



FRUIT JUICES AND PREPARATIONS

NCM 0802.99.00

NCM 2007.99.90

COMPANY



Cerrado em Pé is a company based in Campo Grande (MS), Brazil, that transforms native fruits from the Cerrado and Pantanal biomes, such as guavira, bocaiúva, baru, pequi, jatobá and mangaba, into high value-added products, including jams, pulps, nuts, biscuits and flours.



Our work supports extractive and local communities, strengthens sustainable production chains, and contributes to biodiversity conservation, connecting consumers to the authentic flavors of Brazilian socio-biodiversity while generating real benefits for local producers and the environment.



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PRODUCTS



Cerrado em Pé – Produtos da Sociobiodiversidade develops a line of jams, nuts, flours, and spices made from native fruits of the Cerrado and Pantanal biomes, such as pequi, guavira, bocaiúva (macaúba), mangaba, baru, and jatobá.

Our products are obtained using sustainably sourced raw materials, valuing responsible extraction and strengthening local communities. They stand out for their authentic flavor, the absence of artificial preservatives, and their high nutritional value, reflecting a consistent commitment to quality. We adopt standardized production processes, ensuring food safety and traceability at every stage.

Cerrado em Pé stands out by integrating environmental conservation, innovation, and the appreciation of regional biodiversity, transforming native fruits into high value-added products. This initiative promotes a positive socio-environmental impact by generating income for local communities and contributing to the preservation of biomes. At the same time, it delivers artisanal products to the market, with a high fruit content and unique sensory profiles, aligned with a proposition that combines healthy eating, regional identity and purpose, catering to consumers who value origin, history and transparency.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Seasonal jams with a potential production of between 10,000 and 25,000 jars per year, depending on the fruit, with orders placed in advance of the harvest season. Baru nuts with a current yield of 50 kg and up to 500 kg/year, with harvesting starting in August.



CERTIFICATIONS



CERRADO EM PÉ
 City: Campo Grande
 State: Mato Grosso do Sul
 Brazil

Realization:

agobr
 O sabor de ir mais longe

Promoted by:

apexBrasil

MINISTÉRIO DO DESENVOLVIMENTO, INDÚSTRIA, COMÉRCIO E SERVIÇOS

GOVERNO DO BRASIL
 DO LADO DO POVO BRASILEIRO

CNA

SEBRAE