



COOMAP NEWS

● Edition: 39

Celebrating Education and Innovation:

The Tereza Machado Award



At COOMAP, we believe that building a strong future starts with investing in education. That's why we created the **Tereza Machado Award for Innovation in Education**.

The award is named after **Maria Tereza Campos Machado**, a dedicated educator who founded the Santo Tomás de Aquino School in Belo Horizonte. Known for her passion and commitment to learning, she left behind a legacy that continues to inspire new generations. By honoring her name, COOMAP highlights the lasting value of education as a foundation for personal and community growth.

The award, launched last year, quickly became a highlight in our community, bringing together educators, students, families, and local institutions to celebrate creative and impactful projects. More than just a competition, it is an opportunity to recognize those who are shaping the next generation with dedication, vision, and innovation.

The second edition, held this August at



COOMAP's auditorium, was another inspiring evening. Teachers from different levels of education presented projects that connect knowledge with real-life impact — from creative approaches in early childhood learning to initiatives that highlight history, culture, and social inclusion.

For us, supporting education means much more than offering a prize. It represents our commitment to the people of Paraguaçu and to the values that strengthen our society: curiosity, respect, equality, and hope. By honoring the memory of **Tereza Machado**, we also reinforce COOMAP's role as a cooperative that goes beyond coffee — investing in people, in opportunities, and in the future of our community.

As we look ahead, the **Tereza Machado Award** will continue to grow, encouraging new ideas and ensuring that the seeds of knowledge keep flourishing. Because for COOMAP, supporting education is another way of cultivating life.

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This month our COOMAP NEWS is all about education. And when we think about it, it is impossible not to remember the life story of our grower of the month: Maria Isabel Leite Prado, affectionately known as Dona Isa (Mrs. Isa, in plain translation).



Grower of the month

Maria Isabel Leite Prado

Dona Isa

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For Dona Isa, coffee is much more than an economic activity. It became her new purpose, bringing energy, joy, and a sense of renewal.

Born in Paraguaçu in 1943, Dona Isa dedicated most of her life to the classroom. As a teacher, she shaped generations of students, always believing that knowledge is the key to opening doors and creating opportunities. But education was not her only path. Alongside her teaching career, coffee was always part of her family's history.

Family has always been at the heart of Dona Isa's journey. She was married to Moacyr Prado, with whom she had and raised two children — Adriana, a nutritionist, and Eduardo, a dentist. Today, she is also the proud grandmother of four — Natália, Pedro Henrique, André, and Ana Clara — who bring joy and inspiration to her daily life.

When life challenged her with the loss of her husband, Dona Isa found in coffee not just a responsibility, but a new source of strength. She embraced the farm with courage, turning difficulties into learning and building, step by step, a solid coffee business. Today, her Adriana Farm counts more than 60,000 coffee trees, and she proudly manages every detail with the same discipline and care that once guided her in the classroom.

For Dona Isa, coffee is much more than an economic activity. It became her new purpose, bringing energy, joy, and a sense of renewal. She often says that coffee gave her “a new soul,” lifting her spirits and transforming what was once a difficult moment into a journey of growth.



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Her story reminds us that education and coffee share the same essence: both require patience, dedication, and faith in the future. By honoring Dona Isa this month, we also celebrate all women who face challenges with resilience and continue to inspire with their strength, whether in the classroom, in the fields, or in life.



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