Technology has already become one of the cords that pull agriculture ahead and everyday it goes into farms, even small ones. However, this might seem quite distant from small family producers, which some of them can barely use their phones to make a call. How can we, as a cooperative, help building a bridge between these two contrasting realities? We believe that one of the ways is by implementing initiatives like...

Informed Producer

ON This is a project dedicated to medium and small size growers who are willing to improve their farms and the quality of the coffee they produce. In order to achieve this, computers connected to the internet are an important tool so that they have information about subjects like good agricultural practices, environment, coffee price, market data and so on. (Source: www.produtorinformado.com.br)

Through a partnership with Global Coffee Platform (GCP) and the Coffee Exporters Council of Brazil (CECAFÉ), COOMAP was proud to offer this course to a group of 18 members. It was divided into two modules:

The first one was focused on coffee crops, in which they learned about soil, fertilizer and environmental management, coffee diseases identification and control, working and safety legislation, quality improvement techniques, harvest and post-harvest cares, production cost, technical notes orientation, traceability in coffee crops, among other topics directly linked to their daily activities.
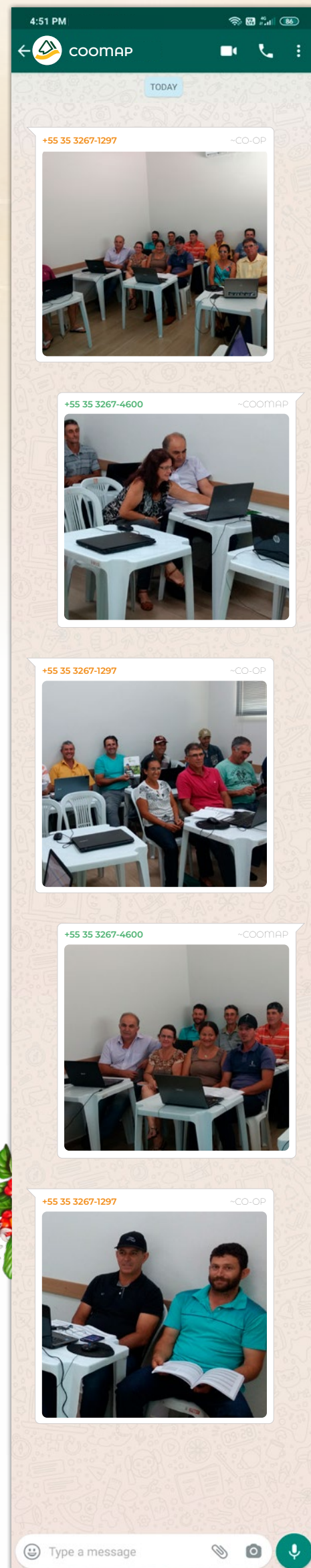
The second one was dedicated to teaching growers a basic notion of computers, which included: Windows, Word, Excel and Internet surfing lessons. And there's no need to mention that they were amazed by this module, after all most of them had little contact with computers and used to think that it was something too complicated to them. They took these lessons very seriously and practiced at home to make sure they had learned well. Some of those who didn't have a computer, even decided to buy one after the course.

Both classes and books were offered to growers for free. "It was really a rewarding experience to have the opportunity to show students that using a computer for improving farm activities isn't something out of this world, as some of them used to think", said Willian Campos, responsible for teaching computer module. And be sure that they really learned it in practical terms by inserting production costs into a costs spreadshit, learning how to check coffee price over the internet, searching about new crop techniques on Youtube and son on.

By providing opportunities like these to our members, COOMAP has been fulfilling its mission: promoting members economic, social, environmental and technological development.

As soon as it is possible, due to the pandemic, we are eager other classes so that we can spread this important knowledge to more members, improving then their empowerment. **OFF**
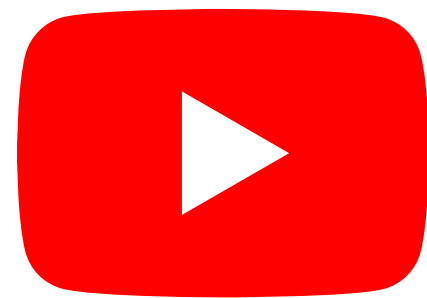
Retrospective 2020

This month we have something different for you: instead of featuring one of our members, we are proud to invite you to watch a retrospective of everything that COOMAP managed to accomplish during 2020.

You'll see that even during the pandemic we kept trying and got to improve our members' lives, empowerment and crops.

YOUTU.BE/FIOA-I7OOAK

Watch by clicking here.

WE WISH YOU A GREAT MONTH!