

Green markets and sustainable consumption

The challenge

Ongoing deforestation of the Amazon region is resulting in the release of greenhouse gases, a reduction in biodiversity and the destruction of areas inhabited by traditional peoples and communities. Promoting sustainable production systems is key to protecting the rainforest. These systems are based on products that are collected in natural forests without destroying them, such as nuts and fruits, or on agroecological farming methods that offer smallholder farmers an economically viable alternative while protecting the forest. The main challenge facing many cooperatives is to gain access to the market for their products.

Promoting sustainable land use systems is a key element in Brazil's strategy to stop illegal deforestation by 2030 – one of the goals to which the Brazilian Government has committed itself under the Paris climate agreement.

Objective

The objective of the project on Green Markets and Sustainable Consumption is to expand market access for socio-biodiversity and agroecological products in the Amazon region produced by cooperatives of smallholder farmers and traditional communities. Açai berries, Brazil nuts and various plant oils used in the cosmetics industry are an important source of income for the local population. The project aims to reduce the pressure for deforestation of the tropical rainforest and to generate income for the local population. It operates in four states in the Amazon Basin Acre, Amazonas, Pará and Amapá.

Our approach

The project supports the Brazilian Government in its efforts to promote the transition from conventional agriculture to agroecological production. Two market segments offer considerable potential for increasing the sales of sustainably farmed products from the Amazon region: public procurement programmes, for example to supply canteens in

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public institutions and schools, and consumers who value fair, environmentally friendly production conditions and are hence increasingly looking to buy goods bearing the relevant certification seals.

In four federal states, it is setting up promotion chambers in which all of the relevant actors collaborate on developing customised solutions to market sustainable value chains. One important element involves developing management capacity within cooperatives. In this context, the staff of rural technical assistance services are trained to use relevant methods and instruments.

At the same time, the project promotes sustainable consumption. Campaigns are run to motivate people to become conscious consumers and to provide information about production conditions for goods produced in the Amazon region. New marketing channels are opened up for products from the Amazon region.

The main political partner involved in implementing the project is the Ministry of Agriculture, Livestock and Supply (Mapa).

Results

- The project has increased the visibility of supply and demand



Photo left:
Innovative firms are a market of the future for biodiversity products from the Amazon region.

Photo right:
A cocoa plant in an agroforestry system.

for sustainable products from the Amazon region. In order to do this, the products of 341 cooperatives and smallholder associations were recorded, and 170 firms were identified as potential buyers of their products.

- 5 Promotion chambers with over 120 members were set up. The chambers operate in Manaus, Rio Branco, Belém, Macapá and Santarém and enabled smallholder cooperatives additional sales of 13 million euros in public food procurement programs. Indigenous communities benefitted from additional income as they could supply school meals in indigenous schools, for the first time. This new approach shall be replicated in the entire country.
- Together with a social media popular chef und school cooks from the Amazon region recipes with sustainably produced ingredients from the local biodiversity were developed for school feeding . The produced recipe book will be used in all states of the Amazon region in partnership with the responsible institution for the school feeding program.
- 121 employees of rural advisory services have been trained to support cooperatives in improving their management. During the project, they advised 69 cooperatives in 46 cities, in which 5000 smallholder farmers are organized. Innovative planning instruments that contribute to gender equality in value chains were part of these training courses; they were used by local stakeholders in pilot projects.
- 225 public employees, who are responsible for the procurement of food, have been trained to give more consideration to sustainable products from smallholder cooperatives in tenders. Thus, purchases from smallholders worth 5.5 million euros were made possible in 20 new tenders.
- In order to make the participation of cooperatives in international trade fairs more effective, preparatory training programs were developed and implemented as part of the participation of several cooperatives in the Biofach trade fair in 2018 and 2020.
- Strategies to improve market access were developed and implemented: firstly, by strengthening weekly markets with

organic products, 18 cooperatives with 400 families have so far benefited from an 80% increase in sales; second, by marketing sustainable wild-caught fish to high-priced customer segments, which tripled the price, benefiting 4.000 fishing families in the state of Amazonas; and thirdly, by strengthening a traceability and transparency mechanism for sustainable products, which enables consumers and processing industries to obtain detailed information about the sustainable origin of the products.

- Dialogue processes with public, private and civil society actors in the Brazil nut and açaí value chains were initiated in order to improve the technical and political conditions for these products and to strengthen sustainability criteria.
- The project initiated 3 partnerships with the private sector, which triggered investments of 4.5 million euros in the sustainable production of cocoa and açaí berries. Over 1000 families benefit from the measures. With the support of a start-up program, an additional EUR 1 million was mobilized in sustainable investments.
- Good practices to increase marketing of sustainable produced foodstuff were systematized and replicated in the project region; comprehensive documentation of these examples with instructions for action was made available on the website of the Ministry of Agriculture.
- The turnover of cooperatives in the Amazon region with sustainable Amazon products increased by 25% adjusted for inflation from 2017 to 2019.

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