

## Production

# Modern Coffee Growing Trends in Sao Paulo

## *Aim For Intensive and Scientific Growing of Coffee With Other Crops*

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COFFEE was introduced into Sao Paulo some 150 years ago. Migrating southwards through the Paraiba Valley, the main connecting link between Rio de Janeiro and the State's Capital, it moved to Campinas and from there north and northwestwards, to become the world's most gigantic agricultural enterprise, based on a single, perennial, crop plant. Over 2 billion shrubs were planted, covering an area of about 6 million acres. Peak production was obtained in Sao Paulo in 1934, a total of 21 million bags of green coffee having then been harvested.

Why is it that yields are down

now to only 8 million bags and what are the prospects for the future of the Paulista coffee industry?

As everybody knows, world coffee consumption is steadily growing, being now estimated at about 35 million bags a year. Unfortunately, coffee production has not shown a similar steady increase, as desirable, but periods of disastrous over-production have sometimes been followed by others of lack of coffee on the main consuming markets. Consequently, prices have varied a lot to producers and consumers. No doubt, Brazil with its periodic huge crops has been largely responsible for this unstable situation of pernicious effect to both producers and consumers, as other coffee producing countries are only gradually increasing their crops. The fact that

not long ago more than 70 million bags of coffee were destroyed in Brazil, accompanied by a tremendous price drop, does not seem to have altered this country's tendency to, periodically, invade markets with a huge bulk of coffee. This will possibly happen again in a few years' time, when Parana's several hundred million new coffee trees will come into full production, if unfavorable climatic conditions (frost) should not occur again there, as happened in 1953.

### Virgin Land A Temptation

This situation will continue to last, as long as large areas of virgin soils, suitable to coffee growing, are still available in Brazil; they will always represent a great temptation to land explorers, as production costs there are much lower than in long cultivated areas.

In the preceding lines, the two main factors responsible for Sao Paulo's large drop in coffee production were mentioned: (a) extremely

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