

# COOMAP NEWS

## CROP FORECAST

What is the compass you use to show you the path for conducting your business in a successful way? For some it might be clients' feedback, for others maybe it is economic analysis. Well, those are important information sources, however since we are a coop, let us discuss over a key indicator for us, which is:

For most of our member's water spring are the main source of water, and for many of them the only one. Some farms have several of them while others have just one. With this in mind, one of our first worries when we improved our environmental approach were them. After doing lots of research about ways of protecting water springs we got to the conclusion that we should use a simple and efficient method that could be easily learned by our members.

In order to broadcast our intent, several meetings took place at different communities in our working area in order to execute one spring protection as a practical lesson for members who live in the neighborhood. This is how we got to make our members become aware toward the importance of protecting their water sources. But what about the protection itself?



**Well, and why is this number so important?**

**Here are the main reasons:**

**1** 

In order to offer cheaper credit to our members it is necessary to know how much coffee they are going to produce. This way we will not allow our member to get in debt more than they can afford. In general, this is 30% of their production;

**3** 

Our Certifications Department needs this piece of information to check traceability, that is, if a specific member has 50 bags as crop forecast, she/he can't bring 100 bags to the co-op as certified coffee, otherwise there would be a risk of nonmembers coffee coming into our co-op;

**2** 

This info helps growers to set up their yearly budget;

**4** 

Historical data offers analysis support for technician's prescriptions and recommendations. For example: is it necessary to prune trees or maybe increase fertilization? And we can number a few additional reasons why it is vital to our co-op to have an accurate crop forecast?



**And we can number a few additional reasons why it is vital to our co-op to have an accurate crop forecast?**

- Making sure our members comply with certification standards;
- Get our physical structure, like warehouses and staff, ready to receive our member's production;
- Evaluate important performance indicator, like client and market share;
- Follow harvest development;

**Because of the above mentioned reasons, we do understand that having updated crop forecasts allow our co-op to be accurately managed and consequently we'll be in condition to offer our members the best service and structure possible.**

# GROWER OF THE MONTH:



Bernadete de Fátima Martins, 59 years old, 5 children (3 sons and 2 daughters), 4 grandchildren. At the age of 10 she started performing small chores at farms in order to make some money, like taking lunch to rural workers and FAZER A RESPIGA DO FEIJÃO.

Both her father and grandfather used to work with cattle and coffee, both of them at small quantities. She got married very young, at the age of 17 and in 1993 she divorced. That was when she had to take the lead at farm activities. At that time, she didn't know anything about managing a farm. And then she learned everything herself.

She mentions that her youngest daughter was also of great help. Nowadays two of her sons are focused on buying vegetables at distribution centers and selling it at supermarkets and fairs in the cities nearby. Regarding coffee, it was really tough for her learning how to take care of her 12 hectares of land. That was when she became a member at COOMAP. And she says that after that she got everything she needed. She even mentions that since her sons only deal with vegetables, her daughter and her are the ones who take care of coffee crops.

And she mentioned that she is very excited for COOMAP's next machines joint purchase event, after all she want to improve her structure by purchasing a tractor and some other implements. With these improvements she says she expects to have more time to be part of the courses and events offered by COOMAP.



Looking back on all of the difficulties she had to go through, she feels a winner and really empowered, after all the whole farm management is made by women and they have expanded their activities and now life is much better than in the past.

**Ms. Bernadete is a good example of several strong women who take the leadership in many farms around here. Next month we are going to tell another empowered woman story... see you!**

**See you next month!**

