



FRUIT AND VEGETABLES

COMPANY



Coopervárzea PB - From Land to Table, with Value and Identity

Founded in November 2022 in the municipality of Mari, Paraíba, Coopervárzea PB has emerged as a model of modern and impactful cooperativism, establishing itself with the clear mission of strengthening family farming through integrated and innovative action.



Since its creation, the cooperative began operations with a focus on making life easier in the countryside, implementing collective purchasing systems for agricultural inputs and providing technical support for land preparation, actions that immediately began to generate economies of scale and increased productivity for its members.



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PRODUCTS



Pitaya (dragon fruit) NCM: 0810.90.16 and Guava NCM: 0804.50.10

Coopervárzea PB has expanded its portfolio with Pitaya and Guava, fruits with high market potential. The exotic and nutritious Pitaya is grown sustainably to meet the demand for healthy food in Brazil and abroad. Guava, on the other hand, has a strong and versatile flavor and is used both for fresh consumption and for processing into pulps, jams, jellies and juices.

Cassava Craft Beer: MANDYRA NCM: 2203.00.00

Made with 50% cassava, Mandyra is a gluten-free craft beer (ongoing certification process) with a smooth and refreshing flavor. Each unit strengthens family farmers, generates a fair income and encourages young people to stay in the countryside. Available in different formats, it has already gained space at parties, events and points of sale, with the prospect of becoming an agro-ecological benchmark.

Fresh Frozen Cassava NCM: 0714.90.00

Mandyra Vacuum Frozen Fresh Cassava preserves the flavor, texture and nutrients of the traditional Northeastern table cassava. Selected, peeled, cut and frozen using advanced technology, it combines quality and practicality for industrial kitchens, restaurants and end consumers.

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



Craft beer production can reach up to 8,000 liters per month, with the highest intensity between June and December. Cassava is grown all year round, ensuring a constant supply. Guava is also available all year round, with a peak harvest between January and June. The pitaya, on the other hand, has a concentrated harvest from December to April, when it is at its best in terms of quality and production volume.



COOPVARZEAPB

City: Mari
State: Paraíba
Brazil

Realization:



Promoted by:

