



Brazil

**Green opportunities and
challenges at World Cup 2014**



www.planetaorganico.com.br

A global survey reveals which country's citizens have the most environmentally friendly lifestyles by examining the impact of individual consumer behavior.

Greendex Rankings: Housing



Consumers in...



The National Geographic Society and the international polling firm GlobeScan today unveiled "Greendex 2008: Consumer Choice and the Environment-A Worldwide Tracking Survey." (The National Geographic Society owns National Geographic News.)



Brasil

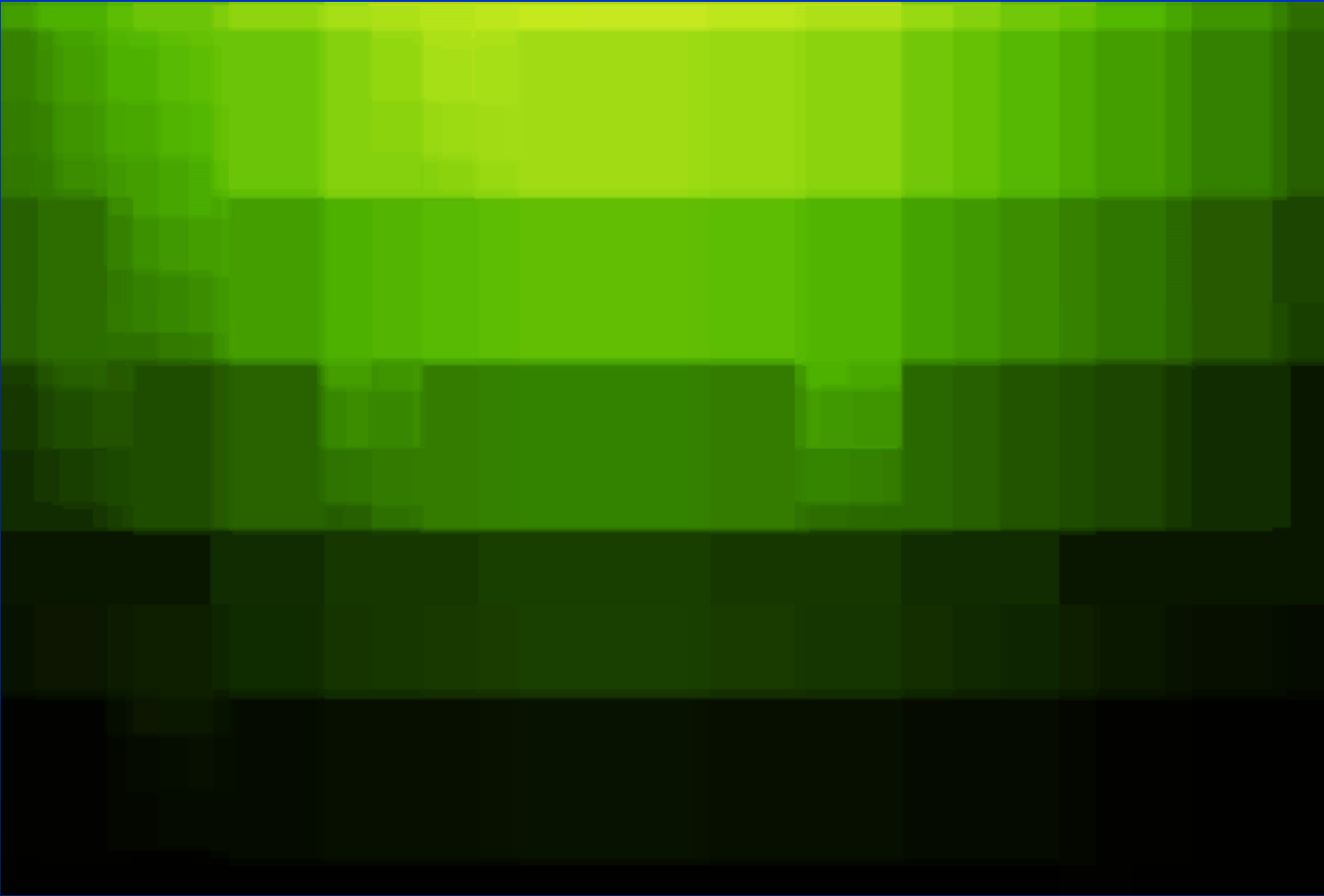




- 32 teams will play 64 games in 12 different cities.
- Each stadium will sell an average of 52,000 tickets.
- Transmission coverage in over 200 countries with a projected audience of 32.000.000.000 people.
- Over 50,000 new jobs will be created during the World Cup, and 1/3 in the safety, hotel and restaurant areas.
- Catering for VIPs at the stadiums (10% of the stadium capacity) - 3,000 people
- Catering for closed events in the cities during the World Cup.
- Catering for open events in the cities.
- Approximately 15,000 meals for a medium-size city; for large cities such as São Paulo and Rio, there could be 60,000 meals.
- In Sao Paulo and Rio, Catering services will have to supply 10% of the meals at festivities that will take place before the World Cup

**What will be the social and
environmental impacts?**

**How many families will benefit
before, during and
after the World Cup?**



MAIN ORGANIC PRODUCTS

Fruit: guavas, papayas, mangoes, passion fruit, bananas, grapes, strawberries, citrus fruit

Vegetables: lettuce, kale, tomatoes, carrots, water-cress, aubergines

Field Crops: rice, soy beans, maize, manioc, coffee, cacao and sugar cane

Animal Produce: meat (beef and pork), poultry, milk, eggs, fish and honey

Extractive Products: palm hearts, Brazil nuts, cashew nuts, cabbage palm (açai), babassu



Brazilian Organic Sector's Legislation

Art. 117. O Ministro de Estado da Agricultura, Pecuária e Abastecimento, no âmbito de sua competência, expedirá os atos ao cumprimento deste Decreto.

Art. 118. Este Decreto entra em vigor na data de sua publicação. Brasília, 27 de dezembro de 2007; 186o da Independência e 119 o da República.

LUIZ INÁCIO LULA DA SILVA

Reinhold Stephanes

Miguel Jorge

José Gomes Temporão

João Paulo Ribeiro Capobianco

Guilherme Cassel



2002-2003
BioFach Brazil Seminars



2004-2006
BioFach América Latina Seminars



Seminários BioFach América Latina



- Argentina
- Bolivia
- Brasil
- Chile
- Costa Rica
- Equador
- Paraguai
- Peru
- Uruguai

2003
BioFach Brazil



2004
BioFach América Latina



2005
BioFach América Latina ExpoSustentat



2006
BioFach América Latina ExpoSustentat



2007
BioFach América Latina ExpoSustentat



2008
BioFach América Latina ExpoSustentat

2009
BioFach América Latina ExpoSustentat





BioFach Globally present

Join the world's leading trade show network
for organic products!

BioFach Nürnberg
Nuremberg, Germany
February 17 – 20, 2010
February 16 – 19, 2011
World Organic Trade Fair

BioFach America
Boston MA, USA
October 14 – 16, 2010
Organic Products Expo organized with New Hope Natural Media

BioFach América Latina / ExpoSustentat
São Paulo, Brazil
November 03 – 05, 2010

BioFach China
Shanghai, China
May 27 – 29, 2010

BioFach India
together with India Organic
Mumbai, India
December 07 – 09, 2010

BioFach Japan
Tokyo, Japan
September 21 – 23, 2010

Under the patronage of:

IFOAM

International Federation of
Organic Agriculture Movements

NÜRNBERG MESSE



Nuremberg, Germany
19. – 22.02.2009

BioFach 2009

Together with
Vivanness

The Secretary for Social Inclusion, Mr. Joe Valle, representing the Brazilian Ministry of Science and Technology, visited BioFach at Nuremberg, in February 2009,



Herta Krausmann, Claus Raettich and Joe Valle

Mr. Valle delivered in hands, to Mr. Claus Raettich, Nuremberg Messe Board Director, a letter from the Brazilian President Lula, suggesting that Brazil should be the country of the year at BioFach 2014, the year in which the FIFA World Cup will take place in Brazil (July 2014).



Brazilian ecosystems



- 1 **CASTANHA
BREU BRANCO**
- 2 **PRIPRIOCA**
- 3 **ANDIROBA
MURU MURU**
- 4 **CUPUAÇU**
- 5 **GUARANÁ
BURITI**
- 6 **MARACUJÁ**
- 7 **PITANGA
PARIPAROBA**
- 8 **CAMOMILA**
- 9 **MATE VERDE**



ExpoSustentat





Potential for revenues for local populations through sustainable use of biodiversity - BioTrade.



Platform to promote products and services derived from the sustainable use of the Andes-Amazon Region Biodiversity : BOLIVIA, BRAZIL, COLOMBIA, ECUADOR and PERU

Food and Health

Beauty, Cosmetics

Ornament, Fashion



The Biomes



- Cover 35% of the Brazilian territory
- Two of the wealthiest biomes in the planet in terms of biodiversity
- Home to important rivers
- Shelter over 40% of the Brazilian family farming
- Great sociocultural and prod
- Potential to valuing sociobiodiversity products
- Permanent and open networking
- Composition: 200 enterprises, 20 thousand families, 20 networks and 14 Brazilian states
- Partnership with the Federal Government, German Cooperation and Non-Governmental Organizations





The Partnership Organics & School
BioFach América Latina/ExpoSustentat 2008



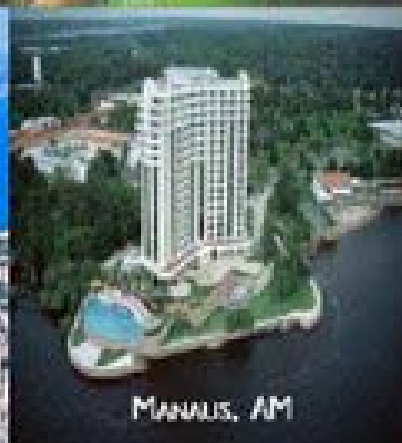
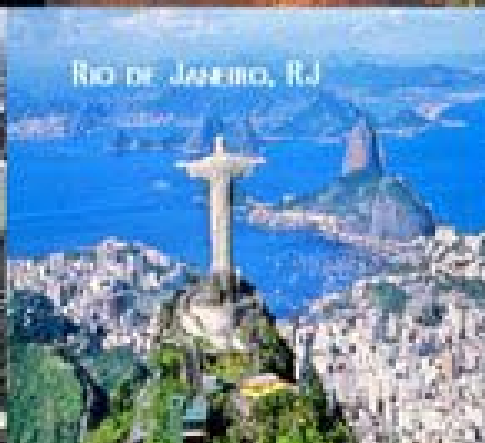
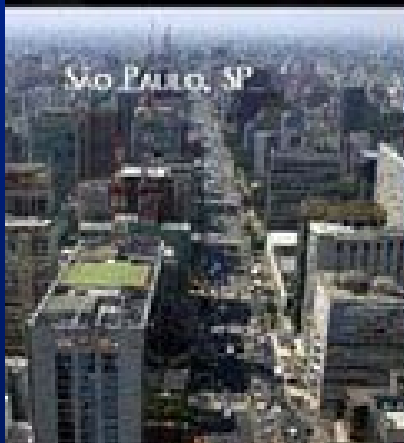
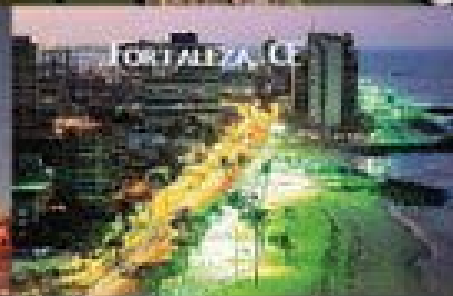
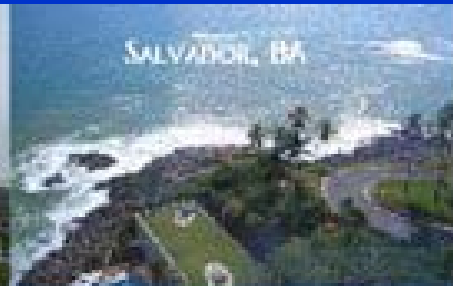




Some facts about big cities:

- They represent 1% of Earth surface
- They consume 75% of produced energy
- They produce 80% of the emission (CO₂)
- Half of the world population live in cities.
In 2025 it will represent 60%
- They represent the major contribution to climate change
- Climate change are already a reality and must be present in every initiative public or private







The City of São Paulo 11 million inhabitants

12,500 restaurants

240,000 stores

4,000 pharmacies

72 shopping centers, which receive

30 million visitors per month

900 open markets a week

38% of the 100 largest private capital enterprises in Brazil

63% of the international groups operating in Brazil

17 of the 20 largest banks

BOVESPA – the largest stock exchange in South America

Germany World Cup 2006

Growth sectors during World Cup 2006

Hotel and food sector: 29%

Food industry: 24%

Airlines companies: 52%

Audio-Visual and Midia: 25%

Publicity: 18%

Source: *DIHK* (Der Deutsche Industrie- und Handelskammertag -

Largest events in the Planeta

Economic Impacts in US\$ billions

1º Olympic Games			
2º World Cup			
3º America's Cup			
4º Fórmula 1 (anual)			
5º UEFA			

Fonte: Allianz Economic Impact report into the America's Cup

*Impactos Diretos: eventos, espectadores e patrocinadores

*Impactos Indiretos: construção civil, turismo, hospitalidade e transporte



Roberto Ugas – IFOAM's Vice President

Market Trends

- Consumers are concerned about WHO grows, giving attention to local and regional products
- Growing replacement of carbonated drinks for fruit juices
- Reports from both McKinsey Quarterly and Corporate Library suggest that environmental issues are high on the corporate agenda. The most critical issues are:
 - Ecology and environment
 - Safe products
 - Ethics along the value chain
 - Ethics in advertising and marketing



Thank you!

Contact

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