



# Solidaridad

## THE FRUITS OF A DECADE

Solidaridad: 10 years in the Amazon

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The Solidaridad strategy

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# SUMMARY

# INTRODUCTION



# THE REPORT

The year 2025 marks a decade of work by Solidaridad in the Amazon. What began as a project serving 53 families is now a robust source of data, learning, methodologies, and a solid ecosystem of public and private partners that can contribute to reducing deforestation and increasing the prosperity of families in the region. With this report, we want to highlight this journey and show that working with family farmers depends not only on important tangible resources—such as vehicles, fuel, training, equipment, and travel—but also on building bonds of trust.

The formation of these bonds is not something trivial or automatic based on the presence and availability of resources on site.

In a territory that was once classified as a “green hell” to be opened up and

colonized with official and corporate support, and is now the target of thousands of campaigns, projects, and promises that do not always materialize, mistrust is an understandable attitude among family farm owners. Those lands, conquered and worked with intense effort, are their only possession and one of the few possibilities for improving their lives that they can envision.

Understanding the reality of each family, communicating clearly and honestly, and actively building a close relationship is the great advantage for those committed to changing the Amazonian reality.



That is why this report is structured the necessary steps for this true construction: INTRODUCTION, LEARN ABOUT, INVOLVEMENT, BARRIERS, TRUST, and COMMITMENT. In each chapter, we delve deeper into the context, concepts, and work carried out. We begin with an overview of the Amazon, and then we focus our lens on the municipalities served by the Program, all located in the of the Trans-Amazonian Highway in Pará, a territory under heavy pressure from deforestation, we move on to the dynamics and lessons learned from this decade and look to the future.

We hope that this report will help other people and organizations understand the importance of strategic, well-prepared, and above all respectful action in interacting and

in building solutions with those who inhabit that land and experience daily the challenges and wealth of knowledge and possibilities it brings.

**WITH LOVE**  
PRODUCER JOÃO RIOS, WINNER OF SEVERAL COCOA QUALITY AWARDS, PROCESSING HIS BEANS

# TRANSITION TO LOW-CARBON AGRICULTURE

## HOW TARE CAN BE A POWERFUL TOOL IN THIS CHANGE

In the work of the Solidaridad Foundation, Technical Assistance and Rural Extension (TARE) plays a fundamental role both in promoting the autonomy of rural farming families as well as in building a new approach to rural issues. In short, it can support the producers learn about and adopt more efficient and more sustainable alternatives on their property. The core of this proposal is to go beyond the simple transfer of technologies and contribute to strengthening local capacities, promoting the empowerment of farmers and through technical knowledge, knowledge exchange, and the valorization of popular knowledge.

In this context, **the rural extension technician acts as a mediator between technical and scientific knowledge and the traditional**

**knowledge of communities, stimulating learning processes that involve dialogue and listening.** This

approach is deeply connected with the principles defended by Paulo Freire in his work *Extension or Communication?*, in which TARE practiced at the time was criticized for, according to the author, being a vertical model of knowledge imposition. What he proposes, in contrast, is a communicative relationship based on respect and exchange.

By considering farmers as subjects in the learning process, the extension worker's work contributes to the construction of knowledge applied to the local reality. This allows producers to understand the technical foundations of the practices adopted, critically analyze their production choices, and make more informed decisions, strengthening their autonomy in the face of markets, climate change, and public policies.



The Solidaridad Foundation understands that TARE should not be seen only as a technical service, but as an educational process of a transformative nature. By enabling farmers to understand the reasons behind technologies, and not just how they work, it promotes the formation of critical individuals, capable of developing solutions tailored to their realities and positively influencing the sustainable development of rural areas.

**By incorporating pedagogical principles in dialogue and communication, The Solidaridad TARE Program strengthens the possibility of becoming a powerful instrument for the transformation of Amazonian communities.**

**POSSIBILITIES**  
KNOWLEDGE  
AND DIALOGUE CAN  
BE POWERFUL TOOLS  
FOR PRESERVATION



“MORE THAN JUST TEACHING TECHNIQUES, THE MAIN OBJECTIVE OF THE SOLIDARIDAD TARE PROGRAM IS TO FOSTER THE ABILITY OF FAMILIES TO REFLECT ON THEIR OWN REALITY, MAKE STRATEGIC DECISIONS, AND AUTONOMOUSLY LEAD THE DEVELOPMENT OF THEIR PRODUCTIVE SYSTEMS, VALUING NATIVE FORESTS AS AN ASSET TO BE PRESERVED.”

# CATALYST FOR TERRITORIAL DEVELOPMENT AND PUBLIC POLICIES

THE EXTENSIONIST IS A LINK BETWEEN THE PRODUCER AND OTHER LOCAL ACTORS, SUCH AS SUPPLIERS, TEACHERS, BUYERS AND PUBLIC AGENTS

A robust TARE program, which benefits a significant number of families in the territory, has necessarily an efficient logistical apparatus, capable of providing the necessary capillarity that this work demands and taking the extension teams even to the most difficult to access regions. As they circulate and establish relationships in the territory, they dialogue with various types of local actors, who go far beyond producer families and include to traders, religious leaders, middlemen,

miners, teachers, buyers, female leaders, and various other types of opinion makers in the communities.

Rural extension workers also play a key role as a link between public authorities and family farmers, acting as a catalyst in the implementation of public policies and market access in rural areas. Properly trained and well informed, extension workers are also important disseminators not only of technical knowledge, but also of quality information.

## **PARTNERSHIP**

CATTLE RANCHER ANANIAS OLIVEIRA AND EXTENSION AGENT CIDSON CHAVES EVALUATING THE CONDITIONS OF THE ROTATIONAL GRAZING SYSTEM OF THE PROPERTY



**On issues that require more in-depth explanations or dialogue, the prevalence of digital networks and messaging applications are less effective than a well-articulated extension worker.**

Their direct involvement in communities allows the extension worker to understand local realities, identify specific demands and translate sometimes incomprehensible government guidelines into practical and accessible actions, facilitating the adherence of farmers to programs such as rural credit, land regularization, food security, payment for environmental services (PES), among others.

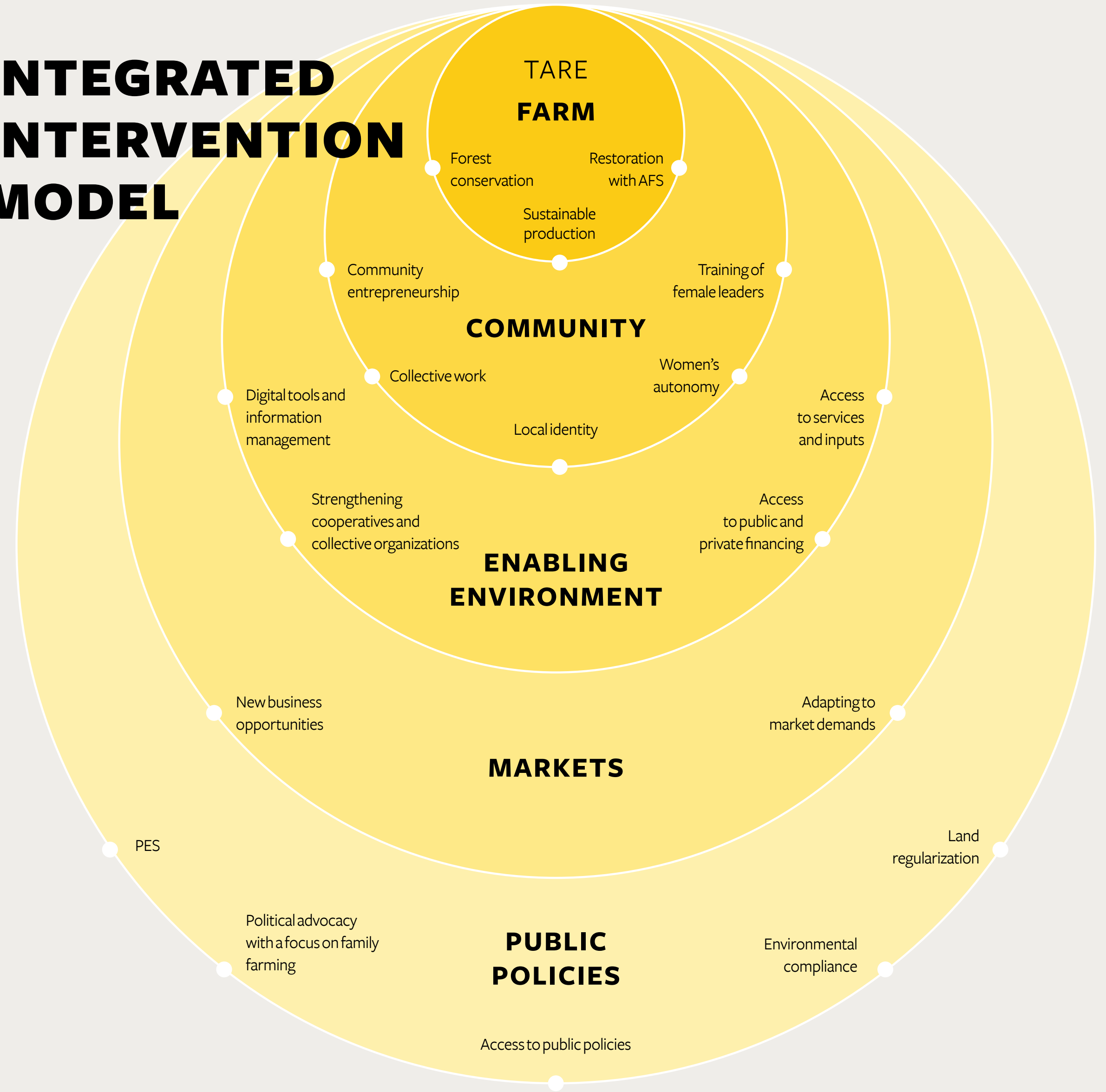
The best example of this facilitating role is in relation to access to credit. The extension worker's role is since the development of the credit culture with the family being served, improvement of property management capacity and implementation of credit proposals and projects, in addition to the translation of complex manuals and requirements for interested families in accessing the resource.

Once the credit has been taken out, the professionals ensure the correct use of the amounts accessed, ensuring financial return and compliance, playing a role in reducing the risk of the operation and, consequently, for the financiers.

The individual cattle traceability program in the state of Pará, created with

the aim of promoting transparency and sustainability in the livestock chain through herd monitoring, was another practical example of how extension worker's work is essential for the successful implementation of public policy. **By talking to producers, the technician can demystify negative perceptions about traceability — often seen as a bureaucratic requirement — and present their potential for appreciation in the market.** By showing that compliance with the program opens doors to differentiated markets and adds value to cattle production, while extension workers strengthen families' motivation to voluntarily join the process.

# INTEGRATED INTERVENTION MODEL





# LEARN ABOUT



# WE ARE HERE

## OCCUPIED AMAZONIA: HISTORICAL ROOTS OF A DISPUTED TERRITORY

The Brazilian Amazon has a history of occupation marked by state policies, land conflicts, and the relentless search for land. **The recent colonization of this region began to gain momentum in the 1960s and 1970s, when the Brazilian government launched major national integration projects,** such as the construction of the Trans-Amazonian and BR-364 highways, driven by the slogan “Incorporate so as not to

surrender.” The goal was clear: to occupy the Amazonian border with migrants from the South and Northeast, offering plots of land and the promise of a new life in the “country’s last agricultural Eldorado.”

It was during this period that large agricultural colonization projects emerged, promoted by the National Institute for Colonization and Agrarian Reform (INCRA). These projects sought to attract small farmers through the distribution of plots and the opening of roads but often took place in contexts where there was a lack of infrastructure, technical assistance, and effective land regularization.

### **REVERSAL**

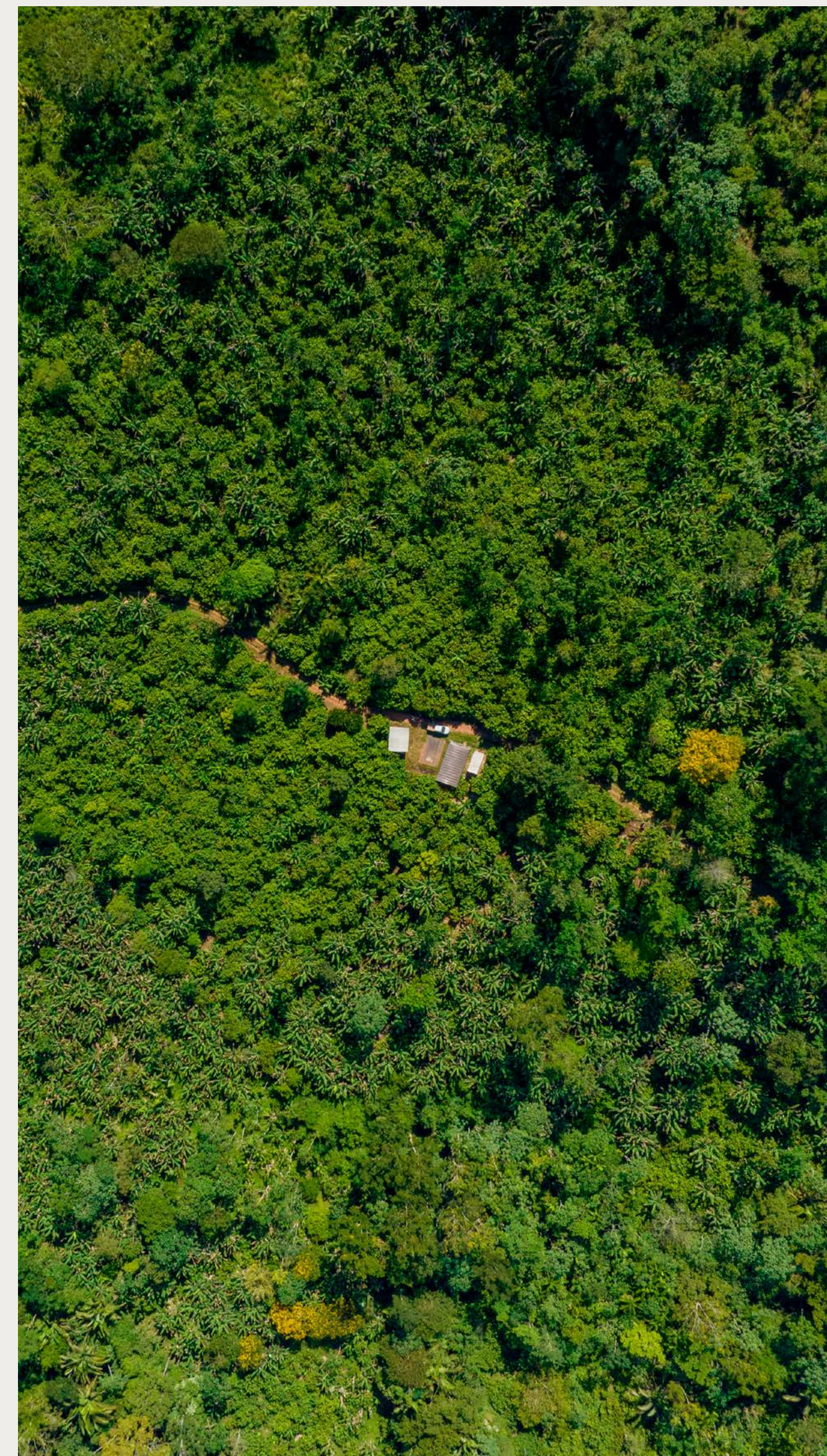
THE SAME BRAZILIAN STATE THAT INCENTIVIZED COLONIZATION AND DEFORESTATION IS NOW LOOKING FOR WAYS TO REVERSE THIS LOGIC

**The pattern of occupation promoted by the state did not always favor environmental conservation. On the contrary, tax incentive policies and subsidized credit for extensive agriculture, especially cattle ranching, made deforestation a functional element of the dominant development model.** Between the

1960s and 1990s, more than 10 million hectares of forest were converted into pasture in the Brazilian Amazon, with direct support from state programs such as the Amazon Development Authority (SUDAM).

Echoes of this history are still found in the present: many family farmers settled through official colonization programs feel betrayed by the new environmental guidelines. They resent the fact that the same state that, in the past, required the clearing of fields and the conversion of forests as a condition for remaining on the land — including as a criterion for land titling — now imposes rules and penalties on these same practices.

This reversal of expectations generates mistrust and resistance to the adoption of conservation policies, which are seen by many as yet another form of exclusion and instability imposed by the state.



# “THE GOVERNMENT FORCES PEOPLE TO LIVE IN CLANDESTINITY”

EDUARDO DE SOUZA E SILVA,  
family farmer from Novo Repartimento/PA  
(May 2025)



The result of this scenario of instability is a region shaped by a structural logic of informality and illegality, rooted in the occupation processes stimulated by the State itself. **According to studies by the Amazon 2030 project, a large part of the region's economy continues to operate on the fringes of legality,** with a high proportion of land without land regularization, non-transparent production chains, and precarious labor relations. This reality is a direct legacy of the way in which colonization: rapid,

improvised, and without minimum institutional guarantees.

In this scenario, the boundaries of the law are ambiguous and the limits between what is permitted and what is prohibited are constantly negotiated. In the view of many inhabitants of the Amazon, the State is an intermittent presence—sometimes encouraging, sometimes punitive, almost never a partner—the which contributes to a feeling of abandonment and the consolidation of a culture of survival in informality.

**The historical absence of consistent public policies adapted to local realities has not only fostered environmental degradation but also created fertile ground for the proliferation of illegal activities** such as land grabbing, illegal mining, and deforestation, often practiced by actors outside family farming but which impact the entire social fabric of the region.

# TERRITORY OF CONTRADICTIONS

The Amazon is not a single entity. Understanding it requires recognizing its immense geographical, social, economic, and environmental diversity. Despite being the largest rainforest in the world and play a central role in global climate balance, the Brazilian Amazon presents a paradox: while it is home to one of the greatest levels of biodiversity on the planet, it also has high rates of poverty, inequality, violence, and unemployment.

The region accounts for less than 9% of the national GDP, but is responsible for more than half of greenhouse gas emissions, largely due to deforestation and burning. About 8 million people live in situations of unemployment, and food insecurity affects millions of households.

**Deforestation, in turn, has historically been associated with economic growth, but the data show that this relationship is neither necessary nor desirable. Between 2004 and 2012, for example, deforestation fell by 80%, while the region's agricultural GDP nearly doubled.**

The problem is not a lack of land, but rather the underutilization of areas that have already been deforested: of

the more than 86 million hectares that have been converted, a large part could be recovered or used more efficiently, especially with low-carbon agricultural and livestock practices.

From a social perspective, the Amazon faces a harsh reality. Almost half of the region's population lives below the poverty line. Urban and rural violence has grown dramatically, making the region one of the most violent in the country. The school enrollment rate is practically half that of the rest of Brazil. Young people suffer from a lack of access to higher education and unemployment.

Contrary to popular belief, most of the Amazon's inhabitants are urban, with 76% of the population living in cities. However,

unlike in other regions, 58% of these are small towns with limited capacity to provide basic services such as healthcare, education, and justice.

**The economy of the Amazon region is heavily dependent on the state,**

with the public sector accounting for a larger share of income than in other regions. For example, in households in the poorest 20%, receipts from government assistance programs accounted for 35% of their income in 2019, while in the rest of the country they accounted for 15% of the total.

More than 80% of jobs are in cities, with 46% in the service sector, 21% in commerce, 9% in industry, and 7% in civil construction.

Only 17% of jobs are linked to rural activities or are located in rural areas.

In these regions, cattle ranching still dominates land use, with more than 75 million hectares occupied in 2024 — of which around 40 million have degraded pastures. Average livestock productivity in the Amazon is generally low, reflecting the Brazilian reality for the sector. This reflects an inefficient economic model

## LAND USE IN RURAL AREAS: PASTURELAND

**54%**  
**(40 MILLION HECTARES)**

**DEGRADED AND UNDERUTILIZED PASTURES**

**75 MILLION HECTARES OCCUPIED**



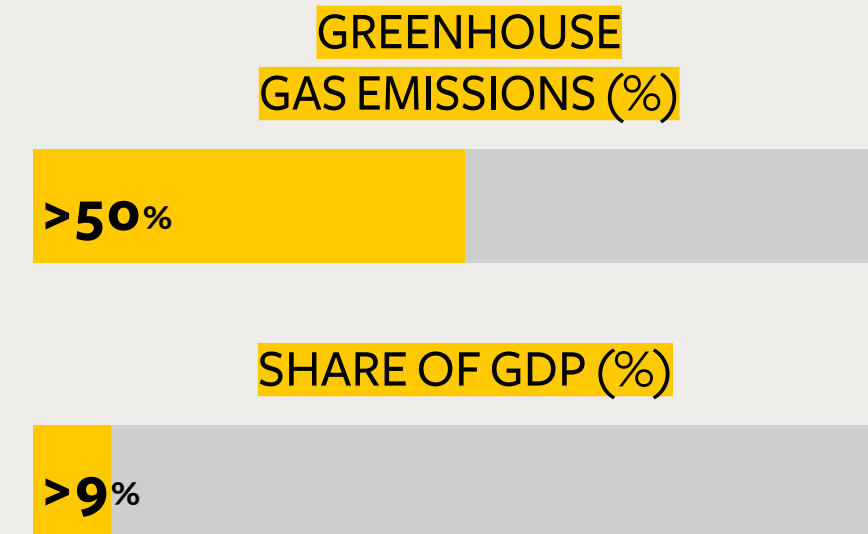
that generates little income, few jobs, and a lot of pressure on the environment. Rural workers in the region earn, on average, 34% less than urban workers.

On the other hand, the Amazon also represents a frontier for sustainable economic opportunities.

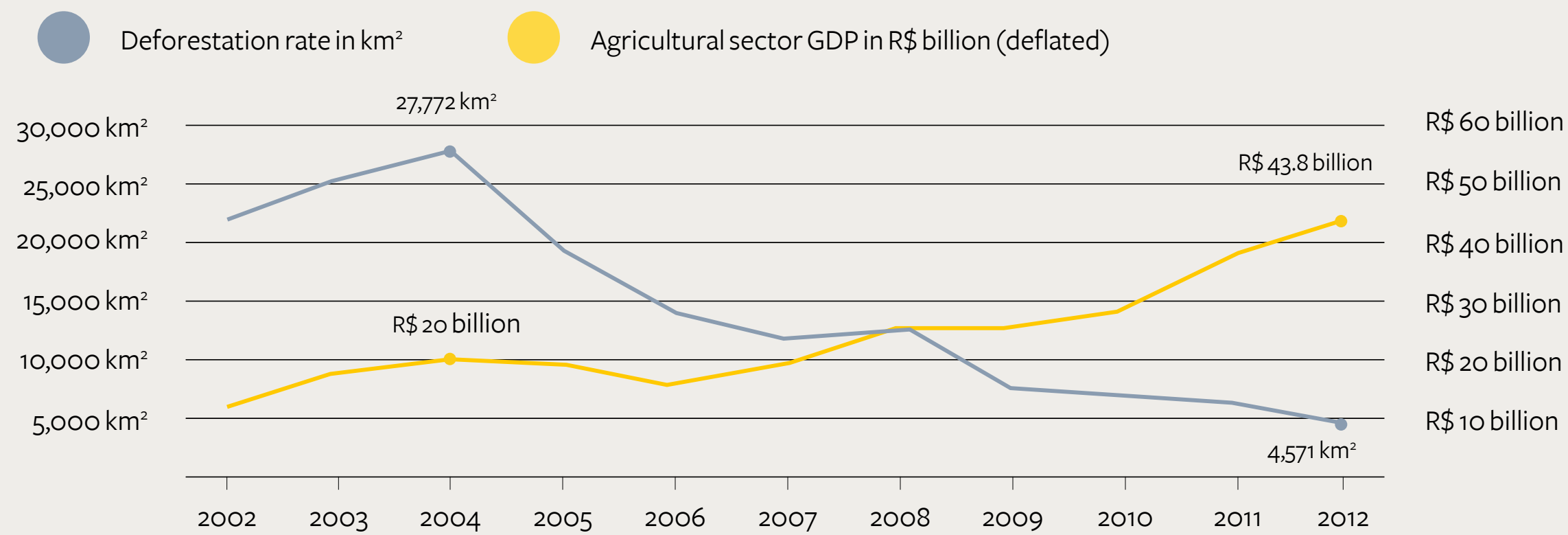
**Forest restoration, combined with carbon valuation (at around USD 25 per ton), can be more profitable than extensive cattle ranching. In addition, there is enormous potential in forest-compatible chains: globally, the market for socio-biodiversity products is worth around USD 177 billion, but Brazil still accounts for only 0.2% of this volume.**

Several successful experiences show that it is possible to change this scenario. For example, the cocoa chain in Pará has been growing at 9% per year for over a decade, generating income, reforesting degraded areas, and creating new opportunities for family farming. Experiences with technical assistance, commercial coordination, and support for agribusiness demonstrate that the bioeconomy can be a vector for inclusion and conservation.

### THE AMAZON AND BRAZIL



### DEFORESTATION IS NOT NECESSARY FOR THE DEVELOPMENT OF THE REGION



**0.2%**  
BRAZIL'S SHARE  
(USD 354 MILLION)

**USD 177 B**

Source: Amazonia 2030.



JOBS

# RURAL AREA X URBAN



- 46% Services
- 21% Commerce
- 16% Industry
- 17% Linked to rural activities or located in rural areas

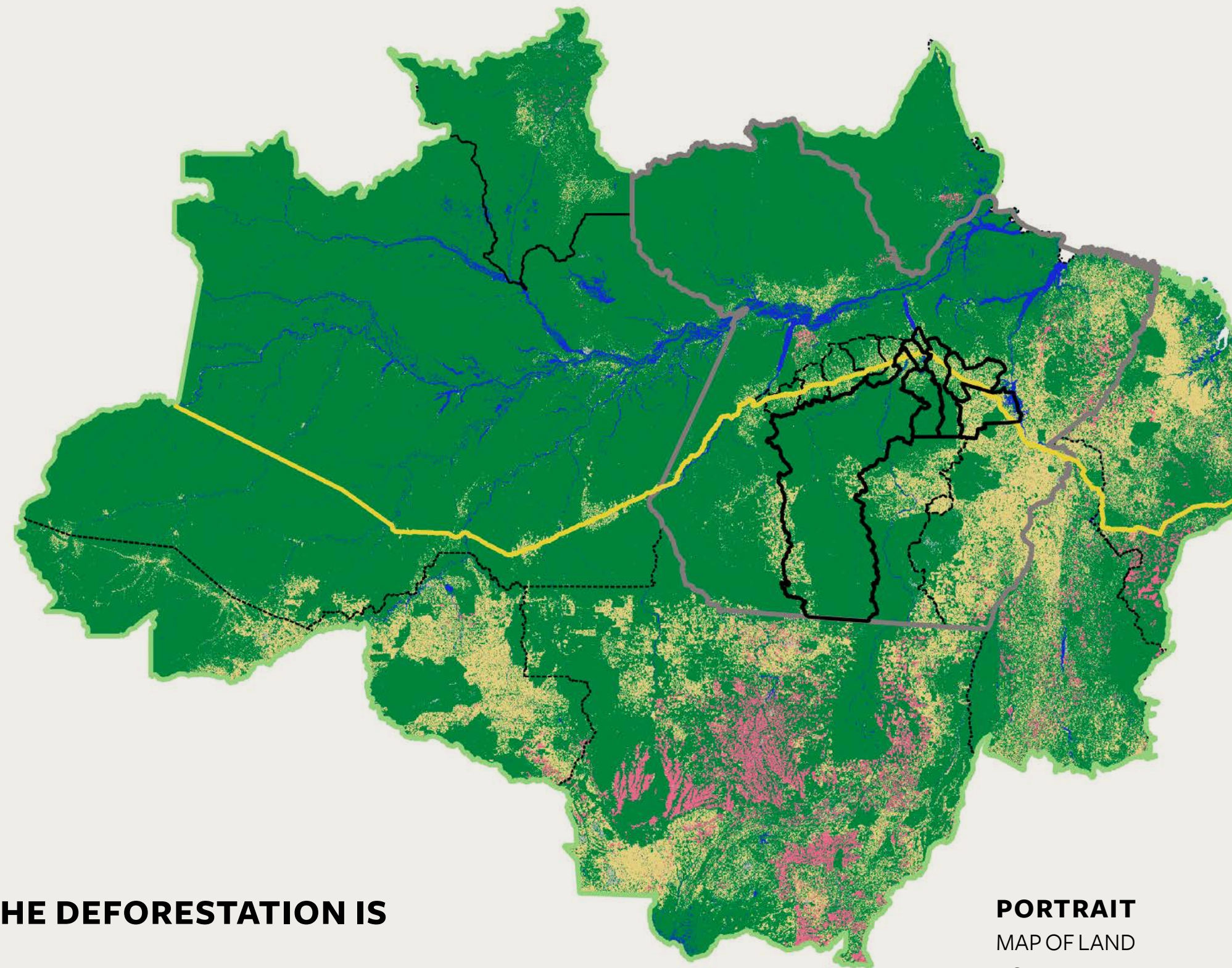
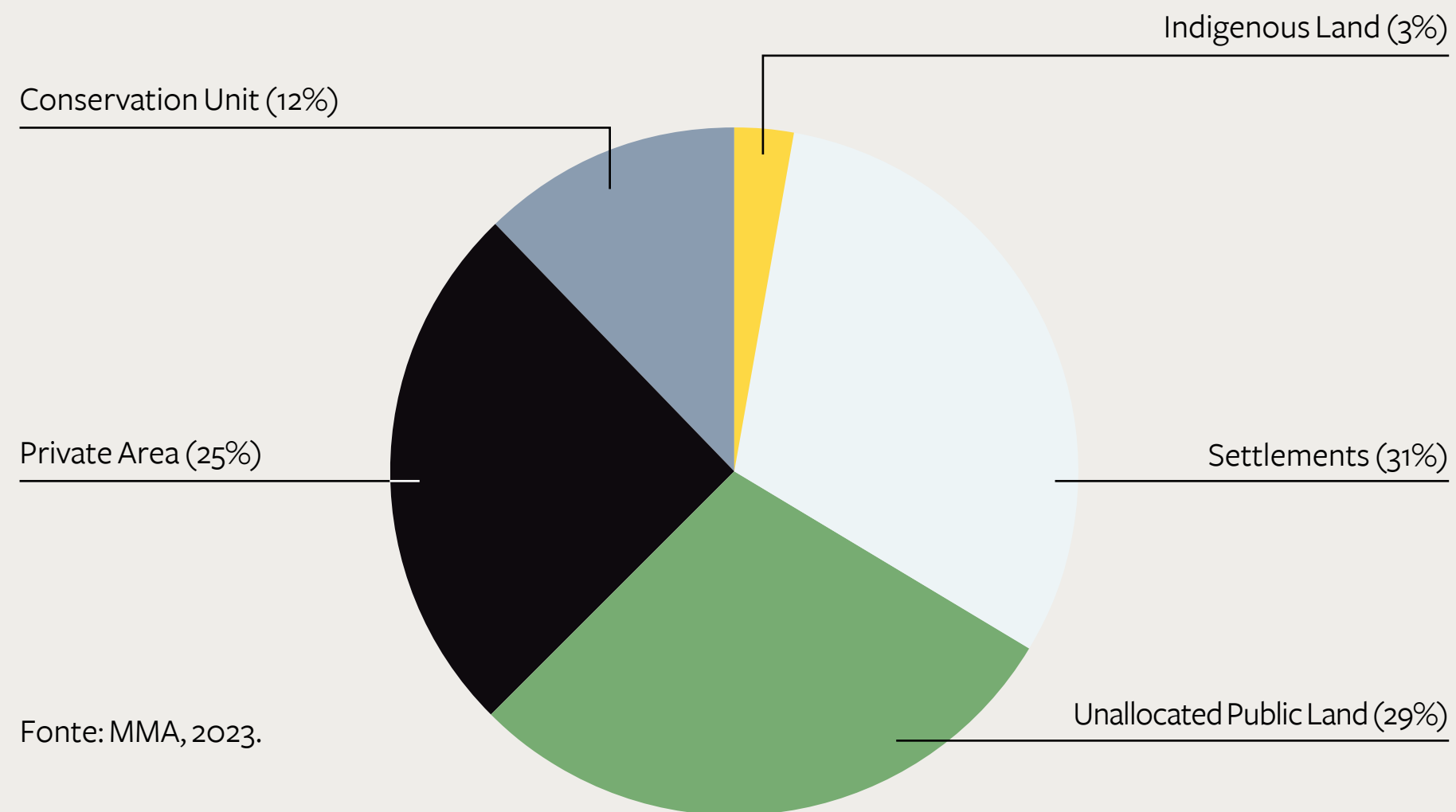
Source: Amazonia 2030.

# LAND USE DYNAMICS IN THE AMAZON

The Brazilian Amazon, which is considered the largest tropical forest in the world, still has 81% of its native vegetation intact, much of it in Conservation Units and Indigenous Territories. However, the current use and occupation of Amazonian land is the result of an intense process of occupation, mainly in regions with a recent history of deforestation. According to data from MapBiomas collection 9, in 2023 the Amazon biome had approximately 16% of its area transformed by the action human activities, which were predominantly pastures (14%), agriculture (1.7%), and only 0.5% occupied by urban and infrastructure areas. The remaining 2.6% of the territory is occupied by bodies of water.

Fonte: MMA, 2023.

## WHERE THE DEFORESTATION IS



### CAPTION

- TRANS-AMAZONIAN HIGHWAY
- MUNICIPALITIES OF OPERATION
- STATE OF PARÁ
- NATIVE VEGETATION
- AGRICULTURE
- PASTURE
- BODIES OF WATER

**PORTRAIT**  
MAP OF LAND USE IN THE IN 2023, ACCORDING TO MAPBIOMAS

Source: MapBiomas, Prodes.



Brazil consistently ranks among the world's biggest destroyers of tropical forests. According to data to Global Forest Watch, the country leads the global ranking for tropical forest cover loss, surpassing countries such as the Democratic Republic of Congo and Indonesia in the last decade. **In 2023, Brazil was responsible for more than 40% of all loss of primary tropical forest on the planet, with most of this destruction concentrated in the Brazilian Amazon.**

These data highlight the centrality of the region to debates on climate, biodiversity, and land use on a global scale.

Between 1988 and 2023, the Amazon biome lost around 78.2 million hectares of forest cover, with a large part of this loss concentrated in areas of the Arc of Deforestation. The state of Pará plays a central role in this process, accounting for 37% of the cumulative deforestation in the biome (PRODES, 2024).

The trajectory of deforestation in the Brazilian Amazon over the last two decades reveals 2004 as the peak year for forest clearing, with 2.8 million hectares cleared, an area corresponding to the size of the state of Alagoas (INPE, 2023). From 2005 onwards, there has been a sharp decline in deforestation rates, which never returned to above two million hectares of forest devastation in a single year. The period of reduction in deforestation rates peaked in 2012, with a total of 457,000 hectares. When we

compare the figures for 2004 with those of 2012, there was a significant drop of 83.5% (INPE, 2023).

When analyzing the dynamics of this significant reduction, one may note that during the period from

2004 to 2011, almost half of the deforestation occurred in large properties (>500 hectares), while only 12% occurred on small properties (<100 hectares). However, despite the 68-85% drop in average annual deforestation

rates during this period for all producer profiles, the contribution of large landowners (>2,500 hectares) to deforestation decreased by 63% over time, while that of small properties increased by 69%.

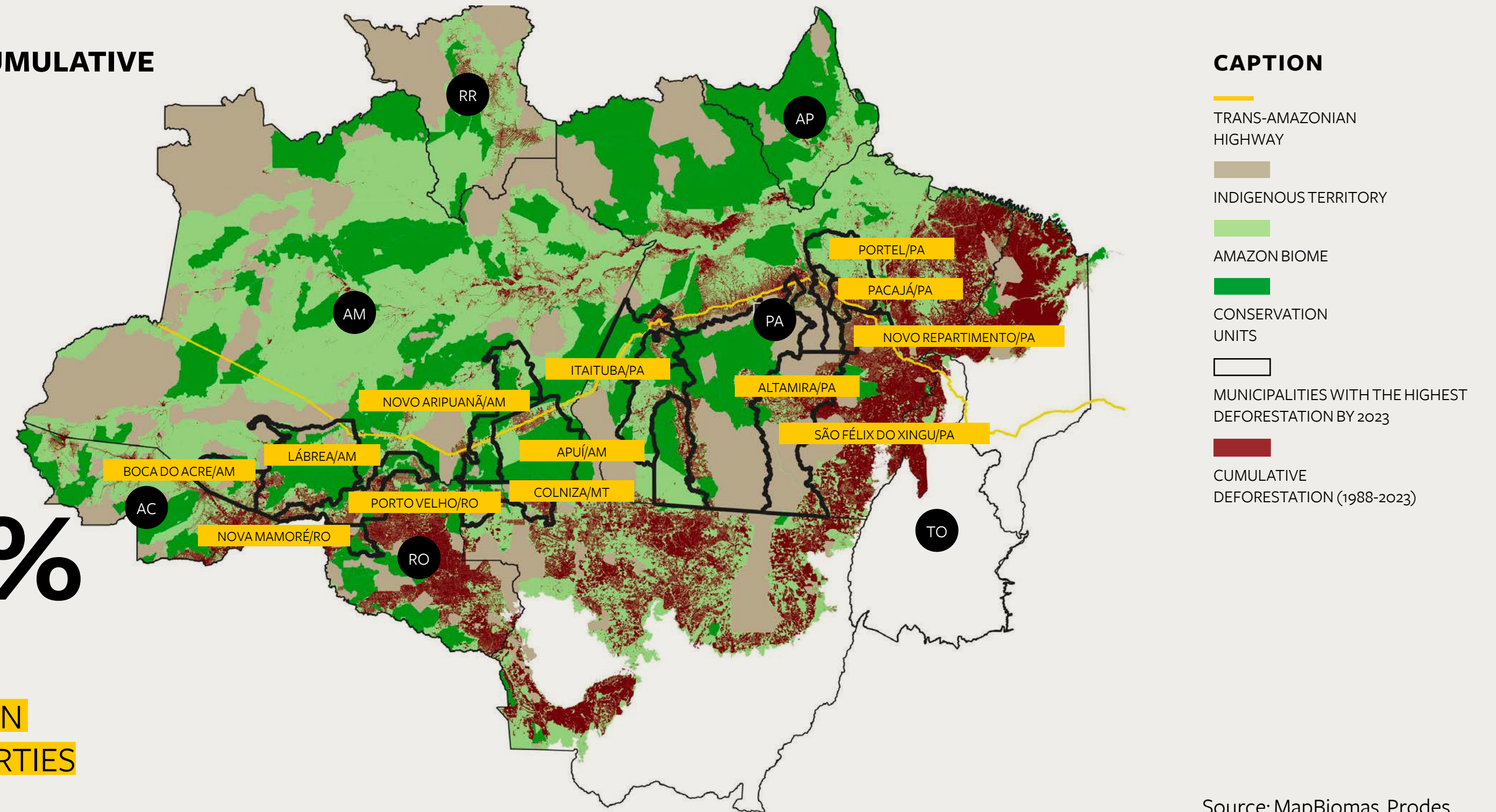
These findings suggest that **policies to combat deforestation, which have focused on command and control measures on large properties, may have limited effectiveness and may not be capable of involving**

**all producers equally. Additional reductions in deforestation tend to be progressively more costly and require differentiated approaches by type of actor and a shift toward market-based mechanisms able to engage all producers equally.** Additional reductions in deforestation tend to be progressively more costly and require differentiated approaches by type of actor and a shift toward incentive-based conservation policies (Godar et al., 2014).

### MUNICIPALITIES WITH HIGHEST CUMULATIVE DEFORESTATION UP TO 2023

**69%**

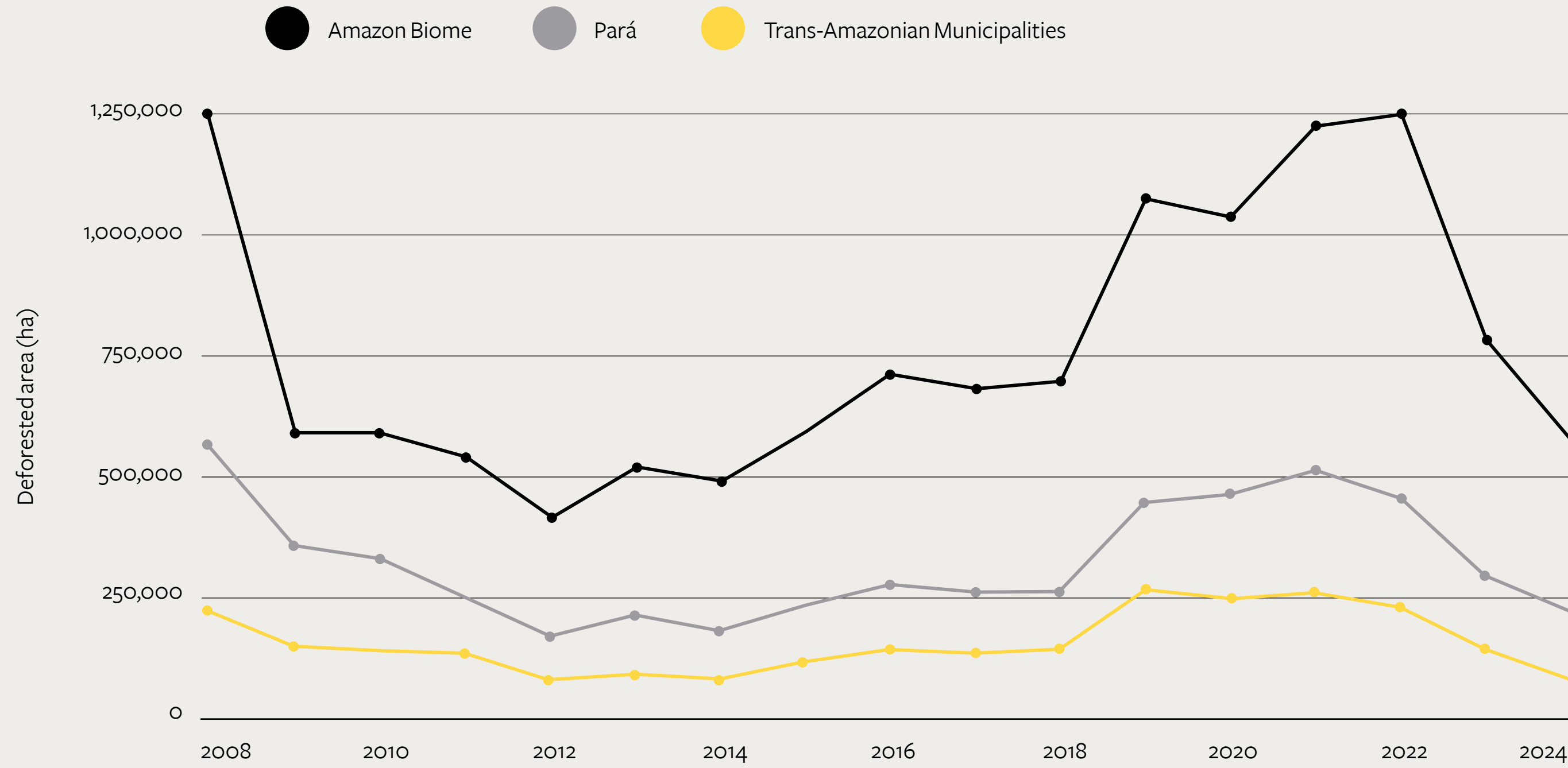
**INCREASE IN DEFORESTATION ON SMALL PROPERTIES**



**CAPTION**  
 TRANS-AMAZONIAN HIGHWAY  
 INDIGENOUS TERRITORY  
 AMAZON BIOME  
 CONSERVATION UNITS  
 MUNICIPALITIES WITH THE HIGHEST DEFORESTATION BY 2023  
 CUMULATIVE DEFORESTATION (1988-2023)

Source: MapBiomas, Prodes.

### DEFORESTATION TIME SERIES 2008/2024



Understanding the types of land use linked to deforestation is essential for designing solutions to combat it. Recent data from Phase 59 of the Action Plan for the Prevention and Control of Deforestation in the Brazilian Amazon (PPCDAm) show the distribution of deforestation in the Brazilian Amazon by land use category in 2022.

Settlements account for 31% of these areas, closely followed by undesignated public areas with 29%. Private areas represent 25% of the total deforested area, Conservation Units account for 12% and Indigenous Lands account for 3% (MMA, 2023).



Source: MapBiomas, Prodes.

**Public areas designated for Conservation Units (UCs), indigenous lands, and agrarian reform settlements account for a significant portion of deforestation, representing almost 50% of the total.**

Deforestation in these areas is linked to different types of illegal activities, but in all cases there is a clear inability on the part of public authorities to establish effective governance.

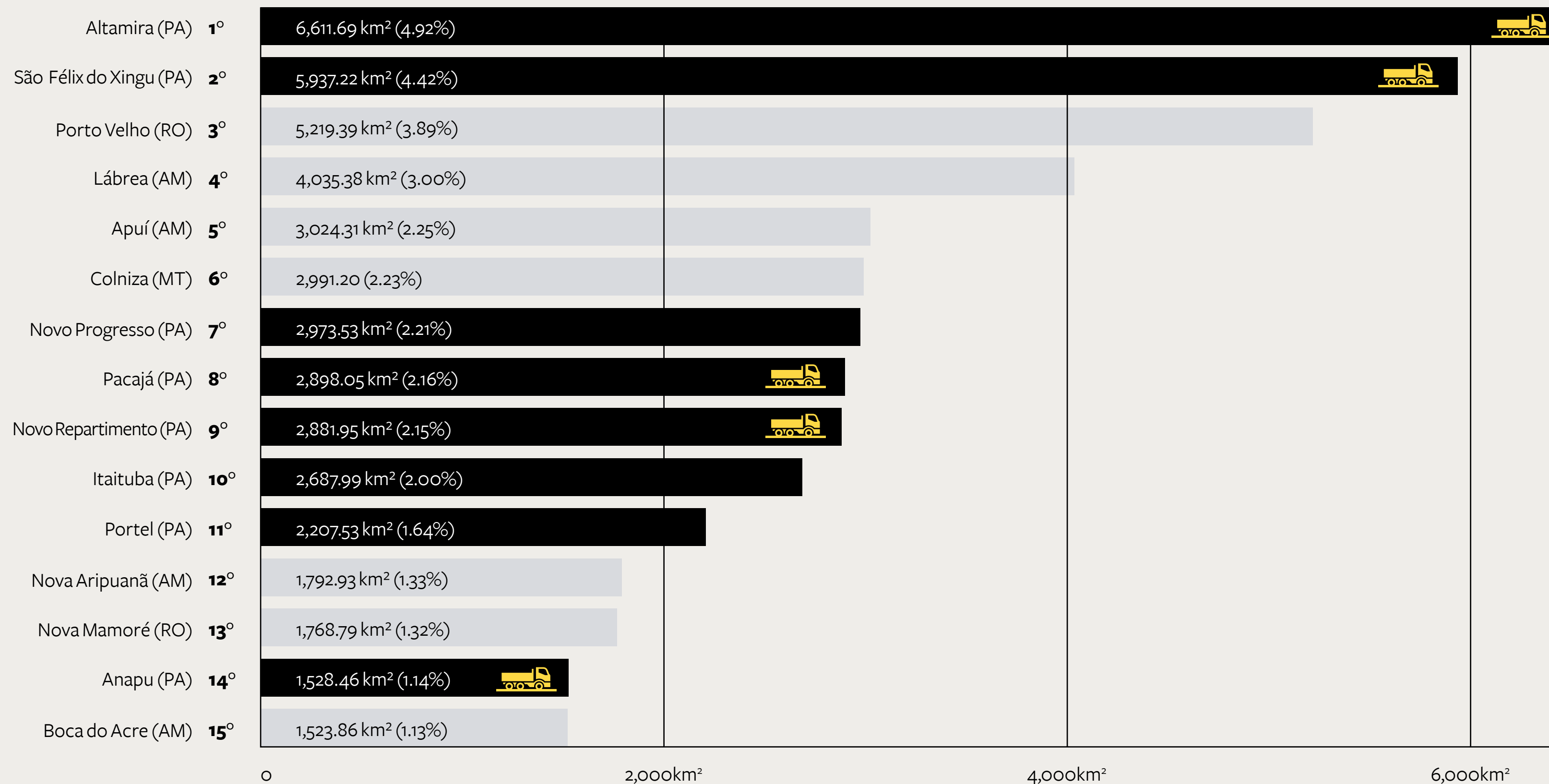
In Amazonian settlements, it is possible to observe an unfavorable context involving the weakening of INCRA and state land institutes. Between 2016 and 2022, INCRA's initial budget allocation for its activities in the field fell from R\$ 883 million to R\$ 310 million, a reduction of 75%. There was also a 39% decrease in the number of civil servants.

One of the effects of this dismantling is a process of land reconcentration in which large rural properties are formed from the invasion or purchase of plots sold, usually irregularly, by the settlers.

Of the 15 municipalities that deforested the most in the Brazilian Amazon between 2008 and 2024, eight (8) are in the state of Pará, and of the eight record holders in Pará, five are in Trans-Amazonian region of Pará, as shown in the graph on the right.

Source: MapBiomias, Prodes.

**MUNICIPALITIES WITH THE HIGHEST DEFORESTATION BETWEEN 2008 AND 2024**



**LEADERS**

GRAPH OF THE RANKING OF THE 15 MUNICIPALITIES WITH THE HIGHEST DEFORESTATION IN THE BRAZILIAN AMAZON, OF WHICH 8 ARE IN PARÁ AND 5 IN THE TRANS-AMAZONIAN REGION

● Municipalities located in the state of Pará  
 Municipalities located in the Trans-Amazonian region of Pará

Source: PRODES/INPE, 2024. Available at: TerraBrasilis

# TRANS-AMAZONIAN HIGHWAY:



# EPICENTER OF DEFORESTATION

The Trans-Amazonian Highway (BR-230) cuts across the Amazon from east to west, starting in Cabedelo (PB) and crossing the interior of the states of Piauí, Maranhão, Pará, and Amazonas, until it reaches the municipality of Lábrea (AM). However, when we talk about the “Trans-Amazonian region,” we usually refer to the section of the highway in Pará, which crosses municipalities such as Altamira, Brasil Novo, Medicilândia, Uruará, Placas, Rurópolis, Itaituba, Anapu, Novo Repartimento, Pacajá, among others.

**The Trans-Amazonian Highway is the main infrastructure of the region and was designed by military regime in the 1970s as a strategy for national integration. It was the main driver of human occupation and economic exploitation in the region.** The road boosted the advance of the agricultural frontier and promoted a model of colonization based on subsistence agriculture, later replaced by practices with greater impact, especially cattle ranching. Consequently, the highway was

instrumental in the conversion of large areas of forest.

The Trans-Amazonian Region is one of the epicenters of deforestation in the Brazilian Amazon, located in the so-called Arc of Deforestation — a geographical strip that extends from eastern and southern Pará to Rondônia, passing through northern Mato Grosso and southern Amazonas. This area has historically had the highest rates of deforestation in the Amazon rainforest.

In the Trans-Amazonian region, 78.5% of the area is covered with native vegetation, a pattern similar to that found in the biome.

Large part of this vegetation is concentrated in the 20 Conservation Units (6.8 million hectares) and 19 Indigenous Territories (14.4 million hectares) in the region. Although under pressure from deforestation, these areas play a fundamental role in maintaining the forest standing. A significant area of the region is occupied by pastureland (19.5%), reflecting the conversion of forests for the extensive cattle ranching, but also

## STATE OF PARÁ AND MUNICIPALITIES OF THE TRANS-AMAZONIAN REGION

### CAPTION

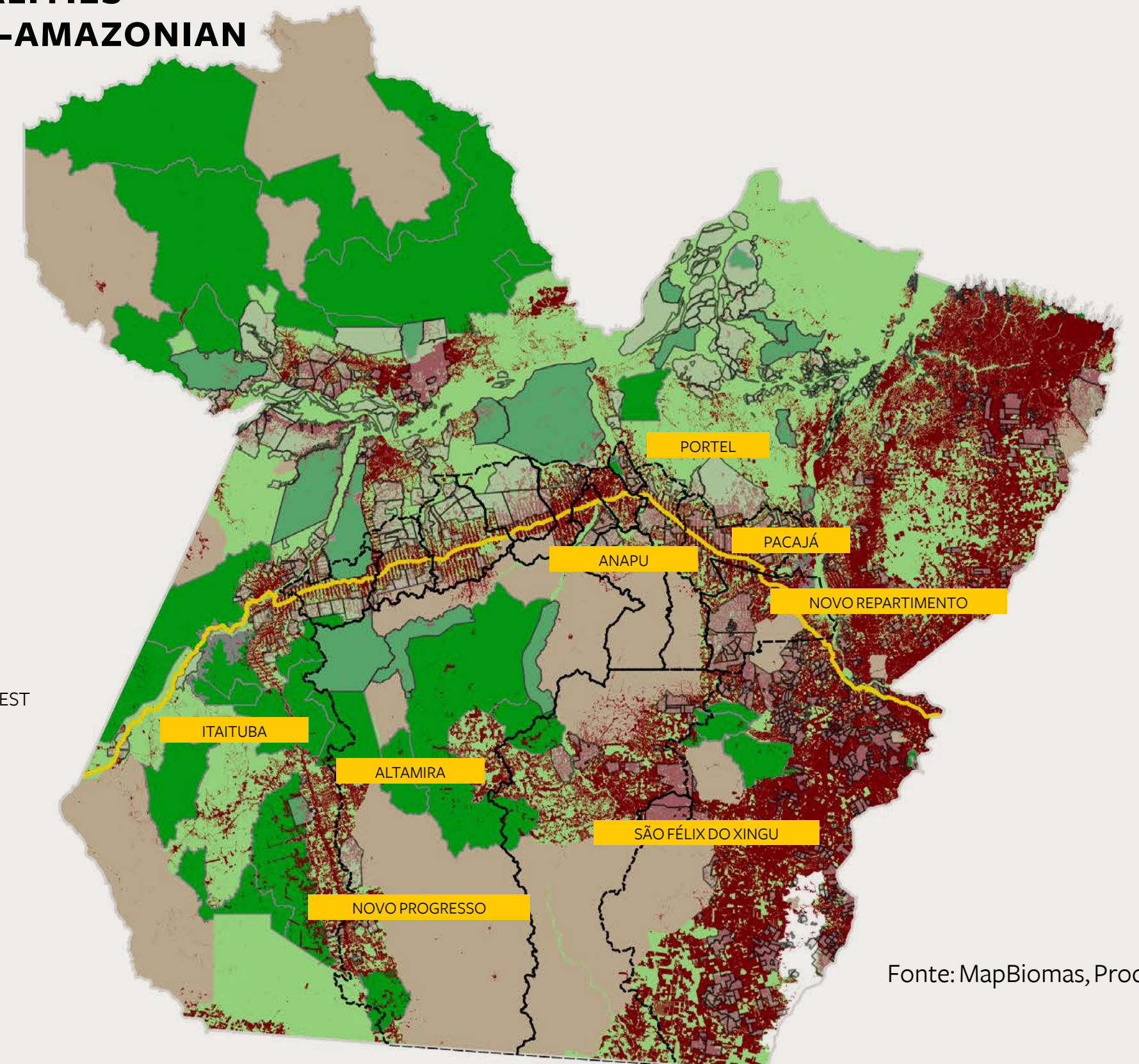
— TRANS-AMAZONIAN HIGHWAY

▭ MUNICIPALITIES WITH THE HIGHEST DEFORESTATION BY 2023

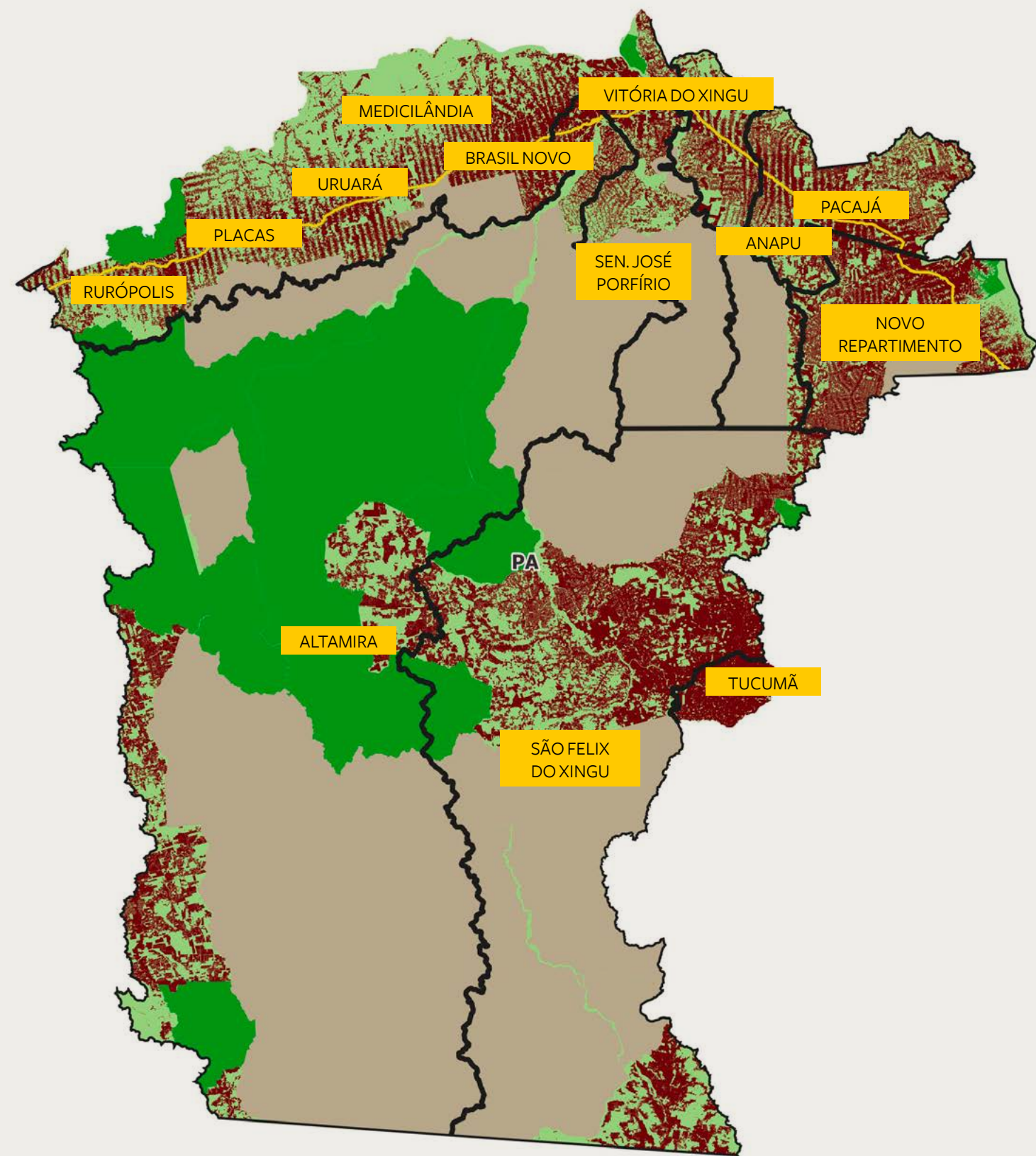
■ CONSERVATION UNITS

■ INDIGENOUS TERRITORY

■ CUMULATIVE DEFORESTATION (1988-2023)



Fonte: MapBiomias, Prodes.



**ROUTE**

DEFORESTATION ACCUMULATED IN THE TRANS-AMAZONIAN REGION, WITH EMPHASIS ON THE SIX MUNICIPALITIES WHERE SOLIDARIDAD OPERATES: ALTAMIRA, ANAPU, NOVO REPARTIMENTO, PACAJÁ, VITÓRIA DO XINGU AND SENADOR JOSÉ PORFÍRIO.

**CAPTION**

- TRANS-AMAZONIAN HIGHWAY
- INDIGENOUS TERRITORY
- CONSERVATION UNITS
- MUNICIPALITIES WITH THE HIGHEST DEFORESTATION BY 2023
- CUMULATIVE DEFORESTATION (1988-2023)

Source: MapBiomias, Prodes.

as a pretext for land speculation and land grabbing, in addition to a small area occupied by agriculture (0.2%), mainly cocoa production.

Deforested areas, in turn, are concentrated on small and large rural properties.

The 13 municipalities that make up the Trans-Amazonian region of Pará are home to 135 Settlement Projects (PA), covering more than 3.9 million hectares. These settlements are home to more than 39,700 families on small rural properties of up to 4 Fiscal Modules\*, whose main economic activities are cocoa farming and livestock breeding.

Despite specific advances in enforcement policies and incentives for sustainable practices, deforestation in the Trans-Amazonian region of Pará remains high. **While deforestation between 1988 and 2024 in the Amazon biome represents 19% of its territory, deforestation in the Trans-Amazonian accounts for 22% in the same period.** The combination of poor infrastructure, land pressure, weak environmental governance, and economic interests make this area one of the most critical in the Amazon and one of the greatest challenges for the conservation of tropical forests in Brazil and worldwide.

\* A fiscal module is a unit of measurement, in hectares, whose value is set by INCRA for each Brazilian municipality. In Amazonian municipalities, the average is 70 hectares.

**THE PROPORTION OF DEFORESTATION IN THE REGIONS IN RELATION TO TOTAL DEFORESTATION IN THE BIOME**

**37%**  
STATE OF PARÁ

**9.6%**  
TRANS-AMAZONIAN



AMAZON BIOME

**LAND USE CHANGE** OF ALL DEFORESTATION RECORDED IN THE BIOME, ALMOST 10% OCCURRED IN THE TRANS-AMAZONIAN HIGHWAY IN PARÁ

**The six municipalities where the Solidaridad Foundation operates: Altamira, Anapu, Novo Repartimento, Pacajá, Senador José Porfírio and Vitória do Xingu, with a total area of more than 21.6 million hectares, have the same pattern of land cover and use as the rest of the region.**

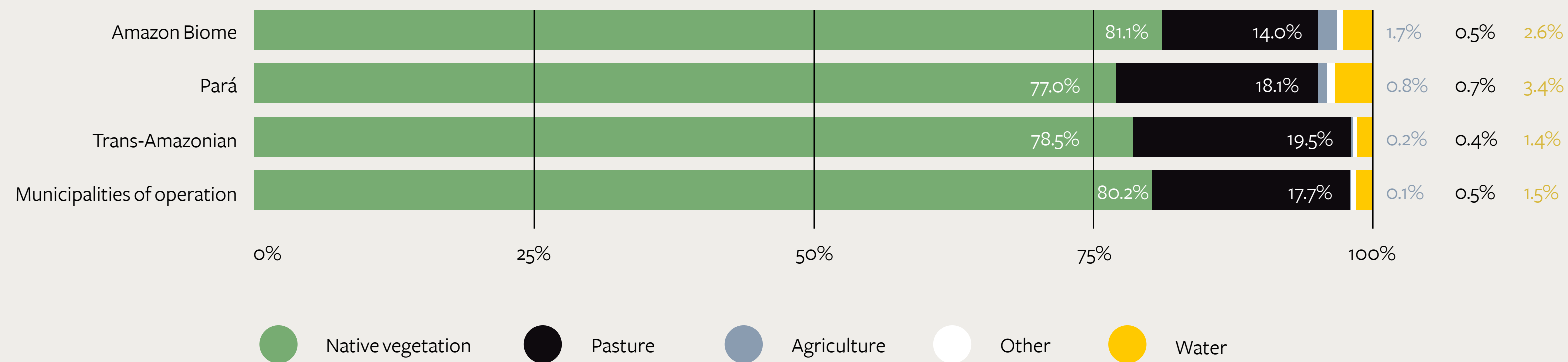
There are 17.8 million hectares still covered by native vegetation, however, most of this area is concentrated in Conservation Units (UCs) (65.7%) and Indigenous Territories (34%), leaving a small portion in rural areas. In these municipalities, there are 93 rural settlements covering a total area of 15.8 million hectares. Of the 38,200 Rural Environmental Registries (CARs), 88% are small properties (up to 4 fiscal

modules). Between 2016 and 2023, 1.6 million hectares of forest were converted for anthropic uses in these municipalities. Of this total, 99.7% were occupied by pasture in 2023.

**17.8**  
MILLION  
HECTARES STILL  
OCCUPIED BY NATIVE  
VEGETATION

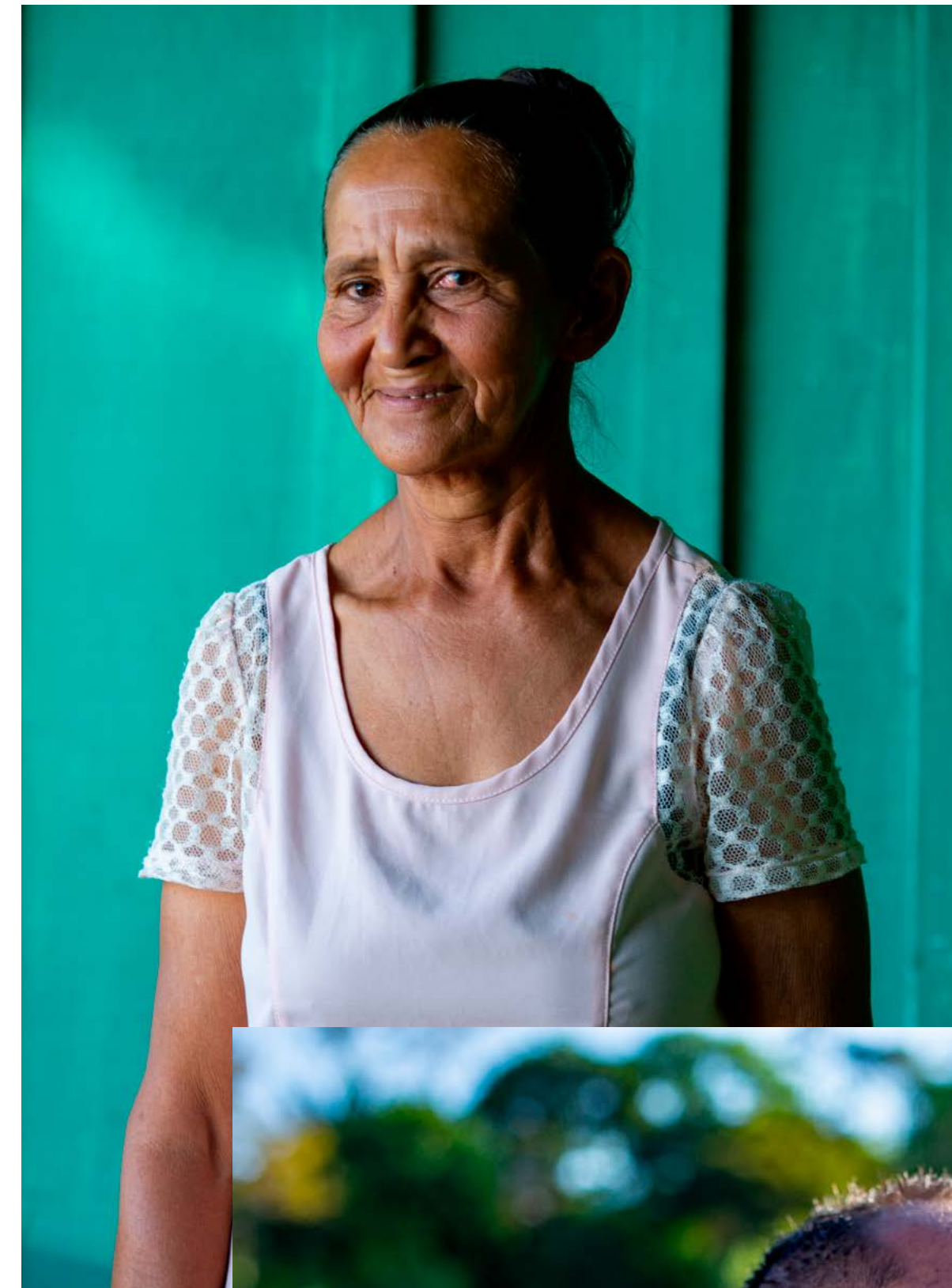


**LAND USE IN 2023**



Source: MapBiomias, Prodes.

# THE AMAZON PROGRAM AND ITS BENEFICIARIES



## SMILES

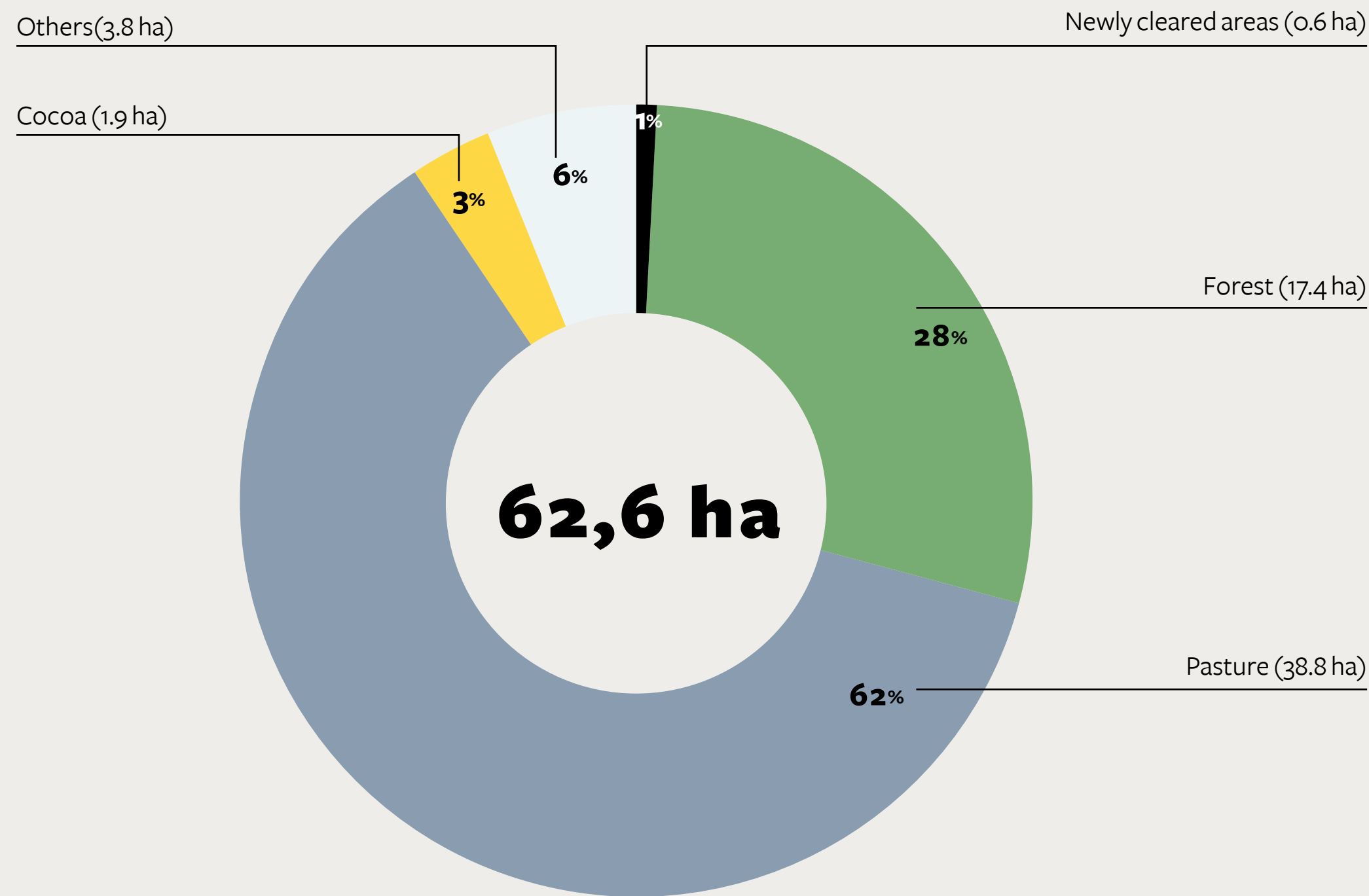
FROM LEFT: ANANIAS OLIVEIRA AND HIS SON GENILSON, ANGELITA ALVES AND PEDRO SANTOS, COORDINATOR OF THE AMAZON PROGRAM.



### UNPUBLISHED DATA

This characterization was developed using The Solidaridad internal database, which consists of georeferenced data collected in the field (coordinates), property boundary data declared in the Rural Environmental Registry (CAR) and analysis of high-resolution satellite images (Planet and Sentinel). Land cover and land use data were obtained through proprietary modelling that combines several data sources: land use from Mapbiomas, deforestation from Prodes, our own deforestation detection model (SolDetecta), field mapping of areas where rotational grazing and agroforestry systems (SAFs) for cocoa have been implemented by the project, and our own model for identifying areas where cocoa is planted.

### LAND USE PROFILE OF A PRODUCTIVE UNIT



After contextualizing the Amazon and the Trans-Amazonian region of Pará, where the beneficiaries of the Solidaridad Program are located, we conclude this chapter with **data that reveals the profile of the families and properties served by our technicians, who together travel around 40,000 kilometers each month, the equivalent of a complete lap around the globe.**

Based on data from a universe of around 1,200 small rural properties benefiting from the Amazon Program located in three municipalities with long-term operations (Novo Repartimento, Anapu and Pacajá), we characterized the average production unit in the region as a total area of 62.6ha, comprising 28% forest (17.4ha), 62% pasture (38.8 ha), 3% cocoa (1.9 ha), 6% other uses (3.8 ha) and 1% (0.6 ha) recently deforested areas.

**PARTNERSHIP**  
LUCILEIDE BRAGA, BETTER KNOWN AS NEGA, AND EDINAEL RODRIGUES. FAMILY BENEFICIARY OF THE AMAZON PROGRAM.

# SOCIOECONOMIC DATA

Data on the socioeconomic profile of families was obtained from databases constructed within the scope of projects conducted in the region, using a methodology that combined technical visits and the application of socio-economic questionnaires.

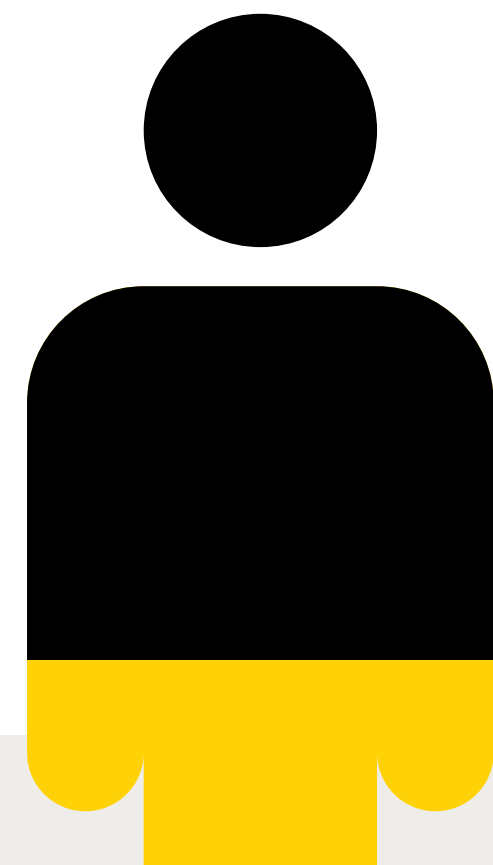
The data correspond to a survey conducted on 1,465 properties distributed across four municipalities in the Trans-Amazonian: Altamira, Anapu, Novo Repartimento and Pacajá.

This process made it possible to gather information that reflects

perspective of the reality experienced by local communities. The following are the main findings, which help to understand the structural challenges faced and the strategies adopted by families to remain in the territory.

## POPULATION

**78%**  
DECLARED  
BROWN OR BLACK



The data indicate that most families living on plots in the Trans-Amazonian region are composed of three to four people.

The educational level of producers is still a significant weakness: 56% have only incomplete primary education, while 13% have completed primary education and 15% have completed secondary education.

Most family representatives self-identify as brown or black (78%), which reinforces the importance of considering ethnic and racial factors in the formulation of public policies aimed at family farming.

**3-4**

MEMBERS  
PER FAMILY



**56%**

INCOMPLETE PRIMARY  
EDUCATION

15% Complete secondary education

13% Complete primary education

7% Incomplete secondary education

3% Complete higher education

1% Incomplete higher education

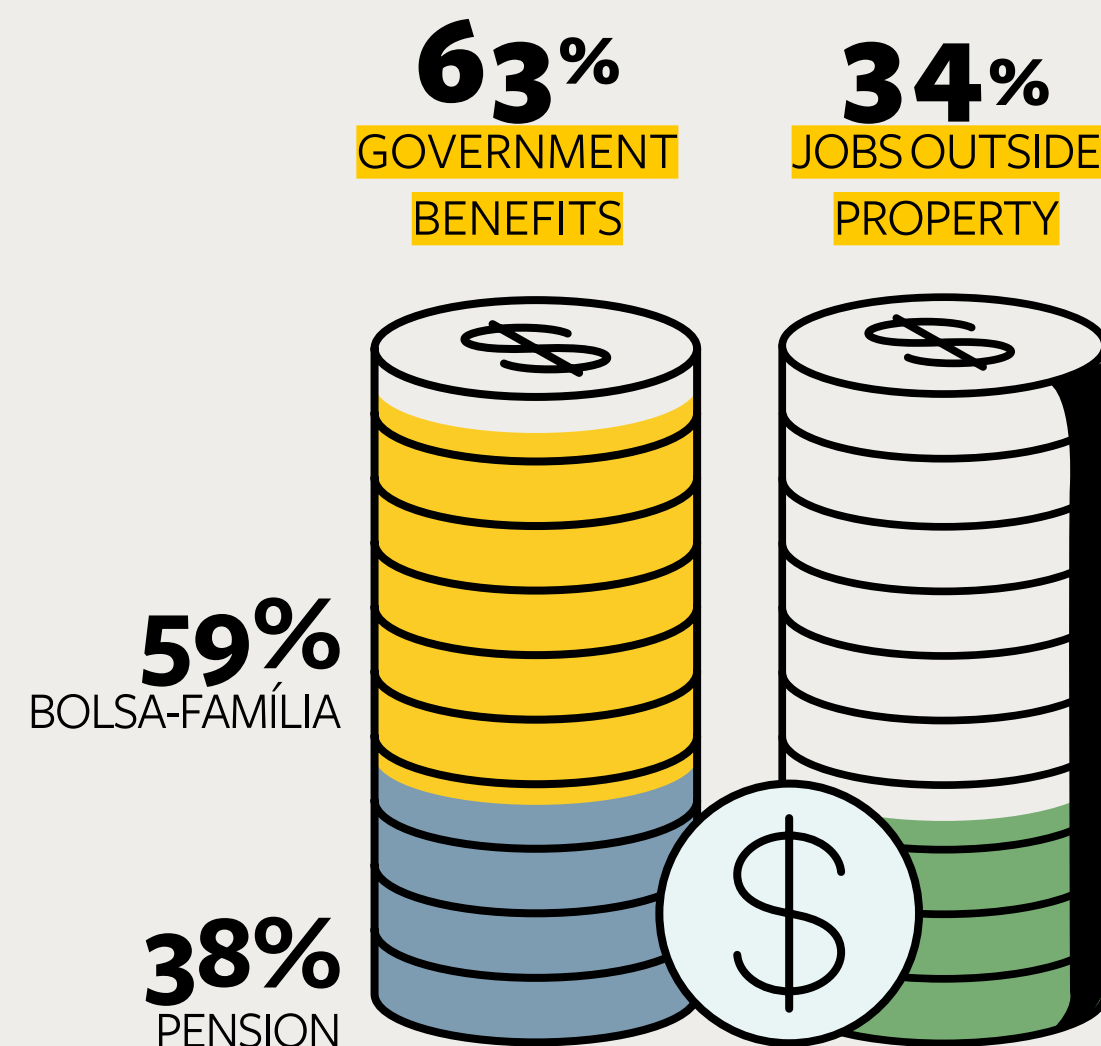
4% No education

# INCOME

The **productive profile of families** in the region is concentrated on **cocoa** and **livestock**. Most (50%) families engage in both activities. Next, 27% focus exclusively on cocoa, while 23% devote themselves solely to cattle ranching.

In addition to cocoa production and cattle ranching, 71% of families supplement their income with other sources. The main source for 63% of families is government benefits, with Bolsa Família being the most significant (59%), followed by retirement pensions (38%).

In second place (34%) among other sources of income are jobs or daily wages outside the property.



# ACCESS TO SERVICES

Only 17% of respondents said they had received any kind of technical assistance before Solidaridad arrived. This figure reflects the reality of Brazilian family farming. According to the 2017 Agricultural Census, TARE has a coverage capacity of 18% in the national territory.

# T-A-R-E

**ONLY 17%** RECEIVED ASSISTANCE SERVICES BEFORE THE ARRIVAL OF SOLIDARIDAD

# PRODUCTION AND INCOME



# 740

KILOGRAMS OF COCOA PER HECTARE

# R\$ 61,222

GROSS INCOME ANNUAL AVERAGE

Average for the period from 2021 to 2025

# X

## LIVESTOCK PRODUCTIVITY

# 1,33

ANIMAL UNITS PER HECTARE

# R\$ 42,009

GROSS INCOME ANNUAL AVERAGE

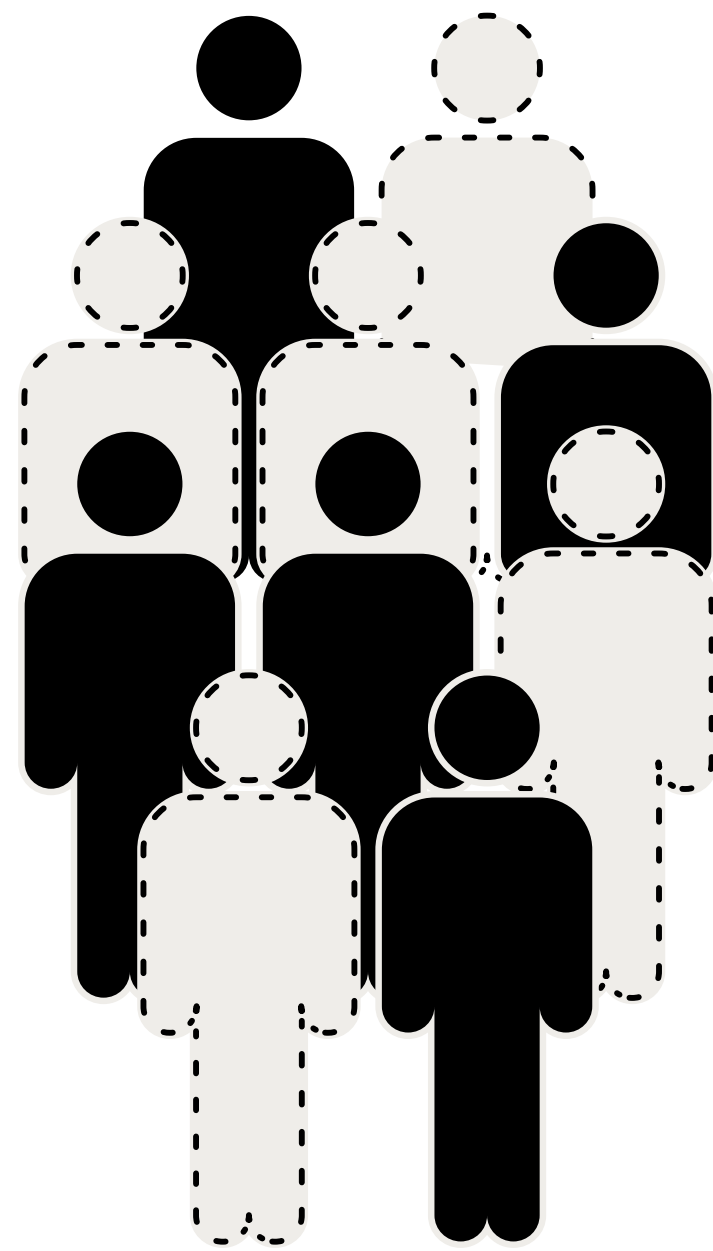
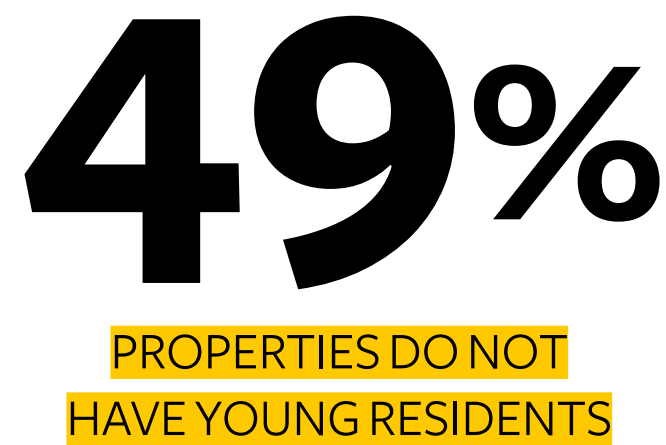


The average cocoa yield in the region is 740 kg/ha, resulting in an average gross annual income of R\$ 61,222 per family. The productivity found on the properties is in line with the average for Pará, which is 750 kg/ha, exceeding the national average of 350 kg/ha and the average for Bahia of 150 kg/ha, which together with Pará are the main national cocoa producing states.

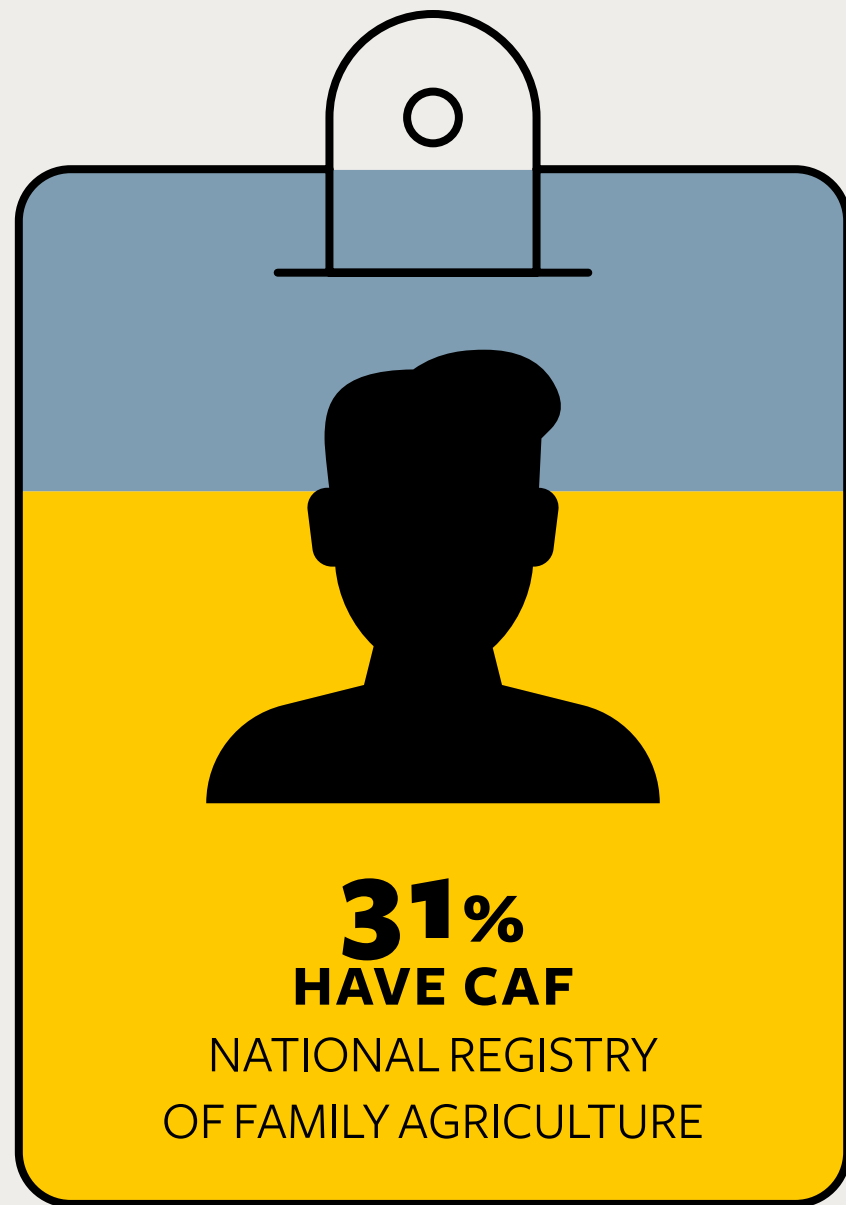
In the case of cattle ranching, the average stocking rate between 2021 and 2025 was 1.33 head per hectare, resulting in an average gross annual income of R\$ 42,009. The observed stocking rate exceeds the Pará state rate of 1.17 head/hectare and the national average of 1.22 head/hectare.

# RURAL

Keeping young people in rural areas is one of the main challenges observed: 49% of properties do not have young residents, and only 3% of properties have young people involved in managing activities. This trend of rural depopulation reinforces the urgency of initiatives focused on generational succession and access to technical education and valuing rural young people.

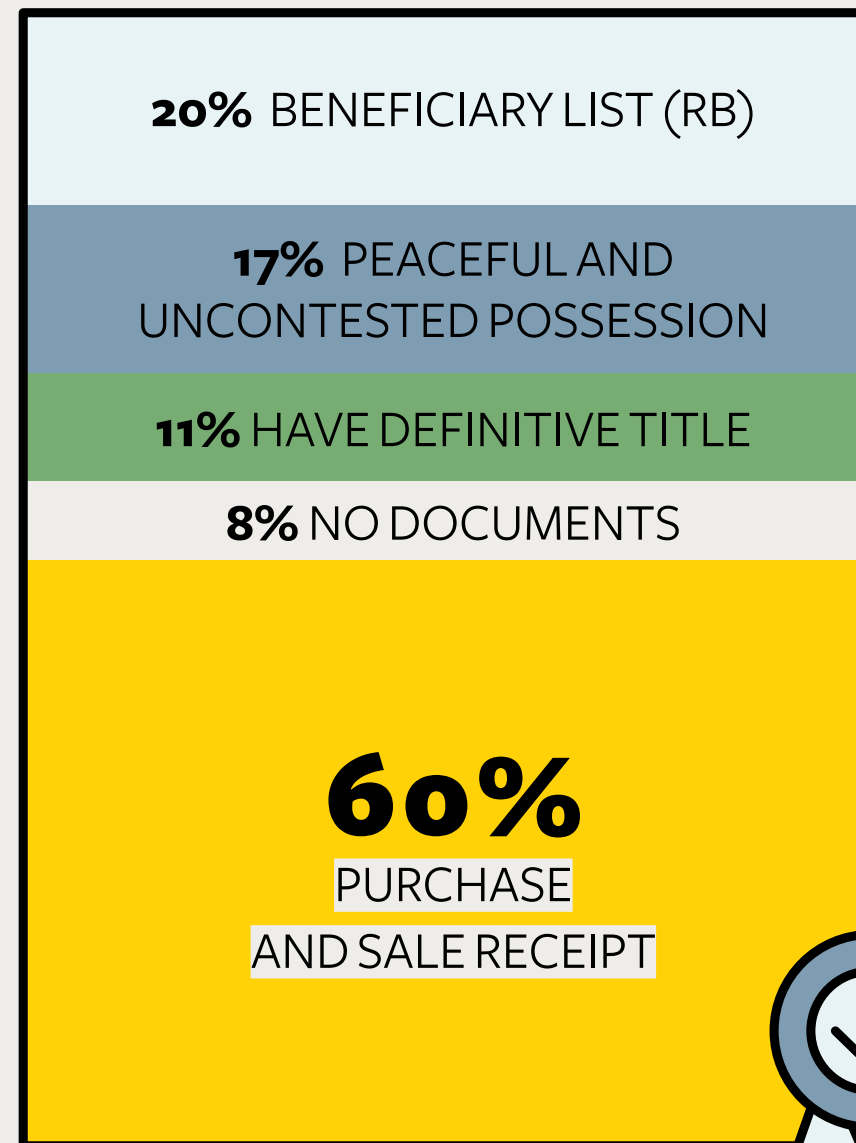


# RURAL CREDIT

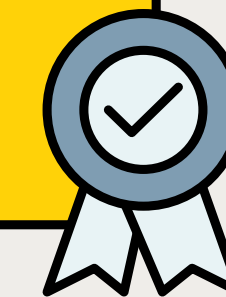


The demand for rural credit is significant, with 84% of producers expressing interest in accessing it. However, in addition to the land issue, another barrier is that only 31% are registered with the National Family Farming Registry (CAF). The CAF is the gateway to specific lines of credit, such as the National Program for Strengthening Family Farming (PRONAF), which offers special conditions and rates for families living along the Trans-Amazonian Highway. Without the CAF, most producers are unable to access these essential resources.

# LAND ISSUE

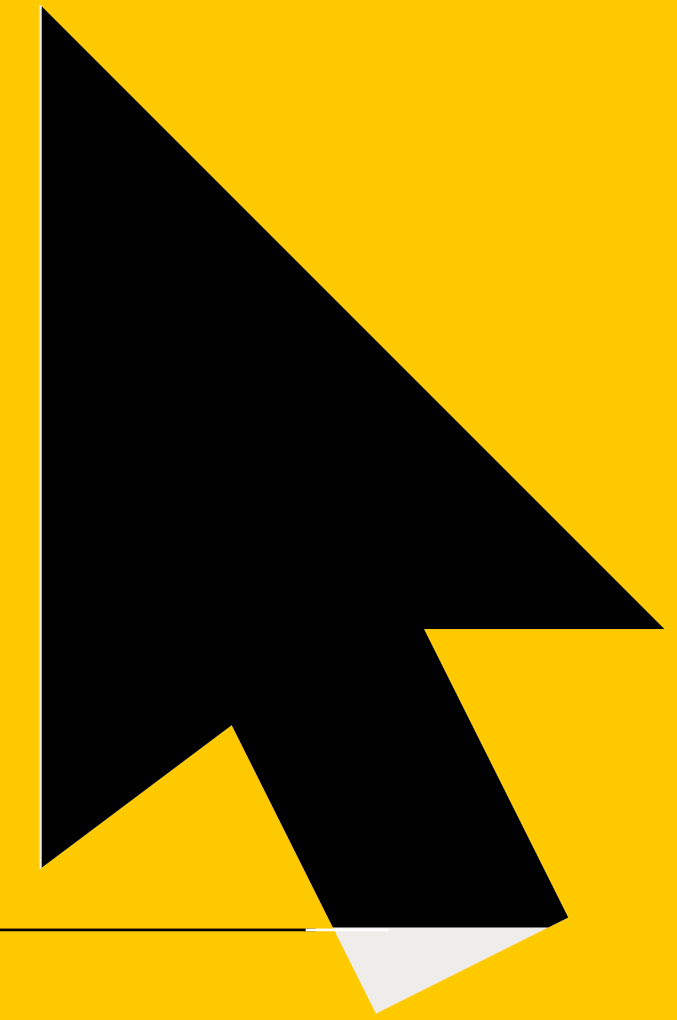
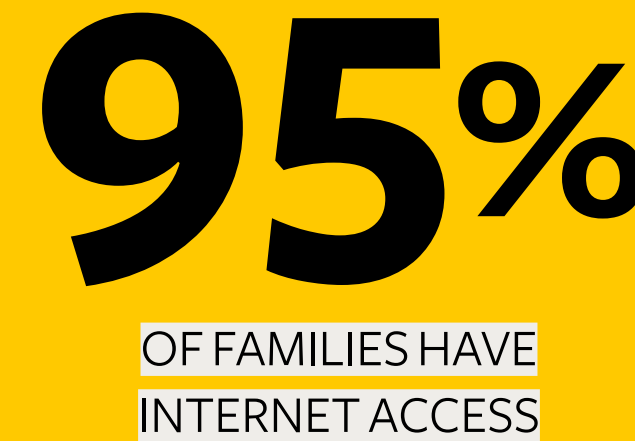


The land issue in the region presents significant challenges, since 8% of producers do not have any documentation of ownership of the property and only 11% have definitive title. Most producers (60%) only have a purchase and sale receipt. The absence of a definitive and registered title deed creates legal uncertainty and may expose these families to risks such as land disputes and difficulties in accessing rural credit and participating in government programs.



# COMMUNICATION

Internet access is widely available: 89% of rural producers have mobile phones. Overall, 95% of households have internet access, with 57% of them having a connection available directly on their property.



# INVOLVEMENT





# FARMERS FIRST

Solidaridad has a global motto that says: “Farmers first”. And that is, in fact, the guiding principle behind our work. Putting farmers at the center means respecting the logic of the territory, of people and their own ways of life. As quilombola leader Antônio Bispo do Santos (Nêgo Bispo) teaches us, it is not a question of bringing development to these territories, but of recognizing and strengthening what is already alive, pulsating and resisting.

We value what has historically been produced, what people like to produce, and the way in which agricultural work is organized in each community. Instead

of imposing external models, we seek to engage in dialogue with local communities, building solutions based on local knowledge, desires and practices. It is in this encounter between tradition, autonomy and inclusion that we see paths to sustainable agriculture rooted in the autonomy of those who live on and care for the land.

In this path, it is vital that we understand that **the way of life of family farming differs profoundly from corporate agriculture, not only in scale, but above all in values, motivations and ways of relating to the land and to work. In family farming, rural property**

**is not only a productive unit; it is also the place of residence, coexistence and social reproduction of the family.**

The land carries meanings that go beyond capital: it is territory, heritage, memory and continuity.

Beyond the parameters of productive efficiency and profit maximization, family farming makes decisions based on multiple criteria, including family stability, personal relationships with neighbors, collective well-being and permanence in the territory. The logic of the business, in this context, is also intertwined with cultural ties and a sense of belonging.

What essentially characterizes this model is the centrality of the family in the production process, in the management of natural resources and in decision-making.

This way of relating to the land and to work is fundamental to thinking about public policies and models of development that are fairer, more sustainable, and more sensitive to territorial issues.

**EXAMPLE**  
SIGN ON THE PROPERTY OF JOSÉ ANTÔNIO, A PRODUCER WHO CULTIVATES LARGE AREAS OF AGROFORESTRY SYSTEMS.

# CREATING BONDS

The creation of genuine bonds between people, based on trust, is one of the main foundations for the successful implementation of projects involving family farming. In a territory marked by logistical challenges, socio-economic vulnerabilities and a long history exclusion, the success of field actions depends not only on the technical quality of the proposals, but above all on the ability to mobilize and engage families in a respectful and sensitive manner.

**Building solid relationships based on listening, welcoming and a long-term vision is what makes it possible for communities to take ownership of initiatives and generate lasting change.**

Thus, working on the front line requires more than methodologies and resources: it requires ethical commitment, respect for the territory and the collective construction of paths to development.



## DIALOGUE

EXTENSION AGENT MARCOS YOSHITOME AND FARMER FRANCISCA VIANA IN CONVERSATION DURING AN ACTIVITY ON HER PROPERTY.

## PARTICIPATORY CONSTRUCTION

The successful implementation of projects depends on an approach that is truly participatory, starting with the project design. **A genuinely participatory process, with people involved in decision-making from the outset, brings legitimacy and ownership,** which ultimately increases the effectiveness of field interventions and the impact of the project.

## TECHNICIAN-FAMILY RELATIONSHIP

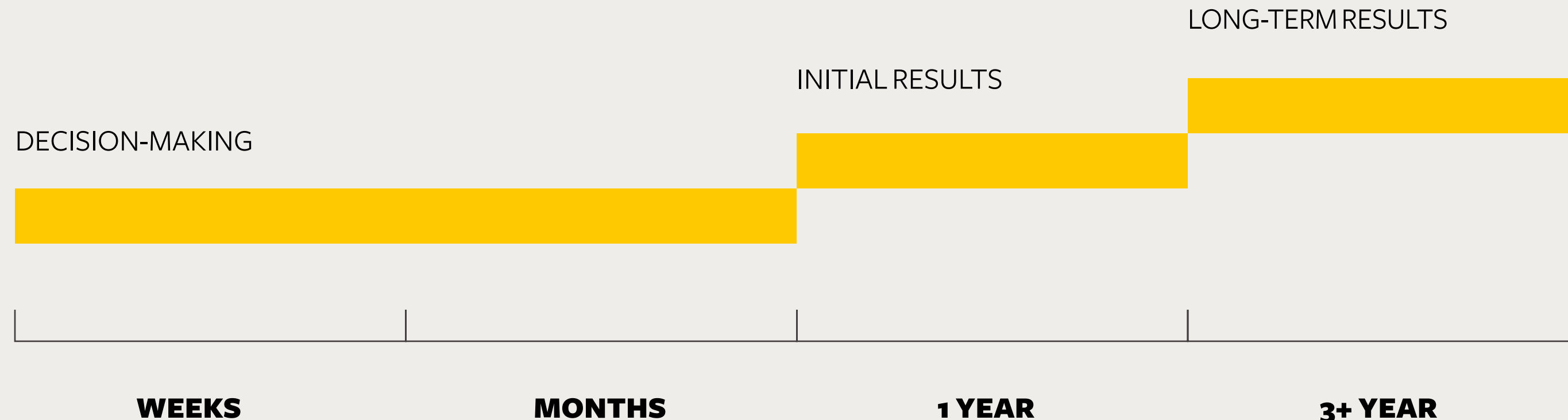
A key point for field work is the relationship established between extension technicians and families. Building this relationship of trust properly results in great power to mobilize and engage families in the proposed actions. It is important to remember that **in projects of this type, changes in practices that may have been ingrained for decades are often being proposed.** This process of paradigm shift only has a chance of success if it is conducted in a fully honest and respectful way. One

factor that brings credibility and greater openness on the part of farmers is the presence of technicians residing in the municipalities or regions where they work, adding to a network of previously established relationships.

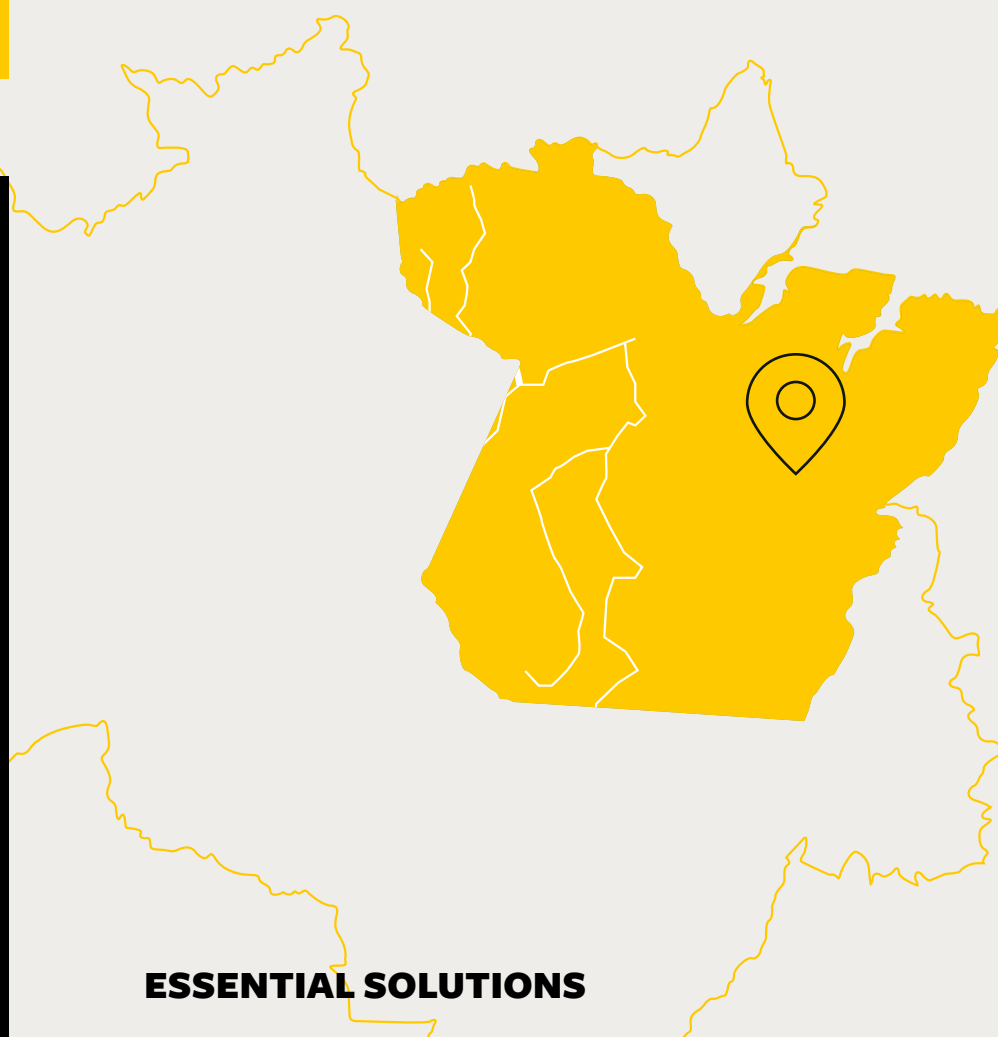
There are three dimensions that must be observed very carefully when working with family farmers: time, space, and language.

# TIME

The proposed actions need to be sensitive to the time required for understanding and assimilation of families. A family's decision to embark on a new course of action can take weeks, months or years, depending on the complexity and appetite for certain changes. In addition, **it is essential to have complete transparency regarding the period required for the first results to be noticed.** For some actions, this period is at least one year and can be up to three years before the changes become noticeable.



# SPACE



### ESSENTIAL SOLUTIONS

- CALL FOR APPLICATIONS WEEKS IN ADVANCE
- EASILY ACCESSIBLE LOCATION
- TRANSPORT AND MEALS PROVIDED
- INDIVIDUAL VISITS

It is essential to consider the challenging logistics of the Amazon region, with long distances and wide geographical distribution of properties.

**To ensure families' participation in group activities, for example, it is necessary to begin the call for participation weeks in advance, choose an easily accessible location, and arrange for transport and meals for participants.**

When meetings or training sessions are organized at municipal headquarters, it is common for farmer attendance to be quite limited. For some families and specific activities, it will be necessary to make individual visits to their properties.

# LANGUAGE

The appropriate format and channels are essential for effective communication with families. In the case of printed materials, it is always advisable to use accessible language and illustrations, including for terms of commitment and contracts. **It is often necessary to adapt contracts from partner companies and government agencies to more simplified versions that are in line with the reality of family farming.**

In terms of communication channels, WhatsApp is central, as most families use the app and 95% of them have internet access. The tool is used to send cards with information and invitations to events and training sessions. In addition, there are WhatsApp groups for producers, led by

the technicians in charge, with daily exchanges of information about each stage of the work.

During the Covid-19 pandemic, the impossibility of maintaining field operations for an extended period of time led to a weekly radio program aimed at providing relevant information to families. Several episodes of a podcast were also developed, focusing on women's performance and autonomy in the region's production chains. Local radio stations are frequent partners and remain part of the communication strategy with families.

**PRINTED MATERIALS**  
ACCESSIBLE LANGUAGE, ILLUSTRATIONS

**WHATSAPP**  
95% INTERNET ACCESS, GROUPS, INFORMATIVE POSTS

**RÁDIO/PODCAST**  
FREQUENT PARTNERS, RELEVANT INFORMATION



# LEGACY LONG-TERM VISION

The process of predatory occupation of the Amazon has resulted in a territory with a lack of infrastructure and abundant informality and illegality, which makes it challenging to implement projects and propose innovative ideas. It is essential, then, that all organizations operating in the Amazon have a long-term and structural vision for the territory. More than that, a supportive and collective vision is needed.

In the Amazon, we cannot “miss the boat.” **The distances are monumental, the fragilities are inherent, and the moral commitment that all actors have or should have to the region**

**makes necessary that each new intervention conceived includes, in addition to its own specific objectives, ways to promote lasting benefits.**

The conditions will not be readily available; they will need to be created.

An example of this was an initiative by Solidaridad that aimed to plant several hundred hectares of agroforestry systems

and encountered great difficulty acquiring forest seedlings from commercial nurseries. The following year, the solution found was to establish a partnership with the municipal Family House, equip the local nursery, train and hire staff, purchase seeds and inputs, and produce the seedlings autonomously. In this way, it was possible to promote a chain of benefits that went far beyond a simple commercial transaction.

## STRUCTURING

EXTENSION AGENT  
DANIEL COSTA PLANTING  
A NATIVE SEEDLING ON  
A TRAINING DAY ON THE  
IMPLEMENTATION OF  
AGROFORESTRY SYSTEMS



# CONNECTING THE DOTS

## ENABLING ENVIRONMENT FOR ACCESS MARKETS AND PUBLIC POLICIES

Today, Solidaridad is the non-governmental organization with the largest non-public TARE program for family farming in the state of Pará, directly benefiting 1,692 families. In addition to the large network of families served, the data intelligence built up over the last decade is a distinguishing feature. Based on data collected through the Extension Solution application and spatial analyses conducted by the geoprocessing team, it is possible to monitor hundreds of variables and access a wealth of unprecedented information.

**The scale of TARE coverage, data infrastructure and coordination with local actors have positioned Solidaridad as a key organization for testing, improving and developing public policies for family farming.**

Its involvement in public policy

intensified from 2022 onwards, with its participation in the board of directors of the Sustainable Territories Platform (PTS) and the integration of Solidaridad beneficiaries into the platform, an initiative with the largest number of registered producers. The platform was conceived by the Pará Secretariat for the Environment and Sustainability (SEMAS) as a space for connection and integration between actors from the public and private sectors and civil society, with a view to accelerating institutional initiatives and projects that promote a low-carbon socioeconomic model in the state.

Three initiatives were developed and implemented in partnership with the Pará state government, targeting Solidaridad beneficiaries: Pilot project for environmental regularization for

family farming; Project “Valoriza TS” and Pará State Program for Payments for Environmental Services (PEPSA/PA); and Pará Sustainable Livestock Program. Solidaridad participated in various stages of the project and policy development process, from establishing criteria to mobilizing families and signing contracts.

**In addition to promoting access for family farming to public policies, this enabling environment is also essential in coordinating with markets and better and new business opportunities for the families.**

Over the course of this decade, several commercial arrangements have been established, considering the needs of farmers: barter schemes, fine cocoa market, connection with local cooperatives, direct sale of cattle to meatpacking, commercial requalification and livestock traceability.



## **ANALYSIS AND ACTION**

DAILY OPERATIONS GENERATE A LARGE VOLUME OF DATA AND INFORMATION THAT ARE USED TO CONTINUOUSLY IMPROVE THE PROGRAM AND IN SUPPORTING THE FORMULATION OF PUBLIC POLICIES.



# THE CASE OF TUERÊ FINE COCOA

## PRIDE

JOÃO EVANGELISTA COLLECTS NATIONAL AND INTERNATIONAL AWARDS. THE MOST IMPORTANT OF THESE AWARDS WAS THE SILVER MEDAL FOR EXCELLENCE IN COCOA AT THE SALON DU CHOCOLAT OF PARIS IN 2021.

Boasting one of the 50 best cocoa beans in the world, Terroir Tuerê – which gives its name to the rural settlement in the municipality of Novo Repartimento – is making history in the global production chain of fine cocoa and bean-to-bar chocolates. It has already won 37 national and international awards. Fourteen gold medals, thirteen silver medals and ten bronze medals, whether for cocoa beans or chocolate bars made with them. Not to mention the beans that were finalists in competitions, participation in the Salon du Chocolat of Paris – the industry’s major global event – and tributes at various events.

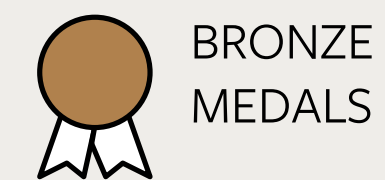
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# CATTLE RANCHING AS AN ALLY IN THE FIGHT AGAINST DEFORESTATION



Solidaridad works in the family livestock chain in the Amazon with an approach that integrates productive efficiency, social inclusion and environmental conservation. Our work takes as its starting point the reality of family livestock farmers, who have historically been characterized by low productivity, difficulties in accessing markets and socio-economic vulnerabilities.

Alongside families, we promote sustainable intensification, with an emphasis on the use of rotational grazing systems. But we also recognize the importance of supporting the transition in areas of extensive production, disseminating good practices as alternatives to the use of fire in pasture reform, soil fertility management, nutritional management of forage crops, adjustment of stocking rates and genetic improvement of the herd.

**CATTLE ALLIED**  
WITH TECHNICAL ASSISTANCE AND STRATEGIES TO GENERATE INCOME IS POSSIBLE TO REDUCE PRESSURE ON NATIVE FORESTS

This combination of strategies makes it possible to increase productivity without the need to open up new areas.

Traditionally, family farmers assisted by Solidaridad in the territory sell their cattle through intermediaries, which significantly reduces their profit margin and leaves them far from the traceability and sustainability requirements that are increasingly present in the chain. In this way, **promoting direct access for these producers to meatpacking, eliminating their dependence on middlemen, has been a working strategy that has shown promising results in the short term,** especially for producers who are now able to supply the chain and meet purchasing protocols. This arrangement has enabled economic gains of up to 30% more per batch sold, which represents not only an immediate increase in income, but also greater autonomy and bargaining power

for families. Direct sales, combined with land and environmental regularization and technical support, opens up new prospects for family cattle ranching, allowing producers to be recognized as reliable and sustainable suppliers.

For those producers who are currently unable to supply livestock directly to the livestock chain, commercial requalification has proven to be an essential tool.

In this context, Solidaridad has acted strategically by supporting the public policy of requalification, coordinating technical assistance, training and legal guidance so that beneficiaries can gradually move towards formalization.

This process opens up the prospect that, in the future, these cattle farmers will not only be in legal compliance but will also be able to sell directly to meatpacking plants, increasing their income and autonomy.



#### MORE INCOME

COLLABORATING WITH FARMERS ENABLED ECONOMIC GAINS OF UP TO 30%

**By combining productivity gains in cleared areas, direct access to markets and environmental regularization, Solidaridad demonstrates that cattle ranching can be an ally in combating deforestation and promoting sustainable development in the Amazon.**

The model we promote generates additional income for families, promotes the conservation of standing forests and tackles the vulnerabilities of the livestock chain, especially the indirect suppliers. In this way, we contribute to consolidating a more fair and transparent production system that is aligned with global goals to combat deforestation and promote family farming.

# WHAT WE DO AND WHY

## CHALLENGES OF THE TERRITORY

DEFORESTATION, ENVIRONMENTAL DEGRADATION AND INEFFICIENT LAND USE.

SOCIO-ECONOMIC VULNERABILITY OF RURAL COMMUNITIES.

### FARM

TARE:

- 1. Forest conservation
- 2. Sustainable production
- 3. Restoration with AFS

### COMMUNITY

- 1. Community entrepreneurship
- 2. Collective work
- 3. Local identity
- 4. Women's autonomy
- 5. Training of female leaders

### ENABLING ENVIRONMENT

- 1. Digital tools and information management
- 2. Strengthening of cooperatives and collective organizations
- 3. Access to public and private financing
- 4. Access to services and inputs

### MARKETS

- 1. New business opportunities
- 2. Adapting to market demands

### PUBLIC POLICIES

- 1. PES
- 2. Political advocacy focused on family farming
- 3. Access to public policies
- 4. Environmental compliance
- 5. Land regularization
- 6. Deforestation

## EXPECTED RESULTS

FOREST CONSERVATION + LOW-CARBON AGRICULTURE + EFFICIENT LAND USE

- Deforestation-free and sustainable supply chains.
- Productive restoration with agroforestry systems
- Reduction of GHG emissions and adaptation to climate change

IMPROVEMENT IN QUALITY OF LIFE AND PROSPERITY FOR FAMILIES

- Viable business models
- Increased productivity and income

STRENGTHENING OF LOCAL GOVERNANCE

- Collective organization
- Business-friendly environment and access to public policies

# BARRIERS



# THE FRAGILITY OF ORGANIZATIONS COLLECTIVE

Projects of the nature that Solidaridad implements in the Amazon face a series of obstacles that compromise their sustainability and structural impact in the various regions where they operate. Among these challenges, those related to collective organizations — cooperatives, associations and other forms of collective action — which, although they are an essential part of the solution for the sustainability of the positive impacts achieved in the territories,

still face severe limitations in their structuring and consolidation.

Collective organizations often operate in a fragile institutional environment. There is a lack of consistent public policies providing technical and financial support for the management and governance of these entities. The bureaucracy involved in accessing development policies and the absence of ongoing legal and accounting assistance are obstacles. Institutional

fragility limits the capacity for long-term planning and establishing strategic partnerships.

Another key challenge lies in training and retaining human resources. Local leaders often accumulate functions and operate without adequate technical training in management and marketing or innovation.

**The absence of young people in many of these organizations — due to migration or demotivation — also compromises the dynamism and renewal of collective structures.** The lack of continuing education and training opportunities adapted to the Amazonian reality exacerbates this situation.

**TO MOVE FORWARD**  
COLLECTIVE ORGANIZATION AND TRAINING OF THE PEOPLE INVOLVED IN THE PROCESSES ARE TWO OF THE MAIN CHALLENGES



**CHALLENGES**



**INSTITUTIONAL VULNERABILITY**

1. LACK OF CONSISTENT PUBLIC POLICIES FOR TECHNICAL AND FINANCIAL SUPPORT
2. BUREAUCRACY AND LACK OF LEGAL AND ACCOUNTING ASSISTANCE
3. DIFFICULTY IN LONG-TERM PLANNING AND STRATEGIC PARTNERSHIPS



**TRAINING AND HUMAN RESOURCE**

1. LEADERS ACCUMULATE FUNCTIONS WITHOUT ADEQUATE TECHNICAL
2. LACK OF YOUNG PEOPLE DUE TO MIGRATION AND DEMOTIVATION
3. LACK OF CONTINUING EDUCATION ADAPTED TO THE AMAZONIAN REALITY

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INTRODUCTION

LEARN ABOUT

INVOLVEMENT

BARRIERS

TRUST

COMMITMENT



# AND THE DISRUPTION OF PRODUCTION CHAINS



The business environment in the Amazon region is often hostile to formal collective organizations. The excessive cost of formalization, poor logistics and legal uncertainty coexist with unfair competition from informal operators, who operate at lower cost, with fewer requirements and greater flexibility. This discourages investment and weakens producers' confidence in formal channels of organization and marketing.

The disorganization of production chains is an additional limiting factor. There is a lack of coordination between the links in the production chain, standardization of products and transparency in price formation,

and there are logistical gaps, such as storage and distribution. Collective organizations often operate in isolation, without being part of structured production arrangements, which limits their bargaining power and their ability to access more demanding and better-paying markets.

**Despite increasingly frequent discourse on sustainability and social responsibility, the major players in production chains — such as processing industries, retail chains and financiers — often fail to make concrete and lasting commitments to strengthening local collective organizations.**

Power asymmetry and the centralization of value at the end of the chain reduce incentives to build more inclusive models inclusive models, in which collective organizations can develop fairly.

One of the biggest challenges facing development projects in the Amazon is ensuring continuity and local ownership after philanthropically funded initiatives have ended. The absence of clear transition strategies, coupled with the institutional fragility of organizations, compromises the creation of autonomy and the maintenance of legacies.

Without organizational strengthening, the knowledge, assets and networks built tend to dissipate at the end of projects.

<b>CHALLENGES</b>		<ol style="list-style-type: none"> <li>1. <u>HIGH COST OF FORMALISATION AND PRECARIOUS LOGISTICS</u></li> <li>2. <u>UNFAIR COMPETITION FROM INFORMALITY</u></li> <li>3. <u>LEGAL UNCERTAINTY THAT DISCOURAGES INVESTMENTS</u></li> </ol>		<ol style="list-style-type: none"> <li>1. <u>LACK OF COORDINATION BETWEEN PRODUCTIVE LINKS</u></li> <li>2. <u>ABSENCE OF STANDARDISATION, TRANSPARENCY PRICES AND DISTRIBUTION INFRASTRUCTURE</u></li> <li>3. <u>LACK OF PARTICIPATION IN PRODUCTIVE ARRANGEMENTS THAT PAY BETTER</u></li> </ol>
	<b>HOSTILE BUSINESS ENVIROMENT</b>	<b>PRODUCTION CHAINS DISRUPTED</b>		





### VISION FOR THE FUTURE

NNARCISO IS ONE OF THE EXAMPLES OF HOW THE AMAZON PROGRAM HAS PROMOTED ADVANCES. DISCOVER OTHER STORIES AT [SOLIDARIDADLATAM.ORG/BRASIL](https://solidaridadlatam.org/brasil)

the land and in their dealings with the banks, they made Narciso's father sell the farm and move to a smaller property, where the large family lived off the land they cultivated.

When his mother died in the early 1990s and Narciso's father sold the family property, gold mining emerged as an alternative. "It's like an addiction. You arrive full of hope, but there are no guarantees. Some people go and say they'll only come back when they're rich, then they never return, and the others think they've died. But no, they haven't died. They've grown old there and don't want to come back because they're ashamed of not having acquired anything. I knew many like that," he says.

Determined not to be the protagonist of yet another one of these stories, he returned after four years and became a sharecropper on a cocoa plantation. There were eight producers working the land and sharing the profits, until the owner decided to lease the land and Narciso went in search of another occupation. He then spent 14 years working on a cattle farm. **"There were 552 hectares of pasture, which I managed alone. It was extremely hard work, in the sun, and I never forgot what working on the cocoa crop was like. I fell in love with the blessed. I saw that my future would be cocoa.**" Small land, which I will not be able to afford to buy more of. And with 5 hectares of cocoa, I was able to support my family".

# STORIES THAT CONNECT

Narciso Batista arrived in Novo Repartimento (PA) in 1979, at the age of 8. He came from Chumbado, a small community in Espírito Santo, almost 3,000 kilometers away, accompanied by his parents and seven siblings. "I lived on the edge of the Trans-Amazonian Highway, and it was just forest.

Some people don't believe it, but it's true. The Trans-Amazonian Highway was just a

dirt track," recalls the 54-year-old farmer.

Narciso's saga spans more than 45 years of Amazonian history and, although entirely personal, it also represents the efforts of many other Brazilians who, encouraged by the government, made the Amazon their home in search of better living conditions.

At the time, the family managed to settle on a property, but difficulties in managing

With the savings from the season as farm manager, Narciso and his wife, Iracema, managed to buy, in 2010, the property where they are today. The dream was beginning to come true, but he still couldn't imagine how far it could go. "Cocoa is a crop that, once it starts producing, never lets you down. Whether it's a little or a lot, it always has something to offer. And once the plantation grows, you work in the shade, it demands less."

Narciso and his family were part of the initial group of farmers served by Solidaridad in 2015. From the first meeting, held by coordinator Pedro Santos, and given the proposals for technical assistance and the creation of demonstration areas, the response was unequivocal: "We're in. When it comes to learning, count me in."

The visits by the technicians, travelling along roads that were difficult to access, demonstrated commitment to his family and to success at work. **Some neighbors were suspicious of the new techniques and the additional work involved, but mutual trust between technicians and the farmer made him persevere. "Every time something worked out, we celebrated together,"** he recalls.

#### AS A FAMILY

IRACEMA, NARCISO AND ALL THOSE WHO PARTICIPATE IN THE WORK ROUTINE AND SHARE THEIR LIVES

Naturally, friendships formed, and trust grew. "Little by little, we changed everything. The way we planted, pruned, harvested, dried, to sell. If we are selling fine cocoa today, it is because of all this joint effort. I couldn't have done it alone," he acknowledges. The beans produced by Narciso and other participants in the program have already been recognized in national



and international awards and help to consolidate Terroir Tuerê as a benchmark in the fine cocoa segment.

**"Before cocoa, Tuerê was known for its aggressiveness, it was known as a dangerous place, that killed people. Today, Tuerê is peaceful."**

For the future, what he wants is to see the forest reborn wherever possible. "The other day, a person came here and said

that I was negligent, that I let the forest reach my doorstep, and I replied:

'No, you're talking about something you don't know anything about. As long as I live, it will stay that way. I want to see this forest become a forest again at my doorstep.'"

# INNOVATION FOR IMPACT

## THE STAGES OF CONSOLIDATION

1

**PILOT PHASE**



**2015-2018**

TEST ON  
A SMALL SCALE

2

**PROOF OF CONCEPT**



**2018-2021**

VALIDATE  
INNOVATION

3

**SCALE**



**2021**

EXPAND  
TO GROW

4

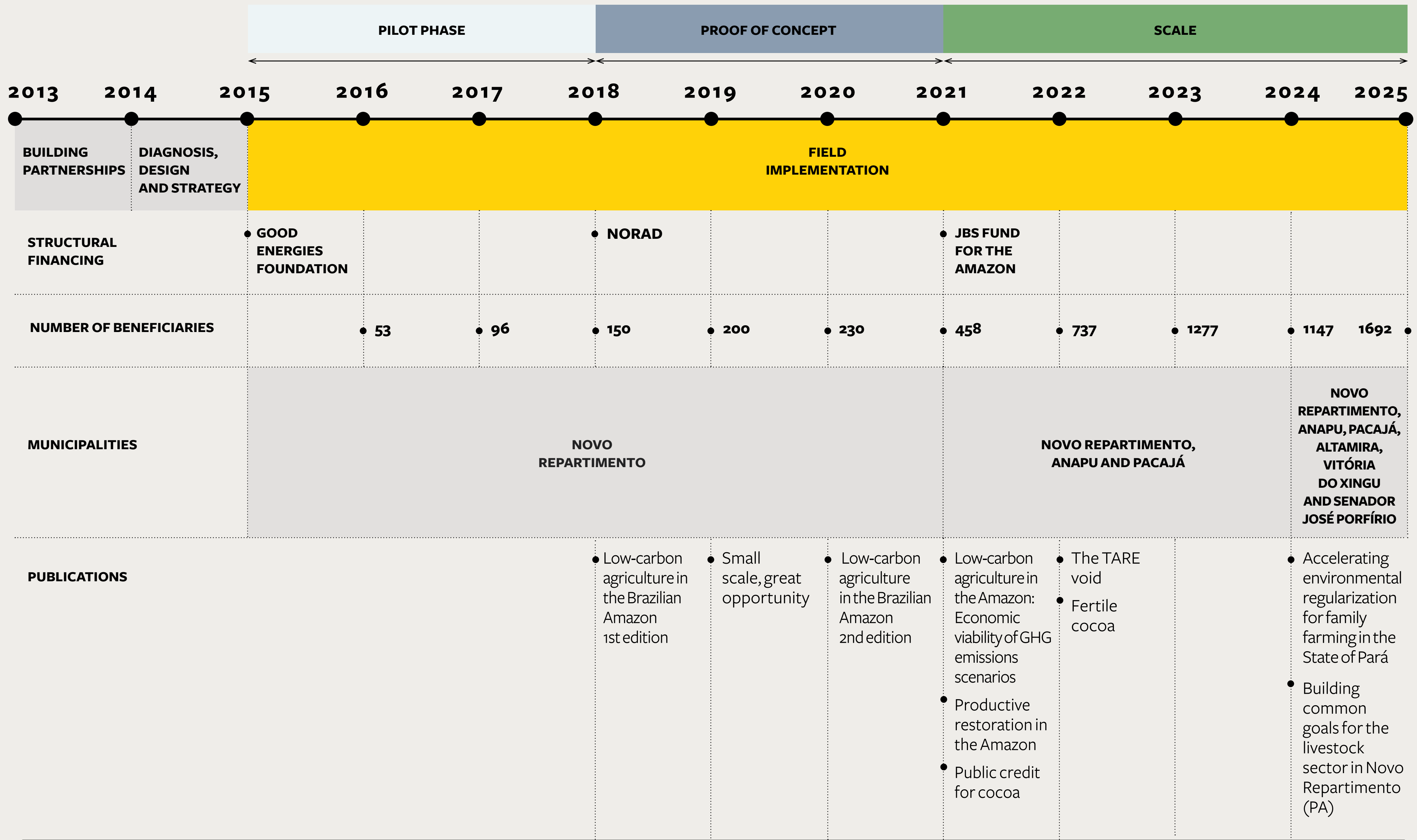
**REPLICATION**



**2026**

MULTIPLY  
THE MODEL





INTRODUCTION

LEARN ABOUT

INVOLVEMENT

BARRIERS

TRUST

COMMITMENT

RESOURCES AND PARTNERS THROUGHOUT THIS DECADE

R\$80.9 million

TOTAL RESOURCES LEVERAGED FOR THE TERRITORY

Abrapalma, ADM, Agrifirm, Agropalma, Alliance for the Restoration of the Amazon, Arapyaú Institute, Barry Callebaut, BNDES, Brazilian Coalition on Climate, Forests and Agriculture, Brazilian Roundtable on Sustainable Livestock, Cargill, CEPLAC, Ceres, CIAT, Cocoa Action, Elanco Foundation, Eletronorte, Dutch Embassy, Dutch Ministry of Agriculture and Nature, GIZ, Global Methane Hub, Good Energies Foundation, IFAD, IKI, Imaflora, JBS, JBS Fund for the Amazon, Mondelez, municipal governments (Altamira, Anapu, Novo Repartimento, Pacajá, Senador José Porfírio and Vitória do Xingu), Nestlé, Neste, Norad, Norte Energia, Pepsico, Proforest, State Secretariat for the Environment and Sustainability - SEMAS/PA, Tabôa, Tiktok, TNC and USAID.

RESULTS ACHIEVED

839 ha

AVOIDED DEFORESTATION

between 2021 and 2025

18,800 ha

OF CONSERVED FORESTS

44%

REDUCTION IN DEFORESTATION RATE

Compared to what was observed before the properties entered the program

34.5%

REDUCTION IN GHG EMISSIONS

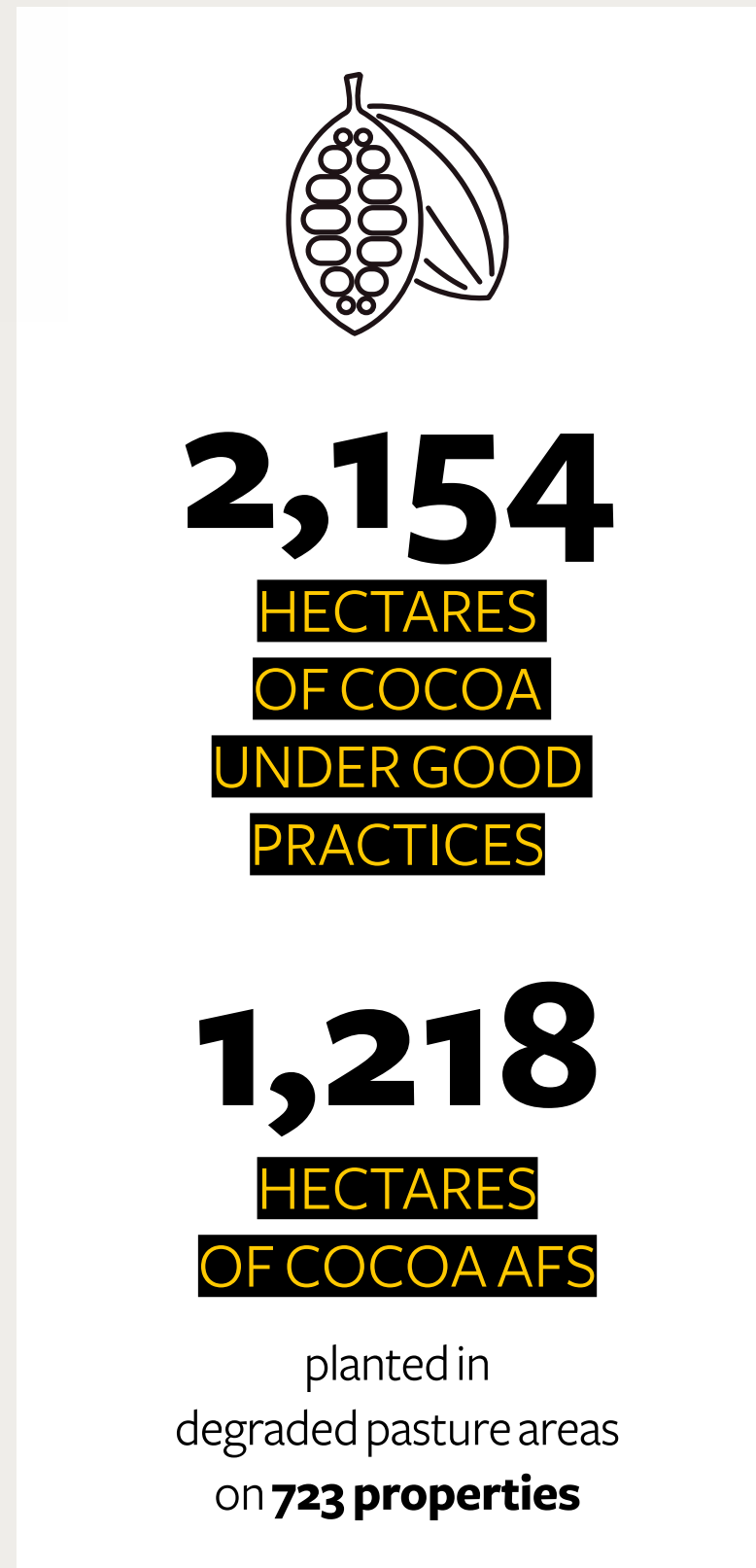
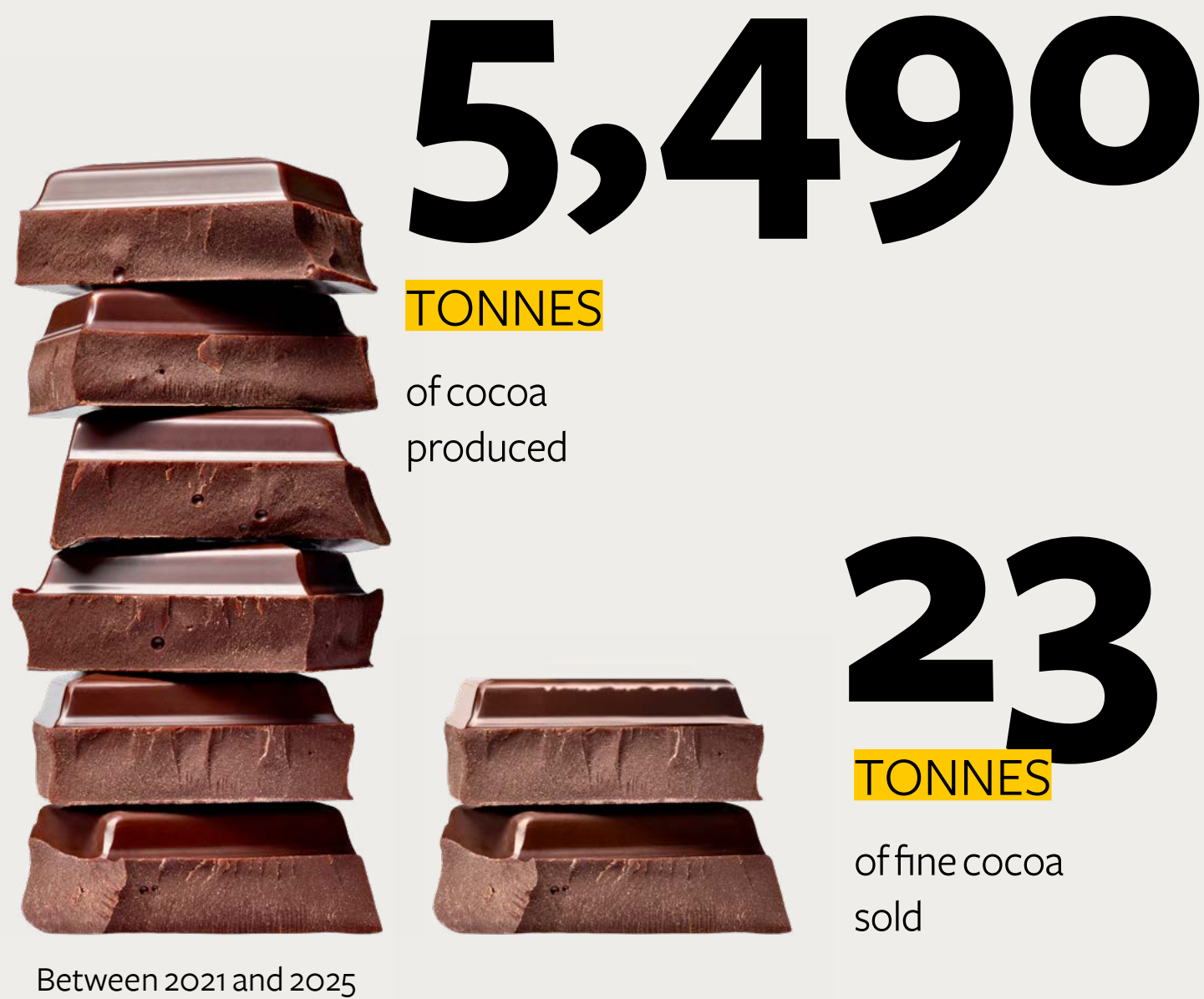


LAND USE

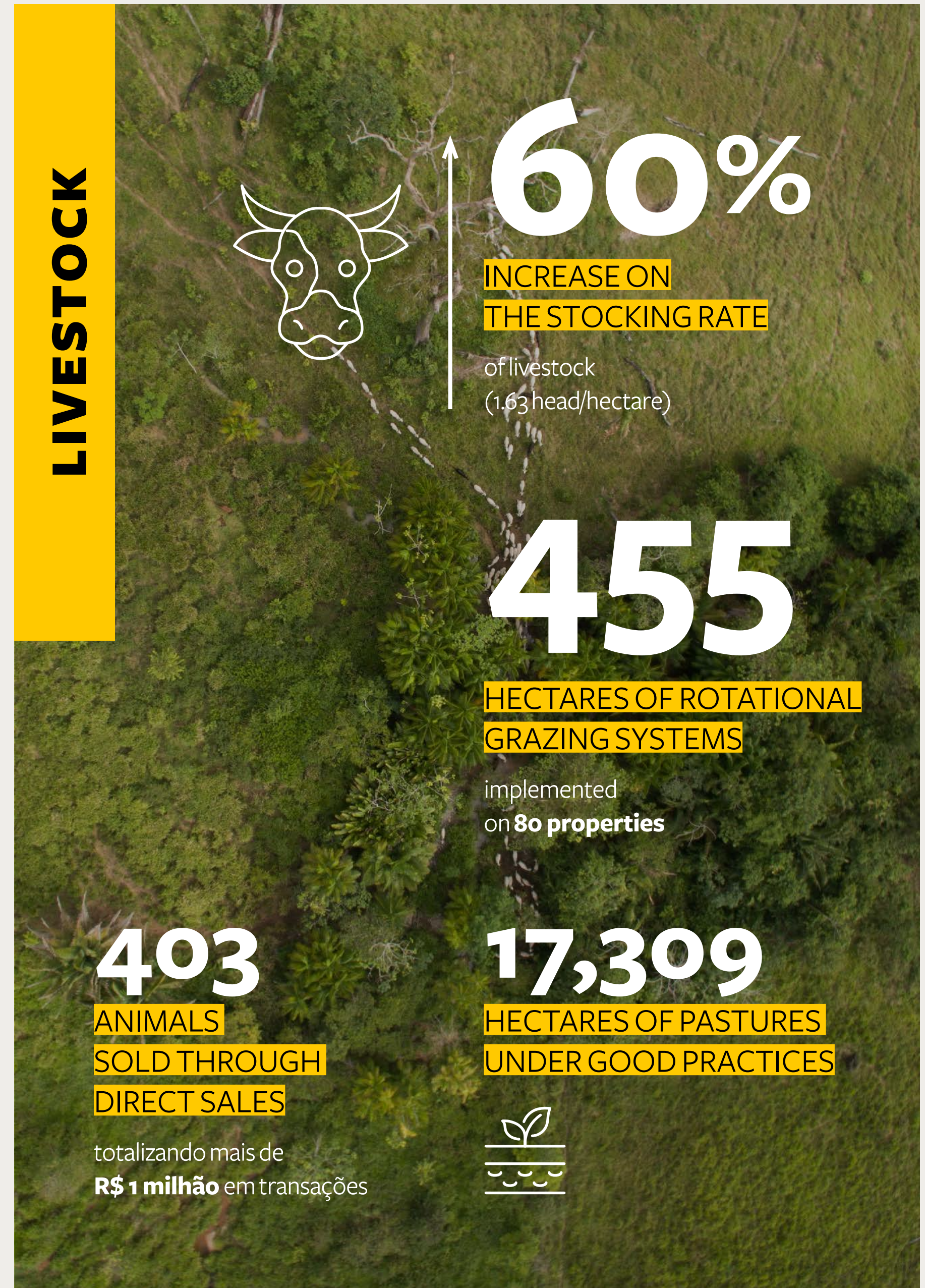
# INCOME



# COCOA



# LIVESTOCK





# COMMITMENT



# WHO WILL FINANCE THE TRANSITION?

**VERY FEW ARE WILLING  
TO PAY THIS BILL**

**BUT IT STILL NEEDS  
TO BE PAID**

Most solutions for sustainable development in the Amazon do not consider the conditions and complexity of the territory. It is often necessary to do preliminary work to create the right conditions for initiatives to be planted in fertile soil. **For sustainable production systems to be established and viable business models developed, non-reimbursable investments are needed in the initial implementation phase that understand and respect the time needed for transformation.**

However, this type of resource has become scarce, often restricted to philanthropic organizations and European cooperation agencies. In early 2025, the end of USAID investments in various Amazon initiatives, including ours, represented a major weakening of large-scale support for the biome.

Non-reimbursable resources still play a key role in transformation cycles, as they can assume risks, enable grassroots work, support the structuring of local ecosystems and **finance what is invisible in spreadsheets: the time it takes to establish relationships of trust, qualified listening, social organization. Without this, no project can stand on its own two feet, let alone have a lasting impact.**

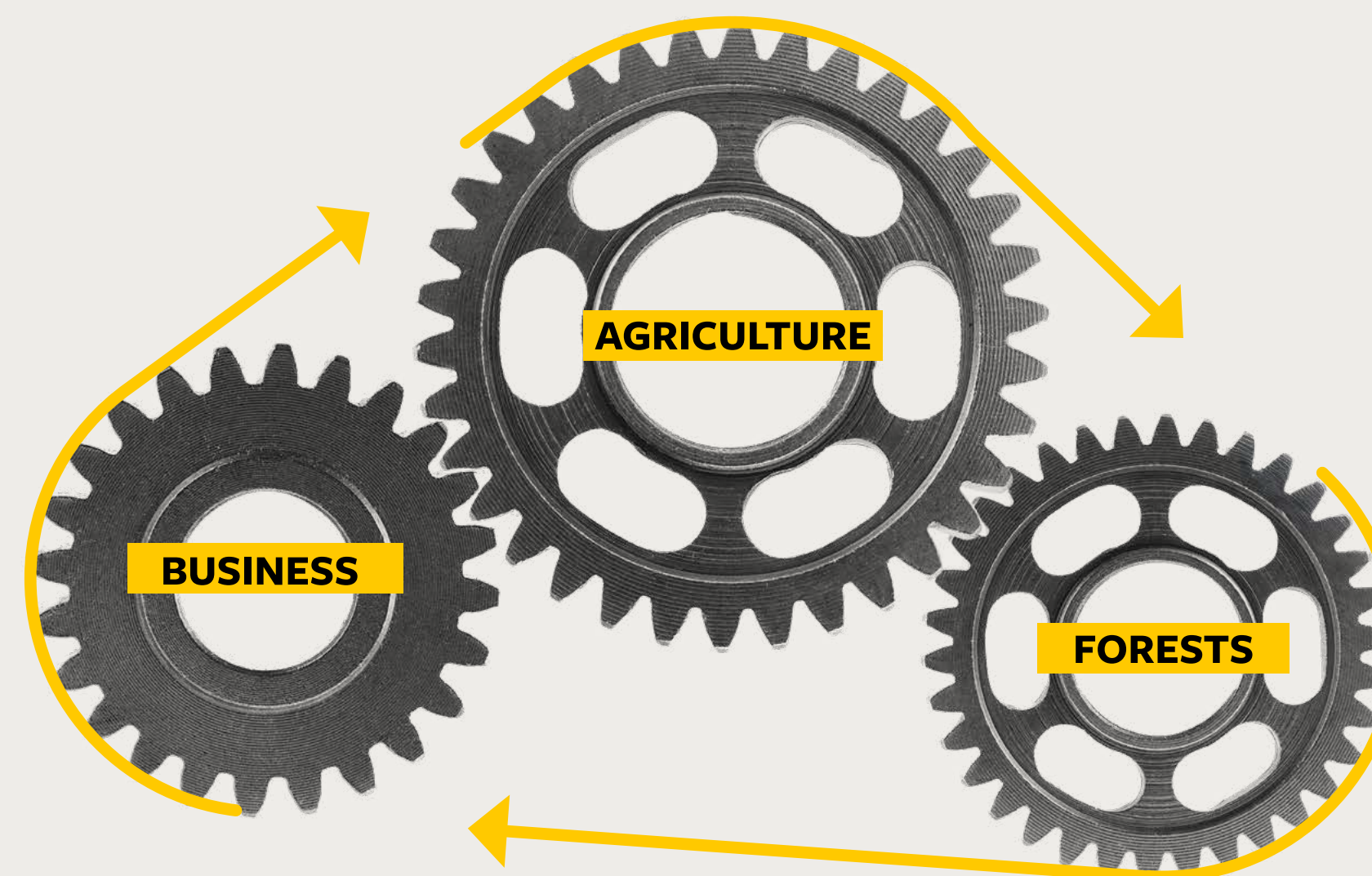
An essential part of this equation, when considering family farming, is the TARE service. Without TARE, climate finance does not land. The billions promised to curb deforestation, promote a new economy and tackle the climate crisis, if they ever arrive, will not fall from the sky into the hands of farmers. They need support to understand the rules of the game, organize themselves, implement sustainable practices, comply with legal requirements, and access policies and markets. **Without TARE, projects fuel exclusion, leaving out precisely those who are at the forefront of food production and conservation.**

We need to do more, better and faster. All of us. We need to take responsibility, Brazilians and the the global community, for the environmental and social degradation of the Amazon.

Governments need to invest in robust and permanent public policies. Philanthropy needs to continue funding the intangible, connecting agendas and paving the way for market capital. And the private sector needs to understand that there is no such thing as a 100% safe investment in a fragile territory — and that its role must go beyond that. We have a long-term task ahead. But it is also the only possible path to a fair transition.



**TIME AND INVESTMENT**  
THE CLIMATE CRISIS DEMANDS RAPID ACTION, BUT INVESTMENTS MUST RESPECT THE MATURATION OF THE INITIATIVES



# COMMITMENT TO ACT



Faced with this challenging scenario, Solidaridad understands its role and takes on its responsibilities with experience and willingness to play an active role in developing the necessary solutions.

We know that traditional models of technical assistance and rural development no longer respond to the urgency of today's challenges. We need to innovate, adapt and, above all, scale up. That is why Solidaridad works to build, in constant dialogue, models of cost-effective and scalable TARE for family farming.

**It is also necessary for TARE to be integrated into sustainable business models that are financially viable and gradually become self-sustaining — financed by the farmers themselves.**

For this reason, Solidaridad is committed to structuring a Sustainable Business Unit in the Trans-Amazonian region — a platform for technical, financial and commercial solutions to connect family farmers to

markets that value good practices and to the State, which must guarantee rights and policies. In addition to incubating and accelerating community business that generate income, productive inclusion and conservation.

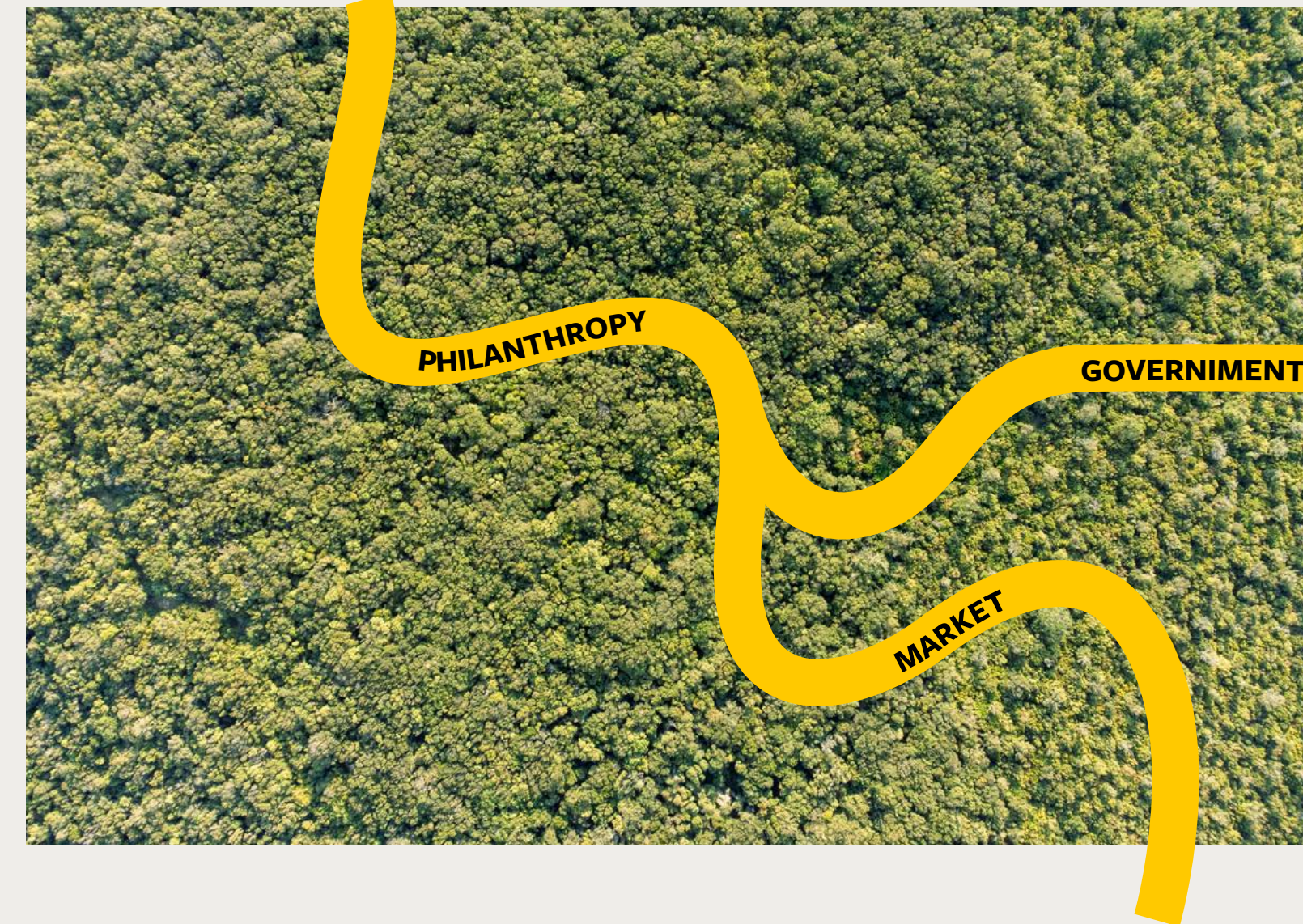
More than just providing assistance, we want to transform TARE into a policy for development and social justice in rural areas.

**Solidaridad remains available to contribute, test, adjust and scale solutions. Together with our**

**partners, we want to respond to the challenges facing the Amazon.** We know that this transformation requires time and commitment — but also the sense of urgency that our times demand. And it is in this spirit that we continue.

## EXPERIENCE SHARED

SOLIDARIDAD TEAM AND GROUP OF FARMERS ON AFS PLANTING DAY ON THE PROPERTY BY FRANCISCA VIANA (CENTRE).



# THERE IS NO FUTURE WITHOUT THE AMAZON



## **BELÉM AT THE CENTRE**

BY HOSTING COP30,  
THE AMAZON SHOWS  
THE WORLD ITS VALUE  
AND ITS NEEDS

### MESSAGE FOR COP30, THE COP IN THE AMAZON

Welcome to the Brazilian Amazon, home to 30 million people, 31,000 plant species, 15% of the planet's biodiversity and 22% of all the fresh water on Earth. This region plays a vital role in global climate balance by providing ecosystem services such as carbon sequestration and storage, biodiversity and regulation of rainfall patterns in various locations of the planet. However, we continue to export these essential ecosystem services to the world for free, while facing the challenge of keeping our forest standing and ensuring the well-being of its peoples.

Deforestation is not – and never has been – a necessary condition for development of the Amazon. Quite the contrary, between 2004 and 2012, when deforestation was reduced by more than 80%, the region's agricultural GDP doubled. Despite successful periods such as this, we Brazilians and the global community have not yet been able to

consolidate a sustainable development model for the region.

The Amazon, despite being home to one of the planet's greatest natural riches, contributes less than 9% of Brazil's GDP, generates more than half of the country's greenhouse gas emissions, and is largely responsible for positioning Brazil as the sixth largest global emitter.

We need to change this paradigm. The region's economy remains marginalized and poorly connected to biodiversity products, which account for only 1.2% of Amazonian GDP, while cattle ranching accounts for 17%. This scenario reveals the failure of a model based on environmental degradation, a poorly diversified and low-productivity economy, and social precariousness. More than 45% of the Amazonian population lives below the poverty line poverty line, and the gross enrolment rate is practically half the Brazilian average.

The expansion of deforestation is strongly associated with illegal activities, contributing to social conflicts, endemic violence and the deterioration of the economic environment. **The lack of economic opportunities and the presence of illegality open the door to a dramatic reality: if the Amazon were a country, it would be the fourth most violent in the world,** behind only El Salvador, Venezuela and Honduras.

The lack of a long-term vision has been costly, as any regular economic activity tends to be less profitable than predatory exploitation. The Amazon needs robust investment to combat deforestation, restore ecosystems, implement low-carbon practices, structure supply chains, and promote sustainable development socio-bioeconomy and generate income and dignity for those living in the region. Climate finance needs to reach the end user so that a new development model can be built, one that guarantees a viable future for both the Amazon and the planet.

The COP30 Presidency has reiterated that global climate success depends on investments and solutions that originate in the territories and recognize the contributions of local populations. The standing forest and the Amazonian peoples are not obstacles, but rather protagonists of regenerative and scalable solutions, such as points out the COP30 Action Agenda.

The time to act is now. We must do what is necessary, even beyond what seems possible. In the urgent context in which we find ourselves, action is our only path.

**Implementation can no longer wait; we must move forward even with potential risks, because the risk of inaction is immensely greater.**

We are dangerously close to the forest's tipping point, the point at which large parts of the Amazon could collapse into savannah. degraded. The impacts of this collapse would be catastrophic for the planet, compromising global climate regulation, increasing the occurrence of extreme weather events and directly affecting water and food security in various regions of the world.

As highlighted in the First Letter from the COP30 Presidency, global warming is no longer a theory: it is a lived reality, and the Amazon is the epicenter of this climate crisis. This requires not only promises, but a real game changer — a global “mutirão” around action, inspired by ancestral wisdom, as Brazil proposes to the world.

Without the forest standing and the prosperity of its peoples, there is no

possible future. The world needs to recognize and value this natural asset, ensuring the necessary resources for its preservation and for the well-being of the Amazonian people.

The Presidency reaffirms that this is the COP of implementation: the time to act on what has already been agreed. The Amazon is a strategic priority in the Action Agenda, especially in the areas of forest management forests, socio-bioeconomics and the transformation of food systems. The time has come to

transform the “mutirão” into concrete achievements — self-determined, integrated and financially sustainable.

The time for waiting is over. The time to invest is now — in climate justice, in a fair transition, and with the Amazon at the center of a new ecology of global cooperation.

**GLOBAL COOPERATION**  
THE ECOSYSTEM SERVICES THAT THE AMAZON PROVIDES TO THE WORLD NEED TO BE RECOGNIZED, PRESERVED AND CELEBRATED



## ACKNOWLEDGEMENTS

Celebrating 10 years of Solidaridad in the Amazon means recognizing the strength of our partners, funders and, above all, the producers who walk with us and make this journey possible.

Special thanks to Fátima Cardoso, Pieter Sijbrandij and Joyce Brandão, who took the first steps in this story.

We continue together, with gratitude and commitment to the future of the Amazon!

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