



COOMAP NEWS



...
 This time we would like to bring you the story of a very active member of our co-op and who's a great example of how younger generations of farmers may get engaged with the cause of farmers and agriculture development: this is Jadir Aparecido de Carvalho, the proud father of 2 daughters and a son and who's married Hianka.

Grower of the month

Our 36-year-old member was born in a small farm in our town, Paraguaçu. Where he grew up observing his father take of the family cows and coffee crop. After finishing up elementary school, Jadir decided to enroll in an agronomical technical course combined with high school. After finishing up this period of study, he decided to work in other states in Brazil, like São Paulo, Goiás, Bahia. During 4 years in these different regions, he was able to work with a learn about tractors, bioenergy, technical assistance and agriculture technology. Then he decided it was time to come back home and at the same time started a hydroponic tomato crop he accepted the invitation to be the secretary of agriculture in our town, position that he occupied for 6 years. He was also the founder of the Municipal Council for Sustainable Rural Development, which until nowadays still has an important role for supporting agriculture development in our town. At about this same time, Jadir also became a dairy farmer and was able to count with COOMAP support in a very innovative project called

Balde Cheio (full bucket), created by Minas Gerais government. In 2017, he bought a farm with a coffee crop, which was not well cared for, and put his efforts into making it a thriving business again. In 2021, he realized it was time to end his tomato business and focus on dairy and coffee farming. Nowadays Jadir is also part of COOMAP fiscal council and is a very active member of the co-op. Needless to say that he always attends assemblies and is part of the many projects developed by COOMAP.



When it was asked him to talk about the importance of coffee in his life, he provided an interesting contribution:



Coffee is a tradition in my family and I consider it as a savings account. Because even if in one year we haven't got a big crop, when it happens, it provides a good income. It was coffee that allowed me to buy my own farm. I have been a farmer during my whole life and I am unable to see myself doing something else. I keep innovating by adding new technologies to my business but at the same time I never forget what I have learned over the time and from my parents. I am always discussing with COOMAP technicians and looking for skill and techniques implemented by successful farmers.



...
Isn't it rewarding to see a new generation of farmers who have an entrepreneur spirit, are constantly looking form improvements and see the importance of contributing to their community? Is this the future of coffee growers in our region? We sincerely hope so...

Pros of cover plants in coffee crops

Coverage plants offer several benefits to crops, we'll talk about the main ones.

Hello dear COOMAP members. This is Rogério Araújo Pereira. I am the manager of the Sustainability Department at COOMAP. In this video I'd like to talk to you a little bit about coverage plants in the middle of coffee crops.

