

COOMAP NEWS

You all know that yields per hectare in Brazilian Coffee farms has grown a lot in the last decades. Among several causes for it, we must highlight mechanization. However, many people doubt if this is something affordable only for big farmers or if it is also available for family growers. Well, at COOMAP it is widely available through our:

Bolsão de Máquinas

As we have discussed on another edition, bolsão is a Portuguese word for a big group of joint things. That is why our co-op has coined the term Bolsão de Máquinas, which is our event for a joint purchase of machines and agricultural implements.

Before the event itself takes place, COOMAP has the duty to choose the most reliable suppliers in the market to exhibit their products on our Bolsão and this also includes negotiating the best cost for our growers, which have been lower than market prices in general.

see more:

During the event, which normally happens in February or March, our growers have the possibility of getting in touch with many machines, tractors and agricultural implements companies, when they can talk to exhibitors, solve doubts and even test goods they are interested in. If they decide to buy a specific good, they ask for the exhibitor to take an order, which is taken to the co-op booth. This is when we convert the purchase value into coffee bags and split payments in up to four years. And that's the advantage of this event to our members, after all prices paid for coffee are above market average.



It is also important to mention that before approving a member's purchase, our financial department evaluate crop forecast for the next four years in order to check if growers can really afford it and if they are not going to be in a tight financial situation because of the purchase. It is not rare to see growers who want to buy

a new tractor just because they found it nice, although the one they have is still in good condition. Of course we have to say no to these members, after all we don't want just sell, but make sure that every purchase is really going to contribute to their prosperity and not to bankruptcy.

The best opportunities

This event is on its 3th edition and since the first time it took place, many of our members have increased their production and improved the quality of the coffee from their farms, much of that due to the machines purchased at our bolsão. The 4th edition of this event is already being prepared in order to offer our members the best opportunities to acquire all the machinery needed to make the most of their crops.

This is one more way in which our co-op has fulfilled its mission to provide sustainable growth to its members.



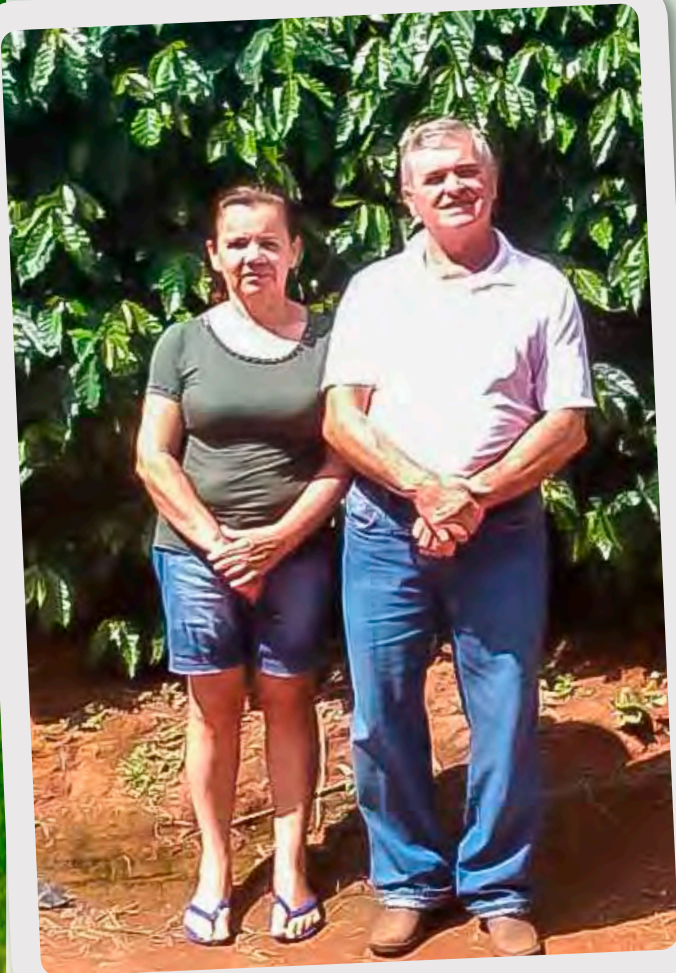
GROWER OF THE MONTH:

This month we are going to introduce you to Mr. Mezavila, 2nd place on our last Quality Coffee Contest.

Mr. Mezavila, an Italian descendent with a big heart and a merry family, used to grow and sell vegetables since he was 7 years old. At the age of 10 his father gave him a short piece of land where he planted some coffee. Two years later he started his own coffee seedling nursery and since then he still sells seedlings to other growers. He has three small farms and one of them, which is called Primavera Farm, is located at an altitude of almost 1000 meters. That's where lot 32340, which scored 84,93 points in our last Quality Coffee Contest came from. When we asked him if he did something special in order to have this lot, he said that it was a matter of altitude because he is very careful about all of his crops, however after getting a prize in the contest he got even more excited about producing more quality coffee.

Family Succession

He has been a member at COOMAP for about 5 years now and says that since then he improved very much his farm, his knowledge about coffee crops and most important: His view of family succession. This made him want to share his land with his children and encourage them to stay at their farms in order raise their families. Well, from the family pictures we are able to see that the strategy to keep family united is really working.



Mr. Mezavila is married, has 3 children and 2 grandchildren. 2 of his sons are married and his only daughter lives with them, she is a teenager.

His farms are very organized and clean, all his sons live nearby and although each of them have their own piece of land, they never pay anyone else to do anything, that is, they handle all of the work by themselves.

COOMAP considers Mr. Mezavila a role model to other growers, after all he is improving the quality of his coffee at the same time he encourages his children to get into coffee crop business.

If we most of growers follow his footsteps, the future of family agriculture is very well assured.

See you next month!