



BRAZILIAN TECH DRIVEN SUSTAINABILITY PROGRAMME

ROBERTO BETANCOURT (ROMA/FAO/IFIF 2017)



The bottom half of the image shows a vibrant green landscape. In the foreground, there is a field of tall green grass. In the middle ground, a herd of white cows is grazing. To the right, a red tractor is visible in a field. The background is a dense forest of green trees under a blue sky with white clouds.

ENVIRONMENTAL SUSTAINABILITY PROGRAMS

- › **LEAP, LEAP PLUS, GFLI**
- › **FAO, IFIF AND PARTICIPATING COUNTRIES ARE DOING EXTRAORDINARY WORK FOR OUR PLANET.**
- › **BRAZIL SUPPORT AND WILL PARTICIPATE IN ALL PROGRAMS.**
- › **BRAZIL IS A STEP AHEAD IN ENVIRONMENTAL SUSTAINABILITY !**

**BY BRAZILIAN LAW
ALL FARMERS SHOULD BE
ENVIRONMENTALISTS**

(LEGAL PRESERVATION AREAS IN FARMS)



BESIDES LEGAL PRESERVATION AREAS FARMERS SHOULD ALSO PROTECT CRITICAL AREAS – APP (PERMANENT PRESERVATION AREAS)

- › VEGETATION SURROUNDING WATER SPRINGS. (30 TO 50 METERS)
- › VEGETATION CLOSE TO RIVERS AND LAKES. (20 TO 500 METERS)
- › AREAS WITH INCLINATION HIGHER THAN 45°
- › MANGROVES AND OTHER SPECIFIC AREAS

RIPARIAN FOREST



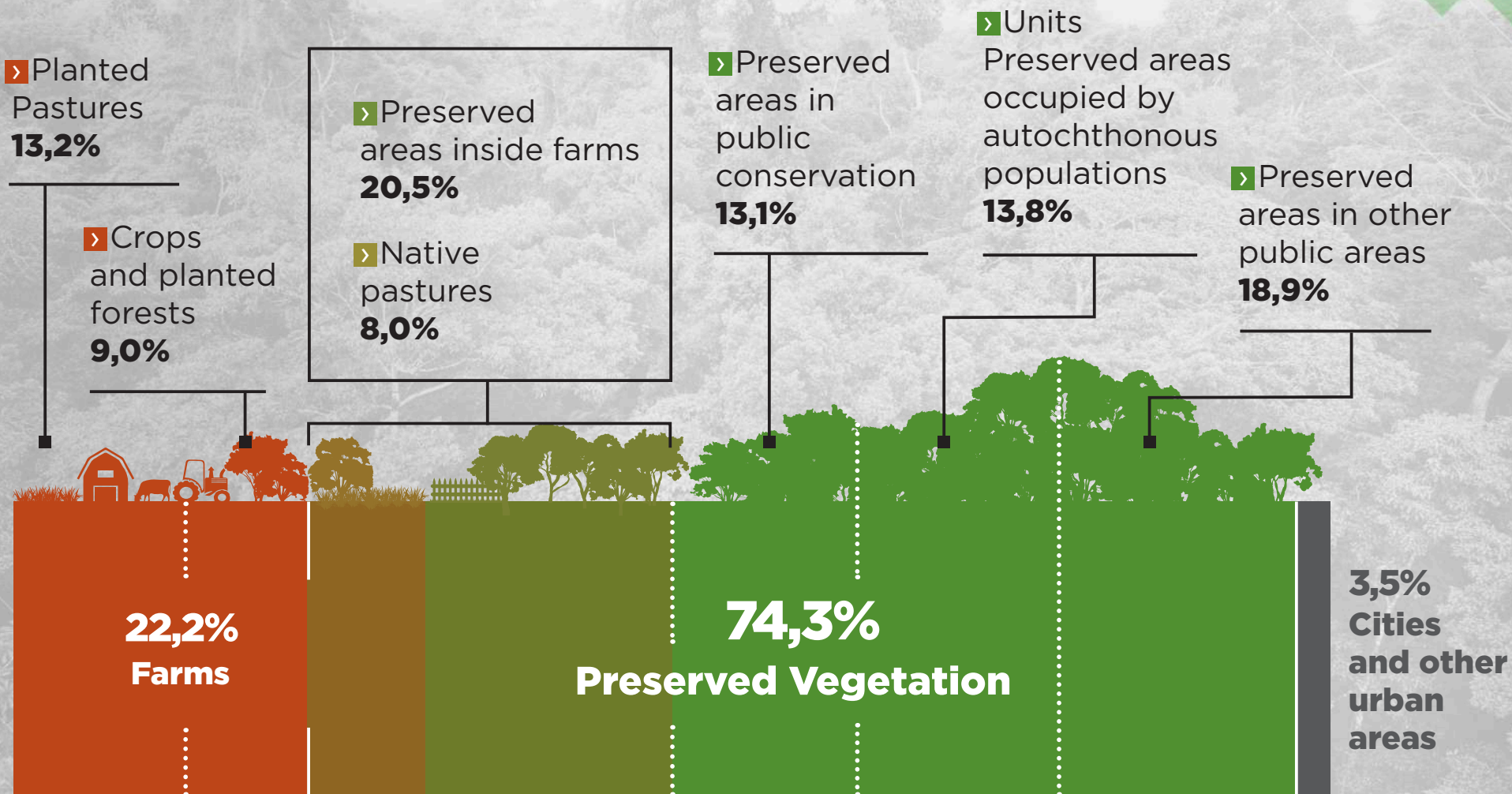
CAR – BRAZILIAN RURAL LAND USE INVENTORY GEOREFERENCED AND MONITORED BY SATELLITES

- › A tech system designed to georeference preservation areas within farms and monitor the use of land in all the properties.
- › The farmer becomes legally responsible for protecting and maintaining the georeferenced preservation areas.
- › Government inspects and punish any wrong land use utilizing advanced satellite images with software that automatically indicates abnormalities. The Farmer could be punished automatically for any wrong land use without the need of in-site inspections.

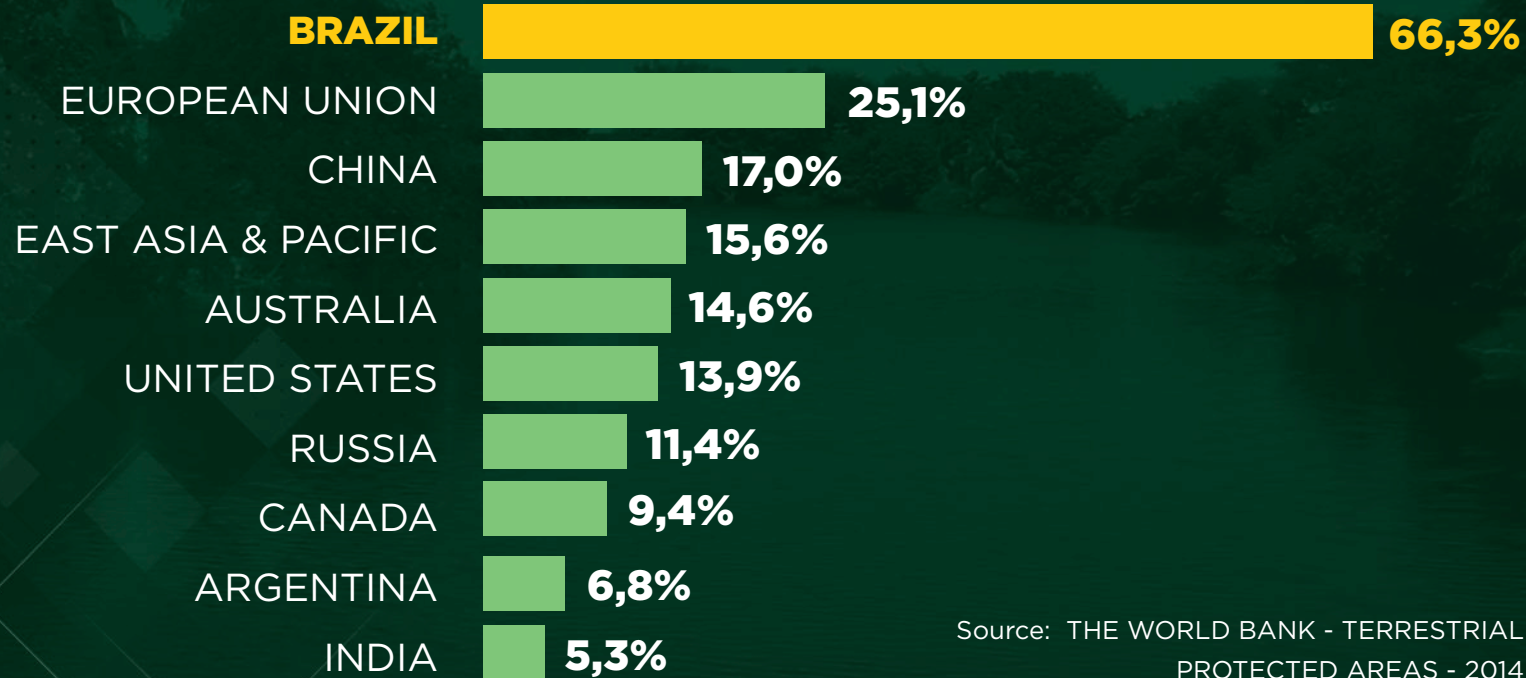


**PRESERVED
AREAS INSIDE
FARMS**

LAND OCCUPATION AND USE IN BRASIL



GLOBAL PRESERVATION IN DIFFERENT COUNTRIES OR REGIONS

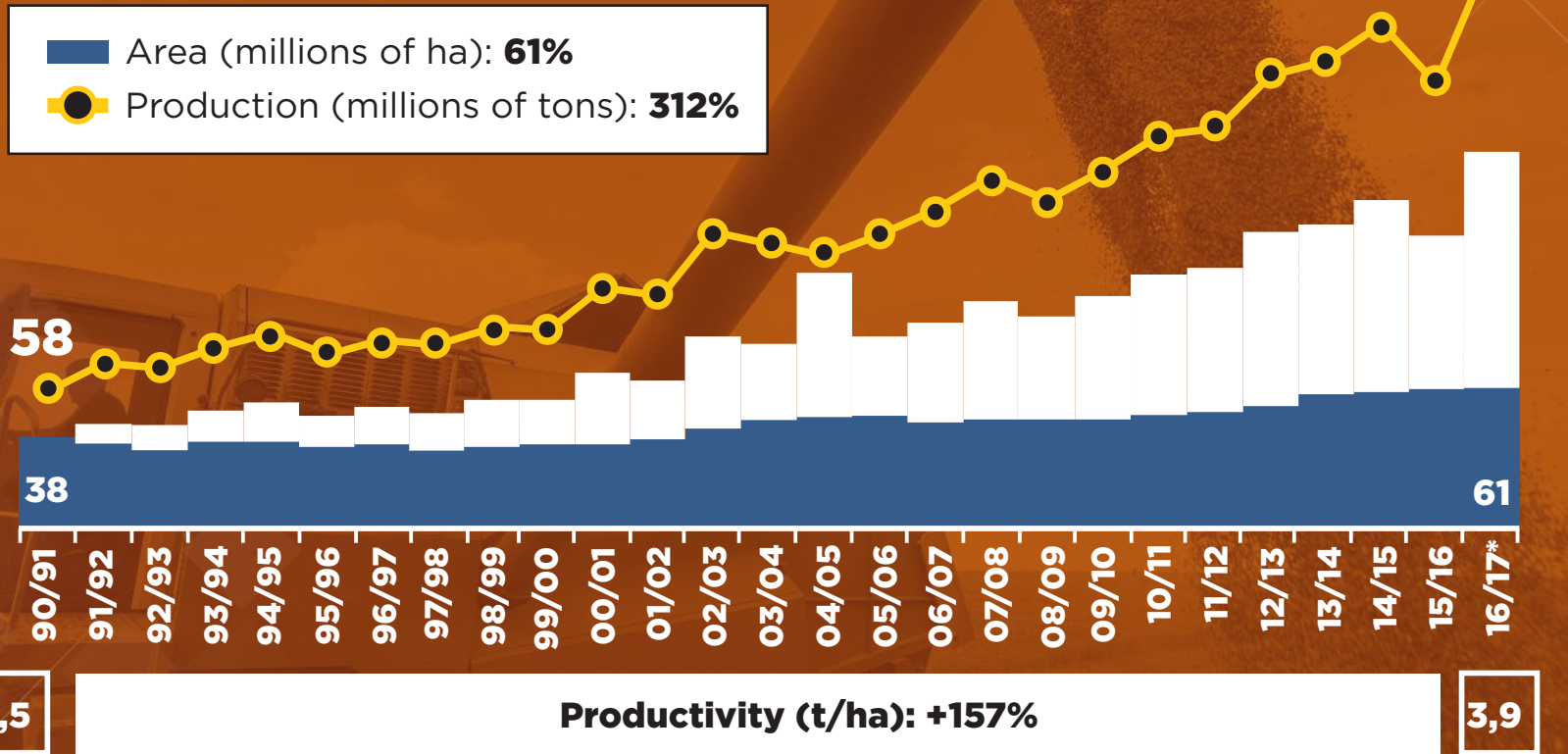


Source: THE WORLD BANK - TERRESTRIAL
PROTECTED AREAS - 2014

BRAZIL ENVIRONMENTAL SUSTAINABILITY IS BASED ON IMPROVING PRODUCTIVITY OF THE ACTUAL PRODUCTION AREAS AVOIDING ADDING PRESERVATION AREAS TO THE PRODUCTION SYSTEM.

RESEARCH AND DEVELOPMENT IN TROPICAL AGRICULTURE IS ONE OF THE MAIN DRIVERS. EMBRAPA

BRAZIL | GRAIN PRODUCTION



Fonte: Fiesp/Deagro e Conab (*setembro/2017 - 12º levantamento safra 2016/17). Elaboração: Fiesp/Deagro

HUNTING OF NATIVE WILDLIFE IS PROHIBITED
IN BRAZIL AND PUNISHED BY PRISON



BIODIVERSITY IS VERY IMPORTANT

ITS NOT EASY TO BE A FARMER IN BRAZIL!

- › **We made the option of making less money in behalf of preserving our environment.**
- › **We can loose our property, have all credit lines suspended or even go to jail for any wrong land use.**
- › **We cannot hunt any native wildlife.**
- › **We have very strong labor and social responsibilities.**
- › **We made the option to leave a preserved country for the next generations.**





**WE THANK ALL THE BRAZILIAN
WOMEN WORKING HARD TO IMPROVE
OUR SUSTAINABILITY**





**BRAZILIAN AGRIBUSINESS
IS BECOMING HITECH AND
ATTRACTING **YOUNG PEOPLE****

THERE ARE **RECORD NUMBER OF
UNIVERSITY STUDENTS IN ANIMAL
AND AGRICULTURAL SCIENCES**

**YOUNG PEOPLE HELPS OUR
AGRIBUSINESS SUSTAINABILITY**



**WE BELIEVE ALL COUNTRIES
SHOULD FOLLOW BRAZIL
LEADERSHIP AND HAVE AT LEAST
20% OF PRESERVED AREAS.
ALL GLOBAL FARMERS SHOULD
PURSUE BRAZIL INITIATIVES
AND CONTROLS ON BEHALF
OF OUR PLANET.**



TAKE AWAY MESSAGE

**BUY FROM BRAZILIAN
FARMERS AND HELP
OUR PLANET**



BRAZIL NATURE