

COOMAP NEWS

On your way to work every day you probably walk by a statue or a monument that foreigners normally take pictures of or spend several minutes appreciating or reflecting about it, right? Well, that's normal, after all as humans we get used to what we always have around us. The same is true regarding our members and their children, which just take life in the countryside for granted while they create the idea that life in the city is much better than theirs. Well, in order to help them cherish their roots, COOMAP has established a yearly

PHOTO CONTEST

This event always takes place after harvest period during our Harvest Gratefulness Celebration, which we told you about on our number 2 edition. We take this opportunity, when we have hundreds of people together, to let winners be revealed and show all of the attendants pictures

about different aspects of life in the country, something that shows them the beauty they are surrounded by and which, in most of the times, isn't seen. Each edition has a different theme. In 2020 we'll have the 3rd edition of the contest.



Since we are talking about a photo contest, isn't it enough of reading? Then, let's look at some pictures and the ones who took them:

In 2018 the theme was:

"The Daily Life of a Farmer"

Our goal with it was increasing our member's self-esteem and improving the awareness of their families regarding the greatness of their work, that is, producing food for the whole world.



Luiz Gabriel Flausino Araújo



Wanessa Nogueira Corsini



Felipe Cassimiro Pinto

In 2019 the theme chosen for the contest was;

"The strength of the Country Woman"

The focus was emphasizing what an essential and beautiful role women have in society and even more in the countryside.



Felipe Cassimiro Pinto



Vitória Vieira Custódio



Milena Lopes Tavares

Participants have to be from 13 to 17 years old. The reason for it is that we are interested in learning how younger generations see the world around them. And this is not just an artistic view! COOMAP is focused on helping these teens to see farms as their future, and not because it is

the only option that they have, but because it is something they have passion for and at the same time will allow them to make a decent living for their families. Thus, this photo contest is really linked to Family Succession. We do understand that this is a small step, however we do

believe that with other initiatives, like the Family Succession Courses, which we told about in our 5th edition, we sure can help them realize that it is possible to have quality of life, a decent income at the same time keep family business thriving.



This month we are going to do something different: we won't tell you the life story of a member, but of the mother of several of our members. She's Grandma Helena, as her beloved relatives normally call her, the person who we see on the winning picture of our photo contest 2018 edition!

GROWER OF THE MONTH

Think about a person who's done everything in this life... right? Now add to it the fact that until nowadays she's still has a young and merry spirit, even being at the age of 95, that is right, NINETY FIVE!



Grandma Helena is a woman ahead of her time. She was born in 1925 at a small farm in Paraguaçu. She studied only during four years, time enough to make her love reading, one of her passions. She got married at the age of 14, and believe it, she married her sister's husband sometime after she died during the birth of her second child. Grandma Helena took care of these 2 children and had 13 of her own... yes, you read it right THIRTEEN!

She used to work with several different activities in order to help her husband make the family's living, like planting corn, garlic, beans, rice, making corn flower and raising animals, like chickens, among many other things. She didn't have plumbing system at her home, thus it was necessary to bring water from a stream, where she also used to wash the family's clothes. And to top it off, she also took care of her two younger brothers and her mother-in-law, who lived with her during over 30 years! Wow, aren't you tired just of listening to this?!

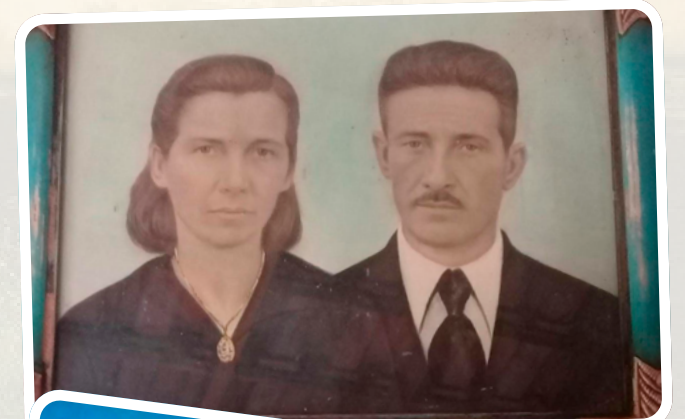
Grandma Helena also worked as a midwife, since there were neither doctors around nor conditions for pregnant women to go to town to

deliver their babies. And during her "free time" she was a teacher for the children at the local church and also the community parties' organizer!

In 1985 she became a widow, exactly when she was about to celebrate 50th wedding anniversary. As you must expect, she didn't allow it to get her stuck in that moment. In

fact, that was when she started dealing with coffee at the family's farm? Until then she had never left her farm neighborhood, that is, she came to town for the first time when she was 60 years-old! Regarding dealing with coffee crops, she must have done a good work too, after all at least four of her children deal with it and are also COOMAP members.

Nowadays she's is 95 years old and her mind is healthy, although she just doesn't see very well and needs an elderly walker to go around. But these things don't let her down! She likes singing at the farm house porch, telling jokes and laughing quite a lot. She always says that life is "too much of good", in plain Portuguese translation. During her birthdays, her house is full of children, grandchildren and great grandchildren. At occasions like these, she loves talking and telling a few of the many life stories she has in her lucid mind. She always says that she has to thank God for her family, after all a family is a blessing given by God. After reading her story, don't you agree with her? Amen, for sure!



See you next month!