

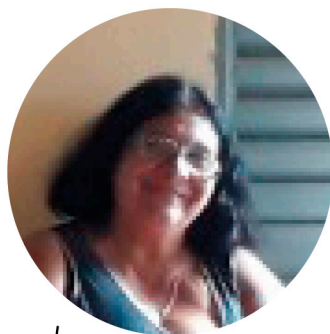
Taking out the garbage... something most of parents designate as one of their children's tasks, after all it's quite simple, isn't it? Well, not really when we are in the countryside. In fact, for COOMAP this was a problem for many years because growers used to burn, bury or just throw it at an empty area near their farms. Needless to say that this used to cause several risks to health, draw pests and create an environmental problem. Thus, in order to get rid of this trouble COOMAP organized a:

GARBAGE COLLECTION CAMPAIGN



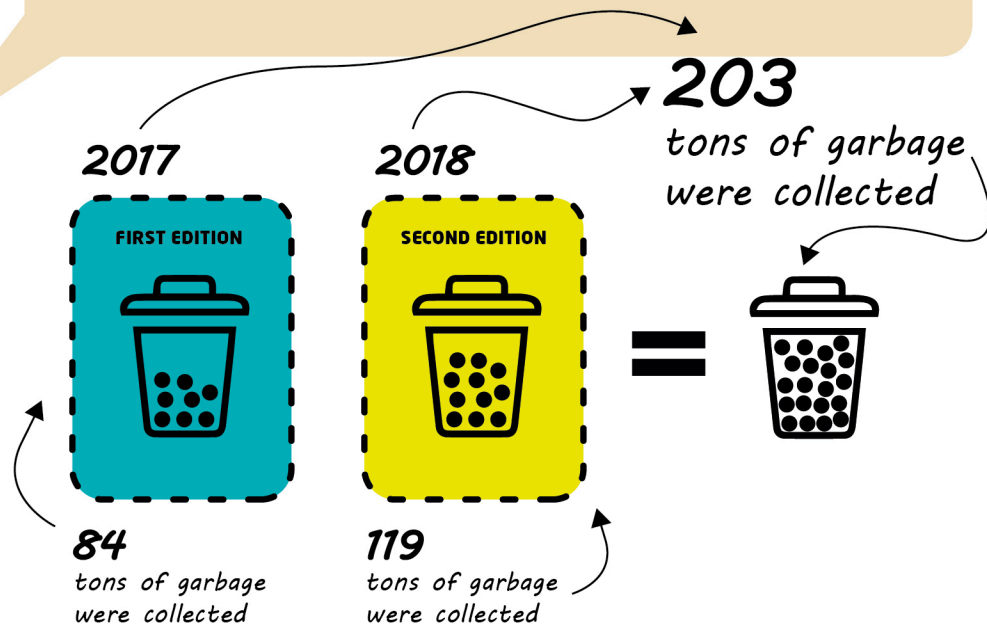
In the first stage of this campaign, technicians got in touch with all of our members and discussed how harmful this situation could be. Later they were encouraged to take all of the recyclable trash to their community headquarters, because since there are 11 of them in our co-op area, that would demand just a short distance freight. The whole community got excited about it. People transporting their recyclable garbage could be seen everywhere in rural areas. Soon, all of communities headquarters got full of it. That's when COOMAP trucks got into the project. In its first edition, back in 2016, 84 tons of garbage were collected and on the following year 119 tons left farms. Listen to what one of our members, who's the president of one of the associations, said about this campaign:

You've just read Mrs. Tavares mention about dumpsters. The effect of this project was so positive that COOMAP decided to get in touch with the city mayor and request that every community always had a dumpster where people could always throw their garbage in. And it was approved! Now we are able to say that, in general, garbage problem in our area has been solved! Since 2019 city government has had trouble paying for collecting trash from dumpsters in the communities. Thus, since COOMAP understands how important that was, it has been responsible for paying for it! But it is worth it! After all, one of its commitments is being environmentally sustainable, which is good to growers, their families and nature! And since we pay for this project with money from Fairtrade premium, we'd like to thank you for being our partner in this very important project!



This project was very important for our community. Removing this kind of trash, which had been laying around our farms for such a long time, encouraged people to take better care of the area around them. I believe that as soon as dumpsters get to community's headquarters, we won't allow this to happen again.

Maria C. A. Tavares
PRESIDENT OF ONE OF THE ASSOCIATIONS



GROWER OF THE MONTH

In our Grower of the month video, we feature Joaquim Paraná.



Watch by clicking here.



[YOUTU.BE/WVONHVARYCU](https://youtu.be/wvonhvarycu)



We wish you a great month of January!