

## MEMBER-SUBMITTED ARTICLE: HELP OUR SISTER COOP IN SAO PAULO!

November 18, 2025



Illustration by Olexa Hewryk

November 18, 2025

*By Joe Holtz*

Through our practice of the International Cooperative principles, we have been giving advice to the group that has been trying to start the Gomo Coop in Sao Paolo, Brazil.

Over the last several years, we have Zoomed with them and answered many questions about what we do here and why we do what we do.

We have been impressed by their intent to practice participatory cooperation. Their commitment is strong. Successfully launching a new cooperative is financially difficult. Our dollars will go very far in Brazil, where the cost of living is much lower

than here. Please seriously consider backing up the advice we have given by donating money to them through their online fundraising campaign.

*Joe Holtz is one of the cofounders of the Coop and retired this year after 50 years of employment by the Coop. During that time he has emphasized our Coop's commitment to the International Principles of Cooperation.*

# Support Gomo Coop! Latin America's first participatory cooperative supermarket!

Inspired by **Park Slope Food Coop**, in the last 10 years, many food coops have been founded in Europe. And now it's Brazil's time.



First cooperative members  
São Paulo, Brazil

For a big city like São Paulo, with its urban complexity, mobility challenges, and high levels of social inequality, a food coop is an especially important initiative. It offers a concrete alternative to address the common issues faced by large Brazilian cities: access to organic, healthy, and affordable foods; the valorization of local and sustainable production; and the reorganization of the distribution system, often dominated by large corporations and unsustainable supply chains. **Support our campaign today and help make this alternative a reality.**



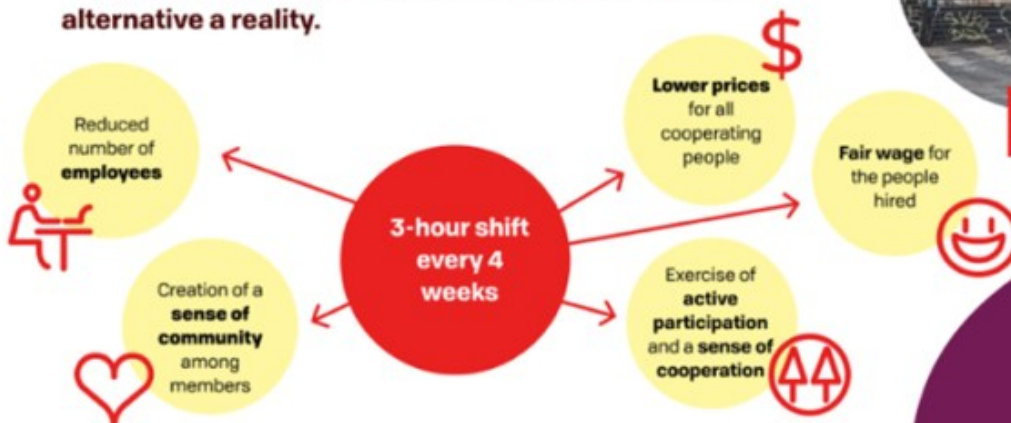
**Help us to open our doors**

With your support at **PayPal**, we'll stock our shelves with fresh, high-quality, organic, and essential products, sourced directly from the producers. This is the final step towards opening our doors.

[sites.google.com/gomocoop/eng](https://sites.google.com/gomocoop/eng)



Gomo Coop's future store under construction



Courtesy of Joe Holtz.