



COMPANY



Born in the heart of the Paraíba hinterland, JUSG symbolizes the strength and unity of family farming and is responsible for managing the largest agricultural project in operation in the region. There are more than 1,037 producers who together cultivate around 5,000 hectares of fertile land, combining tradition, ancestral knowledge and modern technology to transform the potential of the sertão into prosperity.



Our history is built day by day on commitment, cooperation and respect for the land, values that reflect the true spirit of the Northeast. Each product that bears the JUSG name carries with it the authenticity, flavor and essence of the Brazilian Northeast, translating the result of collective work based on sustainable development, valuing producer families and the constant search for excellence and innovation in the field.



+55 (84) 9 9953.1033
mifpimenta10@gmail.com
@comunicaçãojusg

PRODUCTS



Green Dwarf Coconut NCM: 0801.10.00

Our green dwarf coconuts stand out for their exceptional Brix level, making them among the sweetest and most nutritious in Brazil. The unique combination of the intense sun of the Paraíba hinterland, the pure irrigation waters and the fertile soil of the region results in a premium coconut water with a naturally smooth and refreshing taste. This product is ideal for markets that value superior taste, proven quality and traceable origin, serving both fresh consumption and the health drinks industry.

Red Rice NCM: 1006.10.00

Recognized as the largest producer of red rice in Paraíba, we grow a grain that combines cultural heritage, tradition and high nutritional value. Our rice has an intense reddish color, a firm texture and an outstanding flavor, characteristics that make it perfect for authentic gastronomy and high-standard regional cuisine. More than just a food, red rice represents the identity of Northeastern agriculture, preserving ancestral cultivation techniques and valuing the work of the producing families.

Cavendish and Pacovan Bananas NCM: 0803.10.00

With daily production of over 180,000 units, we guarantee uniform quality and continuous supply throughout the year. The Cavendish banana is grown with strict technical control, meeting international export standards and recognized for its balance between sweetness and texture. Banana Pacovan, on the other hand, preserves the northeastern tradition, standing out for its striking flavor and regional identity. Together, they express the balance between innovation, productivity and local appreciation.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



We grow 150 hectares of Dwarf Coconut, with 206 plants per hectare and an average production of 400 fruits per plant per year. In Red Rice, we have 650 hectares with two annual harvests. Banana production is continuous, with around 180,000 units per day, guaranteeing a constant supply and quality throughout the year.



BRAZIL



Paraíba

JUSG

City: Sousa
State: Paraíba
Brazil

Realization:

agrobr
O sabor de ir mais longe

Promoted by:

apexBrasil

MINISTÉRIO DO
DESENVOLVIMENTO,
INDÚSTRIA, COMÉRCIO
E SERVIÇOS

GOVERNO FEDERAL
BRASIL
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CNA

SEBRAE