



# Coffee and the Production Region: What is the Secret to the Expression "Quality"?

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## Opinion

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## Abstract

Coffee is one of the most valued commodities in the world and Brazil is the largest exporter of coffee in the world market, responsible for almost a third of global production (ABIC, 2025). Coffee farming rigorously follows all legal requirements, respecting rural workers and the environment.

**Keywords:** Coffee; Quality; Innovation; Awards; Technology

## Abbreviation

BSCA: Brazilian Specialty Coffee Association.

## Opinion

Coffee is one of the most valued commodities in the world and Brazil is the largest exporter of coffee in the world market, responsible for almost a third of global production (ABIC, 2025). Coffee farming rigorously follows all legal requirements, respecting rural workers and the environment. Brazil has a vast territory that favors the production and expression of quality coffee. One of the most appreciated coffees in the world is produced in Minas Gerais, a state located in the southeastern region of Brazil. According to the Brazilian Specialty Coffee Association (BSCA), about 30 producers demonstrated innovation and excellence through 17 varieties of specialty coffee, winning all categories of the Cup of Excellence Brazil 2025 [1]. Technological innovation and new agricultural practices can help producers maintain

quality and enhance the expression of these delicacies in their localities. An example of innovation is the use of drones and sensors that help in crop management, making the management process more efficient [2]. Automated drying systems also assist in all post-harvest coffee processing, ensuring and maintaining better product quality [3] genetic research and new cultivars are being developed to meet the new demands of areas undergoing transformations due to climate change [4]. Other research, such as the use of stable isotopes for the discrimination of environments for the production of specialty coffees, is reported by Barbosa JN, et al. [5]. Many promising studies are being developed worldwide to try to understand and explain coffee quality. What really happens in the pre-harvest, harvest, and post-harvest stages? How can physiology and the relationship with climate impact these coffees so much? and how is the economy driven by the presence of quality and the efficiency of these technologies? These are questions that allow us to reflect on so many aspects that interact and impact the quality of a beverage so appreciated worldwide.

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