

**Pannel: Brazil more than a supply market**  
**Presentation – BioFach, Germany, 2009**

***Caatinga Cerrado Eco-Productive Communities***  
**Promoting Sociobiodiversity and Sustainable Businesses**

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Ladies and gentlemen, good afternoon!

On behalf of the Caatinga Cerrado Initiative, I'd like to thank the organizers for the invitation and to reiterate the importance of this moment for organic production and the development of sustainable businesses – two of the main areas of interest of this audience.

Brazil is the country with the most biodiversity in the planet. It has six biomes, among which, the *Caatinga* and the *Cerrado*. These two biomes cover 35% of the country's territory and shelter 26% of the Brazilian population.

In Brazil there are approximately 5 million rural properties, 80% of them in the hands of family farmers. These "small-scale producers" produce around 70% of the food consumed in the country and play an important role in the use and conservation of natural resources. They are indigenous people, quilombolas, settlers, artisan fishermen, riverside people, *caatinga* people, ... who can be considered true guardians of the Brazilian biodiversity. 80% of the 20 thousand organic farmers in Brazil are family farmers.

The Caatinga is known by its flavoured tropical and native fruits. The Cerrado, is considered the richest Savannah in the world in terms of biodiversity. It is also home to the main Brazilian watersheds.

In view of this reality, hundreds of initiatives have been developed on the basis of the sociocultural and environmental diversity of these two biomes, showing the paths to sustainable development through the provision of quality products that respect the environment.

Projects carried out in these regions by cooperatives, social networks, partnerships, associations, commercialization centers, production groups, and companies, demonstrate that it is possible to generate income with social inclusion, food security, and respect to natural resources and cultural diversity.

The **Caatinga Cerrado Eco-Productive Communities Initiative** constitutes an integration space for Family Farming networks and enterprises to promote and trade sociobiodiversity products which are goods and services – final products, raw materials or benefits – generated by biodiversity resources that include, at some stage of the value chain, practices or know-how of traditional peoples and communities and family farmers.

Currently, in Brazil, sociobiodiversity products are being promoted through a National Plan supported by different ministries, the civil society and segments of the private sector. The Plan is coordinated by the Ministry of Agrarian Development, Ministry of Environment, and Ministry of Social Development. It aims to strengthen clusters and value chains, in the perspective of generating income and adding value while taking into account respect for the environment and individuals.

**Caatinga Cerrado** covers over 20 thousand families, represented by around 200 businesses from 14 Brazilian states, and has partners and supporters from the Federal Government, the German Cooperation and Non-Governmental Organizations.

The **Caatinga Cerrado Eco-Productive Communities Initiative** seeks to use and optimize the experiences and references built by networks, organizations and enterprises on eco-productive practices, that is, its aim is not to substitute the work of organizations, but to fill in gaps and promote improved commercialization in special markets, aiming to add value and generate income through traditional knowledge, respect to the environment and social inclusion.

It has been an important collective player in fomenting commercialization in these two biomes. It also liaises with other initiatives underway in the Amazon and Atlantic Forest biomes. Thus, the strengthening and consolidation of the Initiative can contribute, significantly, to adding value to products currently neglected, generating income and reducing the pressure over these biomes, through sustainable businesses, reduction of deforestation, slash-and-burn practices, use of chemicals and agricultural techniques harmful to the environment, therefore, also reducing greenhouse gas emissions.

To achieve its goal, the Caatinga Cerrado Initiative works in four major areas:

**Networking**, aiming to promote enterprises' access to services, partnerships, and resources that foment the commercialization of sociobiodiversity products;

**Communication**, through communication, information management, and marketing mechanisms that promote sociobiodiversity products in different markets;

**Capacity building**, aiming to strengthen and improve businesses' capacity to commercialize sociobiodiversity products,

and **Access to markets**, through the development and implementation of commercialization strategies that increase businesses and networks access to markets.

The Caatinga Cerrado Stand is a collective stand in trade fairs and events, where enterprises of the Caatinga Cerrado Eco-Productive Communities Initiative show the wealth and diversity of the two biomes through their products, aiming at partnership-building and business-making.

These slides show the Caatinga Cerrado Stand in the last 3 ExpoSustentat Fairs – one of the largest fairs of sustainable products and services in Latin America. It enables market access to hundreds of small business ventures and around 20 thousand family farming families. Out of these, 17 are organic certified, benefiting over 6 thousand families.

The main products available are: cashew and baru nuts, honey (*apis* and native); Fresh fruit and fruit pulp; Native fruit deserts and jams; Licuri, Pequi and byproducts; Coffee; Flours; Oils, herbal cosmetics and cleaning and hygiene products; Handicraft with natural fibers; reclaimed wood, banana tree straw and leather; Biojewelery; and Weaving.

All this produced with socio-environmental responsibility!

Please visit our website.

We would like to invite you to visit us in the next ExpoSustentat, between the 28th and 30th October this year in Brazil. Also, you can see a sample of our Initiative here at BioFach, in the MDA (Ministry of Agrarian Development)-Brazil Stand, in Hall 2 Stand 230.

Come and invest in sustainable businesses and promote sociobiodiversity with us!

Thank you!