
Registration & Travel to Farm

09:00 - 10:15
Networking

Breakfast on Arrival

10:15 - 11:00
Networking

GUIDED TECHNICAL VISIT Immersion in a Certified Regenerative Farm: Agroforestry Systems (SAF) with Coffee

11:00 - 12:30
Farm Visit

Tour of a property integrating Arabica coffee with native species, productive shading, and ecological corridors. Demonstration of soil management, on-site composting, and biodiversity monitoring.

- SAF
- Agroforestry
- Arabica

From Hands to Cup: Selective Harvesting, Natural Processing, and Sensory Analysis in the Field

12:30 - 13:30
Farm Visit

Participants harvest ripe cherries, follow density separation, drying on raised beds, and the first cupping of freshly processed coffee. Comparison: manual vs. mechanised harvesting.

- Processing
- Harvesting
- Natural

Roundtable with Farmers: Real Challenges, Practical Solutions, and the Future of the Field

13:30 - 14:15
Farm Visit

Candid conversation with farming families about access to credit, costs of transitioning to organic, rural succession, and the role of women and youth in the coffee farming of tomorrow.

- Family farming
- Rural youth

Farm-to-table Lunch

14:15 - 15:30
Networking

Travel back to Venue

15:30 - 16:15
Networking

SCHEDULE

Coffee LATAM

PRE-CONFERENCE | COFFEE FARM VISIT - 27/07/2026

TIME	NETWORKING	FARM VISIT
09:00	09:00 - Registration & Travel to Farm	
10:00	10:15 - Breakfast on Arrival	
11:00		11:00 - GUIDED TECHNICAL VISIT Immersion in a Certified Regenerative Farm: Agroforestry Systems (SAF) with Coffee
12:00		12:30 - From Hands to Cup: Selective Harvesting, Natural Processing, and Sensory Analysis in the Field
13:00		13:30 - Roundtable with Farmers: Real Challenges, Practical Solutions, and the Future of the Field
14:00	14:15 - Farm-to-table Lunch	
15:00	15:30 - Travel back to Venue	

Registration

08:00 - 09:00
Networking

Chair's Opening Remarks

09:00 - 09:10
Market Trends and Strategic Insights

Brazilian Coffee 2030: Between the Climate Crisis and Global Leadership

09:10 - 09:30
Market Trends and Strategic Insights

Brazil as the world's largest producer facing the pressures of global warming. Consumption trends, export opportunities, and the strategic positioning of the national coffee industry.

- Strategic vision
- Climate
- Export

Building Resilient Coffee Chains: From Farm to Cup with Transparency

09:30 - 10:25
Market Trends and Strategic Insights

Hands-on workshop mapping risks and opportunities in the Brazilian production chain. Tools for climate risk management, sustainable contracts, and access to premium international markets.

- Value chain
- Risk management
- Premium

Transforming Coffee Regions: Climate Adaptation and New Cultivation Frontiers

10:25 - 10:55
Market Trends and Strategic Insights

Researchers from Embrapa, EPAMIG, and universities discuss how coffee regions are shifting, new heat-tolerant varieties, water management, and adaptation strategies for 2030–2050.

- Climate
- Embrapa
- Research

Participants

Fábio Damatta - Professor, Departamento de Biologia Vegetal, Universidade Federal de Viçosa (UFV)

Chair Remarks

10:55 - 11:00
Market Trends and Strategic Insights

Coffee Break

11:00 - 11:40
Networking

Chair Remarks

11:40 - 11:45
Sustainability and Regenerative Agriculture

Profit and Planet: Sustainability That Pays Off in the Field

11:45 - 12:05
Sustainability and Regenerative Agriculture

Quick roundtable with producers, buyers, and NGOs debating viable sustainable business models. Cost-benefit data of Rainforest, UTZ, and organic certifications.

- Sustainability
- Profitability

Regenerative Agriculture in Coffee: From Living Soil to the Cup – Reality or Trend?

12:05 - 12:35
Sustainability and Regenerative Agriculture

Composting, cover crops, reduction of chemical inputs, and carbon sequestration. Producers from Minas Gerais, Espírito Santo, and Bahia share real results from agroecological transitions.

- Regenerative
- Carbon
- Producers

Management of Biological Control and the Rational Use of Agrochemicals on Brazilian Coffee Farms

12:35 - 12:55
Sustainability and Regenerative Agriculture

This study evaluates the adoption of sustainable management practices, including biological control and the rational use of agrochemicals, on Brazilian coffee farms. Using the Coffee Management Level Identification Method (MIGG-Coffee), 1,182 rural coffee-producing companies were assessed across different regions.

Results indicate that sustainable practices are more prevalent in larger companies and at higher management levels. However, there is room for improvement in all categories, highlighting the need for public policy programs and private sector engagement to promote sustainable coffee farming practices.

Participants

Flávia Bliska - Scientific Researcher, IAC - Instituto Agronômico

Chair Remarks

12:55 - 13:00
Sustainability and Regenerative Agriculture

Networking Lunch – "Brazilian Coffees on the Table"

13:00 - 14:30
Networking

Tasting of six national origins with a sommelier. An environment to connect producers, buyers, and startups.

Chair Remarks

14:30 - 14:35

Technology and Innovation in Coffee Production

AI, Drones, and Remote Sensing: Precision Coffee Farming in Brazil

14:35 - 14:55

Technology and Innovation in Coffee Production

Real cases of satellite imagery use, predictive production models, IoT for precision irrigation, and blockchain traceability in cooperatives from Cerrado Mineiro and South Minas.

- Technology
- AI
- IoT

How to Decarbonize Coffee? A Scalable Scope 3 Solution Starts with Fertilizers

14:55 - 15:15

Technology and Innovation in Coffee Production

- Fertilizer production and application account for 40% of coffee's carbon footprint, with most emissions occurring before beans reach a roaster.
- Regenerative agriculture practices like shade-grown systems and agroforestry are widely promoted, but fertilizer-related emissions are often overlooked despite being measurable and cost-effective to reduce.
- Downstream companies can implement practical and accessible interventions to reduce fertilizer emissions at scale, integrating them into existing farming systems.

Presentation by ProbaEarth

Data-Driven Coffee: Harnessing Analytics for Smarter Farming Decisions

15:15 - 15:30

Technology and Innovation in Coffee Production

Chemical and Sensory Characterisation of Ethiopian Exotic Coffee Accessions Cultivated in Brazil

15:30 - 15:45

Technology and Innovation in Coffee Production

Ethiopia is recognised as the centre of origin for *Coffea arabica*, harbouring a large number of genotypes with distinct biochemical and sensory attributes. This study characterised the physical attributes, chemical composition, and sensory potential of Ethiopian coffee accessions cultivated in Brazil.

Significant variation was observed among the evaluated accessions for chemical compounds and sensory scores, reflecting the biochemical diversity of Ethiopian germplasm. The results highlight the potential of these accessions for quality differentiation in specialty coffee markets and their use in breeding programs to develop new cultivars.

Participants

Alessandra Spiering da Cruz - Research Analyst, Daterra Coffee

Chair Remarks

15:45 - 15:50

Technology and Innovation in Coffee Production

SENSORY EXPERIENCE Competitive Cupping of Origins: Cerrado · South Minas · Chapada · Mogiana · Espírito Santo

15:50 - 16:30

Networking

Guided sensory evaluation with Q-Graders. Participants score 10 coffees from different origins. Real-time results – the producer with the highest score receives special recognition.

- Cupping
- Origins
- Q-Graders

Specialty and Biodynamic Coffees: Brazilian Terroir

16:30 - 17:40

Specialty and Biodynamic Coffees: Brazilian Terroir

The sensory identity of Brazilian coffee

- Specialty
- Processing
- Biodynamic

Controlled Fermentation and Natural Processing

16:30 - 17:40

Controlled Fermentation and Natural Processing

Innovation in post-harvest processing with market results.

- Specialty
- Processing
- Biodynamic

Reception 'Harvesting Connections': Matchmaking Between Producers, Roasters, and Importers

17:40 - 19:10

Networking

Facilitated five-minute rounds. Each producer presents their coffee with a technical sheet. Relaxed environment with coffee-based cocktails from Cerrado.

- Networking
- Business
- Matchmaking

SCHEDULE

Coffee LATAM

DAY 1: REGENERATIVE AGRICULTURE IN COFFEE, LIVING SOIL TO CUP - 28/07/2026

TIME	NETWORKING	MARKET TRENDS AND STRATEGIC INSIGHTS	SUSTAINABILITY AND REGENERATIVE AGRICULTURE	TECHNOLOGY AND INNOVATION IN COFFEE PRODUCTION	SPECIALTY AND BIODYNAMIC COFFEES: BRAZILIAN TERROIR	CONTROLLED FERMENTATION AND NATURAL PROCESSING
08:00	08:00 - Registration					
09:00		<p>09:00 - Chair's Opening Remarks</p> <p>09:10 - Brazilian Coffee 2030: Between the Climate Crisis and Global Leadership</p> <p>09:30 - Building Resilient Coffee Chains: From Farm to Cup with Transparency</p>				
10:00		<p>10:25 - Transforming Coffee Regions: Climate Adaptation and New Cultivation Frontiers</p> <p>10:55 - Chair Remarks</p>				
11:00	11:00 - Coffee Break		<p>11:40 - Chair Remarks</p> <p>11:45 - Profit and Planet: Sustainability That Pays Off in the Field</p>			
12:00			<p>12:05 - Regenerative Agriculture in Coffee: From Living Soil to the Cup – Reality or Trend?</p> <p>12:35 - Management of Biological Control and the Rational Use of Agrochemicals on Brazilian Coffee Farms</p> <p>12:55 - Chair Remarks</p>			

SCHEDULE

Coffee LATAM

DAY 1: REGENERATIVE AGRICULTURE IN COFFEE, LIVING SOIL TO CUP - 28/07/2026

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13:00	13:00 - Networking Lunch – "Brazilian Coffees on the Table"					
14:00				<p>14:30 - Chair Remarks</p> <p>14:35 - AI, Drones, and Remote Sensing: Precision Coffee Farming in Brazil</p> <p>14:55 - How to Decarbonize Coffee? A Scalable Scope 3 Solution Starts with Fertilizers</p>		
15:00	15:50 - SENSORY EXPERIENCE Competitive Cupping of Origins: Cerrado · South Minas · Chapada · Mogiana · Espírito Santo			<p>15:15 - Data-Driven Coffee: Harnessing Analytics for Smarter Farming Decisions</p> <p>15:30 - Chemical and Sensory Characterisation of Ethiopian Exotic Coffee Accessions Cultivated in Brazil</p> <p>15:45 - Chair Remarks</p>		
16:00					16:30 - Specialty and Biodynamic Coffees: Brazilian Terroir	16:30 - Controlled Fermentation and Natural Processing
17:00	17:40 - Reception 'Harvesting Connections': Matchmaking Between Producers, Roasters, and Importers					

Registration & Networking

08:15 - 09:15
Networking

Chair's Opening Remarks

09:15 - 09:30
Innovations in Coffee Processing and Flavour Development

Beyond Tradition: Exploring the Future of Coffee Processing Techniques

09:30 - 09:50
Innovations in Coffee Processing and Flavour Development

- Experimental coffee processing methods: anaerobic fermentation, carbonic maceration, and controlled fermentation.
- How these techniques are redefining flavour profiles, improving quality, and creating new opportunities in specialty coffee markets.

Controlled Fermentation and Carbonic Maceration: Unlocking New Flavour Profiles

09:50 - 10:25
Innovations in Coffee Processing and Flavour Development

An interactive discussion with industry experts exploring the science and art behind controlled fermentation and carbonic maceration.

- Practical applications
- Challenges
- Potential for these methods to elevate coffee quality and meet consumer demand for unique flavour experiences.

Chair Remarks

10:25 - 10:30
Innovations in Coffee Processing and Flavour Development

Networking Break

10:30 - 11:15
Networking

Women in Coffee: Driving Change from Farm to Cup

11:15 - 11:55
Consumer Trends and Market Insights

This panel highlights the critical role of women in the coffee industry, from farming to leadership positions.

- Initiatives empowering women
- Contributions to sustainability
- Achieving equity across the coffee value chain

The Rise of Specialty Coffee: Trends Shaping Consumer Preferences in 2026

11:55 - 12:25
Consumer Trends and Market Insights

- A data-driven exploration of the growing demand for specialty coffee, including insights into consumer preferences for traceability, sustainability, and unique flavour profiles.
- How producers and exporters can adapt to these trends to capture premium markets.

Functional Coffees and Wellness: Opportunities for Growth in Emerging Markets

12:25 - 12:55
Consumer Trends and Market Insights

A conversation on the increasing popularity of functional coffees, such as those infused with vitamins or adaptogens, and their potential to tap into wellness-focused consumer segments in emerging markets.

Chair Remarks & Open Q&A

12:55 - 13:15
Consumer Trends and Market Insights

Farm-to-Table Lunch

13:15 - 14:30
Networking

Cuisine from Minas Gerais with ingredients from the farm visited. Dessert coffee from the previous year's harvest.

Chair's Opening Remarks

14:30 - 14:35
Quality and Market Excellence: Traceability, Certifications, and Global Branding for Coffee

Quality Beyond the Score: Uniformity, Traceability, and Storytelling for the Premium Market

14:35 - 15:00
Quality and Market Excellence: Traceability, Certifications, and Global Branding for Coffee

Quality control techniques on the farm, use of traceability apps (like Cropster), SCA criteria for specialty coffees, and how to build an origin narrative that captivates the conscious consumer.

- Quality
- SCA
- Traceability

Certifications in Question: Real Value or Bureaucracy?

15:00 - 15:25
Quality and Market Excellence: Traceability, Certifications, and Global Branding for Coffee

Rainforest, UTZ, Organic, Regenerative Organic. Debate on the financial return of each certification, challenges for small producers to obtain them, and the new 'Regenerative Organic Certified' standard arriving in Brazil. Concrete cases from Minas and Bahia.

- Certifications
- Rainforest
- Organic

Brazil in the World: Strategies for Direct Export, Origin Branding, and New Asian Markets

15:25 - 15:50
Quality and Market Excellence: Traceability, Certifications, and Global Branding for Coffee

Opportunities in Japan, South Korea, and China for Brazilian specialty coffees. Digital direct export platforms and how Apex-Brasil supports small-scale producers.

- Export
- Asia
- Branding

SESSIONS

Coffee LATAM

DAY 2: IMPROVING COFFEE QUALITY, PRACTICAL TECHNIQUES - 29/07/2027

Chair's Closing Remarks

15:50 - 16:00

Quality and Market Excellence: Traceability,
Certifications, and Global Branding for Coffee

SCHEDULE

Coffee LATAM

DAY 2: IMPROVING COFFEE QUALITY, PRACTICAL TECHNIQUES - 29/07/2027

TIME	NETWORKING	INNOVATIONS IN COFFEE PROCESSING AND FLAVOUR DEVELOPMENT	CONSUMER TRENDS AND MARKET INSIGHTS	QUALITY AND MARKET EXCELLENCE: TRACEABILITY, CERTIFICATIONS, AND GLOBAL BRANDING FOR COFFEE
08:00	08:15 - Registration & Networking			
09:00		09:15 - Chair's Opening Remarks 09:30 - Beyond Tradition: Exploring the Future of Coffee Processing Techniques 09:50 - Controlled Fermentation and Carbonic Maceration: Unlocking New Flavour Profiles		
10:00	10:30 - Networking Break	10:25 - Chair Remarks		
11:00			11:15 - Women in Coffee: Driving Change from Farm to Cup 11:55 - The Rise of Specialty Coffee: Trends Shaping Consumer Preferences in 2026	
12:00			12:25 - Functional Coffees and Wellness: Opportunities for Growth in Emerging Markets 12:55 - Chair Remarks & Open Q&A	
13:00	13:15 - Farm-to-Table Lunch			
14:00				14:30 - Chair's Opening Remarks 14:35 - Quality Beyond the Score: Uniformity, Traceability, and Storytelling for the Premium Market

SCHEDULE

Coffee LATAM

DAY 2: IMPROVING COFFEE QUALITY, PRACTICAL TECHNIQUES - 29/07/2027

TIME	NETWORKING	INNOVATIONS IN COFFEE PROCESSING AND FLAVOUR DEVELOPMENT	CONSUMER TRENDS AND MARKET INSIGHTS	QUALITY AND MARKET EXCELLENCE: TRACEABILITY, CERTIFICATIONS, AND GLOBAL BRANDING FOR COFFEE
15:00				<p>15:00 - Certifications in Question: Real Value or Bureaucracy?</p> <p>15:25 - Brazil in the World: Strategies for Direct Export, Origin Branding, and New Asian Markets</p> <p>15:50 - Chair's Closing Remarks</p>