

Consultancy project “Sustainable value chain of biodiversity products”

Lia Krucken _ Brazil/Germany | GIZ | Atlantic Forest, 2008

Key words: sustainable development, biodiversity products, small farmers, value chain analysis, design, product development

The Juçara network was a project for the preservation of the Atlantic Rainforest (fig.1). Juçara is a palm (*Euterpe edulis*) that was chosen as a representative symbol for the protection of the territory. It is a tree on the “species at risk list”. There are many products and “environmental services” related to the Juçara itself known as a “producer of water”.



Fig.1. Juçara palm in the Atlantic Forest, Brazil – field research.

Working with the fruits is a way of promoting sustainable use of the plant (Fig.2). This is important because the other product is the palm heart obtained by cutting down the tree. It is prohibited, but happens nonetheless. The Atlantic forest impresses by its richness in terms of biodiversity but also by the fact that today less than 10% of the original forest remains.



Fig.2. Juçara palm and one of the common uses.

Aim

Support the sustainable use of local resources in order to contribute to the preservation and territorial valorisation of the Atlantic Rainforest. This is done by: a) analysing the value chain;

b) identifying opportunities for new products development (e.g. food and pharmaceuticals); c) developing intermediation strategies and stakeholders.

a) analysing the value chain; b) identifying opportunities for new products (e.g. food and pharmaceuticals); c) developing intermediation strategies with stakeholders.

Methods

Participatory workshops (Fig. 3) were conducted to identify values related to the Juçara, and products derived from this resource, as well as possible sustainable uses of the plant. It also included mapping of the value chain and critical points. Main questions were:

- How to communicate values associated with socio-environmental sustainability in products and services, in order to support a sustainable value chain?
- What are better intermediation strategies for these products?



Fig.3. Participatory workshops.

Results

Map of economic and socio-environmental values related to the Juçara; map of key challenges to develop a sustainable value chain; proposal of 'intermediation strategies' together with producers. Other aspects include strategies for communication of products and investigation for new products. This initiative was part of a federal programme for promotion of alternative food production systems.

Participants and collaborations: 12 communities of small producers and farmers participants of the RedeJuçara, Quilombola communities, Brazilian Ministry for the Environment, GIZ – German Agency for International Cooperation.