



COOMAP NEWS



Rural Youth Engaging Program (Projovem)



3 STRATEGIES FOR KEEPING YOUTH ENGAGED

To get our member's children and grandchildren engaged, we offer opportunities for them to get together and promote discussions. We also organize conversation circles (Integrative Community Therapy) as an opportunity for young people to express themselves. In addition, we organize courses and offer training with the aim of expanding the knowledge and improving life quality of these young people. We show them the different professions and studies that can be conducted in rural areas.

1 WHAT IS PROJOVEM?

Projovem is a project promoted by COOMAP's Sustainability Department with the aim of informing our members' children and grandchildren about life in the countryside, its opportunities, the job market, and family succession. This project focuses on the role of youth as the driving force to reverse demographic trends in rural areas. It shows that these areas offer attractive opportunities for them to progress.



2 WHY CREATING A PROJECT FOR THE YOUTH?

Encouraging and keeping youth involvement increases the likelihood of young people remaining in the area, which can benefit rural communities. Youth-targeted communication delivered by young and charismatic communicators from the rural area can be very effective.

On top of that, we believe that we can make a positive change to empower young people (18 to 29 years old) to develop their skills and show them that rural places are attractive and viable for young people to build their lives and their futures.



4 FIVE INSPIRING EXAMPLES

On February 25th, a Rural Youth Meeting took place at COOMAP with the participation of 55 people aged between 14 and 29 years old. In this meeting, the participants had the opportunity to meet five inspiring examples of young people thriving in their rural activities. They talked about their journeys and experiences which led them to be where they are now.





Grower of the mouth

Andressa is a 28-year-old cooperative member, and she is part of our Rural Youth Engaging Program (PROJOVEM) and of the family succession project. Her interest in coffee crops started when she was very young.



"My parents are farmers, so I've been observing them and helping with small chores around the farm since I was little."

reers in the city are now returning to the countryside. For her, it is better to work with her parents in the field, as she prefers to take care of something that is hers and that she can leave for the next generations. *"I would like to show young people that you can have a good future working with family at the farm. It's not a waste of time to stay at the farm. Living well in the countryside requires good economic planning, but it is possible to make a good living. [...] I love what I do! [...] I think there is nothing better than working together as a family."*



Andressa and her family are an example of how good crop cares and proper management are able to generate great results. According to Andressa, they started with a very small piece of land and only 10.000 coffee trees. Now they take care of 90.000 coffee trees. They were not only able to grow in size, but the quality of their coffee has increased as well.



When she turned 18, she started taking care of the cattle and even thought about the possibility of becoming a vet. However, after taking a course to become an agricultural technician, her interest in coffee grew. By taking this course and acquiring more practical knowledge on how to take care of coffee crops, she fell in love with the idea of having a career at the farm. Many young people believe that the path to success is through office desk jobs. But according to Andressa, a lot of people who left their farms to try to develop their ca-

Andressa already feels very fulfilled with her farm life. However, she and her older brother are now focused on developing their skills and further improve their knowledge on how to handle machinery to have even better results. They want to expand their production in the future. She said: *"for now I can't imagine doing anything else. I want to evolve, work with machinery, and grow even more. I want to take part in more courses and invest in what is ours."*

Andressa is now a source of inspiration to other young farmers. Just like her, other young cooperative members are building successful businesses and improving their lives. **At COOMAP, we believe that with the right support, young farmers can take advantage of promising opportunities that will transform their livelihoods and strengthen their communities.**



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