



COOMAP NEWS

Since we are a co-op specialized on certified coffees production, mainly Fairtrade, we have a great focus on projects. In fact we believe that the good results produced by a co-op have got to be seen when you look at its members

lives. Our projects are divided into three areas: technical, social and environmental. This month we're going to introduce you to a few of our social projects and on a future edition we will discuss the other ones:

HARVEST GRATITUDE DAY



Every year COOMAP organizes a Health fair for co-op members and their families. During this event there is a gratefulness ceremony for the harvest and several health promoting initiatives for the attendants and their children. During this occasion they can have their diabetes

and blood pressure level checked. They also have short lectures about the importance of wearing personal protection equipment and protecting the environment. During this event we also have activities for children and the finals of our Coffee Quality Competition.



GROWER OF THE MONTH



This month we'd like to introduce you to Mr. José de Fátima Araújo.

He's a 62-year-old grower who's been working with coffee since he was very young. He's got 2 sons, a daughter and 4 grandchildren. He started working at farms when he was 7 years old. At this time, he used to go to school and after it he used to spend some time helping his father take care of coffee trees. When he was 24 he was able to buy some land and plant 1200 coffee trees and at about this same time he also got married. Mr. Araújo's family has been dealing with coffee for four generations now. Nowadays he's got over 30.000 coffee trees planted on 14 hectares of land. When it was asked him what the challenges he had to go through were, he said that in the past it was much harder to grow coffee because there wasn't technology, technical assistance and inputs like fertilizers, consequently production was too small. There are 8 people involved in taking care of the

family's farm. About the fact that only his family takes care of everything, he says: "I prefer that my family and I do everything around here because we do it the right way and as a result all of the money that would be used to pay others, is shared among our family. I think that when a son or daughter works for his/her parents they earn everything twice because he/she's working on something that one day is going to be his/hers". Mr. Araújo's coffee production this year was 75 bags (60 kg) per hectare. In order wind up Mr. Araujo's story, and show the importance of coffee crops to our members, check what he says: "I owe everything I have to coffee. I've raised a family working with it. I have tried many other crops like cereals, milk and so on, but nothing was as good as coffee". Check out Mr. Araujo's family in the picture above. He's a good example of how it's possible to help growers have more quality of life by means of cooperatives.

HEALTH INITIATIVES

Our co-op has several projects dedicated to improving our member's health. They happen all year long. Bellow you'll find some of them:

BREAST CANCER PREVENTION:

Every year, COOMAP organizes the "Pink October" meeting in order to make women aware of the impor-

tance of breast self-exam. During the event women are also able to practice self-exam techniques.



FIRST AID LESSONS:

During these lessons, participants learn basic cares to be put into practice in cases of drowning, heart attack, convulsion, burnings, animals bites and common accidents. Lessons are always taught in rural neighborhoods.



PROSTATE CANCER PREVENTION:

Just like Pink October, every year COOMAP also organizes a "Blue November" meeting. This is done in order to make men aware of prostate cancer risks and explain them how important it is to understand this problem and how to deal with it.



INCOME GENERATION PROJECT

In this project we offer 100% free courses that teach members and their families new activities which allow them to have extra income, so that their living won't come only from Coffee. Here are some of them:

-Dairy products production;

-Cakes, Cookies and bread production;

-Handcraft souvenirs production;

-Fruit pulp preparation course;

And many other courses.

We still have several other projects that are going to be introduced to you on our future editions. Next month we're going to talk about our coffee warehouses and quality department.

