

# COOMAP NEWS

THIS MONTH WE ARE GOING TO INTRODUCE YOU TO A VERY IMPORTANT PROJECT, SO IMPORTANT IN FACT THAT WE HAVE DECIDED TO USE ONE EDITION OF OUR NEWSLETTER FOR IT. IT'S THE FAMILY SUCCESSION PROJECT! BELOW YOU ARE GOING TO READ WHAT WE ARE DOING IN ORDER TO GUARANTEE THAT FUTURE GENERATIONS KEEP TAKING CARE OF THEIR FAMILY'S FARMS AND CONSEQUENTLY GUARANTEE THE EXISTENCE OF FAMILY AGRICULTURE.

## Family Succession

*If you were a farmer, would you want your son or daughter kept working at your farm or would you want them to go to a big city and have a good job at a great corporation?*



Well, unfortunately the answer is quite clear for most of small growers at origins. But and if you were told you that your children could **keep working** at your farm with a reasonable income, quality of life and with wider cultural horizon? Then you might reconsider your decision of encouraging him/her to leave the family farm.

This is the **greatest challenge** for family succession, that is, encouraging youngsters to develop their careers at the family business, increase the necessity of a professional management of the farm and have transition leadership process started early enough to have it completed efficiently.

In order to have our members ready for all of it, COOMAP, in a partnership with SENAR (Brazilian Service of Rural Learning), has established the first group of FARM SUCCESSION. There are 24 people at this first group who

had theoretical and practical classes during a period of 2 months.

It was mandatory that both parent and child, over 16 years old, enroll the course. During these activities it was taught the importance of dealing with the farm as they would do with a formal business, how parents should get their children ready for succession using management tools, the need to strengthen family, assets and business as pillars in the business, legal aspects of succession and even interpersonal relationships in order to discover each member's competences and make the most of it in their role at succession. We do hope many of our members get to be part of this project since it might assure the continuity of family agriculture.





# GROWER OF THE MONTH!

IN ORDER TO SHOW YOU THE GREAT RESULTS A SOCIAL PROJECT MIGHT HAVE IN OUR MEMBER'S LIVES, WE WOULD LIKE TO INTRODUCE YOU TO RAQUEL AND ANDRÉ SILVA!

Thinks about the personification of the term empowered woman! This is Raquel Silva, a dedicated mother and wife who has a great story which we are really proud to be part of. Rachel's husband is the son of one of our members. Some years ago André's father decided to split his farm with his four children, thus each one had a small farm to take care of. While André's sisters, he's the only man in the family, decided to grow coffee at their areas, he decided to have cows in order to produce milk and some coffee too. At that time things were very difficult because production was little and expenses were high. That's when COOMAP entered the story.



By means of our co-op technical assistance his small coffee crop had its production improved, which offered him conditions to invest in the farm. In 2011 COOMAP included him in a project called BALDE CHEIO (Full Bucket, in free translation) which help milk producers improve their productivity by the efficient management of pasture.

At this time, things got better because milk was starting to bring some money to the family, even though Rachel wasn't really excited about working at their small farm, in fact she wanted to have a job in the city.

enabled them to start a small company, duly registered according to our country's law, and sell their products in our town.

This was all that Rachel needed to get things going! Nowadays their products are widely known and consumed in our town, since they can be found at all supermarkets, bakeries and grocery stores. Everyone knows Rachel as a great example of entrepreneurship, since she's responsible for supervising production, sales and their company management.



That's when COOMAP offered a dairy products production course to its members and Rachel signed up for it. Right after the course she started making some yogurt and

cheese to be sold at small grocery stores and to family friends and neighbors, although it was quite hard because the business wasn't properly registered and consequently they couldn't provide buyers the proper invoice, something that stopped them from selling to supermarkets.

After sharing this challenge with the technical department manager at COOMAP, he looked for a way to help Rachel and André and finally got it by getting our town mayor to establish a city sanitary inspection seal, which

Their business has grown and they needed to hire 3 employees, two of their nephews and one a sisters in law. When questioned about the greatest challenges in the farm activity, Rachel and André say that the hardest part of it is to manage the business and that's why they are so grateful to COOMAP and its technicians because they teach

growers not only how to improve their productivity but to manage the farm like a formal business.



THE ABOVE STORY CONFIRMS THE IMPORTANT ROLE THAT PRACTICAL INCOME GENERATION COURSES ALONG WITH FREQUENT AND EFFICIENT TECHNICAL ASSISTANCE MIGHT HAVE AT OUR MEMBERS LIVES. BY THE WAY, WE'D LIKE TO END UP THIS NEWSLETTER BY LETTING YOU KNOW THAT ANDRÉ CONVERTED HIS SMALL COFFEE PRODUCTION INTO ORGANIC. ITS TRANSITION WILL BE COMPLETED NEXT YEAR. IT'S UNNECESSARY TO MENTION THAT THIS ORGANIC CONVERSION IS ALSO ONE OF OUR PROJECTS. YOU CAN BE SURE THAT THIS HASN'T BEEN THE LAST TIME YOU HEAR OF RACHEL AND ANDRÉ. THIS COUPLE'S GOING REALLY FAR...

## SEE YOU NEXT MONTH!