



Just think of having a small farm where you could produce milk, cheese, yogurt, vegetables, jelly and other healthy and with no preservatives products. Well, for many people this might sound like a dream come true. The above scenario is real for coffee growers, however, when it becomes true, some thoughts may rise in their mind:

It is too much work taking care of a vegetable garden. It's easier and cheaper buying vegetables at the local grocery store.

I produce much more than my family consumes. How am I able to sell to it others?

Bearing these challenges in mind and also the great opportunities for growers to have extra money, COOMAP always provides...

INCOME GENERATION PROJECTS



But before we go through this initiative, that we briefly described in the second edition of our newsletter, (Wow, we are already on the 28th edition... time really flies, doesn't it?) it is important to mention that the trend of having products easily available, at affordable prices and all the time is a reality in our region and consequently that old habit of having fruit trees, a vegetable garden and some cows at every farm is slowly disappearing. Consequently, in order to keep this healthy habit alive, COOMAP has been offering growers many different courses which allow them to convert a tradition into a way of increasing family income.

It is worth to emphasize that these courses also have entrepreneurship and introduction to business legislation lessons in their content, which allow participants to see the possibility of starting their own business as something achievable.

This is possible through a partnership with the Rural Union of Paraguaçu and SENAR (National Service for Rural Learning), which has a wide variety of courses focused on the needs and professionalization of rural activities.

This project has caused a very positive effect in our community since people are making the most of the products they produce on their farms, either for their own consumption or for selling quality products to their friends and family members or even for starting a small business. Something important to mention is that most of the participants in these courses are women and therefore it ends up empowering and allowing them to have their own income source.

Take a look at the courses that were offered in this project in 2021:

**COURSE
NUMBER OF
PARTICIPANTS**

Savouries and pastries for parties	20
Dairy products (basics)	12
Coffee grading and cupping	10
Fabric handicraft	8
Fruit pulp preparation	9
Specialty coffee cupping	8
Lingerie making	8
Dairy products (advanced)	10
TOTAL	85

And learning opportunities also go beyond making the most of farm products. They also help coffee growers be more efficient. Good examples in this subject are Coffee grading and cupping and Specialty coffee cupping courses, in which students are able to learn how to improve quality of their coffee lots and identify the causes of problems that affect the taste of coffee in a negative way. Over the many years that COOMAP has been offering courses to its members, there have been many cases of success among participants who started their own business. You are able to watch one of these stories in the following video: <https://youtu.be/Btv1ALV8FTE>, which has already been sent to you in one of our previous editions.

COOMAP really puts its efforts to initiatives like these because they are linked to its mission: Promoting its members' social and economic development... at the same time that families get more connected to their roots, have other income sources and offer local consumers quality products.



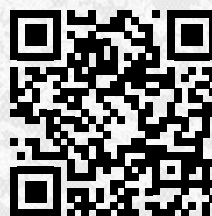
Grower of the month



Since we are talking about the importance of educational opportunities for our members, we have prepared a video telling the stories of 3 different women who had their lives improved after participating in one of the courses offered by COOMAP.

We hope you like it!

Watch by
clicking here:



youtu.be/5RHekiQQldc



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