Flowins, Brazil

Context Analysis → Model Farm Design & Implementation → Capacity Building & Initial Scaling → **Open for Carbon Investment** → Carbon Feasibility Study → Carbon Implementation & Scaling

Building on a completed regenerative coffee model farm, the project now shifts to scaling proven agroforestry systems across Flowins' established producer network. Flowins' transparency platform already connects a large number of farmers in the region, with approximately 150 producers shortlisted for near-term expansion. A lead producer functions as an knowledge hub, enabling efficient coordination, implementation, and monitoring across participating farms. The focus moves from demonstration to replication: standardized agroforestry designs, tested under real conditions, are deployed across multiple farms and adapted locally where needed.

Why This Project?

The Flowins project has a tested and proven coffee agroforestry system and there is already a network of farmers established that want to transition. Both of these factors are crucial for scaling. A well designed agroforestry system reduces farming risks and improves the long term prosperity that carbon projects need. Agroforestry buffers extreme weather patterns like heat, drought, or flooding and reduces pests and diseases. By well designed poly-cropping, the crops become more efficient in nutrient absorption from the soil which will increase the yield. These factors lead to a high yield, durable and stable system.

Farmer incentives are directly aligned with system performance, as agroforestry benefits (yield stability, cost reduction, and improved land value) accrue at farm level. Carbon credits add a second, performance-based revenue layer, translating regenerative land management into verifiable cash flows.

LOCATION:
Santana da Vargem, Minas Gerais, Brazil

SIZE OF POTENTIAL AREA:
20,000 ha

ESTIMATED CARBON SEQUESTRATION:
2 million tons of CO2*

MAIN TREE SPECIES:
Cedro, Macadamia & Inga Edulis

MAIN COMMODITY:
Coffee

GOAL:
Enabling farmers to scale regenerative coffee agroforestry while accessing carbon revenues that strengthen long-term farm resilience.

MAIN FOCUS:
Adoption of regenerative coffee agroforestry across Flowins' producer network, enabled by carbon incentives and transparent monitoring.

PARTNERS:
Flowins, Miele

*Carbon figures are indicative and will be further refined through a carbon feasibility assessment following investment.

Scale of Intervention

The design will have 43 trees per hectare (with a possibility of more in the next design).

Making the estimated carbon sequestration 2 million tons.

Currently, 1 farmer has transitioned 2.3 hectares, with 150 farmers ready to expand the model

400 farmers expected to benefit in 10 years, with a potential to scale up to 20,000 hectares.

Intervention

Building on a regenerative coffee agroforestry model developed and tested by reNature, the intervention focuses on scaling proven practices across Flowins' regional producer network. Regenerative coffee agroforestry systems integrate coffee with forest and productive tree species. They are implemented through a growing group of farmers, supported by technical guidance and standardized farm designs. This standardized, network-based approach enables consistent implementation at scale, and provides a robust foundation for verified carbon generation and long-term value creation.

Objective

Enabling the adoption of regenerative coffee agroforestry at scale via carbon revenues. Thereby, also scaling the economic, social, and environmental benefits.

Economic Impact

Conventional coffee production often locks farmers into high input costs, low margins, and short-term production strategies that increase financial risk and incentivize deforestation.Thereby, this results in economic, ecological, and social instability. The Flowins project improves farm economics by reducing dependency on synthetic inputs, while stabilizing production through healthier soils and more resilient systems. Poly-cropping systems enable diversified incomes for farmers. Carbon finance adds a second, performance-based revenue stream by monetizing forest-positive land management. This diversified income model reduces farmers' exposure to volatile coffee prices, improves long-term profitability, and strengthens commitment to regenerative practices.

For carbon investors, Flowins aggregates coffee producers into a coordinated and monitored system capable of generating verified carbon credits linked to agroforestry and deforestation-free production. Carbon revenues provide a performance-based return layer that is largely independent of coffee price fluctuations, improving cash-flow stability and reducing exposure to commodity market volatility.

With transparent monitoring and scalable implementation, the project offers exposure to resilient, land-based assets aligned with growing demand for high-quality carbon credits and long-term value creation.

Environmental Impact

Conventional coffee monocultures in Brazil drive soil degradation, biodiversity loss, and deforestation pressure, leaving farms increasingly vulnerable over time. Regenerative coffee agroforestry reverses these dynamics by integrating coffee with forest and productive tree species. Increased tree cover and plant diversity rebuild soil health, improve water infiltration, and strengthen system resilience, supporting productive farms over the long term. At landscape level, adoption reduces pressure on forests, enhances biodiversity, and increases carbon sequestration, shifting coffee production toward durable, climate-positive land use.

Social Impact

Coffee production supports many households across Brazil, yet environmental degradation and market volatility leave farmers vulnerable. The Flowins project strengthens community resilience by enabling farmers to adopt regenerative coffee agroforestry through practical guidance, incentives, and peer learning. By leveraging Flowins' producer network, the project supports coordinated adoption of deforestation-free practices and strengthens regional collaboration, while spreading practical knowledge across coffee-growing regions.

Inspirational Impact

Through a proven model farm this project demonstrates how regenerative coffee agroforestry reduces input dependency, restores soil and biodiversity, and enables deforestation-free production. Reinforced by carbon incentives, the model is designed to scale up across Brazil's coffee regions and collaboration with value-chain and investment partners.

Interested? Reach out to marco.deboer@renature.co