



## Just think of it:

You are a grower who lives in the countryside of a small town in Brazil. Like any other person you generate wastes like used batteries, old medicine, light bulbs and so on. How do you think you could throw away these items? Well, probably the only option would be the conventional community garbage containers where all kinds of trash are thrown in. Since we know this causes damage to the environment, COOMAP created:

# WASTES COLLECTION HUB



About other wastes, like used cooking and machine oil and electronics, our town counts on a hub for these items.

Finally, regarding used tires, due to our ecological cesspool project, we rarely get to find them in the warehouse set aside for it. Actually, it is common that growers have to drive to nearby cities when they need to build a new cesspool.

Of course there are challenges regarding other wastes, like oil filters, but our sustainability department is already looking for an alternative. The most important action in this whole subject is improving our member's awareness toward the importance of good environmental practices. This is an endless work in the direction sustainability and COOMAP is committed to it.

In the most visited departments, like coffee department and the store, there are specific boxes where our members deposit used batteries and small electronic devices, like cell phones. Furthermore, COOMAP has a place dedicated to receiving used light bulbs and expired medicine. For these wastes and batteries, our co-op pays a specialized company to pick up this material and provide a proper destination to it.

When it comes to empty agrochemicals containers, an association was created and a warehouse was built for this specific purpose. In fact, its new warehouse has just been built. Thus, not only co-op members but all of producers can count on this hub.



A booklet explaining Solid Wastes Management was given to each member.



# GROWER OF THE MONTH



DO YOU BELIEVE COFFEE MAY BE AN INSTRUMENT FOR IMPROVING QUALITY OF LIFE OF GROWERS? WE'D LIKE TO TELL YOU THE LIFE STORY OF OUR MEMBER JOAQUIM FERREIRA DA SILVA IN ORDER TO PROVE IT REALLY IS.

Born in 1956, he's the oldest son of 10 that his parents had. Their financial situation was so tough that his grandparents had to take him to their home and raise him. His grandpa used to be an Ox Cart Conductor, which used to be "the trucks" around here before, then he grew up surrounded by cattle and coffee.

At the age of 10, his grandpa moved from farm to town and that was when he got in touch with commerce activities. He worked at a bakery and at a print shop. Soon he decided to start a business: a small dairy where he sold fresh milk and homemade cheese, a typical small town business.

After many years dealing with his shop, he finally managed to buy a small farm and after 18 years working in his commerce, he decided to close it and dedicate all of his time to his farm. Nowadays, he's got 25 thousand coffee trees planted on his farm.

By the way, we forgot to mention that he's got two daughters with his wife, who he got to know one day while he was walking around the central square in our town, something teens do until nowadays.

But coming back to what we said in the introduction of our story, coffee was the way Joaquim found to help his daughters go to college. The oldest one is a dentist and the youngest one in almost there. She's about to major in dentistry too. But if you think this is a sign of lack of continuity in their family farm activities, this is not the case. In fact, both of his daughters say that they are really proud of their farm origin and in the near future they'll be the ones who'll take care of the farm. Tais, the oldest daughter, who is already married, mentioned that her husband and her are committed to taking care of their farm in the future. We believe that you are satisfied of reading such good news!

**In order to wrap up this story, check what Joaquim said about the importance of coffee in his and his family's life:**



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*"In my case coffee meant having a better life. I was able to buy things in order to offer more comfort to my family. After I closed down my shop, my focus was investing on my daughters' education. One of them is a dentist and the other is about to graduate. Then I can say that coffee has helped me in all aspects of my life!"*

**Don't you feel optimistic in learning about life improvements that can be achieved through coffee crops? So do we...**