

Activities Report

2019



**Amigos
da Terra**
Amazônia Brasileira



AMIGOS DA TERRA - AMAZÔNIA BRASILEIRA

operates in public policy, markets,
local communities, and the
information world, focused through
innovative activities prioritized (but
not exclusively) on the Amazon region.

WHO WE ARE





MISSION

To contribute to conserving the environment with a focus on the Amazon, organizing talks, consensus, and innovative solutions in sustainable businesses and promoting social well-being.

VISION

Amigos da Terra - Amazônia Brasileira believes in a development model independent from activities that promote deforestation, and it is possible to increase agricultural productivity without further loss of forest areas now. We defend "zero deforestation" and believe that production can be balanced with the goals for zeroing deforestation for the two primary agricultural commodities, soy and cattle, by 2030.

VALUES

Our relationships with governments, companies, and other civil society organizations must be transparent and guided by our mission.

Partners make a difference. Teamwork and collaboration with other organizations, companies, and governments are essential to fulfilling our mission.

Focus on the result and respect the differences between the social actors involved in the discussions and developed activities.

Ethics, integrity, humility, and respect guide our conduct



PANORAMA

The environment was a popular topic throughout the world in 2019. The deadlines of the Paris Agreement in jeopardy, mobilization of young climate supporters, major environmental disasters, and the diffusion of anti-science content disseminated by public and political personalities have given the great subject prominence in the media and political debates.

Unfortunately, with all of the intense party polarization and skewed debates in many countries, the message is not getting across to society. In Brazil, the government that took over at the beginning of 2019 was even more polarized in defending the myth that production and conservation are two different themes and work against one another.

This outlook of carelessly producing and being environmentally and socially irresponsible left irreparable losses. A stain on the history of the country that will never be forgotten. The rupture of the Vale do Rio Doce dam in Minas Gerais, Brazil - responsible for the Brumadinho tragedy

in January 2019 - resulted in 270 deaths and tailings that attained an area of 290 hectares until finally reaching the Paraopeba River.

Another significant and neglected matter was the oil spill that started in the Brazilian Northeast in August, reaching about 900 beaches along the coast, and even reached the Southeast of the country. The event caused damage not only to beaches, marine life, and migratory birds but mainly to the traditional populations that depend on the local economy such as fishing and tourism. We witnessed fishermen putting themselves at risk to clean up the beach while the Minister of the Environment limited himself accusing organizations without proof on his social networks.

And who, by far, has not felt the effects of smoke from the Amazon forest fires? The city of São Paulo, in one of its frantic afternoons, stopped and looked out the window waiting for a huge rainstorm, and in fact, it was "just" a thick mass of smoke coming from the most massive forest in

The country. Likewise, cities in the vast fields of Rio Grande do Sul could spy the small gray traveling particles coming from more than 15 thousand km away, from the more than 6.3 million hectares of Australian forests being consumed by fire.

As the year moved on, so did the reports of several Brazilian preservation areas becoming extinct and more than 60 conservation units being removed to make way for federal roads, railways, ports, and airports to take over the limits of their lands. Some of these initiatives were not yet underway in 2019, making them 2020 agendas. In addition, the demarcation of indigenous lands and conservation units is paralyzed.

All the anti-environmental discourse, decreased inspection, legal insecurity and impunity directly impacted the 29.5% increase in deforestation of the Amazon in 2019 as compared to the same period last year—data from the Brazilian Institute for Space Research (INPE). In 2018, there were

about 7,500 km² deforested. The area climbed to 9,700 km² in 2019. The government's answer to this was to dismiss the head of the supervisory authority.

Combating deforestation is Brazil's homework when it comes to combating climate change. But in addition to not delivering what was promised in the Paris Agreement, the country hindered the debates at the United Nations Climate Conference (COP25), held in Madrid. The delegation sent not only failed to explain the increase in deforestation but also led the negotiation to the tone of blackmail, conditioning the reduction of emissions and combating deforestation, to the receipt of considerable monetary resources. The COP ended without any advances in the agreements to reduce CO2 emissions, once again postponing the discussions.

On the other hand, the youth have rejuvenated our confidence in the future. Young people mobilized for the climate around the planet,

especially Greta Thunberg, who showed that someone needs to take the lead and made a lot of powerful people very uncomfortable. Her actions not only turned thousands of heads, but her fundamental outlook was respected by many and represented them in mere seconds in front of one of the greatest world leaders. She clearly showed that these leaders are unable to make decisions consistent with the challenges that the world clearly demands.

In Brazil, old alliances took root once again. Quilombolas, indigenous, and riverine people came together to denounce assassinations of their leaders and agrarian conflicts. Children and grandchildren of former leaders took up the fight once again. Organizations have come together for an Amazon Call To Action, alerting the world of the setbacks and spelling out what it is that can effectively hold the key to the progression of forest degradation.

Given the evident impacts, more people are looking for information on how to combat

deforestation, conscious consumption, and climate change. Companies started to think about their impacts, and producers realized the advantages of adopting environmental criteria. While countries discuss exiting the Paris Agreement, companies come together to adopt more transparent environmental and social criteria.

We know that the impacts of 2019 will be felt in the coming years, that the decisions made by government managers and officials have an impact on our daily lives. Still, we also trust that more people will be defending the climate, the planet, and the beings that live here. We know that we are not alone, and we are eager to continue our work and legacy as an environmental organization out of respect for those who have walked this path before us and in defense of future generations.



PRIMARY OUTCOMES



Amigos da Terra - Amazônia Brasileira (AdT) has made its mission organizing talks in the search for innovative solutions and promoting social well-being. In 2019, we achieved significant advances in developing tools for monitoring deforestation caused by the beef cattle sector.

Whether or not it drives deforestation, cattle farming was recognized as the most commonly found activity in newly deforested areas. Research showed evidence that deforestation is still occurring on indirect supplier farms, where little or no monitoring occurs, representing the next step to eliminate deforestation from cattle farming in Brazil. The advancement in monitoring and traceability of indirect suppliers will help to close existing gaps in the systems for controlling the purchase of animals from slaughterhouses, reduce risks, and help ensure supply chains that are deforestation-free for Brazilian meat.

These monitoring solutions have been discussed within the scope of the Indirect Suppliers Work Group (GTFI) under the coordination of Amigos da Terra - Amazônia Brasileira. The organization has been developing projects to obtain viable solutions to the deforestation resulting from cattle farming. These solutions can be implemented by those in the livestock chain either through a traceability tool or through voluntary platforms where producers make their data available.

Our organization has been providing support to the Federal Prosecutor's Office (MPF) in fortifying the Consent Decree (TAC) in the Amazon states, seeking to include new slaughterhouses that are not yet part of this agreement in order to avoid unfair competition between meat-producing companies. Lastly, AdT worked with the leading slaughterhouses that operate in the Amazon and Cerrado biomes to obtain their commitments to environmental conservation, working exclusively with suppliers whose properties are free of deforestation.

We traveled through different states, cities, and towns, speaking with other organizations, governments, academia, and unions of the producers, the states, and municipal governments seeking synergistic relationships so that the monitoring systems and tools that already exist are effective in identifying indirect producers.

We made time to hear the demands of each link in the sector. We spoke with breeders, monitoring experts, and others involved in the meat production chain to understand how the technology would help in the current situation of producers and slaughterhouses.

We also search for data to support our mission and to help accumulate and promote knowledge.

We released a study on unregulated slaughter and presented our analysis to interested parties that take the reality of rural areas and small producers into account.

With this information in hand and our long-

Standing knowledge on the topic, we were able to propose a plan of Good Practices for the Monitoring of Indirect Producers widely accepted by the working groups where we operate. We are also actively seeking to bring positive agendas and initiatives to the forefront.

In 2019, we were sad to follow the increase in deforestation and forest fires in the Amazon and, side-by-side with other organizations, we act in defense of the forestry legislation and in the dissemination of factual, scientific information to combat misinformation and enhance good practices.

We participated in open court, and, together with 100 other organizations, we promoted an Amazon Call to action in defense of forest, the people who live in it, and environmental legislation. Our means of communication actively performed to meet the growing number of users seeking information on how to assist and support the protection of the forest and its peoples.

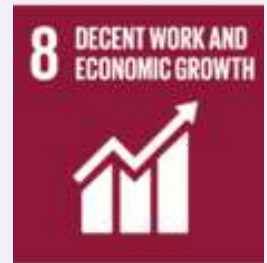
We have worked to engage people in the environmental debate so that they make sound decisions, favorable to biodiversity. That's why we also participated in debates to regulate the Forest Code in the State of São Paulo alongside other organizations and civil society.

We are also part of an international network that promotes rural cultural heritage, traditional knowledge, and information technology, and we understand the reality of different countries in dealing with agricultural production, the environment, and rural cultural heritage.

It was a year of change. Our team gained new members and the institution a new visual identity, with a new logo after 25 years! We renew and reinforce our goals and objectives.

After all, we believe in change, but we don't forget our goals, values, or mission.

SUSTAINABLE LIVESTOCK



ABOUT THE GTFI

The Indirect Suppliers Work Group (GTFI) is formed by several Brazilian and international stakeholders in the livestock supply chain, led by the National Wildlife Federation (NWF) and Amigos da Terra - Amazônia Brasileira, working to advance solutions for traceability and monitoring of indirect suppliers-breeding farms.



7TH GTFI MEETING

São Paulo, Brazil, was home to the 7th GTFI Meeting In March. The event gathered representatives from different sectors of the meat industry: slaughterhouses, retailers, technology providers, NGOs, and producers.

AdT took the occasion to present data from internal analyses to understand livestock production better. From this analysis, it was possible to list and propose crucial points for elaborating good monitoring practices for indirect producers, which was accepted by every participant and endorsed by Dr. Daniel Azeredo, from the Brazilian Federal Prosecution Service.

The agreement was a significant milestone in the advancement of the Brazilian cattle farming sector. It served to obtain supply chains free from deforestation, because a) most of the deforestation caused by cattle occurs on indirect-supplier farms, and b) this agreement contributes to the development of a viable mechanism for expanding the monitoring to indirect suppliers.

PUBLISHED RESEARCH!

**ESTUDO SOBRE ABATE NÃO
FISCALIZADO NO SETOR DA
PECUÁRIA DE CORTE NA
REGIÃO AMAZÔNICA**



The "Abate não fiscalizado no setor da pecuária de Corte na região Amazônia" (Unregulated Slaughtering in the Amazon Region Beef Cattle Sector) study, of the Center for Advanced Studies in Applied Economics (CEPEA-ESALQ) in partnership with AdT, was released in March 2019.

The study proposed to understand the points of informality in the livestock chain to contain the advance of illegal deforestation and used an innovative methodology that removed the slaughter for self-consumption from the states' informality as not to overestimate the data.

See it here <http://bit.ly/estudoabate>

PERSPECTIVES AND CHALLENGES IN CONTROLLING CLANDESTINE SLAUGHTER IN THE STATE OF PARÁ (PA), BRAZIL

In November, AdT promoted the "Perspectives and Challenges in the Control of Clandestine Slaughter in Pará" Workshop, in Belém (PA), where the results of the study on uncontrolled slaughter, carried out by CEPEA/USP in partnership with AdT, were presented. The invited speakers presented the slaughterhouses' vision on the subject, the challenges of the producers, and actions of Aliança Paraense da Carne (Pará Beef Alliance) in the fight against illegal slaughter and, finally, the MPF was invited to participate in the roundtable.

Twenty-two (22) people participated, including representatives of government agencies; MPF, State Prosecutor's Office (MPE), Agricultural Advocacy Agency of the State of Pará (ADEPARÁ), and Dept. of Agricultural Development of the State of Pará (SEDAP); productive and industrial sector, Beef Breeders Association of Pará (Acripará) and the Aliança da Carne; NGOs, The Nature Conservancy (TNC), NWF, GW, and Imazon; and academic institutions and geotechnology companies that provide services to slaughterhouses, Geoforestry and Niceplanet. State government's participation was definitely an important highlight of the event. They contributed significantly to the discussions.

The main way forward was to work on Combating Clandestine and Unregulated Slaughter in Pará. The move forward can be made within a Work Group that should be able to count on the participation of the various sectors of society and state government agencies with interest in the topic

RESPONSIBLE CATTLE FARMING

Partnerships for Responsible Livestock is a cooperation initiative involving various sectors of the production chain, government, and organizations whose objectives are to improve livestock production, environmental adequacy of rural producers, and better risk management in the sale of meat. With this, it seeks to provide further visibility to meat production using Good Agricultural Practices (BPA) and being free from illegal deforestation for more demanding markets by creating a platform for monitoring and managing the meat production chain. The Nature Conservancy and Safe Trace both participate in the AdT initiative.



1ST DAY IN THE FIELD

A Day in the Field Day, a Responsible Livestock Partnerships Project, took place on October 2, 2019, on the Bela Moça farm, located in the municipality of São Félix do Xingu. There were 52 people in attendance. Among them, about 20 cattle farmers, and 4 of local government representatives, just to name a few.

The main objective was to introduce products to the Responsible Livestock Program and to clarify product doubts about environmental legislation. Experiences, initiatives, and technology that can assist production were also shared.



1ST PARTNERSHIPS FOR RESPONSIBLE LIVESTOCK WORKSHOP

The Partnerships for Responsible Livestock Workshop was held on the morning of December 6, 2019, in Marabá (PA), at the José Francisco Diamantino Exhibition Park. The event was part of the programming of the Agribusiness Fair of Carajás - FEAGRO, held by the Union of Rural Producers of Marabá - SPRM and was supported by Acripará.

There were 17 cattle ranchers among the 81 participants. The following institutions were among those represented: Association of Municipalities of Araguaia, Tocantins, and Carajás; AMAT Carajás, Sebrae, Incra, Senar, Acripará; Union of Rural Producers of Marabá; Union of São João do Araguaia; Masterboi; Federation of Family Agriculture Workers of the State of Pará - FTRAF PA; Brazilian Union of the Beef Industry and Companies (UNIEC), Aliança da Carne, Niceplanet, Federal Institute of Pará (IFPA), companies selling agricultural inputs, in addition to the TNC project partners, AdT, and Safe Trace.

The Partnership for Responsible Livestock Project was presented at the event, which received support through a signed letter from Acripará.

REGIONAL COVERAGE

The workshop was covered by the regional media in Marabá, who interviewed the director of Amigos da Terra - Amazônia Brasileira, Mauro Armelin, to talk about the organization's initiatives, as well as the Livestock Program Manager Pedro Burnier.



GRUPOS DE TRABALHO

The Brazilian Federal Prosecution Service of Pará worked aside AdT to encourage the inclusion of more slaughterhouses in the Consent Decree (TAC) to avoid unfair competition from non-signatories, in addition to speaking with retailers about adopting the TAC criteria at the time of purchase.

Lines of communication were also created with other public bodies, such as State Health Agencies, to support the TAC in its activities.

AdT has also approached and participated in meetings with the Legal Amazon Work Group, which involves attorneys from the states of the Legal Amazon, to expand the TAC.



AN AMAZON CALL TO ACTION



OPEN COURT

The Brazilian Institute for Space Research (INPE) data indicated a significant increase in deforestation in the Amazon, mainly between August and October 2019, when there was an increase of 91% in relation to the same quarter of the previous year. Regarding the outbreaks of forest fires, 46,825 active outbreaks were verified from January to August 2019, with 30,901 in August alone.

For this reason, the Environment and Sustainable Development Commission proposed the "Desmatamento e Queimadas na Amazônia: Tendência, Dinâmica e Solução" (Deforestation and Forest Fires in the Amazon: Trends, Dynamics, and Solutions) Seminar, on November 28th. Mauro Armelin, executive director of AdT was an exhibitor along with other environmental and social organizations and indigenous representatives. They shared experiences and initiatives aimed at preventing and controlling the degradation.



COP 25 + AN AMAZON CALL TO ACTION

Organizations took advantage of the 25th United Nations Climate Change Conference held in Madrid, Spain, to release a joint statement in defense of the Amazon and to denounce the abandonment of policies against deforestation and forest fires.

The document was signed by 110 civil society organizations, members of parliament, and by the former minister of the environment Marina Silva and was formulated after the above-listed seminar

In addition to pointing out the critical points that contribute to the increasing degradation and violence in the region, directions were also pointed out. Instructions such as resuming the Action Plan for Prevention and Control of Deforestation in the Amazon, combating environmental crimes associated with land grabbing, deforestation, forest fires, and illegal exploitation of natural resources were listed. Other directives included removing laws from the agenda that present a setback for the environmental protection, resuming the activities of the Amazon Fund, and revising the Brazilian goals established by the Paris Agreement.

The letter was released on December 12 during a press conference at a Parliamentary Front for the Environment event during COP 25.

A video produced by documentary filmmaker Todd Southgate was also produced in partnership with the organizations and released along with the statement.



FOREST CODE



MORE FORESTS FOR SÃO PAULO

During the year, ADT participated in four meetings with the organizations that are part of the collective "More forests PRA São Paulo" whose central theme is to stimulate the application of the Forest Code in the State. They also intend to instigate the regulation of the Forest Code's devices such as the Rural Environmental Registry (CAR), the Environmental Regulation Program (PRA), and the Environmental Reserve Quota (CRA).

In addition to Amigos da Terra - Amazônia Brasileira, Imaflora, TNC, Green Initiative, Greenpeace, Instituto Ekos, SOS Mata Atlantica, and Instituto Socioambiental (ISA) also participated.

NETWORKING

The organization is part of the Forest Code Observatory, which monitors the performance of Environmental Regulation Programs (PRAs) and its main instrument, the Rural Environmental Registry (CAR), and continuously evaluates the performance of state governments in implementing the new Forest Code. Learn more at <http://observatorioflorestal.org.br/>

ERASMUS+



IN DEFENSE OF RURAL CULTURAL HERITAGE

In 2019, Amigos da Terra - Amazônia Brasileira integrated the ERASMUS+ project, managed by the Italian Chamber of Commerce and Industry for Spain to enhance the rural cultural heritage, traditional knowledge, and information technology.

The program aims to identify, strengthen, and promote cultural heritage in rural areas through training activities and cultural exchanges.

Organizations from Spain, Portugal, Italy, Poland, Argentina, and Brazil are part of the Youth Workers and Rural Heritage Promotion Program. The program is coordinated by the Italian Chamber of Commerce and Industry for Spain.



Cultural Exchanges



SEPTEMBER

Three Brazilian representatives went to Spain to learn about agroecology projects and initiatives, unions, and environmental and social organizations that work to promote cultural heritage, either directly or indirectly.

NOVEMBER

In return, young people from Spain came to Brazil to learn about Brazilian environmental initiatives visiting community gardens, agroecological certifications, sustainable livestock, and more.

2020

There will be a final training process for those involved who are seeking to train youth workers from rural areas, providing knowledge, competency, and skills.



TALKS AND INFORMATION





AMAZÔNIA.ORG WEBSITE

The website www.amazonia.org.br is a news service that uses a mixed model, reproducing reports and articles from partnering newspapers and local productions, tasked to the São Paulo office. It also has a presence on the leading social networks such as Twitter and Facebook and a daily newsletter.

In 2019, Amazônia.org received 560,715 page views, 80% of which were Brazilian, mainly from search engines.



1. 789 followers
(december data)

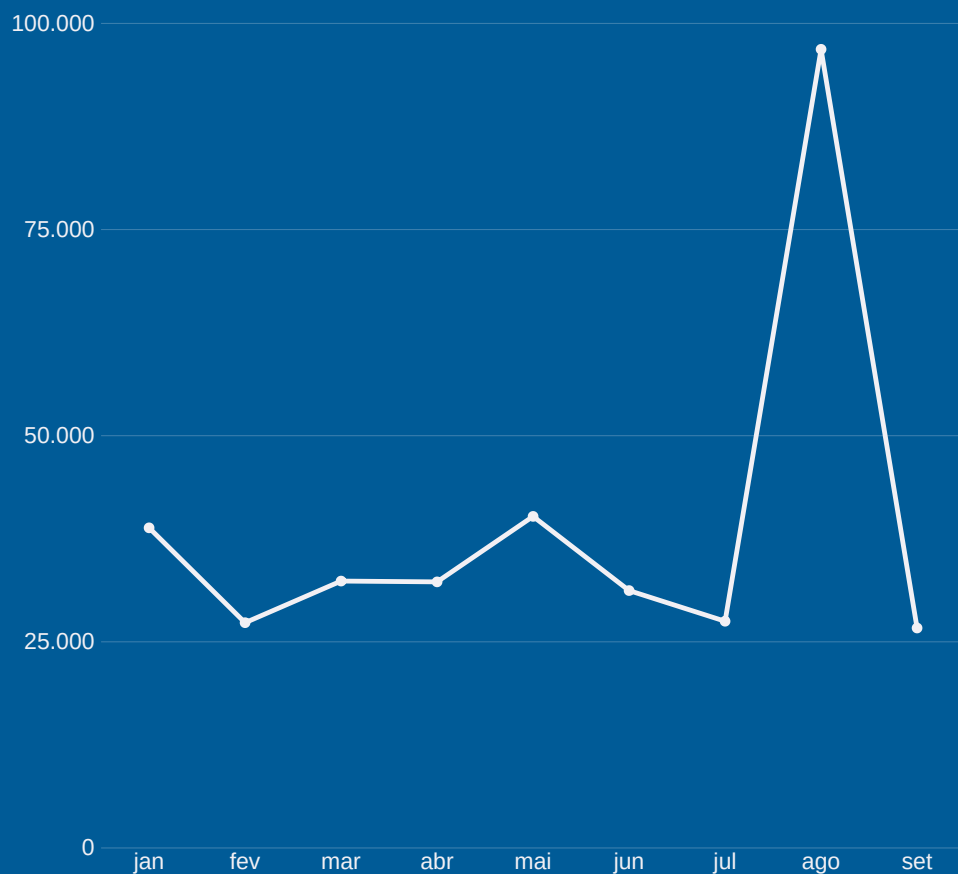


: Institutional: 173 followers
Amazônina.org: 13.9k followers



238 followers
(december data)

INFORMATION ABOUT FOREST FIRES



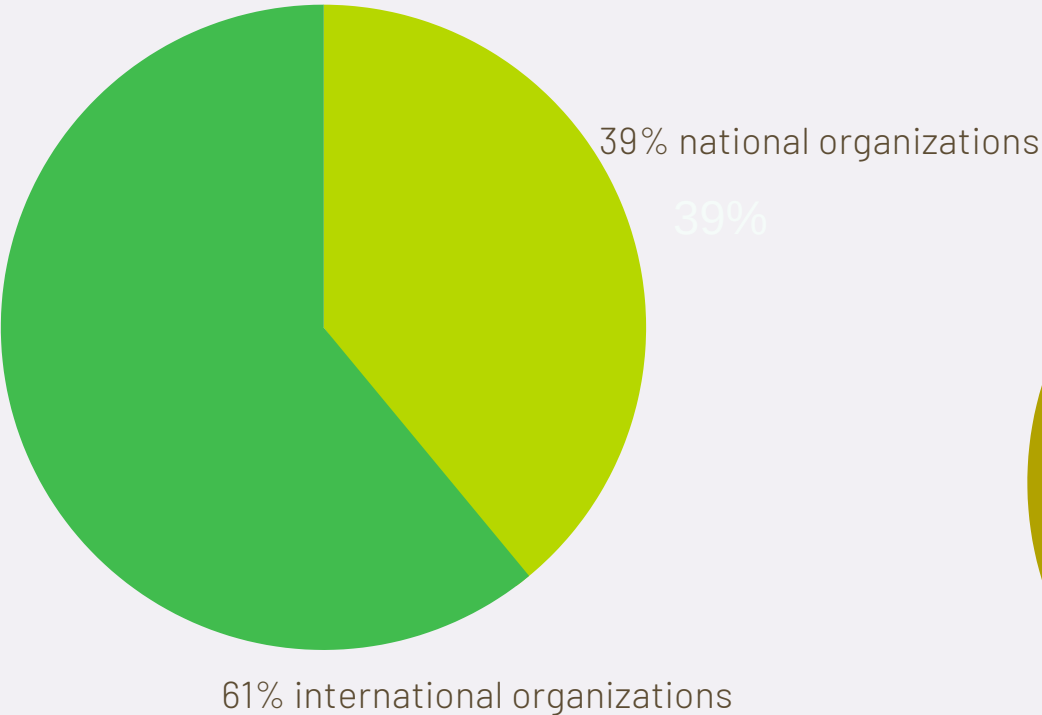
As one of the main information portals on the Amazon, the website had a sudden increase in searches and access by people looking for information when the Amazon forest fires were on the rise in August. We expanded our action to disseminate information and studies on the forest and sustainable use of natural resources, serving users who contacted us or browsed through our portals and social networks.



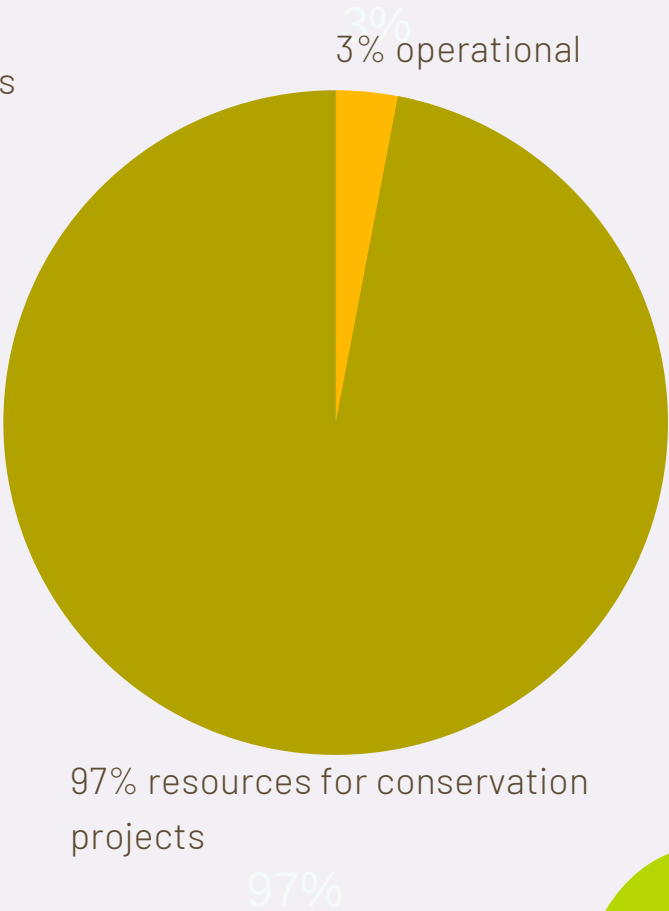
FINANCIAL REPORT

ABOUT OUR RESOURCES

REVENUE



EXPENSES





**WHO
WE
ARE**

OUR TEAM

Executive Director
Mauro Armelin

Agricultural Chains Program Manager
Pedro Burnier

Agricultural Chains Program Analyst
Natália Grossi

Accounting Financial Assistant
Leandro Bezerra

Administrative Financial Manager
Luciane Simões

Administrative Assistant
Marisa Simões

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Networking





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