

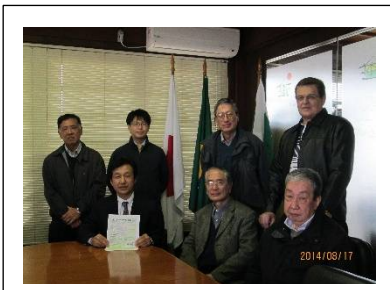
2014-2016 Japan Fund for Global Environment

“2014’s the Brazilian Atlantic Coastal Forest (Mata Atlântica) conservation promotion project by small farmers spread of agroforestry with Jussara-Palm(*Euterpe edulis*) and other crops”

Joint project meeting dispatch activity report

1. Dispatch period: August 14(Thursday) to 26 (Tuesday), 2014
2. Dispatch committee: Dr.Yoshikazu Onose” VERSTA’s Managing Director & Management consultant”
3. Observer participation: Mr.Tokuhisa Fujii”VERSTA’s Director&INTELLIGENCE FACTORY CORPORATION’s President/CEO”
4. Visited:

1) 10:00~12:00 August 16 (Sat) CCIBJ visiting at Curitiba, PS



Attendance : CCIJB Chairman Mr.Yoshiaki Ooshiro, Director Mr.Fujio Takamura, Director Mr.ErioHiga, Coordinator MrsMasue Habasaki.

Instituto Paranaense de Assistência Técnica e Extensão Rural (EMATER) Engenheiro Agrônomo Mr.Jorge K. Watanabe, Engenheiro Agrônomo Mr.Jorge Zbigniew Mazuchowski.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

- Agenda : (1) About VERSTA Overview and 2014-2016 Jussara-palm AF promotion plan (Dr.Onose)
(2) About 2015 VERSTA Jussara palm AF promote project cooperation request (Dr.Onose)
(3) Exchange opinions

- I welcome the VERSTA project in the Parana State. (Mr.Takamura)
- Leadership system can be built with the participation of EMARTER and Parana University. (Mr.Watanabe)

2) 15:00~17:00August 16 (Sat) Antonina City small farmers Association Jussara palm cultivation visit, Panara - State



Attendance : Antonina City small farmers Association Representative Mr. Gabriel, Antonina City Councillor Mr.Chiba,others.
 CCIJB Director Mr.Fujio Takamura, Director Mr.ErioHiga, Coordinator MrsMasue Habasaki.
 VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : (1) About VERSTA Jussara-palm AF Promotion Project (Dr.Onose)

(2) About Antonina City small farmers Association Jussara-palm cultivation situation and fruit products (Representative Mr. Gabrie)

(3) About Antonina City small farmers assistance (Councillor Mr.Chiba)

(4) Exchange opinions

- Antonina City small farmers association is a venerable organization that became in first the association organization in the city. (Councillor Mr.Chiba)
- Since In Antonina City the small farmers assistance are important measures, welcome VERSTA Jussara-palm AF Promotion Project in Antonina City (Councillor Mr.Chiba)
- In Antonina City small farmers association were cultivated promoted from 8 years ago Parumitto harvest purposes Jussara palm. Then, since Jussara palm is specified in endangered species can no longer be logging, and have begun to fruit processing. (Representative Mr. Gabrie)

3) 09:30~12:30 August 18 (Monday) Jussara-palm AF promote joint PJ conference (At Holl of Associação Desportiva Cultural Nipo-Brasileira de Sete Barras)



Attendance : 【Japanese side】

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

【Brazil side】

Setebarasu City Riopuretto village small farmers leader in Sao Paulo State Mr.Geraldo F. Aguiar

UFSCar Campus Sorocaba Assistant professor Mrs Suzana Alvares

Reserva da Biosfera da Mata Atlântica (RBMA) Mr.Marcelo M. Amaral

Cooperativa Agricola Mista de Tomé-Açu/Para (CAMTA) Mr.Michinori Konagano, Mr.Dinaldo Dos Santos

Associação Desportiva Cultural Nipo-Brasileira de Sete Barras Chairman Mr. Toraju Endou

Sociedade Brasileira de Cultura Japonesa e de Assistencia Scial/Presidente de Comissoao do

Premio Kiyoshi Yamamoto Dr.Guenji Yamazoe, Comissão Dr.Noriko Tanaka

Emperesa Jornalística São Paulo-Shimbun Repórter Mr.Yuki Kawaguchi

Editora Jornalística União Nikkei Repórter Mr. Yuki Ogura

Rio Preto & Guapiruvu small farmers Mr.Iaudimir Tosi Marques Mr.ar Franca Neto

Mr. Antonio Celso Martins de Melso, Mr. Fabiano Desnic de Souza
 Mr. Willam Jend Martin, Mr. Gilberto Ohta de Oliveira
 Mrs. Mazia de Rourdes Gounos, Mr. David Forrh da Lumor, Mr. Siclenel Carlos Franca
 Mr. Mario Ferreira de Oliveira, Mr. Narciso Kinshin, Mr. Aldrin di Fujitdin
 Mr. Matatias Dias de Oliveira, Mr. Conoglo Mans Egmer Feveio, Mr. Fomlhi de Olivara Bena
 Miss Thavic Larisse T de Sauza, Miss Lusia Ap de Sauza

Speech : (1) About Rio Preto Village Jussara-palm AF (Mr. Geraldo F. Aguiar)

(2) About small farmers AF support of UFSCar (UFSCar Miss Suzana Alvares)

(3) About VERSTA Overview and 2014-2016 Jussara-palm AF promotion plan (Dr. Onose)

(4) About AF in the Atlantic coastal forests (RBMA Marcelo M. Amaral)

(5) About AF in CAMTA (CAMTA Mr. Michinori Konagano, Mr. Dinaldo Santos)

(6) Exchange opinions

- To disseminate the AF is important to achieve added value enhancement of AF products. It is effective to get organic certification in order to improve added value. (Mr. Ohta)
- Rio Preto is suitable for the climatic conditions well AF cultivation than in the northern part Tomé-Açu. The effectiveness of sustainable farming by the AF cultivation to recommend that to appeal a joint PJ with universities. (Mr. Kinagano)
- In Registro around the Atlantic coast forests, we expect the expansion of the reproduction support by Jussara-palm AF because illegal logging is often for the purpose of Parumitto acquisition. (Mr. Amaral)
- Small farmers AF support of UFSCar has performed in six regions, leader Mr. Aguiar of village Rio Preto is participating in all of the PJ. (Assistant professor Mrs Suzana Alvares)
- Since the Terra Viva of TV-Band is doing the environmental support established the association, it is preferable to be able to support even to our PJ. (Assistant professor Mrs Suzana Alvares)
- After this, since to visit TV-Band, to ask that to support our PJ. (Dr. Onose)
- Since performing events related to AF by Instituto Forestal (IF) do Governo do Estado de Sao Paulo in November, also we want to request participation of AF-related organizations and companies. (Dr. Yoamazoe)

4) 10:30~15:00 August 19 (Tuesday) AF field visit + AF Memorial planting at Rio Preto, Sete Barras city



Attendance : 【Japanese side】

VERSTA Managing Director Dr. Yoshikazu Onose, Director Mr. Tokuhisu Fujii.

【Brazil side】

Setebarasu City Riopureto village small farmers leader in Sao Paulo State Mr.Geraldo F. Aguiar
 UFSCar Campus Sorocaba Assistant professor Mrs Suzana Alvares
 Reserva da Biosfera da Mata Atlântica (RBMA) Mr.Marcelo M. Amaral
 Cooperativa Agricola Mista de Tomé-Açu/Para (CAMTA) Mr.Michinori Konagano, Mr.Dinaldo Dos Santos
 Sociedade Brasileira de Cultura Japonesa e de Assistencia Scial/Presidente de Comissoao do Premio Kiyoshi Yamamoto Dr.Guenji Yamazoe, Comissão Dr.Noriko Tanaka
 Empresa Jornalística São Paulo-Shimbun Repórter Mr.Yuki Kawaguchi
 Editora Jornalística União Nikkei Repórter Mr. Yuki Ogura
 Sao Paulo State agriculture instructor Mr.Mario Terashima
 Rio Preto & Guapiruvu small farmers Mr.Nelson Goncalves Muniz, Mr.Kazutoshi Yamamaro
 Mr.Josias Rigeao Casicun, Miss Flana Lorisa, Miss Maria de Lourdes,
 Miss Fomlhi de Olivara Bena, Mr.Genesi Franzoni,
 Miss Lusía Ap de Souza, Mrs Marie de Foundes Carlini.

Agenda : (1) AF field visit at Rio Preto
 (2) AF Memorial planting at Rio Preto

5) 09:00~11:30 August 20(Wed.) MN Própolis, Inc. visiting at Mogi das Cruzes,SP



Attendance : MN Própolis, Inc. President Mr. Norihito Matsuda, Director President Mr.Carlos Wada,
 Mr.Jeferson Umezaki, Miss Paula Hojo.
 Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.
 VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : (1) About VERSTA Overview and Jussara-palm AF Project (Dr.Onose)
 (2) About MN Propolis, Inc. (President Mr. Norihito Matsuda)
 (3) Exchange opinions

- Jussara palm fruit sample has received a request for the transport by fruit stock solution is preferable from Japanese manufacturers, but how best transportation form as viewed from the transport distance? (Dr.Onose)
- Previous sample is that of rapid freezing grinding method. And to prevent oxidation in this way, it is also suitable for transportation cost. (Mr.Hojo)
- Previous sample had opinion that oil was floating returning with water. (Dr. Onose)
- Oil should be filtered through a filter paper. (President Mr.Matsuda)

- Our Company has reached 100 employees, sales 800 million Real. Sales ratio is 65% food, food analysis 35%. As a new business, which started a chain store expansion of ramen and rice bowl. (President Mr.Matsuda)
- Food Analysis Center of our company has gained the Brazil Department of Agriculture approval, what the approval in Sao Paulo State it is only two companies. (President Mr.Matsuda)

(4) MN propolis company internal tour

6) 14:00~15:00 August 20(Wed.) CCIJB courtesy visit ,SP



Attendance : Câmara de Comércio e Indústria Japonesa do Brasil

Secretário Genral Mr.Fujiyoshi Hirata, Assessor Hiroyuki Amaya

Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : **(1) About VERSTA Overview and Jussara-palm AF Project (Dr.Onose)**

(2) Exchange opinions

- VERSTA project is a good project to friendship between Japan and Brazil of relations between the two countries. (Secretário Genral Mr.Hirata)
- Immediately, the Chamber courtesy visit to the Web publication, and to inform the VERSTA project. (Secretário Genral Mr.Hirata)

7) 16:00~17:00 August 20(Wed.) JICA São Paulo Branch Office courtesy visit ,SP

Attendance : Representante Sênior da JICA São Paulo Branch Office Mr.Hiroaki Endo, Coordenator de projectos Mr.Vicente Murakami

Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : **(1) About VERSTA Overview and Jussara-palm AF Project (Dr.Onose)**

(2) About JICA grants project (Representante Sênior Mr.Endo)

(3) Exchange opinions

- Since Jusasra-palm fruit has a high nutritional value, in cooperation with the Japanese health food companies, it is also possible to take advantage of the JICA private cooperation project future. However, there is a need to the approval confirmation of food certification and fruit use of Jussara palm fruit. (Representante Sênior Mr.Endo)

8) 19:00~22:00 August 20(Wed.) Dinner with Consulado Geral de Japão em São Paulo Consul

Attendance : Consul Assuntos Polotocos e Gerais Mr. Akira Suzuki

Brazil counterpart Dr. Noriko Tanaka.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Location : Churrasco Restaurant

9) 8:30~11:00 August 21 (Thu.) Instituto Forestal(IF) do São Paulo Government courtesy visit



Attendance : IF Managing Diretor Dr. Miguel Luiz Menezes Freitas

Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : **(1) About VERSTA Overview and Jussara-palm AF Project (Dr.Onose)**

(2) About Jussara-palm (IF Managing Diretor Dr.Miguel Luiz Menezes Freitas)

(3) Exchange opinions

- Future, VERSTA Jussara-palm AF Project is planning next deployment from Sao Paulo to the Atlantic coast forests adjacent states. The next year I want to implement the technology exchange meetings, including the other states of experts. Let me use the IF of the hall as the venue. (Dr.Onose)
- Because we want to cooperate, I want you to use the holes freely. (Managing Diretor Dr.Freitas)
- Pau Brazil wood, which is also the origin of the Brazil country is being used as luxury bow material of stringed instruments, but because it has become endangered species, we want to planting in VERSTA project. (Dr.Onose)
- I want you to consider planting because there are other useful trees also in Brazil. (Managing Diretor Dr.Freitas)

10) 12:30~16:00 August 21 (Thu.) TV-BAND Visiting+Interviewed by Terra Viva



Interviewer : Terra Viva Director Mrs Lilian de Souza Munhoz

Appeared : VERSTA Managing Director Dr.Yoshikazu Onose

Interview : **(1) About the purpose of establishment of VERSTA**

- Final goal of VERSTA is contributing to the prevention of global warming on a global scale by promoting the Promotion of AF cultivation technology that Brazilian Nikkei has been established. (Dr. Onose)

(2) About VERSTA support project

- VERSTA was carried out ①AF support charity live "AD AID" three times. In the future in Sao Paulo, We want to achieve the Pau Brazil reproduction support Charity Concert by Sao Paulo State Orchestra and Japanese artists. And, VERSTA make ②AF support point card, we are planning to collect donations at expiration point of the user. In addition, ③ Japanese Latin jazz pianist Ritsuko Endo starts internet delivery of music CD, 1% of download sales around the world was supposed to be donated to VERSTA. We want to maintain the sustainability of VERSTA activities by increasing the similar artists. (Dr.Onose)

11) 17:00~18:00 August 21 (Thu.) Stringed instrument bow manufacture master craftsman Mr. LAMBARDY courtesy visit



Attendance : Stringed instrument bow manufacture master craftsman Mr. LAMBARDY

Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.

VERSTA Managing Director Dr.Yoshikazu Onose, Director Mr.Tokuhisa Fujii.

Agenda : (1)About VERSTA Overview and VERSTA AF Project with Pau Brazil trees (Dr.Onose)

(2) About Pau Brazil made stringed bow (Mr.LAMBARDY)

(3) Exchange opinions

- For Pau Brazil has been designated as an endangered species, will not enter material of Pau Brazil made stringed instrument bow, now it has been replaced by Ippei trees. (Mr. LAMBARDY)
- Japanese Latin jazz pianist Endo Ritsuko is agreed to VERSTA activities, she was decided to donate to VERSTA by 1 % sales of the Internet distribution of her CD. (Dr. Onose)
- We are thinking to held Pau Brazil reproduction support charity concert in Sao Paulo. (Dr. Onose)
- Such as in Sao Paulo State orchestra there is a possibility If we brought the story. I cooperate in order to realize. (Mr. LAMBARDY)

12)10:00~11:00August 22 (Fri.) Consulado Geral do Japão em São Paulo courtesy visit

Attendance : Consulado Geral do Japão em São Paulo Secao Economica Vive Consul Mr.Satoshi Endo

Brazil counterpart Dr. Guenji Yamazoe, Dr. Noriko Tanaka.

VERSTA Managing Director Dr. Yoshikazu Onose, Director Mr. Tokuhisa Fujii.

Agenda : **(1) About VERSTA Overview and Jussara-palm AF Project (Dr. Onose)**

(2) Exchange opinions

- VERSTA project can contribute to Brazil and Japan friendship. Please come visit us at any time when VERSTA meet troubles in promoting the project.

(Vive Consul Mr. Endo)

Above