

Regionalized Diagnosis of the Geographical Indications of “Paulista” Coffees

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Introduction

Brazilian coffee growing has achieved international recognition for the quality and sustainability of its production. In this context, producers have increasingly sought territorial differentiation through Geographical Indications (GIs), instruments that enhance the value of origin and productive identity. The State of São Paulo, a traditional producer of high-quality coffees, stands out for encompassing six regions certified with Geographical Indications, resulting from a broad process of articulation among coffee growers, cooperatives, associations, universities, and public and private institutions.

Materials/Methods

The study was based on official data from the Brazilian National Institute of Industrial Property (INPI) and complementary technical and institutional sources. A semi-structured questionnaire was also applied to GI managers to identify key aspects of organization, governance, and territorial differentiation.

Results/Discussion

Seals of Geographical Indications	Managing Entity, Year of Registration and Description
	Alta Mogiana (2013) – Associação dos Produtores de Cafés Especiais da Alta Mogiana (AMSC). 23 municipalities on the SP/MG border. The first Geographical Indication of Origin for coffee in São Paulo, recognized for its long-standing tradition and cup quality.
 	Região de Pinhal (2016) – Conselho do Café da Região Mogiana de Pinhal (COCAMPI). 8 mountain municipalities around Espírito Santo do Pinhal, with a strong territorial identity. Região de Garça (2022) – Conselho do Café da Região de Garça (Congarça). 15 municipalities in central-western São Paulo, known for coffees with balanced acidity and sweetness.
 	Vale da Gramma (2024) – Associação de Produtores de Café Vale da Gramma. Municipality of São Sebastião da Gramma; altitudes above 1,200 m; coffees frequently awarded in national and international contests. Torrinha (2025) – Associação dos Produtores de Café Natural do Bairro Paraíso do Alto de Torrinha (CAFENATO). Municipality of Torrinha; hillside coffee farming and strong community engagement.
	Nova Alta Paulista (2025) – Associação dos Produtores Rurais de Pacaembu e Região (APRUP). 23 municipalities in the far west of São Paulo; broad institutional coordination and valorization of origin.

General Considerations

Half of São Paulo's coffee Geographical Indications were recognized between 2024 and 2025, reflecting the recent advance of territorial valorization and the strengthening of regional coffee identity. This diagnosis highlights GIs as effective instruments for sustainable regional development, fostering social organization, participatory governance, and product differentiation through collaborative networks connecting producers, cooperatives, universities, and public institutions. São Paulo's coffee sector thus consolidates itself as a national and international reference in quality and origin

References:

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