



**HONEY, PROPOLIS  
AND DERIVATIVES**
**NCM 0409.00.00**
**NCM 2006.00.00**

## COMPANY



The FLORYÁ Cooperative was founded to strengthen family farming led by women in Bela Vista de Goiás. With a focus on women's empowerment, it brings together 54 active members who produce food, mostly agroecological, organic, artisanal and sustainable.



Its purpose is to generate decent income, economic inclusion, and appreciation of traditional knowledge, connecting production to the institutional market, retail, and the end consumer. It operates in short value chains, prioritizing quality, solidarity, and social justice, strengthening the local economy and promoting agroecological practices to amplify the positive impact on the community and the environment.



+55 (62) 9 9802.1568  
florya@florya.com.br  
[www.florya.com.br](http://www.florya.com.br)  
@floryacoop

## PRODUCTS



Cerrado honey is more than just food: it's the authentic expression of the Cerrado region of Goiás in its purest form. Produced with 100% natural honey from *Apis mellifera* bees, grown in preserved areas and carefully crafted by women from family farms, who combine tradition, knowledge, and respect for nature.

Made from native flowers, especially the cipó-uva vine, this honey has an intense aroma, balanced flavor, and a remarkable sensory experience, combined with high nutritional quality. Free of additives, fully traceable and responsibly harvested, it reflects sustainable management that values bees and preserves the Cerrado biome.

Its main distinguishing feature lies in its territorial origin and the positive impact it generates: it strengthens female leadership, boosts cooperative production, and contributes directly to environmental conservation. Cerrado Honey embodies Brazilian identity, sensory excellence, and socio-environmental commitment in a single, pure, conscious, and purposeful product.

### Key differentiators

**Origin and identity:** honey from native Cerrado flowers, especially the cipó-uva vine, produced in preserved areas, with traceability and a unique sensory profile.

**Women's empowerment:** developed by women in family farming, promoting income, autonomy, and local development.

**Sustainability and quality:** responsible bee management, 100% natural product, without additives, with environmental and social commitment.

## DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Production capacity of up to 16 tons per year, which corresponds to an average of 1.3 tons per month. Harvesting takes place during a concentrated period of approximately 3 months per year, with the possibility of increasing production according to demand and production planning.



**FLORYÁ**  
City: Bela Vista de Goiás  
State: Goiás  
Brazil



Realization:



O sabor de ir mais longe

Promoted by:





