



COOMAP NEWS

There is no doubt that offering professional education contributes for development and sustainable production. Since both Development and Sustainability are two of the main concepts in our co-op, we are going to introduce you to our:

Courses and Training for Growers

You know those very good opportunities which sometimes are close to us and we don't make the most of them? Well, that seems to be the case regarding professional education and technical training in Brazil. We mean it because there is an agency called SENAR, which is an entity dedicated to rural training that provides hundreds of different courses that deal with the most different aspects of farm life.

You might be thinking: "Then it is very easy for every grower to have access to these training opportunities". Well, not really. The point is that although SENAR has got these courses ready to offer to growers, it is necessary to organize the groups of students, provide the proper place for classes, take care of all of the student's registrations and the most difficult task: get in

touch with growers in order to offer them each course. Coomap has got a staff member who dedicates a lot of her time trying to get growers to be part of courses.

This is very challenging because it is mandatory that each class have at least 10 and not more than 12 students, do you see how hard it is? Several students give up on the courses one day before it starts, just because they need to do something at their farm. Another main reason for making it so hard to find participants for these courses is the "long time" of each of them, which lasts from 3 to 5 whole days. Sometimes this is too much for growers.

Anyway, even struggling with the above mentioned aspects, we've been successful in converting our co-op to a kind of headquarter for

these training sections. In 2019 more than 400 growers participated in more than 15 different courses, which dealt with topics like Coffee Crops Pests Control, Tractor Operation, Coffee Cupping, Dairy Products Production and so on.

Coomap believes that by taking the role of education promoter, we are helping growers to improve their business and consequently their lives through increase in production and quality and even by teaching them how to have an alternate way of generating income.

Check out some picture of several of these courses that certainly empower growers and increase their awareness toward the importance of education:





Continuing our Girl Power series of life stories, we are proud to introduce you to a Denilce Fressato, a full of energy 66-year-old woman who is in charge of taking care of her and sisters' farms.

GROWER OF THE MONTH



Denilce comes from a family of Italian origin. In fact, her grandfather came from Italy to Brazil and planted coffee in order to make a living. She mentions, with great affection, that when her father was a baby her grandpa used to keep him on a net while his wife and him were dealing with coffee crops. She has got one brother and three sisters.

Denilce's father, who was a very strict and centralizing man, designated her to take care of the house, after all her older sisters were studying in other cities. At the age of 41 years old, her father asked her to start helping managing their farm. And that's when Denilce found her passion, coffee crops! Three years later her father passed away and she got to handle everything by herself.

This time was a bit turbulent because she didn't understand very much about technical aspects of the farm. "Luckily I could count on EMATER (a government agency dedicated to technical assistance and rural extension) and COOMAP", she says. "They provided all instruction that I needed in order to take care of the farm. "I am really grateful to Rogerio (the technical

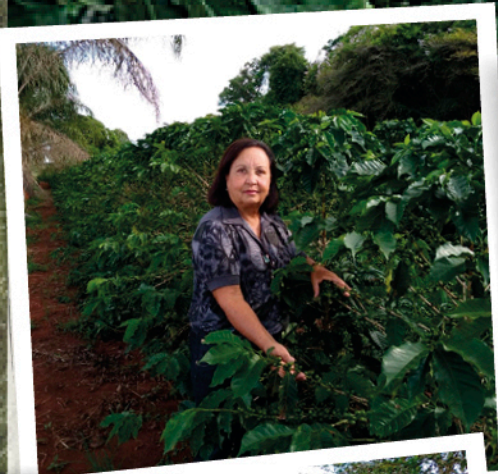
department manager at COOMAP) for all the time, care and instruction", she adds. That was crucial for her getting to where she is now. And what is her current situation? Well, nowadays she a very self-assured person who answers straight and quickly anything about her farms and even about coffee crops in general, although until today she still has technical assistance provided the Technical Department at COOMAP.

She manages 20 hectares of coffee, 10 of them belong to her and 10 others belong to two of her sisters. She has got only one employee, who is in charge of operating the tractor and other heavy equipment. She has an average production of 40 bags per hectare. And with such a good production, she was able to buy machines, a pickup and everything she needs.

Her farm is very organized and she takes certifications very seriously. All of the adjustments that have to be done are promptly put into practice.

At the age of 66, she's got plenty of targets and projects for her future. She wants to improve the quality of the coffee she produces and maybe get some more land!

That is Denilce Fressato, the woman that never stops and is a role model when it comes to having a well-managed and organized farm! Take a look at some pictures she took specially for this article. **She's very elegant and photogenic, isn't she?**



See you next month!