



COOMAP NEWS

There's no doubt that one of the most discussed topics in the coffee business these days is the new EUDR, especially about the need to inform the polygons of farms that provide coffee for exports to Europe. While for most of the market this is something new, COOMAP has already been working on that for many years. So allow us to explain to you a little about the work of...

COOMAP Environmental Department



forecasts, providing detailed information for insurance, and monitoring the occurrence of frosts, draughts and other weather problems. In fact, we see this as something so important that we also hired another staff member to help keep this updated and also help our members keep their farms up to date regarding environmental legislations.

Back in 2008, when COOMAP started offering technical assistance to its members, we realized that mapping our member's farms would be of great importance for the kind of work that was going to be done by the technical department.

At that time, it was very hard to calculate farms areas because google earth didn't have this feature available. It was necessary to copy each polygon latitude and longitude and insert this data in another system that would calculate the area.

A big change in this subject happened when Google Pro was launched. This version allowed our technicians to set the limits of each of our members plots and at the same time to calculate the area.

And since then, updating our members' farms areas has been a constant job of each of our technicians. In order to improve the quality of the information we have, by 2019 we upgraded our database by including the

complete use of the land through satellite images that were purchased by COOMAP. This allows us to know each of our members' farms is occupied by coffee crops, water, other crops, forests and so on.



You might be thinking why COOMAP has invested so much in having satellite images and the updated polygons for each plot of every farm that belongs to our member. This is crucial to establish routes for technical assistance, make prescriptions for fertilizers and other inputs, calculating production



These are Willian and Rafael, who are responsible for the environmental department at COOMAP.

Based on all of this that we have discussed, we are able to say that COOMAP is fully ready to offer a complete traceability report, which includes the name of the grower and the polygons of the area where his/her lot came from. If our clients prefer, we may send the kml file for each container.

If you have any questions about our work regarding polygons, please feel free to get in touch. You are also welcome to pay us a visit to see it with your eyes. We understand that knowing very well our members, their plots and mainly their strengths and weaknesses is the best way to provide a service of excellence - one of the missions we have in our strategic positioning.

Picture showing the map of a farm



Water spring

NASCENTE

Native Vegetation:
Protected Area.

House

AÇUDE

Pond

AÇUDE

AÇUDE

Coffee crop

Road

When it comes to the next generation of coffee farmers, what is the perfect role model for you? A young person who attended college and got ready to take care of her/his family crops? A person who's constantly seeking for learning and improvement opportunities? Someone who really cares about the environment at the same time that pursues increase in productivity? Then we are glad to introduce you to **Willian Rafael Campos Morais**, our...

Grower

“ of the month



Willian Morais

A person who's constantly looking for new learning opportunities!

Willian is 33 years old, and he has always lived at his parents' farm, except during the years that he spent in college. His father has a small farm where they plant coffee, corn and also deal with cattle. In fact, these are the activities that his family has been doing for a living for more than 3 generations.

While he was a teenager, Willian became an Agriculture Technician. At this time, he got interested in producing organic coffee, a dream that would come true several years later. As soon as he graduated from high school, he got to start his major in Environmental engineering at a very known and respected institution in Brazil (UNICAMP).

After graduating, he worked for some time in the sugar cane business, but then he decided to get back to Paraguaçu and take care of his family's crop. At this same time, he became a staff member at COOMAP in order to start the environmental department, which is responsible for the geolocation of our mem-

bers' farm. Something that made COOMAP be ready for EUDR in advance, as we have just mentioned in the above article.

As a farmer, Willian has his own coffee crop in an area of 1.6 hectares. This whole crop produces organic coffee. **Yes, his dream finally came true!** His favorite variety is arara, a plant of lower height but resistant to rust and with bigger screens. By the way, his first two harvests produced the champion lots of COOMAP's quality contest for two years in a row, 2019 and 2020! Congratulations to him!



After getting back to Paraguaçu, Willian started dating Luana, who's also the daughter of one of COOMAP members. She became his wife in 2020. Since we are talking about family, he has got an older brother, who's a mechanical engineer and lives in another city in Minas Gerais, and a sister, who's almost majoring in medicine. All of them studied at public schools and attended public universities, quite an achievement here in Brazil.

In the beginning of this article, we described Willian as a person who's constantly looking for new learning opportunities. Because of this feature, last year he became responsible for the fruit crops project here at COOMAP. In this initiative, we encourage growers to plant fruit crops like passion fruits, raspberries, blackberries, and blueberries in lower areas of their farms, which are more subject to being hit by frosts. Needless to say, that he also planted fruit trees on his farm too.



Willian is really committed to developing his coffee and fruit crops in order to be able to raise his family and provide a decent living to them. He expects that his children are able to live a happy life like him, always in contact with nature! Something that many people wish and is already a reality to him.

We are really excited to see a next generation of farmers who's ready for the future challenges of agriculture but at the same time cherish living in the countryside in a sustainable way! **We really wish that all of Willian's dreams come true, don't we?**



 (35) 3267-4600

