

Outline History of Brazil's Coffee Industry, Its Present Status and Future Possibilities

The Inspiring Story of Brazil's Progress in Coffee Production As It Will Be Unfolded At Parana's International Coffee Exhibition

The history of Brazil coffee will be set forth in word and picture and displayed in the Economy of Coffee Pavilion at the International Coffee Exhibition in Curitiba, Brazil. This will supplement the many coffee exhibits in the eleven coffee pavilions at the Exposition.

The display will be in word and picture, the complete presentation to comprise five giant books, the pages measuring approximately 10 feet by 7 feet made of Parana pine wood upon which the text and illustrations will be painted, the text in old English handwriting style.

Seventeen of these pages will deal with coffee. The wording will be in Portuguese but this magazine has received a translation from Brazil. The following article comprises excerpts from this translation. They include new and important facts about Brazil coffee in general, also concerning Parana's remarkable progress in coffee—The Editors.

COFFEE was introduced in Brazil in 1727—more than two centuries ago. Since then, the expansion of the coffee industry has never ceased and new growing areas have been constantly opened. Coffee has also been an increasingly important factor in the economy of Brazil. Although in recent years, due to various causes, the number of coffee trees has decreased in some of the areas that were started years ago, many of these areas have continued to prosper from an economic standpoint, due to the introduction of other products.

The progress of coffee production in Brazil has been uninterrupted because of the virile character of the coffee plant, the excellent soil and climate conditions offered by Brazil, also because of specialization and the fact that people of Brazil have been dedicated to this important product. Having attained its maximum production of 30,000,000 bags in 1933 with 3,000,000 coffee trees, the industry suffered a decrease in production from that time on. However, increased coffee

consumption and the favorable prices prevailing in recent years has re-established coffee as Brazil's most important export product.

At present, total production is being stepped up, not only because of the development of new growing areas, but because some of the older districts are now being revitalized with the introduction of modern technical agricultural processes. Total production has been affected to some extent by the recent damaging frost in the northern portion of the State of Parana as well as in a part of Sao Paulo. However, an energetic campaign is already in progress for the rejuvenation of these frost affected areas.

The Miracle of Parana

Consider the remarkable development of the coffee industry in the State of Parana as an example of new opportunities for the expansion of coffee production in Brazil. The economic future of Parana had already been assured because of its climate and its resources for the production and export of mate and pine wood as well as with great potentiality in the mining industry. However, the introduction of coffee has accelerated the State's development to an extraordinary degree. New communities were established almost overnight and developed into good sized towns within two or three years. The planting of coffee was speeded up with the clearing of forests accompanied by the building of homes and roads resulting in a vast recent change in the social and economic status of this section of Brazil.

According to statistics recently published by Governor Munhoz da Rocha of Parana, approximately one thousand new citizens have been entering the State each day, coming from other parts of Brazil and overseas. The population has doubled in the last few years and the State's income has increased ten times.

In 1920, the production of coffee

in Parana totaled about 100,000 bags. It is estimated that production in 1953 will reach the impressive total of more than 4,000,000 bags and, had it not been for the recent devastating frost, the figure would have been 7,000,000 bags from more than 500,000,000 trees with 300,000,000 in production.

Coffee—Economic Benefactor

Coffee has been the benefactor that has brought about the development of practically all the eastern portion of Brazil. It helped build most of the cities in the State of Sao Paulo; in the south and in the Matta Zone of Minas Gerais; also in the States of Rio and Espirito Santo as well as in the north of Parana. Coffee was also instrumental in the building of the railroads in the industrial center of Sao Paulo, the Ports of Santos, Vitoria and Paranaagua as well as the roads and schools everywhere.

The coffee zones of the country, almost the whole of the State of Espirito Santo, the mountainous area of Rio, the east and the south of Minas Gerais, almost the whole of Sao Paulo, the north of Parana, and also some small stretches in the south of Goias and Mato-Grosso, are our most progressive areas, socially and economically; only a few other vital sectors of the country can be compared to them, such as the "Triangular" cattle breeding, the viticulture in Caxias, the agropastoral production in the Itajai valley and the cocoa plantations of Ilheos-Itabuna. These coffee zones have about 18 million inhabitants—a third of the whole Brazilian population—and three fourths of its riches. From these areas we get four fifths of our exports. All of which indicates the important part that coffee has played in Brazil's growth.

Coffee has been a most important factor in the colonizing of Brazil. With the abolition of slavery in Brazil, the growers encouraged immigration, due to the shortage of workers. In Sao Paulo and after-