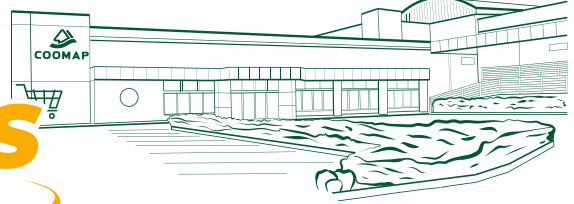


COOMAP NEWS



Next generation coffee

► This is certain a topic that makes people from coffee business a bit worried, at least. After all, most of coffee world production relies on family farmers, which depending on their living conditions might not be an activity which their children want to perpetuate. We do understand that this is not such a simple problem to solve and that it requires measures from different stakeholders. **As a co-op, we believe to be doing our part in this important issue by offering the following to our members:**

1

Free and efficient technical assistance, which helps them to increase yields per hectare and consequently allow them to have better living conditions;

3

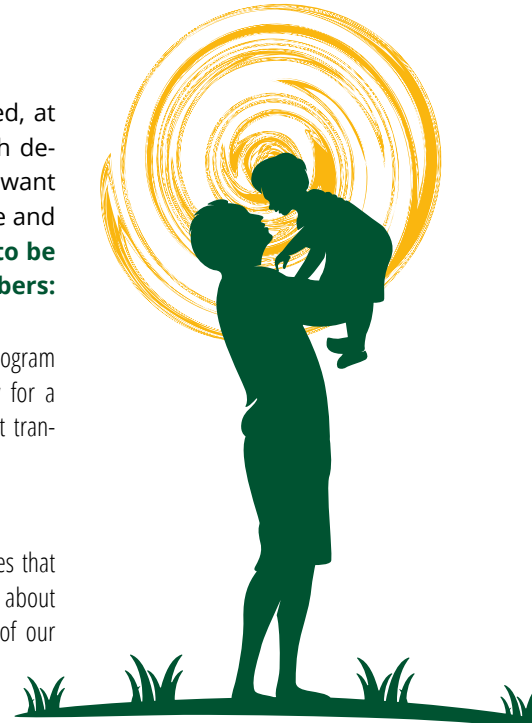
A family succession program which gets families ready for a smooth farm management transition;

2

Courses which teach them the importance of having a professional farm management;

4

And several other initiatives that you have already read about on the previous editions of our newsletter.



► Furthermore, in order to highlight this subject importance, we decided that it would be the theme of our 2020 Photo Contest Last year's Photo Contest theme was:

Youth in the Country: *From Parent to Son.*

Participants included about 100 youngsters from 12 to 18 years old who had to be member's children or grandchildren. Each teen could send up to 5 photos which were evaluated according to the following criteria: fidelity to the theme, creativity, originality and innovation. **And below you'll be able to see the three winning photos:**

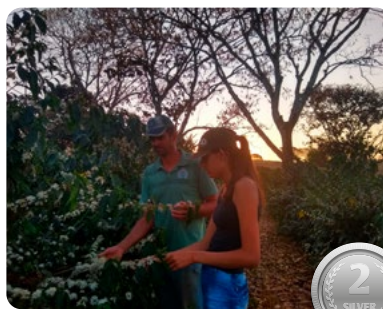


Crossing generations and keeping traditions.

Picture taken by :

Milena Lopes Tavares

DAUGHTER OF FÁBIO AND ADRIANE TAVARES, FROM MACUCO NEIGHBORHOOD.



My father teaching my little brother how to milk a cow.

Picture taken by :

Raiane Custódio

DAUGHTER OF ROMILDO AND SUELI CUSTÓDIO.



Paying close attention to blossoming.

Picture taken by :

Monique

DAUGHTER OF FABIO AND LIDIANE COSTA, FROM SERTÃOZINHO NEIGHBORHOOD



Although this is a simple initiative, the effect that this contest might have on people can be summarized on the words of Roberto Prado, member of the judging committee: "There is a perception that the world has been changing very quickly in recent times, but seeing such simple and beautiful photos gives us, on the other hand, the feeling that some elements remain strong with us here in Paraguaçu: knowledge passed on from generation to generation, respect for nature, an intimate relationship with the land and above all love for the family"

Grower of the month

► This month we come back to telling you our member's life stories over here... and we might not have someone better to bring to life the concept of Family Succession than Mr. Santos, or Lúcio, as everyone calls him.

GG

"Coffee is very important for us. It is our main income source. It allowed us to conquer everything we have... and all of it with my family by my side".



He's the oldest child of his 14 brothers and sisters! You read it right... 14! His father was a small grower who used to have corn, rice, beans and coffee crops and Lucio grew up following in his father's footsteps and also became a grower. It was about this time that he met Maria Lúcia, who two years later would ended up becoming his wife.

After working for other farmers as an employee for many years, he finally got to buy his first piece of land, almost at the age of 40 years old, where he planted coffee on. At about this time this soft spoken couple had already had their two sons, Leandro and Helder, which were born in 1986 and 1994, and just like their father, early in life they got a taste of life in the countryside and got in love with that. When his children reached the proper age to work, they started doing it with their father and life has been this way since then... Lúcio and his two children taking care of everything around the farm. It seems that this working method is running

right after all since then Lúcio was able to buy more land and plant more coffee.

Lúcio says that one of the best time of the year is during coffee harvest, when he is with his wife, two sons and daughter-in-law all day long working. Coffee breaks are special moments when they are able to sit down by a coffee tree, have a meal together and chat about life. By the way, did you know that they have lunch around nine in the morning and have a snack around one p.m.? That is right... the day starts very early! This is something usual in coffee crops in our country. Lúcio's youngest son is responsible for taking care of the coffee that is drying on the farm patio, which is paved, something Lúcio considers an achievement in his life, after all many growers dry their coffee on the ground, which isn't good to quality. Furthermore, through his and his family hard work Lucio was able to build a house for the family in town and later he got to buy another. Looking back on to his life, Lúcio is very grateful to coffee crops and he states it in a very simple and clear way: *coffee is very important for us. It is our main income source. It allowed us to conquer everything we have... and all of it with my family by my side".*



Isn't it great to see new generations getting engaged with coffee crops? Be sure that we are working hard in order to provide what our member's families need in order to do the same! This is our commitment regarding next generation's coffee.