INNOVESS

Agri-coops in Brasilian Amazon and their Contribution to Community Sustainable Development

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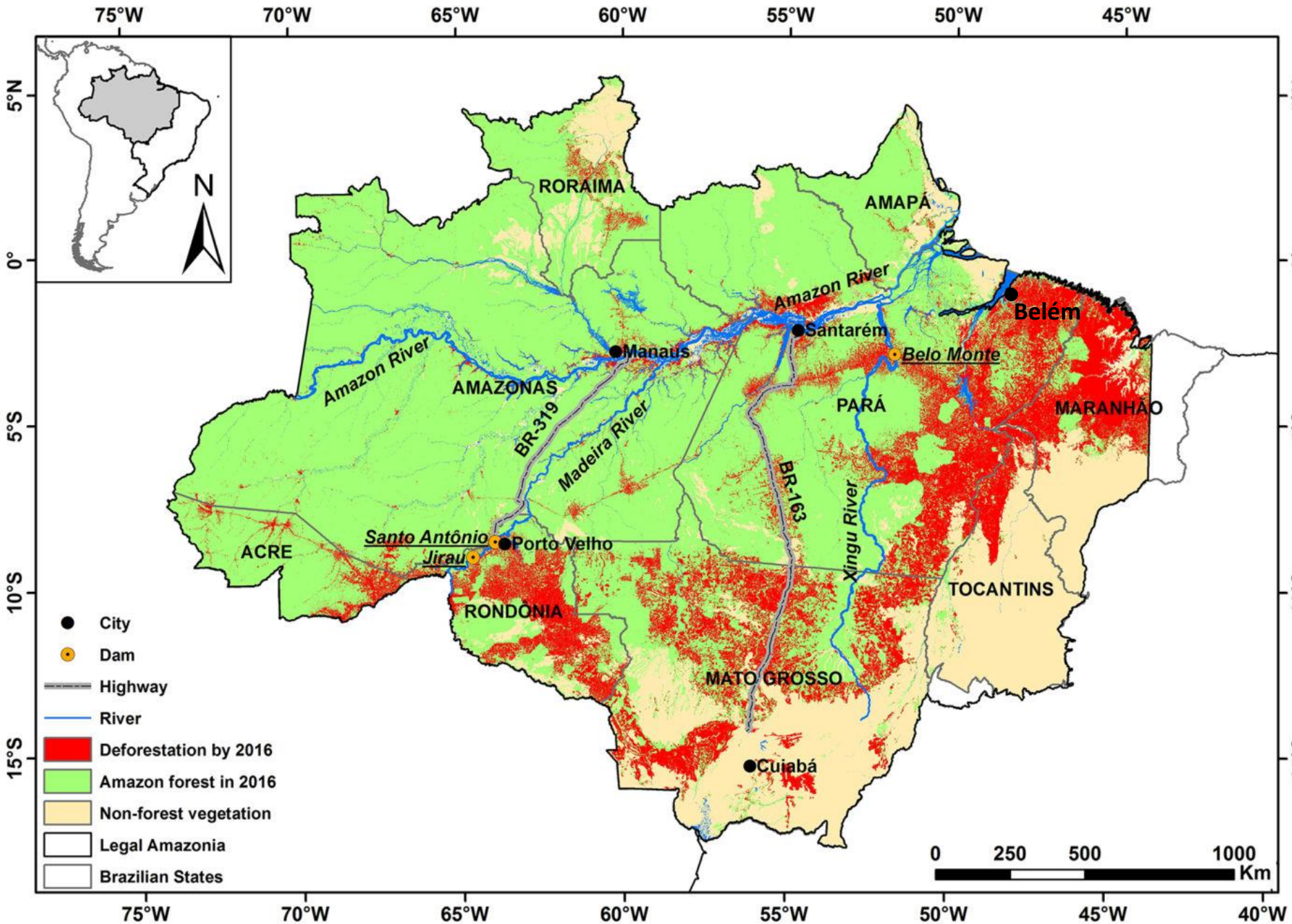
Small family farmers in the Amazon face the expansion of agribusiness

Geo-historical context:

- Until the 1960s, only 2% of the Amazon was deforested (mainly in the northeast in the Belém region)
- The Amazonian peoples was Amerindians or descendants of the miscegenation of Amerindians with the Portuguese or with the African slaves of the coast
  - they lived and still live along rivers, from fishing, gathering non-lignuous products in the forest and subsistence farming
- For 60 years, colonization plans with migrants from the rest of Brazil
  - ➔ deforestation of 20% of the Brazilian Amazon
  - Mainly for beef cattle farming and for soybeans and maize in very large farms


(photo: F. Laurent)



Source: Fearnside (e360.yale.edu)

Small family farmers in the Amazon face the expansion of agribusiness

Characteristics of small Amazon producers:

- Use of family labor
- Decision-making to meet economic, food and social goals of the family
- Diversified production serving in part to feed the family
  - Agriculture
  - Fishering
  - Gathering of non-timber products in the forest (extractivism)
- Based on traditional knowledge, articulated with modern knowledge and techniques
- Low use of inputs
- Local or regional market


(photo: F. Laurent)

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(photo: W. Nascimento)


(photo: F. Laurent)

Small family farmers in the Amazon face the expansion of agribusiness

Amazonian peoples of extractivists, fishermen and farmers are vulnerable

- Laborious and unproductive manual work, lack of mechanization
- No product processing: low value, low income
- No particular means of transport to bring the products to the cities: dependence on wholesalers
- Population growth: decrease in surface area per capita
- Ancestral mode of slash-and-burn production (due to lack of tractors and machines) ➔ agro-environmental crisis with loss of biodiversity and soil fertility depletion in the most populated regions

Difficulty resisting the expansion of agribusiness

- ➔ expulsion of small producers
- ➔ young people migrate to cities or become agricultural workers on large farms

(photo: F. Laurent)

Photos: F. Laurent

Social innovation, a path of development for small Amazonian farmers

Hope = collective organization of small producers in production, processing or credit cooperatives to improve productivity, create added value through processing and access urban markets

> "The idea of innovation aimed exclusively at responding to market competitiveness has lost its importance in the face of a socially recognized proposition that seeks and generates social change, social innovation." (ANDRE; ABREU, 2006)

Social Innovation has three attributes:

1. Satisfy human needs not met by the private entreprises
2. Promote social inclusion
3. Train actors potentially or actually subject to processes of social exclusion, thus triggering a change, more or less intense, of power relations

Family farming and cooperatives

Brazil: Family Farming = 77% of farms, i.e. 3.9 million units, 23% of agricultural area (source: censo agrario IBGE 2017)

- 10.6% of farmers are members of cooperatives
  - for technical assistance
  - for sell
  - for credit

Low representation of women: 19.7% of farm holders

- Only 4.8% of the Brazilian farms cooperative members are women

It is **the poorest and smallest family farms that adhere the least to cooperatives**: 3.8% on national average (PRONAF class B)

It is the least trained categories of farmers who adhere the least to cooperatives

- 1.8% of farmers who join cooperatives are illiterate (they represent 26.4% of family farmers)

Cooperatives in the Amazon: situation in the State of Pará

Brazilian Amazon: 1.5 million of family farms

- the Amazon, which is the poorest region of Brazil, has few cooperatives in proportion
  - only 3.2% of farmers are in cooperative

State of Pará:

- 8.7 million inhabitants
- in 2017, HDI 0.69, i.e. the 24th of the 27 States of the federation
  - (Brazil HDI = 0.76; France HDI = 0.90)

163,000 socios in 254 cooperatives (source: OCB-Pará)

- 3% of active population
- but:
  - 7.1% of formal jobs
  - 8% of the total turnover of the State of Pará
  - 22.8% of the agricultural turnover achieved in the State

➔ Although associating a very small part of the active population, cooperatives weigh much more in the economy of the region and promote the integration of producers

An example of social innovation practices in the Brazilian Amazon

COFRUTA – Abaetetuba Fruit Growers Cooperative

Family Agroindustry for the processing of products from Farmers and Riverside People, in the Baixo Tocantins region, Abaetetuba/Pará

(photo: W. Nascimento)

Located 100 km south of Belém,
in the estuary of the Tocantins river
Founded in 2002
Initially 67 members ➔ 100 in 2021
Initial capital of 27k€ ➔ 800k€ in 2021

Collective decision-making during:

- meetings (Corporate responsibility)
- annual rendering of accounts (transparency)
- equitable distribution of profits (ethics)

Fruit growing

- Productive diversity in the Amazon agroforestery systems

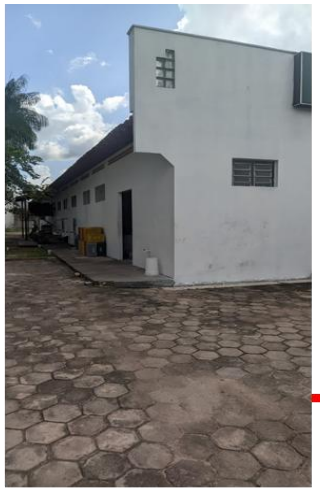







Agro-food industry

32 people work in agro-food industry
(31 are members of the cooperative):
15 for pulps of fruit, 7 for seed-oil,
2 people in agricole support
1 for commerce,
6 for management



Added value
3 kg cupuaçu fruit = 0.75€➔ 1 kg pulp = 2.00€

(photos: COFRUTA)

Innovation and Market Access

Initially: inappropriate packaging and labels or with low market impact

(photos: COFRUTA)

Adequacy of packaging to current legislation and improvement in the visual quality of the product

Production of Oils - Cosmetics Industry

- Oilseeds for cosmetic oil and cream production

Andiroba (*Carapa guianensis*)

Patauá (*Oenocarpus bataua*)

Source: klimanaturali.org

Andiroba in agroforestry system with urucu

(photos: COFRUTA)

Murumuru (*Astrocaryum murumuru*)

Production of Oils - Cosmetics Industry

- seed processing for oil production
  8kg andiroba seeds = 4€ ➔ 1 l. oil = 8€

(photos: COFRUTA)

Innovation and access to national and international market

- The oils produced by COFRUTA are sold directly to *Natura* (a Brazilian cosmetics private company) which is developing products with native seed oils of Amazonian plants and fruits
- At COFRUTA, *Natura* develops studies, research, assists in the financing of equipment, with the objective of guaranteeing improvements in the Cooperative's products
- *Natura* values its commitments in forest conservation and fare trade

Product name or item number...

CONSERVING THE FOREST

For over 20 years, Natura has been trading ethically with communities in Brazil and particularly in the Amazon.

By buying Natura products, you are helping to improve the income of **2,000 families in these Brazilian farming communities**, a total of almost **8,500 people.**

And it is also thanks to Natura products and the work of these communities that **1.8 million hectares of forest have been conserved**, for sustainable resource use and a better future for generations to come.

naturabrasil.fr

PRACTICING FAIR TRADE

Natura believes it is essential to choose good ingredients, harvested sustainably, without burning or deforestation, and also to respect the local Amazonian populations who provide us with these ingredients, to allow them to develop economically, to be able to remain on the land that has been home to them for centuries, and to continue to protect them.

These communities that are partners of Natura bring us not only the ingredients they harvest in the heart of the Amazon, but also their ancestral knowledge, traditions and customs. This allows such traditions to be continued and ensures the future of these communities, which are essential to the preservation of the Amazon.

Natura has applied these fair trade principles from the very beginning of our partnerships in the Amazon, and this long-term ethical approach has enabled us t obtain UEBT Sourcing with respect certification for all the ingredients in the Natura Ekos range, for sustainable sourcing.

Innovation and Productivity

Traditional greenhouse drying: 1 week needed

New automatic dryer: 7 hours for 4 tons of seeds

(photos: COFRUTA)

Innovation and Production Cost Reduction

Photovoltaic energy to reduce electricity costs
at the COFRUTA Pulp Factory, Abaetetuba/PA

(photos: COFRUTA)

Innovation and Interinstitutional Relations

INSTITUTO FEDERAL
Pará
Campus Castanhal

UNIVERSIDADE FEDERAL DO PARÁ

INCUBITEC
INCUBADORA TECNOLÓGICA DE DESENVOLVIMENTO E INOVAÇÃO DE COOPERATIVAS E EMPREENDIMENTOS SOLIDÁRIOS

Embrapa

PPDRGEA
PROGRAMA DE PÓS-GRADUAÇÃO EM DESENVOLVIMENTO RURAL E GESTÃO DE EMPREENDIMENTOS AGROALIMENTARES

SECRETARIA DE DESENVOLVIMENTO ECONÔMICO, MINERAÇÃO E ENERGIA

GOVERNO DO PARÁ
POR TODO O PARÁ

FASE

União Europeia

Recursos para a FECAFES – Instalação da UIA de Óleos na COFRUTA

Cooperação Japão e Brasil (2015)

➔ Equipment financing
➔ Training of managers and workers by 4 universities in agricultural techniques, 7 in food industry and 2 in forestry

Cooperatives contribute to the development of family farmers
But their expansion remains weak in the least developed regions and among the poorest

➔ Social challenge

(photo: W. Nascimento)

Riverside Farmers from Japuretê Island, Igarapé Miri

Thank you!
Obrigado!