



COMPANY



UNICAFES Rondônia is the Union of Family Farming Cooperatives of the state of Rondônia, headquartered in Ji-Paraná. It works to strengthen solidarity-based cooperativism and promote productive inclusion, income generation, and sustainable development for cooperatives, family farmers, traditional peoples, agrarian reform settlers, and other socio-biodiversity groups.



Through representation and services, we support the socioeconomic and sustainable development of affiliated cooperatives, promoting social inclusion, income generation, food production, quality of life, biodiversity preservation, and the reduction of inequalities.



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www.unicafesro.org.br

PRODUCTS



The Family Farming Emporium is a physical and strategic commercial space that connects family farming cooperatives to end consumers and institutional markets. It offers socio-biodiversity products, such as specialty coffees, honey, nuts, chocolates, and fruit pulps, with traceable origins and sustainable production. It also operates in B2B supply, catering to coffee breaks, restaurants, and events.

Its differentiators include qualified curation of cooperative products, appreciation of territorial identity, strengthening of local production chains, and direct income generation for producers. It stands out for its transparency in origin and traceability, highlighting who produces, how they produce, and the impacts generated in the territory—a level of depth rarely found in traditional retail.

It adopts a hybrid commercial model (B2C and B2B), combining direct sales, digital marketing strategies, and coordination with public policies, such as PAA and PNAE, expanding market access, operational scale, and sales recurrence.

NCM 0901.21.00 – Roasted coffee (ground and unground)

NCM 0901.11.00 – Unroasted coffee

NCM 1806.31.00 – Solid chocolate with cocoa

DETAILS ON PRODUCTION CAPACITY, SEASONALITY AND OTHER CHARACTERISTICS:



It adopts a hybrid commercial model, serving end consumers, companies, fairs, events, and institutional purchases, with a focus on expanding market access, gaining scale, and sales recurrence.



UNICAFES - RO

City: Ji-Paraná
State: Rondônia
Brazil



Realization:



www.agrobr.org

Promoted by:

