



**A cooperative
that renews itself**
every day



MINASUL

International presence
with commercial offices
in three continents.

Among the largest
coffee exporters
in Brazil.

With the confidence
of more than
7,500 members.

Sustainable
education actions
with its partners
for stronger
agriculture.

More than 60 years
ahead of time, always
next to our producer.

Welcome to


MINASUL

Minasul Plan 2030

Positioning in a market is definitely not for amateurs. Competition exists in all branches of activity, and to stand out, you have to believe, dare and do things in tune with the challenges of the moment in which you live - every age in history has its own. It requires strategic vision and adaptability.

Minasul dared to take this position of chasing the market and offering the best to its members. It left the comfort zone, where it was a co-op receiving, stocking and waiting for a sale opportunity, and turned the tide. It changed its way of monitoring the quality of the coffee, making it more present in each step in order to obtain excellent coffees. As a result, it was in search of buyers from the other side of the world.

This offensive has changed in recent years. For Minasul, it is nothing more than the design of the path that it will follow in the years to come. As a consequence, it presupposes the condition of adaptation for the survival of the company in the new times in which we already live. Nowadays, we require constant transformation and intensive use of technology.

Well, let's get to it. Minasul has very clear projects, goals and objectives to be pursued. Plano Minasul 2030 intends to indicate the direction to be followed, as well as the actions and care to be implemented and observed. Goals and work plans have been set for the monitoring of implementation and control of results.

Under this premise, Strategic Planning is no longer a choice, but a condition of survival for a cooperative that intends to remain large and ahead in a key activity of the economy of a region. Externally, coopetition (cooperation and competition) will be a watchword. Internally, as an agribusiness development entity, we will be working on the three pillars of technology, inputs and logistics, to support our cooperative producer. Our actions will always be focused on meeting the social, environmental and economic aspects that affect our sustainability.



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**A COOPERATIVE THAT RENEWS
ITSELF EVERY DAY.**



WHY DO WE DO IT?

Because we believe in an ever better tomorrow for our members.

We believe in intelligent agriculture and, above all, in a more just and harmonious world for all.

• Cooperativism

Find out a little more about our actions that lead the cooperative DNA throughout Minas Gerais.



COOPERATION CENTRE

**Service and understanding.
That's how Minasul works.**

In addition to serving the members exclusively our cooperation center offers financial solutions, support for internal process resolution, registration and consulting, as well as being a fundamental space for the relationship and approach between members and their cooperative.



FIELD SHOWCASE

Sharing knowledge, generating good results.

Since 2016, the project has brought technological innovations closer to our members. With regional meetings, Minasul really contributes through the sharing of best practices in the field.



FIELD ACADEMY - COOPERATIVE EDUCATION

Investing in the future of the field is planting knowledge.

Management, strategic vision, strengthening and productivity improvement, this is the Field Academy project. A course offered by Minasul to its members to instruct from the management, to the business management of the farm.





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SPA HEALTH

Take care of the health of those who take care of the field.

A non-profit-making self-management health plan created exclusively for rural producers and their families, linked to cooperatives, Trade Unions or associations. With the health SPA you have the same opportunities for medical and hospital care in the major centers, with the security to face the difficult moments that life presents. With more than 20 years of existence, it has more than 50 associates, among them Minasul. Its healthcare network offers one of the best medical services in the country.



ASSISTANCE NETWORK

MORE THAN 120 HOSPITALS

110 EMERGENCY ROOMS

460 CLINICS

340 MEDICAL CONSULTORIES

290 LABORATORIES



FECOM

The opportunity for good business in the hands of the members.

One of the main agricultural fairs in Minas Gerais, where supplies, machinery and implements are sold with the best market prices and benefits of payment to the cooperative. FECOM is promoted in all Minasul units and also in partner cooperatives through an Intercooperation movement.





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tomorrow for our members.*

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above all, in a more just and harmonious
world for all.

Sustainability

*Sustainability is more than thinking about tomorrow:
it is about taking action every day and always giving
the best example in front of our peers.*

MINASUL EDUCA

*We believe and invest in the education of students from our
rural communities.*

In order to share the cooperative principle in the training of rural students, the project serves more than 500 students. Its methodology is based on interdisciplinarity to teach, using online tools, and the result is the learning of the cooperative concept in several areas of knowledge. Offering internet access in remote areas is a way to connect these students to the world, giving them access to knowledge that they would not have without the internet.



C DAY

Let's do it together! #LetsCooperate

The day of cooperation is in Minasul's annual calendar of community-oriented actions. The goal is to strengthen voluntary actions in a large solidarity movement for a more egalitarian world.



CERTIFICATIONS

Quality, efficiency and excellence in processes.

We believe that guiding and supporting our cooperatives in improving their agricultural practices is one of the ways to ensure sustainability in the coffee chain. We are able to store coffee with the following certifications: UTZ, Certifica Minas, 4C Association, FairTrade, USDA Organic and Rainforest Alliance.





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Sustainability

Sustainability is more than thinking about tomorrow: it is acting every day and always giving the best example in front of our peers.



Amam - Association of Women of Agribusiness Minasul

Minasul, in an act of recognition of the importance of women in the production of coffee in our region, created the AMAM seal - Association of Women of the Minasul Agribusiness.

This label identifies coffees produced on farms, estates and lands that are managed individually or mainly by women.

The association seeks to value the work of these women by offering training in production, crop management, post-harvest techniques, property management, quality improvement and marketing.

Last but not least, it also seeks to add value to the final price of coffee, marketing the product with partners who understand the value of women in coffee. Therefore, they are willing to add an award to the AMAM label, allowing this initiative to be self-sustaining in the long term.



SOCIAL MOVEMENT (SPONSORSHIPS)

Support to transform.

Minasul believes that financial support for social initiatives is a way of giving back to society what we have achieved on a daily basis. In this way, we currently support more than 20 social projects in each of the regions where we are present. The result is immeasurable and our role is fundamental to the continuity of each of them.



WHAT WE DO

We exist to facilitate, give security and confidence to the members.

We are a cooperative that renews itself every day to offer the best services and products to each one of our partners.

SERVICES

• Coffee

PREPARATION

Knowledge, agility and precision to process coffee.

The coffee arrives from the farm to the cooperative and is carefully prepared with modern machinery and experienced professionals. After preparation, in which we carry out the processes of sieving, among others, the coffee beans attain a high quality and are ready for the market, fully prepared to be exported.



UCOM - PROCESSING MILL

Processing of the production of our members.

UCOM operates in the storage, processing, commercialization, export of coffee and has a capacity of 2 million bags / year. It works with the equipment, modern systems and international standards for inventory control, handling, processing, storage and shipping of coffee. The traceability of coffee is also a differential.



GENERAL WAREHOUSES

Capacity, infrastructure and security.

Minasul General Warehouses are accredited with BM&F to provide services to our customers, offering the confidence necessary to deposit your coffee. With a complete infrastructure, we have full capacity of receiving and storage, in addition to processing and shipment.



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SERVICES

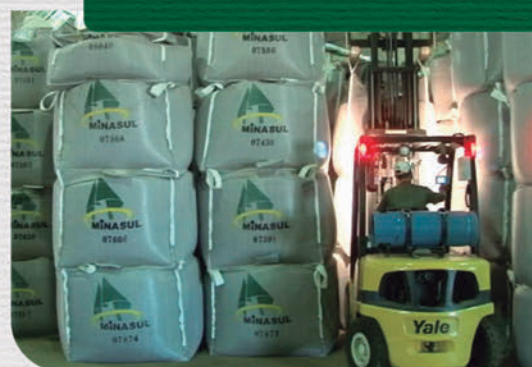
• Coffee

INTELLIGENT WAREHOUSES/CONTROL AND AUTOMATION

Technology and integrated management at the service of the producer.

The best solutions and technological innovations in the coffee market are present in our warehouses.

The total control of the processes, monitored in real time by an intelligence center, are able to issue complete reports that aid in decision making, as well as in the evaluation of the results.



COMMERCIALIZATION

Good business and transparency.

The Minasul commercial team acts to offer the coffee of our members to the best buyers in the world, with total transparency and efficiency in the process.



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SERVICES

• Coffee

TRADING DESK

The best negotiation for the members.

In order to offer the best prices to the members, Minasul has an exclusive trading desk and a team responsible for following the trading sessions of the main commodities exchanges worldwide, in order to make the best deals.



RISK MANAGEMENT

If the price of the coffee or the dollar exchange rate fluctuates, the financial results of Minasul remain stable because the operations are all linked.

Minasul has a specialized team to manage the risk of the oscillation of the price of coffee in the commodity and currency exchanges through tools that hedge (protect or lock) instruments, leaving Minasul free of any type of risk.



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SERVICES

• Coffee

EXPORTS

From the farm to the world.

Still connected to the trading desk, Minasul acts to offer conditions to the members to export its coffee at the best prices in the market.

The export allows the members:

- 1. Liquidity in the physical market:** consists of specific operations for the external market - for specific customers - that pay better prices. When the producer puts the coffee for sale in the "best price" modality, the TRADING DESK itself is able to offer the best price paid in the physical market, due to the balance that Minasul has in its operations.
- 2. Liquidity in the futures market:** Minasul's focus is to teach and promote, along with the members, the benefits that futures market operations provide. It is necessary for the member to understand that the more operations they do, the greater the turnover in the futures market will be. Therefore, exporting is important because its engagement accompanies the offers in the futures market - for 1, 2, 3 or 4 years - which allows to be an excellent tool for the producer, because it guarantees its margin, through the futures market, and Minasul guarantees solidity through export.

Differentials

The company that contracts export, through differentials - as in any world export market - is enabled, in market prices, to better remunerate the producers, not being held hostage by other exporters. Therefore, when the market rises and there is an opening in relation to the prices of the external market, exports allow these prices to be set at better levels, allowing the transfer of the gain to those who are entitled, that is, the producers.



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SERVICES

• Coffee

FUTURES MARKET

The financial guarantee that the member needs.

In this model, members and producers have an alternative to avoid market fluctuations. Minasul operates its business with a focus on the best sale and best situation for the members, guaranteeing their profit.

Operation and Delivery

Minasul has a totally transparent process in the delivery of the coffee bought in the Futures Market, which leaves the members confident they are doing the best business.

The producer can deliver the coffee produced, whether it is of inferior or superior quality to that sold, and the Minasul system converts the delivered coffee to the standard sold and any and all financial adjustments, if necessary, are performed in a simple, direct and transparent way. This way the producer can make the best decision on quality adjustment: deliver more coffee or have the financial difference returned.

Complement your activity

The futures market complements the agricultural activity, in terms of the margin. The operation allows you to manage the risk when the price is increasing and, through the futures market tool, it manages to access this price even before getting the coffee product – future crops for up to 4 years.



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SERVICES

• *Coffee*

FUTURES MARKET WORKSHOP

Knowledge, security, transparency and agility.

In order to reassure the producer and ensure that they make the best deal when it comes to accessing the future market tool, Minasul created the Futures Market Workshop, which monthly updates the market to provide security and reliability to its members.

Talk to our team and schedule your participation.



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SERVICES

• *Coffee*

DIFFERENTIATED SOLUTIONS - OPTIONS MARKET

Guarantee of the best price to loyal members.

In order work together with member that carries out operations in the Futures Market, Minasul offers a protection operation, also considered as insurance. In the options market there are two basic operations: a Put (sale) transaction that protects against / participates in the fall in prices, and a Call (purchase) transaction that protects against / participates in high prices.



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SERVICES

. Specialty Coffees

IDENTIFICATION AND SUPPORT / ASSISTANCE

Always looking for the best coffees: quality from the beginning

We identify, trace and lead from Brazil to the world. Every process is thorough and we seek excellence in coffee, working side by side with the producers to get the best quality and commercialize it both in the domestic market and abroad.



COMMERCIALIZATION

The recipe to offer excellence to the market.

The high quality Brazilian coffee is complex and extraordinary. Minasul seeks the best way to promote this diversity of flavors and, therefore, add value to the product of our member. Searching for new ways of commercialization that value our premises of safety in business, transparency in transactions and consistency in quality of the product offered, Minasul developed specific profiles that makes our operations with our partners easier. Wherever they are, these clients can have the coffee they need.



TECHNICAL SUPPORT

From the bean to the cup

Technical consulting 360° from the production to the commercialization of its specialty coffee or differentiated coffee.



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SERVICES

• Specialty Coffees

SPECIALTY COFFEE WORKSHOP

Quality orientation aiming at better visibility of the producer

40% of the specialty coffee producers in the Minasul area are located in mountainous regions. Stimulating the exchange of information and good practices in the production of quality coffee, Minasul annually promotes the Specialty Coffee Workshop.



MINASUL COFFEE QUALITY CONTEST

We have been valuing our members for 27 years.

Since 1993 we have held the Minasul Coffee Quality Contest. Thanks to our vision, we were the first coffee cooperative in Brazil to hold a quality contest among its members, with the goal of helping them to design their production to the best buyers in the world.



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SERVICES

MINASUL INTERNACIONAL

The Brazilian way, with global presence.

With the strategic vision of global expansion, Minasul presents its international units with the objective of giving liquidity to the coffees of our members, thus increasing profitability.



MINASUL USA

Minasul USA, based in Fort Lauderdale, Florida, serves American roasters. With this partnership, Minasul negotiates coffee on a small and large scale, directly with buyers and with prompt delivery.



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SERVICES

MINASUL EUROPE

Based in Edinburgh, Scotland (UK), Minasul Europe works with a focus on the potential European and Middle Eastern consumer on the Just-In-Time model. With global management, it manages to present the quality and diversity of the Brazilian product to roasters - from diverse demands and needs, from small local cafes to large European importers - connecting the producer to this market.



MINASUL ASIA

Minasul Asia is based in Wuxi, China and Taipei, Taiwan. With Minasul Asia, we have completed three commercial representations, operating on the three largest continents, with the objective of connecting Minasul's members to the main international markets. Advancement, expansion and search for new potential markets, thus, Minasul reaches the world with its boldness in business.



HOW WE DO IT

Always by the side of our members.

Minasul has been working for decades to innovate and defend our cooperative's interests. We offer appropriate support and various services to promote agribusiness's permanence.

Structure

FINANCIAL CENTER

Economic solidity and market confidence.

A complete center that offers all the financial resources to the members, in order to guarantee the best negotiations when buying and selling. Offer of financing for storage (Funcafé) and advance of resources with the sale and payment advance. In addition, we also offer the barter of supplies for the purchase of inventory or costs of transport operations and storage of coffee.



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SERVICES / PRODUCTS

• *Access to the market*

COFFEE, GRAINS, VEGETABLES, FRUITS AND LIVESTOCK

MISCELLANEOUS CONSUMER PRODUCTS

More than 17 thousand items available to the member.

TECHNICAL ASSISTANCE

Technical advice on machines, soil, varieties, with trained professionals always aiming at the best productivity and sustainability of the crop.

MACHINERY AND EQUIPMENT

Minasul has the largest network of implements in Minas Gerais and has the best solutions in machinery, implements and purchase conditions.

SUPPLIES

All brands of pesticides, fertilizers, mineral supplements, veterinarians, rations feed and miscellaneous goods commonly used on farms.

BARTER

This type of exchange is carried out in several sectors within the cooperative and also with partner institutions. Production is the payment for implements, pesticides, fertilizers, seeds and even education through partnerships with educational institutions.

SEEDS

Minasul works with seeds from various crops and implements linked to its management.

ANIMAL NUTRITION AND HEALTH

The cooperative has a wide variety of products aimed at nutrition and animal health. There are hundreds of items from different brands in our stores.

PERFETTO GRANO

Perfetto! In every detail.

Produced with 100% Arabica beans, carefully selected, for the permanent pursuit of purity, aroma and the best taste for those who demand and enjoy excellent coffee.

Perfetto Grano ground coffee: suitable for those who like filtered coffee and more full-bodied, its sensorial characteristics are more intense chocolate notes, combined with its delicate citric acidity and balance.

Perfetto Grain whole bean coffee: this coffee was developed for those who like espresso and a softer drink. Its sensory profile is milk chocolate flavor with notes of caramel, harmonizing with its "perfetto" balance of acidity and soft body.



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Technology and innovation

OCC - OPERATIONS CONTROL CENTER

Technology and automation for the rural man.

The Minasul Operations Control Center is modern and unprecedented in the universe of cooperative management. It allows access to accurate and strategic information, and brings together technological tools that monitor the costs of the entire internal operation.



DIGITAL FARM

Connect the field, optimize results.

Implemented in 2018, the Digital Farm concept is expanding to the farms of the members. It functions as a center of intelligence and command of Minasul, and gathers data and information in a single system and in real time.



WEATHER STATIONS

Accurate reading, producer with information.

The Intelligent Weather Station is specific to coffee growing. A great ally of the producer, it performs the climate monitoring of the crop and helps in making decisions.



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Technology and innovation

CLEAN ENERGY

Another Minasul effort in favor of the planet.

We believe that the energy of the future should be clean, so we work today, so that very soon we may offer the conditions to our members to acquire their own photovoltaic energy system, always thinking of economy and sustainability.



COFFEE COIN

Financial innovation in the coffee market.

Another innovation from Minasul is the Coffee Coin, an exclusive crypto-currency for the coffee market. Our studies project a future scenario in which this currency may be used as a means of payment in negotiations for the purchase and sale of coffee. In addition, it should also be accepted in Minasul's internal transactions, and in the stores, thus generating new offers and meeting the demands of our members and partners.





www.minasul.com.br

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