

Session Title: Taking community-level green development to scale

Sustainable Cocoa in the Brazilian Amazon

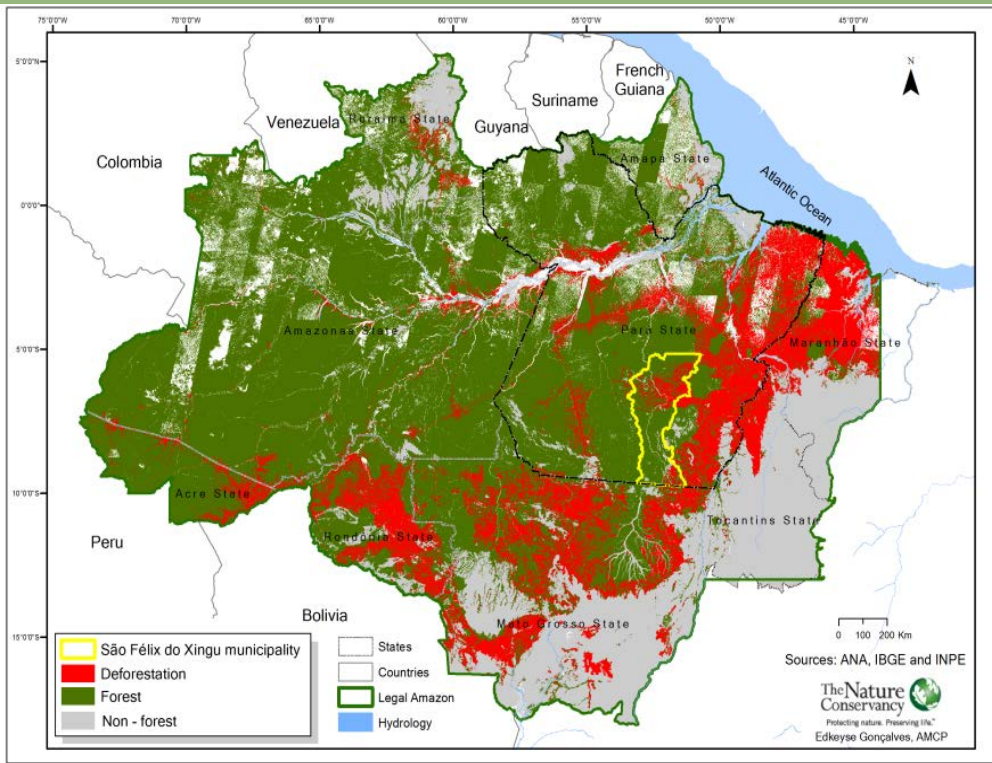
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Context of Sustainable Cocoa Project

- Cocoa is an Amazonian native plant and it is a suitable crop for small landholders
- In tropical countries cocoa is historically related to deforestation and forest degradation
- the specie needs shade for growth and good fruit production, therefore there is high potential for agroforestry system
- Brazil is currently the 6th biggest global producer of cocoa and with huge potential for expansion
- Pará state in Brazil has the highest rates of deforestation and the largest potential of Cocoa production in agroforestry system
- São Felix do Xingu is one of most important municipality in this region and has great cocoa production

São Felix do Xingu Municipality



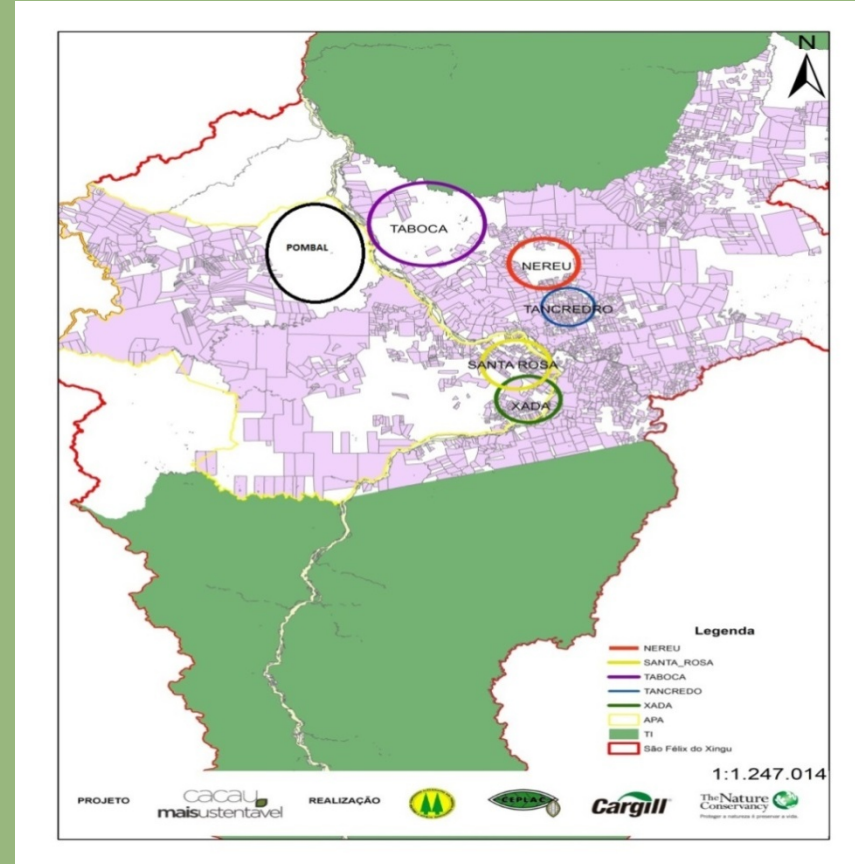
- Critical region for deforestation control in Brazilian Amazon forest;
- big cocoa producer with huge potential for expansion;
- 49% of deforestation areas occur in small farms - beef cattle (calf);
- Cocoa has better profitability compared to beef cattle

The objective of Conservancy's Sustainable Cocoa Project is

Promote cocoa agroforestry crops as an alternative to cattle ranching activities for small landholders in São Felix do Xingu municipality and region, generating income and forest restoration upon old and degraded pastures

Project Results by 2014

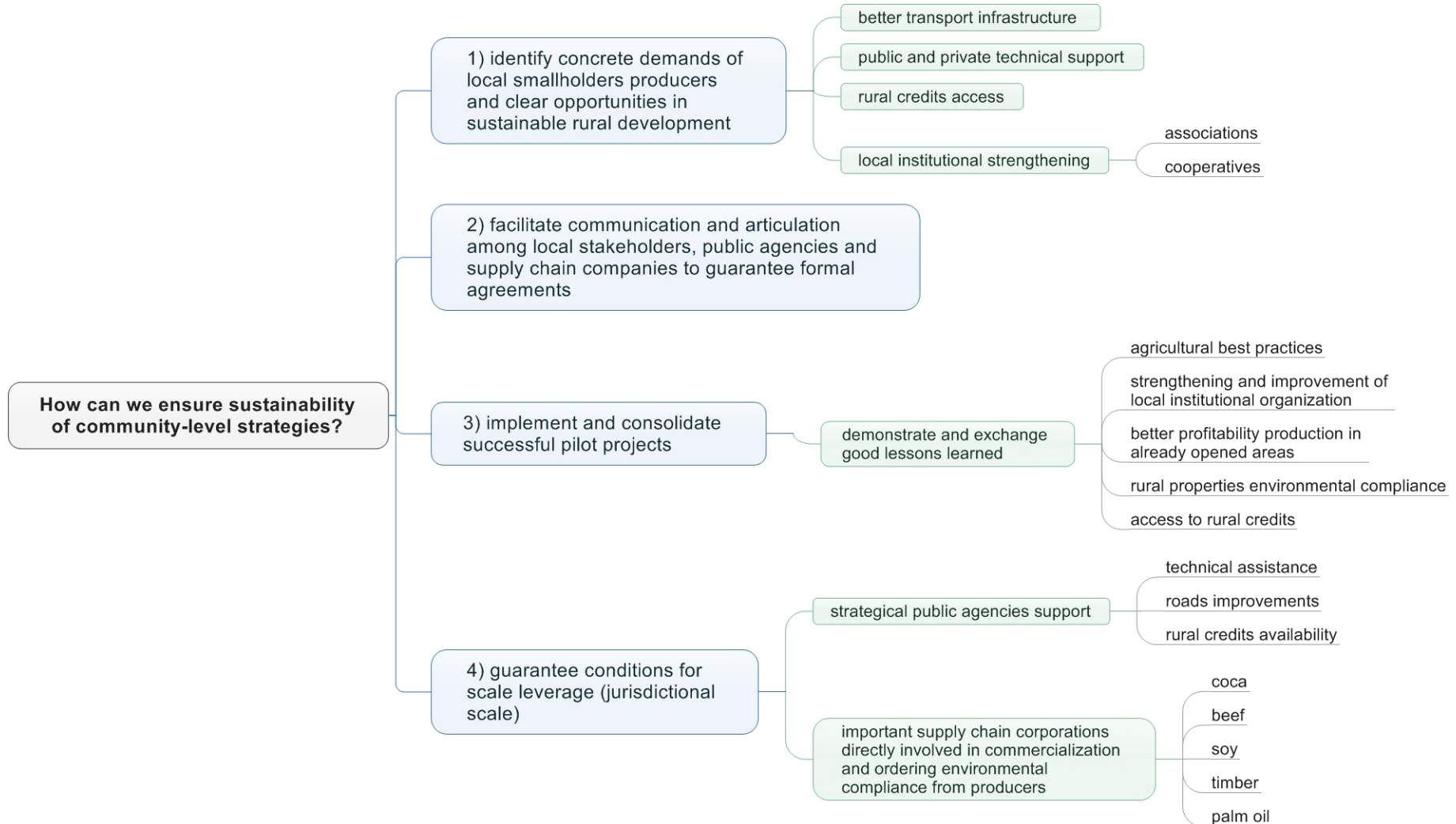
- Agreement signed among TNC, Cargill corporation, Brazilian federal agency for cocoa crops (Ceplac), Capru local leader cooperative and the municipal agriculture secretariat
- 238 hectares of cacao planted in agroforestry systems replacing old and degraded pastures
- 61 small holders families benefited
- On going formal agreement with Brazilian rural settlement agency (INCRA) to improve technical assistance to family producers



By 2016 is expected each family have a 60% of income increase (U\$ 1,000.00 to U\$ 1,600.00)



Some Answers to a Key Question



Thanks

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