

2012-2017 VERSTA's Jussara-Palm AF Project and 2018Project Plan by Japan Fund for Global Environment Ver.1.0



Date:Aug.29.2018

Place: Sete Barras city

Managing Director,the NPO VERSTA

Ph.D. Yosikazu Onose

Mail : yoshi-o@tkg.att.ne.jp

Web : <http://www.versta.org/>



Contents

- 1.Principle of The NPO VERSTA's activity
- 2.Background of The NPO VERSTA's activity
- 3.Overview of The NPO VERSTA
- 4.2012-2013 The NPO VERSTA's activities
- 5.2014-2016 The NPO VERSTA's activity Plan
- 6.2014-2016 The NPO VERSTA's activity Results
- 7.2014 The NPO VERSTA's activities
- 8.2015 The NPO VERSTA's activities
- 9.2016 The NPO VERSTA's activities
- 10.2017-2019 The NPO VERSTA's activity Plan
- 11.2017 The NPO VERSTA's activity Result
- 12.2018The NPO VERSTA's activity Plan : Conclusion
- Appendix. VERSTA partnered with API Co., Ltd.



1.Principle of The NPO VERSTA's activity



- The ultimate goal of this project is that to achieve the prevention of global warming through the conservation of the Atlantic coastal forest (Mata Atlântica) in Brazil that has been harvested 93% by the agricultural development etc..
- **Our Principle** : The NPO VERSTA was established to contribute to the realization of a low-carbon society and the promotion of sustainable global environment maintenance.



1.Principle of NPO VERSTA's activity



131million ha

13 million ha



2. Background of NPO VERSTA's activity

- Brazil is the country of **the world's largest Japanese immigrants**, about **260,000** Japanese went to Brazil before World War II through the postwar period.
- Today, Japanese people are eating **delicious coffee , orange, and chicken etc.** of Brazil.
- However, the Atlantic forest (Mata Atlântica) and the Amazon of Brazil has continued to the present **decrease of tropical rainforest** by developing **large-scale illegal logging** and due to delays in improving the lives of local residents, if you leave it, Brazilian rainforest that has been concern can be reduced significantly.



3. Overview of The NPO VERSTA

- **Our Mission** : We support the spread of **agroforestry** attracting global attention to the use of sound agricultural methods to help reproduction and the maintenance of key natural environments such as the Atlantic forest (**Mata Atlântica**) .
- **Our Activities**:
 - The **1st** Step: Agroforestry support charity Live (**AF AID**).
 - The **2nd** Step: AF support music distribution project(**AF Music Distribution**).
 - The **3rd** Step: AF cultivation method establishment support project(**AF cultivation manual**).
 - The **4th** Step: AF fruit commercialization support project(**High value added support**).



3. Overview of The NPO VERSTA



Part I: Video Lecture “**Agroforestry**”
Lecturer/Dr. Masaaki Yamada,
Assistant Professor ,TUAT

Part II: Special Live
Singer/ **Takako Sirai**

“**AF AID** Vol.2”

Date : Fri., September 30, 2011
OPEN 18:30/START 19:00

Place : Nihombashi social
education hall 8F,Tokyo,JAPAN



3. Overview of The NPO VERSTA



“Music Distribution ”

Date : From Oct., 2014

Artist : Jazz Pinist **Ritsuko Endo**@FRV

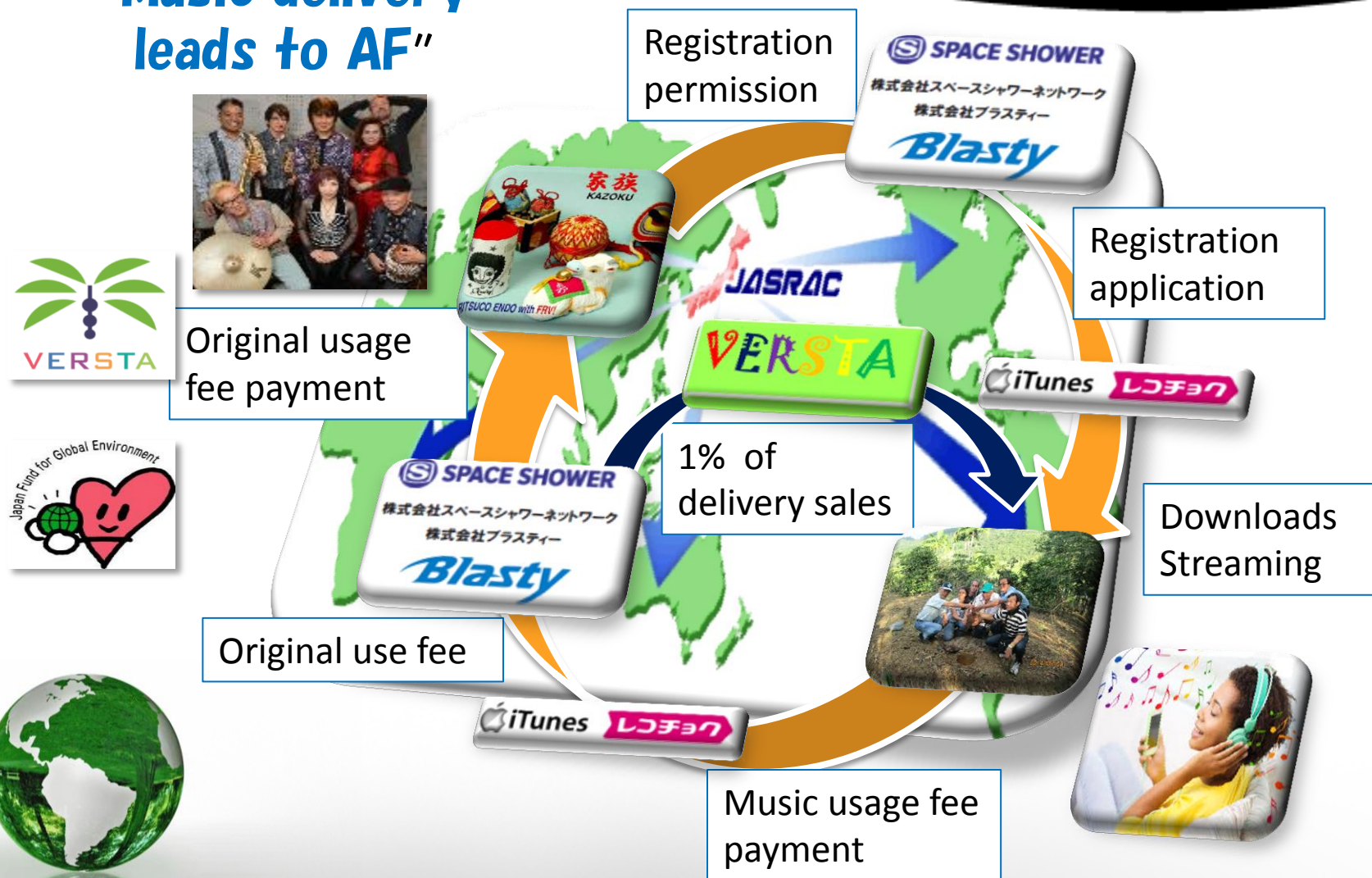
Mechanisms: Ritsuko Endo has decided to agree with the spirit of the activity VERSTA, is carried out worldwide delivery of music, make donations to VERSTA activities **1% of its sales.**

Current situation : Music fans around the world have enjoyed with such as downloading and streaming Ritsuko Endo's CD music from the Music Delivery site. Most access to often are **Japan, Taiwan, Korea etc. .**

3. Overview of The NPO VERSTA

1% of the Internet world delivery sales of Ritsuko Endo CD sound source has been donated to VERSTA.

“Music delivery leads to AF”



4.2012-2013 The NPO VERSTA's activities

- **2012 our activity** : Our project was carried out **AF promotion project** by 2012 Japan Fund for Global Environment(**¥1,600,000**).
- **2012 our actual results** : By the Jussara-Palm AF promotion PJ meeting and pilot project act in **Rio Preto village**, Sete Barras city, Sao Paulo state, the following subjects became apparent.
 - 1) The need for **soil improvement** by appropriate fertilization
 - 2) Possibility of **organically grown coffee** mixed planting by Jussara-Palm AF
 - 3) Development of **Jussara-Palm fruit pulp processing technology**
 - 4) Potential as a raw material for **nutrition food and health food of Jussara-Palm fruit pulp**
 - 5) Possibility of **Pau Brazil** mixed planting cultivation that is a tree of Brazil country originated etc.



4.2012-2013 The NPO VERSTA's activities

• 2012 Activities photographic recorded



4.2012-2013 The NPO VERSTA's activities

・ 2012 media recorded

◆Sao Paulo newspaper electronic version (August 2, 2012)



◆TV-TERRAVIVA's 30 minutes special program of TV-BAND (August 6, 2012)



4.2012-2013 The NPO VERSTA's activities

- **Antioxidant component and a list of major life activator Brazilian fruits (excerpt)**

Brazilian fruit (excerpt)		Vitamin C (mg/100 g fresh matter)	Total anthocyanins (mg/100 g fresh matter)	Extractable polyphenols (mg GAE/100 g)
Name	Species			
Acerola	Malpighia emarginata	1357 ± 9.5	18.9 ± 0.9	1063 ± 53.1
Camu-camu	Myrciaria dubia	1882 ± 43.2	42.2 ± 17.0	1176 ± 14.8
A:Açaí, assai	Euterpe oleracea	84.0 ± 10	111 ± 30.4	454 ± 44.6
B: Juçara, Jussara	Euterpe edulis	186 ± 43.3	192 ± 43.2	755 ± 8.3
B/A (%)		221.4	173.0	166.3
Function		<ul style="list-style-type: none"> • Prevention of scurvy • Promotion and absorption of minerals 	<ul style="list-style-type: none"> • Antioxidant effect (hardening of the arteries, stroke prevention) • Suppression of muscle fatigue 	<ul style="list-style-type: none"> • Antioxidant effect • Hormone promoting action



Reference: Maria do Socorro M. Rufino and other author "Bioactive compounds and antioxidant capacities of 18 non-traditional tropical fruits from Brazil", Food Chemistry 121 (2010) 996–1002



4.2012-2013 The NPO VERSTA's activities

- **2013 our actual results** :Our project was carried out **AF promotion project** by pre chairman **Mr. Matsutaro Morita's Donation**(**¥ 200,000**)of The NPO VERSTA.
- By this donation, VERSTA conducted a follow-up guidance the following.
 - 1) **Dr.&Professor Fernando** of San Carlos Federal University was carried out Rio Preto village's **Jussara palm growing AF follow-up guidance**.
 - 2)Project team bought **100 pieces stem crop seedlings, fertilizer, mowing the electric machine** etc..



4.2012-2013 The NPO VERSTA's activities

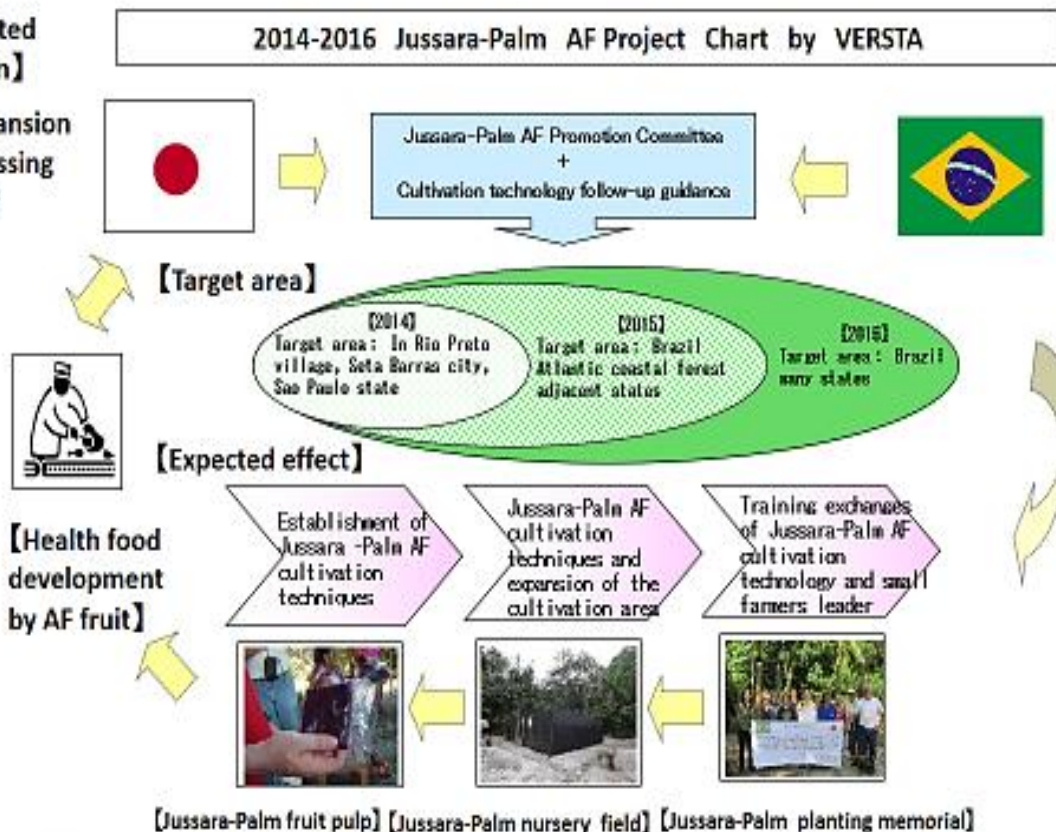
• 2013 Activities photographic recorded



5.2014-2016 The NPO VERSTA's activity Plan

【Future expected effect on Japan】

Overseas expansion of food processing technology of Japanese companies



Performance: 2012 Jussara-Palm AF pilot project implementation by Japan Fund for Global Environment

6.2014-2016 The NPO VERSTA's activity Results

- **Our activity results** : Our project is carry out using Japan Fund for Global Environment
(2014¥2,000,000+2015¥2,000,000+2016¥2,000,000).
- **The breakdown of Our activity results:**
 - 1) VERSTA Jussara palm AF joint **Project meeting**
(2014¥1,000,000+2015¥700,000+2016¥580,000).
 - 2) VERSTA **Jussara palm AF model field** installation
(2014¥400,000+2015¥340,000+2016¥410,000).
 - 3) VERSTA establishment of **Jussara AF palm cultivation technology**(2014¥480,000+2015¥800,000+2016 ¥900,000).
 - 4) VERSTA **Jussara palm AF spread enlightenment activities**
(2014¥120,000+2015¥160,000+2016¥110,000).



7. 2014 The NPO VERSTA's activities

• 2014 Activities photographic recorded



Left of the photo is **Pau Brazil** and stringed instrument bow fabricator Mr. LOMBARDY.



7. 2014 The NPO VERSTA's activities

- **2014 Activities photographic recorded**



8. 2015 The NPO VERSTA's activities

• 2015 Activities photographic recorded



8. 2015 The NPO VERSTA's activities

• 2015 Activities photographic recorded



9. 2016 The NPO VERSTA's activities

• 2016 Activities photographic recorded



Jussara palm appeared at the opening ceremony of the 2016 Rio Olympics opening ceremony



Consul-General of Japan in Sao Paulo
Nakaemon Consul-General

9. 2016 The NPO VERSTA's activities

• 2016 Activities photographic recorded



autores

Fernando Silveira Franco
Suzana Marques Rodrigues Alvares
Samuel Carvalho Ferreira da Rosa

colaboradores

Guernji Yamazoe
Gabriel Souza Torres de Oliveira
Geraldo Francisco de Aguiar
Mário Terashima

ilustrações

Maria Elisa Duarte Ferraz Franco
Layla Gaielle Muheim
Ana Beatriz Wolff

fotografias

Maria Fernanda Rosa da Silva

projeto gráfico e diagramação

Gabriela Guenther | Estúdio Sambaqui

impressão

Destak Gráfica

AGRADECIMENTOS

Agradecemos aos agricultores agroflorestais das comunidades de Rio Preto e Raposa que apoiam o projeto e seguem firmes na luta diária pela vida e pelo acesso à comida de verdade no campo e na cidade, e que muito generosamente participam na construção contínua dos conhecimentos que aqui estão apresentados, sendo eles: Antonio Lourenço, Aparecido Antonio da Silva, Elísio Magalhães de Oliveira, Geraldo Francisco de Aguiar, Matias, João Carolina Barbosa Dias de Oliveira, Nelson Muniz, José H. Murasawa, José Cunha, Kazutoshi Yamamaru e Yoshimitsu Matsuo.

Dedicamos esta publicação, de forma especial, ao Sr. Toldi que com sua força e carinho para conosco e com a vida, nos mostrou que sempre há tempo para fazer e lutar pelo que acreditamos, com certeza onde ele estiver, como nas alturas de seu terreno, estará plantando agroflorestas de sonhos e alegrias sempre.

ÍNDICE

APRESENTAÇÃO 3

INTRODUÇÃO 4

1. OS BAIRROS RAPOSA E RIO PRETO 5

2. A PROPOSTA DA AGROECOLOGIA 6

3. SISTEMAS AGROFLORESTAIS (AGROFLORESTAS) 7

4. A PALMEIRA JUÇARA 8

5. AS AGROFLORESTAS COM JUÇARA NO RIO PRETO E RAPOSA 20

APRESENTAÇÃO

Este material faz parte do projeto "Sistemas agroflorestais para agregação de renda na agricultura familiar e conservação de biodiversidade da Mata Atlântica", realizado através da parceria entre a organização VERSTA e a Universidade Federal de São Carlos - UFSCar Campus Sorocaba, com recursos financeiros do Japan Fund for Global Environment, Symons Co. Fundo Vesta/AF AID, apelidado de "Projeto SAF Juçara". O objetivo deste projeto é contribuir na busca de alternativas de uso da terra, baseadas na valorização da biodiversidade do ecossistema e no conhecimento da população local, que promovam a conservação dos recursos (água, solo, biodiversidade) e a produção de bens e serviços de forma sustentável para agricultores familiares da região do entorno do Parque Estadual Carlos Botelho no município de Sete Barras, no Vale do Ribeira, SP.

A proposta desta cartilha é contribuir para a redescoberta e a discussão da importância da árvore no organismo agrícola, resgatando elementos que podem fornecer subsídios técnicos para uma forma de fazer agricultura que é ao mesmo tempo antiga e moderna. As ideias aqui colocadas vieram de vivências práticas de todos que participaram da elaboração do material e dos agricultores que participam do Projeto SAF Juçara em Sete Barras, com sistemas agroflorestais envolvendo a palmeira juçara em suas propriedades.

Nesta perspectiva, este material busca também mostrar alternativas de manejo e de sistemas para serem testados em diferentes condições socioambientais, a partir de exemplos e dados que foram aqui detalhados para que possam servir de base para o desenvolvimento de outras estratégias adaptadas às diferentes situações e individualidades agrícolas.

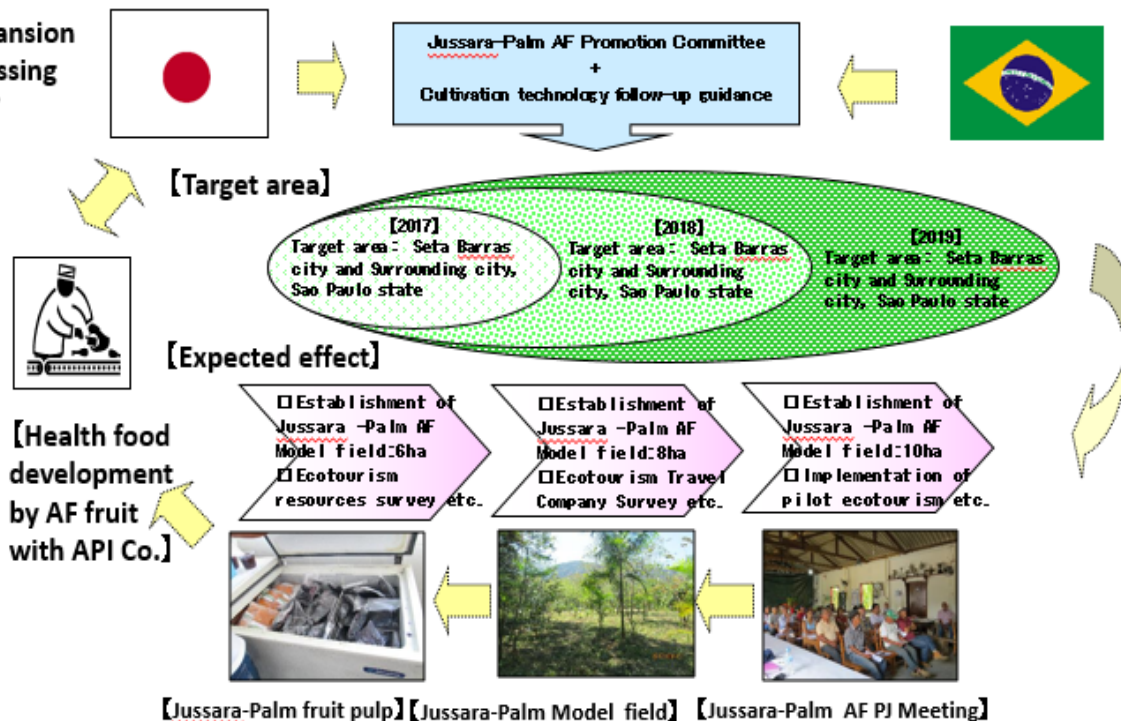
10. 2017-2019 The NPO VERSTA's activity Plan

【Future expected effect on Japan】

Overseas expansion of food processing technology of Japanese companies



2017-2019 Jussara-Palm AF Project Chart by VERSTA



Performance:2017 Jussara-Palm AF pilot project implementation by Japan Fund for Global Environment

11. 2017 The NPO VERSTA's activity Result

• 2017 Activities photographic recorded



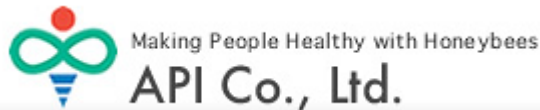
12. 2018 The NPO VERSTA's activity Plan

- **2018 our activity Budget** : Our project is carry out **AF promotion project** using 2018 Japan Fund for Global Environment(**¥2,000,000**).
- **2018 our activity Plan**:
 - 1) VERSTA's **Jussara palm AF joint project meeting** and **AF technology exchange** in Rapoza & Rio Preto model field in Sete Baraas by Agricultural Instructors (**¥695,000**).
 - 2) VERSTA's **Expansion of Jusala Palm AF model field and implementation of follow-up guidance** (**¥856,000**).
 - 3) VERSTA's **Implementation of Jusala Palm AF Learning Committee and Enlightenment Seminar** (**¥379,000**).
 - 4) VERSTA's **Implementation of Ecotourism introduction support survey** (**¥70,000**).



Appendix. VERSTA partnered with API Co., Ltd.

- VERSTA has partnered with API Co., Ltd. for **health food development of Jussala palm fruit.**



Appendix. VERSTA partnered with API Co., Ltd.

Profile



Chairman Takashi Nonogaki



President Takahiko Nonogaki

Incorporated	October 1972 (founded in 1907)
Representative	Takahiko Nonogaki
Capital	¥48,000,000
Businesses	<ul style="list-style-type: none"> ● Manufacture and sales of honey, royal jelly and other bee products, health foods, and pharmaceuticals ● Apiculture training and sales of apiculture equipment ● Research related to Dietary supplements
Number of Employees	1,069 (As of end-August 2017)
Recent Achievements	Period ending August 2017 Sales: ¥32,502 million / Profits: ¥1,841 million
Banks	The Juroku Bank,Ltd Main Branch, The Ogaki Kyoritsu Bank,Ltd Gifu Branch, MUFG Bank,Ltd Gifu Branch, Sumitomo Mitsui Banking Corporation Shinbashi Branch, Mizuho Bank,Ltd Nagoya Branch
Affiliated Companies	Gifu Yoho Co., Ltd., API Holdings Co., Ltd., API (SHANGHAI) Trading Co., LTD., UNIGEN Inc.



By Japan Fund for Global Environment NPO VERSTA's the agroforestry promotion project

*Let's meet again!
Vamos nos ver novamente!*

