



**Final Report to USAID
for
Dissemination and Use of the Non-Timber Forest Product (NTFP) Manual
Through Targeted Private and Public Sector Outreach
to Community-Based NTFP Suppliers in Brazil and the Personal Care Industry**

Grant Period: September 18, 2001 – September 17, 2002

Introduction

With sincere appreciation for the U.S. Agency for International Development's grant of \$60,000 for the Sustainable Forestry Division's Non-Timber Forest Products Program, the Rainforest Alliance is pleased to submit this final report for the grant period from September 18, 2001 to September 17, 2002. USAID's generous support has allowed the NTFP Program of the Rainforest Alliance, in collaboration with its partner in Brazil, IMAFLORA, to successfully conclude the project, culminating in a well-received and attended workshop on non-timber forest products and the botanicals industry.

NTFPs and Botanicals Industry Workshop

Summary

The workshop on "Non-Timber Forest Products (NTFPs) and the Botanicals Industry" was held at the Beloalter Hotel in Alter do Chão, in the state of Pará (Brazil) on August 21 - 24, 2002. Alter do Chão is a picturesque fishing village situated on the Tapajós River, which flows into the Amazon River halfway between Manaus and Belém. The workshop exceeded expectations, in that there was even more avid interest from potential participants than initially expected, and the event, originally designed for 40 people, was attended by more than double that figure. The event was deemed a success from the very positive feedback received from the evaluation forms, as well as the many concrete actions among participants as direct outcomes of the event, including commercial links between producers and buyers, and much collaboration between technical organizations. Four follow-up steps to the workshop are: 1) the production of a publication of the conference proceedings; 2) a replication in Brazil of the botanicals industry survey

carried out by Rainforest Alliance; 3) production of the Portuguese version of the publication “Tapping the Green Market: management and certification of non-timber forest products;” and 4) promotion of a follow-up workshop during 2003, focusing on specific topics that emerged from the workshop.

Purpose

The main purpose for holding the event was to bring together the key actors in the botanicals sector¹ in Brazil in order to share experiences related to sustainable sourcing of raw materials, and to stimulate collaborative actions in which to promote sustainable management of NTFPs used by the botanicals industry. The event was organized by IMAFLORA and Rainforest Alliance, in partnership with the International Institute for Education in Brazil (IIEB) and AMAZON. It was held immediately after the 6th Annual Community Forestry Workshop, in order to allow synergies to develop between the two interest groups.

Participants

The workshop “NTFPs and the Botanicals Industry” was attended by over 80 people (see [Appendix 1](#) for list of participants), representing manufacturing and retail companies, non-governmental organizations working in resource management and community development, universities and other research organizations, government entities, producer and industry associations, specialized consultancies, and funding bodies. While the focus of the event was mainly on Brazil, a number of organizations represented at the event had worldwide operations. Mr. Eric Stoner, USAID representative in Brazil, attended the event.

Workshop content

The workshop was structured into two conference days (August 22 and 24) consisting of audio-visual presentations, poster presentations and discussion groups, and a day’s field visit (August 23) to communities in the Tapajós National Forest that are harvesting and processing NTFPs. (See [Appendix 2](#) for workshop program)

Presentations

The workshop was opened with a brief introduction of the organizers and sponsors of the event, followed by presentations from specialists from Phytopharm Consulting, the Brazilian Association of Perfumery, Personal Hygiene and Cosmetics (ABIPHEC), and the Brazilian Association of Phytotherapeutic Industry (ABIFITO) on the panorama of the botanicals industry globally and in Brazil. The Center for International Forestry Research (CIFOR) presented a general overview of NTFPs in Brazil and worldwide. A summary of the most pertinent results of the international survey of the botanicals sector conducted by Rainforest Alliance consultants was presented, focusing on the general

¹ Specifically those related to harvesting, processing and retailing plant-based medicines, personal care products, cosmetics, flavors and fragrances.

trends in the markets for botanicals, strategies for sustainable sourcing of raw materials, and Rainforest Alliance's new Sustainable Botanicals Initiative.

Enterprises in the botanicals sector that produce, buy or manufacture materials based on plant sources presented their various experiences and challenges of working with the sources of their raw materials. Presentations included:

- Cognis: their work with developing a line of plant-based natural oils from Amazonian communities and cooperatives
- Aveda: their work with indigenous communities in Acre
- Crodamazon: their plans and current efforts to source all their Amazonian natural materials from well managed areas
- Klabin: their medicinal plant project in Monte Alegre in Southern Brazil
- Natura: the work they are undertaking with their Ekos line of products and the efforts they are making to guarantee sustainable sources for all their natural ingredients
- Mil Madeireiras: their forest inventory and management system
- Magama: the partnership they have recently established to produce oils and active ingredients from a number of lesser-known tree species occurring in Mil Madeireira's forest management area
- Muaná Alimentos and A2R Fundos Ambientais: their work with communities in palm heart and açaí production
- Givaudan: their work with communities and research organizations to develop two lesser-known Amazonian plants with great potential for essential oil production

Entities that support NTFP management and research also gave overviews of their organizations and relevant work. Presentations included:

- SEFE and UFAC: their work in Acre with developing good management practices for copaiba, and a document of the management guidelines for 12 NTFP species from Acre's forests will soon be available
- EMBRAPA (research organization): seed bank projects in Eastern Amazonia
- IEPA: research and development work with Amazonian medicinal plants and other natural products in Amapá
- Instituto Sertão: its project working with communities of the semi-arid regions in Northeast Brazil for the production of carnauba wax of the *Copernicia* palm
- PROTER: its work with management and processing of medicinal plants in Mata Atlântica in Southern Brazil
- Rede de Tecnologias Alternativas: their extensive medicinal plant network
- PROBEN: an overview of the Brazilian government's multi-disciplinary strategy for the sustainable use of biodiversity.

In order to demonstrate examples of successful partnership models in another part of the world, a delegate representing organizations (CRIAAs-SADC and SANProTA) which link raw material producers in Southern Africa with global markets spoke about the success

with finding major international markets for community-produced NTFPs, as well as the establishment of a Southern African network of producer and support organizations.

Posters

Poster presentations were held during extended coffee breaks to allow many of the other participants a chance to demonstrate their valuable work, as well as offering a more informal forum for participants to discuss their work and display their products. Six posters were presented during each coffee break. Poster presentations included:

- EMBRAPA's and CTA's work in extractive reserves in Acre
- PESACRE's work with indigenous communities in Acre in NTFP resource management
- UNICAMP's research into sustainable harvesting of Amazonian rosewood
- IFF's work with developing fragrances from natural products
- APA's work with recently established communities in Rondonia to support productive alternatives through diversified agroforestry systems
- Mulheres da Mata's work on community-based research and dissemination of NTFP information and traditional knowledge throughout the Amazon basin
- AVIVE's work on conservation and use of Amazonian medicinal and aromatic plants through cultivation, primary processing, and value adding
- Vitae Civilis' work in Mata Atlântica ecosystems with medicinal plants in Vale da Ribeira
- Jupará's work with agroforestry systems as a means to recuperate degraded cocoa farms in Southern Bahia
- The Dendrogene Project's research work into trees with potential as medicinal plants in the Tapajós National Forest
- FUNBIO's summary of projects related to NTFPs in the Amazon and Mata Atlântica which it funds
- JPG's environmental management services related to natural products which the consultancy company offers
- SEICOM and IEPA presented the work of the government of the state of Amapá to promote the production and use of plant-based medicines in the public health system
- Natuscience displayed their insect-repellent candles made from andiroba oil
- Projeto Saúde e Alegria showed the basketry work made by women's groups in the Tapajós area

Working groups

In order to capitalize on the participants' rich and varied spectrum of experience and perspectives, two important themes related to sustainable management and sourcing of NTFPs were discussed in working groups: 1) regulations, management and certification of non-timber forest products; and 2) marketing, fair trade and use of traditional knowledge. The objective of the working group discussions was to highlight the major issues related to sustainable sourcing in the botanicals industry that require a greater focus, and on which follow-up initiatives could be based.

A major issue that emerged from discussions related to the first theme (regulations, management and certification of NTFPs) was the need for a greater adaptation of guidelines, regulations and capacity-building to both community-based and integral forest management, using the local level as a starting point. Another identified need was the integration and harmonization of the many guidelines, regulations and certification systems that exist along the productive chain, in order to create simplified systems. Supply chains must place more emphasis on the whole chain, creating programs for best management practices, quality control, social and environmental responsibility codes, and have full traceability. Certification systems needed be adapted to a greater extent to local conditions and the scale and intensity of operations, and more work should be placed on joint implementation and harmonization of the different certification systems and standards.

On the second theme (marketing, fair trade and use of traditional knowledge), important issues raised included the need to close the gap between communities and markets, to disseminate research work in appropriate formats, to strengthen producer and marketing networks, and to make increased use of the internet for specialized marketing. Public policy should be upgraded and adapted to community-based production, and the processes developing in Acre are a prime example of public policy that is adapting itself to principles of sustainable natural resource management. Methodologies to define fair trade pricing are currently weak, particularly in terms of valuing traditional knowledge and identifying the beneficiaries of royalties resulting in traditional knowledge use. The current bureaucracy related to the use of traditional knowledge is complex and difficult, and often presents a barrier for natural products to enter the market. The establishment of a public register of traditional knowledge would help to avoid unauthorized use and patenting. Another suggestion was the establishment of a buyers group of certified NTFPs in order to give continuity to the discussions.

Field visit to Flona Tapajós

The field visit took place to two communities (Pedreira and São Domingos) situated within the Tapajós National Forest that are commercially extracting andiroba (*Carapa guianensis*) and copaiba (*Copaifera* spp.) oils from managed forests. With the support of ProManejo and FUNBIO, the communities have developed a business plan for the production, processing and commercialization of these oils. Extraction is being conducted under an approved forest management plan, and infrastructure is currently being installed to provide community-run processing facilities. The communities are benefiting from capacity-building programs in such areas as business and project administration, marketing, and community organization.

The field sites were reached by river boat up the Tapajós River, and the workshop participants divided into two groups. The group which traveled to São Domingos met with community members and visited their andiroba processing facility. To reach the Pedreira community, which was situated further upstream from São Domingos, a midnight departure was required to arrive early the next morning, and participants spent

the night, Amazonian style, in hammocks. The Pedreira group walked for an hour inland into the forest, guided by community members and ProManejo staff, to learn about their work with forest management.

Outcomes and next steps

During the event's conclusion, each participant was asked to summarize a follow-up action attributed as a direct outcome of the event. Feedback was very positive, with more than 40 specific actions mentioned, including commercial links between producers and buyers, and much collaboration between technical organizations.

Additionally, a number of follow-up projects and activities were identified and commitments made to bring them to fruition:

- 1) Compilation of the workshop proceedings in a publication entitled "NTFPs and the Botanicals Industry in Brazil," which will include the participants' presentations and an introduction written by IMAFLORA and Rainforest Alliance.
- 2) Survey of the botanicals industry in Brazil, based on the one undertaken by Rainforest Alliance and adapted to the Brazilian case. The survey will be conducted in partnership with the Brazilian Association of Phytotherapeutic Industry (ABIFITO) and the Brazilian Association of Perfumery, Personal Hygiene and Cosmetics (ABIPHEC).
- 3) Production of the Portuguese version of the publication *Tapping the Green Market: Management and Certification of Non-Timber Forest Products*.
- 4) Promotion of a follow-up workshop during 2003, focusing on specific topics that emerged from the workshop.

Dissemination of the NTFP Manual

The book *Tapping the Green Market: Management and Certification of Non-Timber Forest Products*, which received previous support by USAID, is now slated for publication by Earthscan Publications Ltd. during October 2002. The final publication of this book has been subject to delays out of Rainforest Alliance's control; however, Rainforest Alliance has maintained close contact in order to ensure that all the appropriate credits and logos are included in the final publication. According to Rainforest Alliance's original commitment with Earthscan Publications, a US\$5,000 advance has been disbursed in order to secure a lot of books once published. WWF, CIFOR and UNESCO have also pledged to purchase 600, 500 and 200 books, respectively, and will distribute them to their contacts.

Conclusion

The workshop was deemed a success and participants requested a follow-up event for 2003. A balanced representation of key companies, producers and technical support organizations stimulated constructive discussions. Rainforest Alliance sincerely appreciates the support of USAID for the Dissemination and Use of the Non-Timber Forest Product (NTFP) Manual project.

Appendix 1: Workshop Participants

	Organization	Participant Name
Manufacturing and retail enterprises		
1	AVEDA	May Waddington Telles Ribeiro
2	Cognis Brasil Ltda	Janice Casara
3	Cognis Brasil Ltda.	Paulo César Rodrigues
4	Cognis Brasil Ltda.	Rubens Paulo Becker
5	Crodamazon Ltda.	Beatriz Saldanha
6	Crodamazon Ltda.	George Dantas
7	Crodamazon Ltda.	Miriam Dias Ferreira
8	Givaudan	Carlos Wagner P. Souza
9	Givaudan	Marco Carmini
10	IFF Essências e Fragrâncias Ltda.	Sérgio Gallucci
11	Klabin do Paraná Produtos Florestais Ltda.	Loana Aparecida Pereira da Silva Johansson
12	Magama Industrial Ltda.	Daniel Israel do Amaral
13	Muaná Alimentos Ltda.	Georges Schnyder Jr.
14	Natura Inovação e Tecnologia de Produtos Ltda.	Hélène Menu
15	Natura Inovação e Tecnologia de Produtos Ltda.	Philippe Joseph Pommez
16	NatuScience	Regina Maria Villela Vieira de Castro Ferreira
17	OELA	Rubens Gomes
Industry Associations		
18	ABIFITO	Loana Aparecida Pereira da Silva Johansson
19	ABIPHEC	João Carlos Basílio
Producers & community representatives		
20	Aguapé	Raimundo Pereira Alves
21	APA - Associação dos Produtores Alternativos	Lindomar Ventura dos Santos
22	APRUMA/ACRE	Antonio Alexandre de Andrade Patto
23	Grupo de Produção de Óleos Vegetais da Comunidade de Pedreira/Floresta Nacional do Tapajós	Edinaldo Neves Batista
24	Grupo de Produção de Óleos Vegetais da Comunidade de São Domingos/Floresta Nacional do Tapajós	Valdiléia Pedrosa Sobral
25	Gurupa	Manuel Cordoaldo Chaves de Souza
26	MIL Madeireira Itacoatiara Ltda.	André Freddo
27	OCEAP	Raimundo Nogueira Cordeiro
28	Sindicato de Trabalhadores Rurais de Marabá	Antonio Gomes
Non-governmental & technical support organizations		
29	AVIVE (AM)- Associação Vida Verde da Amazônia	Maria da Conceição Ruso de Almeida
30	Conselho Nacional da Reserva da Biosfera Mata Atlântica	Domingos Bernardi Neto
31	CRIAA SA-DC	Cyril Lombard
32	Centro dos Trabalhadores da Amazônia (CTA)	Rocio Chacchi Ruiz
33	Ecoporé	João Alberto Ribeiro
34	FASE	Paulo Oliveira
35	Fundação Floresta Tropical (FFT)	André da Silva Dias
36	FSC Internacional	Dawn Robinson
37	Instituto de Desenvolvimento Sustentável do Mamirauá	Eudisvam Araujo Oliveira
38	Instituto Internacional de Educação do Brasil (IIEB)	Janilda Cavalcanti Adriano
39	Instituto Internacional de Educação do Brasil (IIEB)	Manuel Amaral Neto
40	Instituto Internacional de Educação do Brasil (IIEB)	Maria José Gontijo

	Organization	Participant Name
41	Imaflora (organizer)	Alessandra Arantes
42	Imaflora (organizer)	Marcelo Caffer
43	Imaflora (organizer)	Maurício Voivodic
44	Imaflora (organizer)	Patricia Cota Gomes
45	Imaflora (organizer)	Tasso Azevedo
46	Imaflora/Boa Vista do Ramos	Cassio Henrique Césare
47	Imazon	Paulo Amaral
48	Instituto Sertão	Oscar Arruda d'Alva
49	Jupará	Luiz Carlos Souto Silva
50	NASAT/GRAAL	Richardson Mourao de Figueirido
51	PESACRE	Jarbas Anute Costa
52	Projeto PROMANEJO/Floresta Nacional do Tapajós	Sandra Maria de Sena Holanda
53	Projeto PROMANEJO/Floresta Nacional do Tapajós	Viviane Araújo Gonçalves
54	Projeto Saúde e Alegria	Leandro Pinheiro
55	PROTER	Armim Deitenbach
56	Rainforest Alliance (organizer)	Vanessa Sequeira
57	Rede de Intercambios de Tecnologias Alternativas	Jaqueline Evangelista Dias
58	Vitae Civilis	Gilberto Ohta de Oliveira
Research organizations		
59	CIFOR - Center for International Forestry Research	Maria da Glória Gaia
60	CIFOR - Center for International Forestry Research	Patrícia Shanley
61	Dendrogene	Milton Kanashiro
62	Embrapa	Francisco de Assis Silva
63	Embrapa	Noemi Viana Martins
64	Embrapa/Acre	Lúcia Helena de Oliveira Wadt
65	Escola Agrotécnica de Manaus	Philippe Waldhoff
66	IEPA	Cleia Tereza Iamarao Silva
67	IPAM	Ana Cristina Oliveira
68	IPAM	Antônio Jose Mota Bentes
69	IPAM	Lucivaldo Sebastiao de Oliveira
70	Unicamp	Lauro Euclides Soares Barata
71	Universidade Federal do Acre	Andréa Alechandre da Rocha
Governmental organizations		
72	GEA/SEICOM	Celso Correa Soares
73	Ministério do Meio Ambiente - Programa Piloto p/ Proteção das Florestas Tropicais do Brasil	Regina Amélia Cavini
74	Ministério do Meio Ambiente - Secretaria de Políticas para o Desenvolvimento Sustentável - Programa Brasileiro de Ecologia Molecular para o Uso Sustentável da Biodiversidade da Amazônia – PROBEM	Leonel Graça Generoso Pereira
75	MMA/PROBEM	Luis Augusto Araujo Marques
76	PDS/AM	Carlos Alberto Cruz Brito
77	SEFE – Secretaria de Florestas do Setado do Acre	Netuno Saraiva Leão
78	SEFE – Secretaria de Florestas do Setado do Acre	Nuria Merched de Oliveira Guerreiro
Funding and financing organizations		
79	A2R Fundos Ambientais	Alexandra Almeida
80	FUNBIO	Maria Clara Couto Soares
81	USAID	Eric Royer Stoner
Specialized consultancies		
82	JGP Consultoria e Participações Ltda.	Ana Maria Iversson de Piazza
83	Phytopharm Consulting GmbH	Joerg Gruenwald

	Organization	Participant Name
84	Phytopharm South America	Karla F. Deud-José

Appendix 2: Workshop Program

Thursday, August 22nd 2002

Time	Event	Presenters
08:45	Workshop opening and institutional presentations	<ul style="list-style-type: none"> • Tasso Rezende – Imafloa • Vanessa Sequeira – Rainforest Alliance • Eric Stoner – USAID • Paulo Amaral - IMAZON
09:15	Panorama of the botanicals industry globally and in Brazil	<ul style="list-style-type: none"> • Joerg Gruenwald - Phytopharm Consulting • João Carlos Basílio – ABIPHEC
10:30	Coffee and panels	A2R Fundos Ambientais APA Aveda Crodamazon Rede de Tecnologias Alternativas UNICAMP
11:15	Panorama of the botanicals industry globally and in Brazil (cont.)	<ul style="list-style-type: none"> • Loana Johansson – ABIFITO
12:00	Overview of NTFPs in Brazil and worldwide	<ul style="list-style-type: none"> • Patricia Shanley – CIFOR
13:00	Lunch	
14:30	Experiences and challenges faced by enterprises in the botanicals sector that produce, buy or manufacture materials based on plant sources in working with the sources of their raw materials	<ul style="list-style-type: none"> • Janice Casara – Cognis • May Waddington – Aveda • George Dantas – Croda/ Phillipe Waldorff - Escola Agrotécnica de Manaus • Loana Johansson – Klabin
16:15	Coffee and panels	AVIVE Funbio GEA/SEICOM IFF Jupará Muaná Alimentos Projeto Dendrogene
17:00	Experiences and challenges faced by entities which support NTFP management and research	<ul style="list-style-type: none"> • Cyril Lombard – CRIAA SA-DC • Andréa Alechandre – SEFE/UFAC • Armim Deitenbach - PROTER • Noemi Viana Martins - Embrapa
19:00	Cocktail and live regional music	

Friday, August 23rd 2002 - Field visits

12:00 am	Departure of Group 1 on overnight boat to Pedreira community
07:00 am	Departure of Group 2 to São Domingos community

Saturday, August 24th 2002 – Continuation of workshop

Time	Event	Presenters
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08:45	Summary of results of international survey of the botanicals sector conducted by Rainforest Alliance	Vanessa Sequeira – Rainforest Alliance
09:00	Experiences and challenges faced by enterprises in the botanicals sector that produce, buy or manufacture materials based on plant sources in working with the sources of their raw materials (cont.)	<ul style="list-style-type: none"> • Phillipe Pomez – Natura • André Freddo – Mil Madeireira/ Daniel do Amaral – Magama • Georges Schnyder - Muaná Alimentos/ Alessandra Almeida - A2R Fundos Ambientais • Marco Camini - Givaudan
11:00	Coffee and panels	Centro dos Trabalhadores da Amazônia Cognis IEPA JGP Consultoria e Participações Klabin Natura SEFE
11:45	Experiences and challenges faced by entities which support NTFP management and research (cont.)	<ul style="list-style-type: none"> • Cleia Silva - IEPA • Oscar d'Alva - Instituto Sertão • Leonel Pereira - PROBEM • Jaqueline Dias - Rede de Tecnologias Alternativas
13:30	Lunch and posters	Givaudan Instituto Sertão Magama Mulheres da Mata Pesacre Proter Vitae Civilis
15:00	Working groups	Group 1: Regulations, management and certification of NTFPs
		Group 2: Marketing, fair trade and use of traditional knowledge
16:30	Presentation of results	Group 1 - Armim Deitenbach Group 2 - Loana Johansson
18:00	Workshop closure	