' and intends, amongst other things, to attract investments from companies, roasters and coffee shops from Brazil and abroad, for partnerships on individual projects or with groups of coffee producers, related to socio-economic and environmental development of the region.

"The quality of our production is already known and valued in the traditional export and import market, which pays higher prices for our coffees," says Sérgio Francisco de Assis, president of the Federation, reminding that 70% of the annual production (on average of 5 million bags) is sold to roasters in European countries, the United States and Japan. "What we intend now is to seek, among consumers and new markets, recognition of the Cerrado Mineiro region as a producing origin of ethical coffees, grown in a unique terroir and guaranteed by geographical indication," adds the president.

The goal is ambitious: to consolidate a new perception for the Cerrado Mineiro region. The perception we are "A Region with Attitude to the New World Coffee." The proposal is that the consumers realize that they are not only purchasing coffee, but the whole experience and history of its region and communities. It's indeed a long-term strategy, which will be held from business partnerships, and that requires the engagement of the region coffee farmers in the production and development of the 'Coffee with Attitude'. That's exactly why the investments to be made will depend on the formatting of each of the partnerships.

The product 'Coffee with Attitude'

The 'Coffee with Attitude' embodies all production aspects, as well as the social and cultural ones of the Cerrado Mineiro region. Therefore, it is an ethical, traceable and high quality product;

Ethical: coffees produced with sustainable practices, which lead to development, recognition and shared value for producers, for the Cerrado Mineiro region and strategic partners.

Traceable: coffees produced through a singular production process, based on the unique attributes of the protected geographical indication owned by the Cerrado Mineiro region, proven and guaranteed by the certification of origin, sustainability and quality.

High Quality: differentiated coffees produced with the origin preserved in a unique terroir that characterizes the Cerrado Mineiro region.

Pioneering acts and entrepreneurship as vocation

According to the supervisor of the Federation, José Augusto Rizental, the changes being made are profound, conceptual, organizational and structural. The name Café do Cerrado, for instance, is from now on known as the Cerrado Mineiro region, which is the official nomenclature given by the Geographical Indication. "It's not just a simple change of names," he says. "The inclusion of the word 'region' personifies and embodies the producers and the history of coffee production in Cerrado Mineiro, which began in the 1970s through a governmental plan to encourage exploration of new regions with favorable climatic and geographical conditions for growing coffee".

Rizental highlights the diversity of the formation of coffee production in the Cerrado Mineiro region: "People with different profiles and from different areas occupied the region. It was the pioneering and enterprising attitude along with the ability that these diverse people have to stand united that allowed our region, which had no coffee culture tradition, to show its vocation and gain prominence in the Brazilian coffee culture in a little more than four decades. This is our DNA: diversity and unity, pioneering and enterprising attitude".

In addition to the new denomination, the strategy also includes the rescue, along with 4,500 producers and communities from the region, of the great achievements made since 1992, which was when Caccer (the Cerrado Coffee Growers Associations Council – now known as the Cerrado Coffee Growers Federation) was created.

"We're trying to relate to the concept 'Coffee with Attitude' the numerous pioneering actions taken over the years," explains Rizental. "We were the first coffee region in the world to earn the certificate of indication of origin, and the first coffee-producing region in Brazil to obtain the ISO 9001 quality management certification," he explains. We were also the first ones to stamp a mark of a region in coffee bags (where it is traditionally printed the symbol of 'Café do Brasil'), and the first ones to create a coffee certification program, which guarantees the origin and quality of the products.

The brand strategy development

The design of the branding of the region was developed and structured during 2010, by Be Consulting, a management and innovation consulting company. The process was conducted in three phases that had a total length of 8 months. A project team was strategically chosen among the leaders of the entities that compose the Cerrado Coffee Growers Federation. This team accompanied, discussed and approved of all activities performed in each phase. First, internal and external polls were conducted, and the market and the tendencies in consumers' behavior were analyzed. In the second step, it was set a strategic platform for the region, along with organizational and structural actions to be taken. Finally, it was created a new expression for the brand of the region in verbal, visual and behavioral terms.

In December 2010, during the Annual Meeting of the Cerrado Mineiro Region Leaders, the branding project was presented and approved. Amongst the actions we have the new region brand identity, "which is an expression of our purpose, our vision, of how we want to be perceived in the future," explains Rizental, adding that, due to this, the logo expresses the three action pillars on which the region brand strategy relies: integration, development and connection.

More than a logo, another innovation in the region

During the process of building the strategy, the region project team understood that a brand must not be just a logo, a motto or just a marketing and communication tool. "A brand is the vision, the purpose that will guide, inspire and differentiate the Cerrado Mineiro region in the near future," says Paulo Vischi, head of brand strategy of 'Be Consulting'. The Cerrado Mineiro region branding project uses the brand as a management approach, and not only mere communication. "We have the central idea - 'Coffee with Attitude' - influencing all aspects of the development of the region, as well as the elaboration and segmentation of its products and services, the structuring of production and certification processes, the way producers and leaderships think and act and, ultimately, the building of a true and coherent image for the region," explains Paul Vischi.

The Cerrado Mineiro region is the first Geographical Indication in Brazil to have a Place Branding Project (brand strategies for countries, cities and regions). "This is an innovative and sophisticated approach, little known in Brazil and even abroad, and extends far beyond the creation of a logo or a marketing campaign. It is an evolution of the understanding and use of a brand to build shared value and differentiation for a region, city or country. Sebrae-MG, which had already realized this, invested and believed that this was a necessity throughout the region," said Priscilla Lins, the institution agribusiness manager.

According to Paul Vischi, the first error committed while working the strategy of a region is to treat it as a consumer product, and invest only in an advertising campaign, which eventually ends and simply disappears. The focus of Place Branding strategy must be defining a relevant vision of the future that will bring sustainable development and, therefore, differential for the region. "The most important thing is not knowing what the region is today, but what it can be in the future, and this requires drawing a path, planning a strategy and actions to build this future. It's the difference between having a mission and being in a mission," says Vischi.

"It is widely discussed the concept of adding value. However, it is necessary, first, to create this value before capturing it. It is a process of long-term building made with real organizational and structural actions, driven by our purpose, and not just marketing," explains Rizental.

About the region, its potential and geography

The Cerrado Mineiro is the only Brazilian coffee-producing region that has a certification of origin based on its geographical indication. Nowadays, around 220 local farms are certified. They account for 20% of the production, an amount equivalent to 700,000 bags.

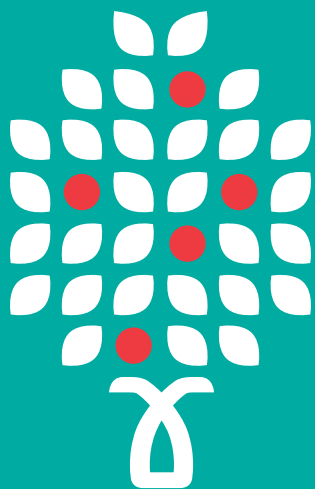
Any strategy aimed at influencing the evolution of the coffee activity and involving the 4,500 producers in 55 municipalities immersed in the geographical region of the Cerrado Mineiro, which gets fame as much for its high quality coffee as for its high productivity. In 2010, according to a harvest survey conducted by Conab, it was harvested 34,84 bags per hectare, one of the highest rates among all regions in Brazil, even surpassing the average of the state - Brazil's largest producer – which was 24,99 bags per hectare.

With average yields of about 5 million bags, the region cultivates mainly two varieties of Arabica coffee – Catuaí and Novo Mundo (New World). These are coffees that, depending on the climate, soil, cultivation methods and the planting which is done in altitudes ranging from 800 to 1,300 meters, result in a beverage with unique identity, intense aroma notes, ranging from caramel to walnuts, delicate citrus acidity with a slight hint of orange, sweetened flavor and long chocolaty finish (aftertaste).

Tempo de Comunicação - April/2011

Author: Marília Moreira (MTb 11,381) - Contact: Eduardo Buitron

Phone / fax: +55 (11) 3868-4037 - tempocom@uol.com.br



**Região
do Cerrado
Mineiro**

Geographical Indication

