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# **DESIGN IN SOCIAL AND ENVIRONMENTAL IMPACT VALUE CHAIN CREAT PRODUCTS THAT KEEP THE AMAZON RAINFOREST UP AND GENERATE INCLUSION AND INCOME FOR COMMUNITIES**

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**Products that bring into their value chain the involvement of productive groups and communities generating fair trade and inclusion for the inhabitants of the Amazon rainforest are already a reality.**

**With amazing design, and in some cases very tasty, those products are already available to the public with this sense of sociobiodiversity in their supply chain. The way they are designed and developed, generating social and environmental impact, says a lot about the revolutionary power that all these processes of creation and design can have for a more fair and diverse world. This is the case, for example, of latex, raw material for so long linked to an amazonian development cycle, and which had its period of ostracism in the region. A revaluation of this raw material and rubber tappers emerges embedded in the production process of "[Seringô](#)", an amazon brand that brings income and inclusion, avoiding deforestation and rescuing the rubber workers identity.**



**Seringô**



**Seringô**



**Seringô**

**From the sustainable organic extraction of native latex and using social technology involving indigenous and people who lives on the river banks, quilombolas (Maroons), agrarian reform settlers and rubber tappers, native rubber and vegetal fiber sandals, utensils, biojewels, accessories and packaging are produced.**

**Seringô founder Francisco Samonek started the project in the state of Acre, with the so-called eco-leather product, and soon the business, which recovers the indigenous technique of rubber**

manufacturing and increased it with other processes, became a social technology recognized by CNPQ , FINEP, Banco do Brasil Foundation and Caixa Econômica Federal ( huge investment funds and Public banks) which invested nonrefundable resources in its development.

A Rede Ecoforte (Ecofort Network), currently works with Seringô, has 75 extractive communities, which gather around 1,500 people in the manufacture of handicrafts, located in the cities of Feijó, Tarauacá, Sena Madureira in the state of Acre, Boca do Acre and Borba in Amazonas state and Breves, Currealinho , Anajás, Oriximiná, Belterra, Santarém, Sao Francisco do Para, Acará, Belem, Castanhal, Inhangapi, Sao Miguel do Guamá and Senator José Porfírio, in the state of Pará. Located in the municipalities of Anajás and Santarém in the state of Pará, 84 other families work in family units producing rubber for sandal manufacturing.

In their production, all petroleum additives usually used in industrial rubber processing are eliminated and In its place come native products such as vegetable oil, carnauba wax and other vegetable fibers - muru-muru, açaí, chestnut and andiroba.

The beautiful pieces are already present in more than 20 points of sale in the cities of Belém, Recife, Belo Horizonte, Florianópolis, São Paulo and Rio de Janeiro. In expansion phase, Seringô also targets the foreign market.

The amazonian cocoa is another raw material generating a positive value chain that gives rise to a unique terroir chocolate. Chocolate De Mendes is a brand created by César de Mendes, a chocolatier that produces from two fundamental premises: exclusive use of cocoa native from the Amazon and association with indigenous

**communities, quilombolas (maroons) and family farmers in the production process.**

**The Amazonian chocolate factory De Mendes is located in the community of Colônia Chicano in the Belém Metropolitan Region, state of Pará. The search for native or wild cocoa led César to direct contact with traditional Amazonian populations responsible for indicating the location of fruit in the forest and from there started a partnership with these communities, which receive training for the processing of fine cocoa - harvesting, selection, fermentation and drying, and also the fair value paid for the cocoa supplied.**

**The cacao tree (*Theobroma cacao*) is a fundamental ecological variety for the preservation of the forest, because it needs the shade of other trees to produce fruit. César is always looking for new varieties in the forest, which bring possibilities of creating chocolates with different flavors. In one of his expeditions, in 2014, he met cocoa from Jari, a region that lies between the states of Pará and Amapá. To get there, the trip took three full days, between boat, car and walk through the forest. The unprecedented variety was cataloged by the Executive Committee of the Cacao Plantation (Ceplac) and it soon became a new chocolate. César works with dozens of socioeconomically similar communities. The Ye'kwana and Yanomami Indians, working in partnership with Chocolates De Mendes and the Socio-Environmental Institute (ISA) and Atá Institute (Alex Atála's NGO that value brazilian ingredients, producers and productive territories), plan to produce chocolate as an alternative income for young indigenous people. The process of creating chocolate bars from cocoa found in the Yanomami indigenous lands in the state of Roraima and processed with the**

participation of the communities will soon culminate with the launch of the product.

Chocolates De Mendes also makes a bar made from cupuaçu seed, which tastes very similar to chocolate. Inspired and based on the traditional knowledge of women from AMABELA, an association that brings together rural workers from Belterra, in the Tapajós region in the state of Pará. Named KUNKUNI - Yekwana indigenous word for cupuassu fruit, the new bar is a rescue of the fruit's origins and flavor. Cupuaçu seed is treated in a traditional way, leaving it with the fruit flavor until the cupulate is made, which brings a fruity and creamy flavor to the bar.

[De Mendes chocolate](#) bars can be purchased directly, online, most of the production is sold directly to the consumer.



**De Mendes**



**De Mendes**

**Completing this cycle of Amazon design comes the third raw material: coffee. The robust variety is new in a market used to arabica blends, this new terroir is a surprise to coffee consumers. Organic certified, the surprise goes way beyond the pleasant taste when we know the process of developing this production chain.**

**Cultivated by smallholders in the municipality of Apuí, in the south of the state of Amazonas, [Apuí Agroforestry Coffee](#) is the product of a strategy of the Amazon Institute for Conservation and Sustainable Development (Idesam) to strengthen a low carbon economy, replenish forest areas and, at the same time, promoting income generation opportunities for their populations, assuming that ensuring the quality of life of forest dwellers through income generation in sustainable processes makes these populations guardians of the Amazon and its biodiversity.**



### **Apuí Agroforestry Coffee**

**Apuí is one of the municipalities with highest deforestation rates in the state of Amazonas. In the early 1980s, as a strategy in force at the time to populate the north of the country, the National Institute of Colonization and Agrarian Reform (Incra) made a broad campaign of attracting people from other parts of Brazil, donating plots of land for cultivation. Coffee began to be planted by these family farmers who settled in the municipality. Difficulties in crop maintenance and crop devaluation led to a period of crop crisis. The coffee plantation was slowly being abandoned or losing space for the livestock. In 2006 Idesam began operating in Apuí, and soon found that coffee plantations abandoned and shaded by natural regeneration had better conditions than those grown in the sun. From this, a dialogue began with family farmers who were interested in new coffee production practices.**

**Structuring the agroforestry coffee production chain was the biggest challenge, changing the paradigm of the type of cultivation, making farmers to leave the open fields and move to shaded**

**cultivation in an agroforestry system, was a novelty for small farmers, who had to qualify to make the transition.**

**The development of this chain included the formation of a seed collectors network and subsequent registration of these collectors in the Ministry of Agriculture, Livestock and Supply (MAPA), as well as the support to Santa Luzia Plant Nursery, located in Apuí, which has become a great partner in the production and supply of coffee seedlings and species for agroforestry cultivation. Another important point was the region's coffee roaster partnership, currently, Apuí is the municipality that produces more coffee in the state of Amazonas, with potential for expansion. Structuring this entire agroforestry cultivation chain, creating demands such as collecting seeds and selling seedlings, as well as cultivating coffee with the organic seal itself, generates income and work for the community. In the case of producers, there was a growth of about 220% of income, considering only the cultivation of coffee. The project already benefits 28 families in the municipality of Apuí, who work with agroforestry coffee production. Other families are already keen to begin the two-year transition process of their crops to become organic producers.**

**The experience generated the Guide to sustainable coffee production in the Amazon: Apuí experience, in partnership with the Institute of Forest and Agricultural Management and Certification (Imaflora). The purpose of the publication is to guide other farmers interested in agroforestry management.**

**Café Apuí Agroflorestal is now available at points of sale in the main capitals in Brazil and the variety with the organic label that has just arrived also targets international markets.**