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# A Niche of 65 Percent

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Food & Agribusiness  
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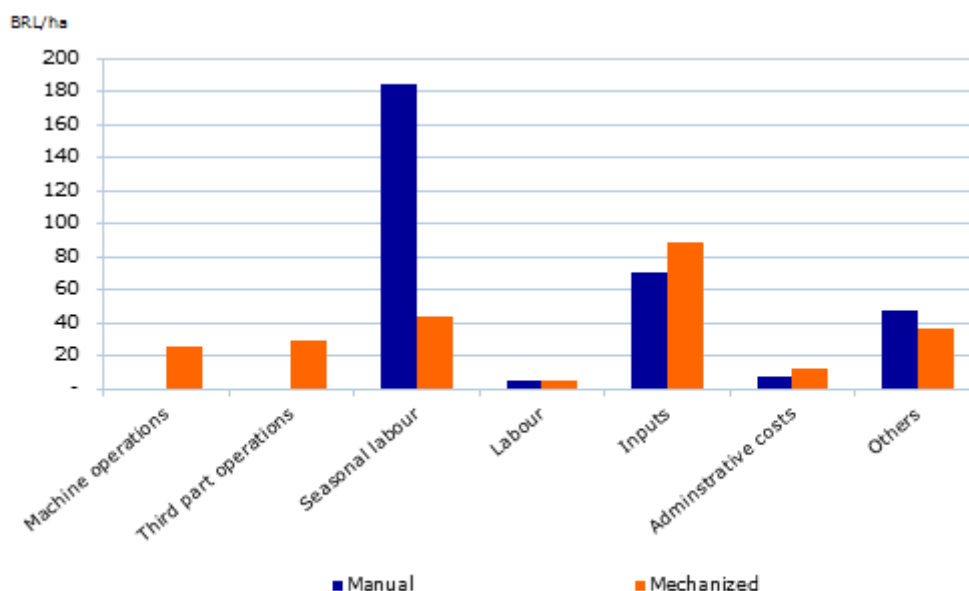
**Rising labour costs in Brazil are bringing about a strong need for coffee harvest mechanisation in the mountain regions. Machinery companies willing to develop this kind of technology could reach 65% of the total coffee area in Brazil, the world's biggest producer and exporter.**

While machinery for soybean, corn and cotton seems to have evolved strongly in the past 15 years, there still isn't any technology available for coffee harvesting in Brazil's mountain regions. The current available technology only allows for mechanisation in flat areas.

A harvester replaces 150 people on the field, reducing total costs per hectare by 30%. High expenditure on manual harvesting represents a major economic risk for coffee production on the hillsides.

Unofficial estimates suggest that 65% to 70% of total coffee production in Brazil is still manually harvested. So there's a complete open market waiting for the technology to save hillside coffee producers. Joint ventures with local manufacturers or Brazilian cooperatives could represent a good entrance for foreign companies willing to develop this kind of technology.

**Figure 1: Operational costs**



Source: Conab, 2015

# Imprint

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