

2014-2016 VERSTA's Jussara-Palm AF Project and 2015 Project Plan by Japan Fund for Global Environment Ver.1.0



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Place: Seta Barras city

Managing Director,the NPO VERSTA

Ph.D. Yosikazu Onose

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

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

VERSTA

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 The NPO VERSTA's activity Plan**
- 7.2014 The NPO VERSTA's activities**
- 8.2015 The NPO VERSTA's activity Plan**



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.
- **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

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2. Background of NPO VERSTA's activity

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- 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 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

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 tropical rain forests.

- **Our Activities:**

The 1st Step: Agroforestry support charity Live
(**AF AID**)&Music Distribution

The 2nd Step: Agroforestry point enterprise (**AF
POINT**)

The 3rd Step: **Agroforestry support projects**

The 4th Step: Promotion of Agroforestry home &
product attestation.



3.Overview of The NPO VERSTA

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“AF AID Vol.2”

Date : Fri., September 30, 2011

OPEN 18:30/**START** 19:00

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



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

Part II: Special Live
Singer/ Takako Sirai



3. Overview of The NPO VERSTA

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“Music Delivery”

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 is Taiwan.



3. Overview of The NPO VERSTA

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**“Music delivery
leads to AF”**



Original usage
fee payment



Original use fee

Registration
permission



Registration
application



1%
distribution



Music usage fee
payment



Downloads
Streaming



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, Seta 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

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・ 2012 Activities photographic recorded



4.2012-2013 The NPO VERSTA's activities

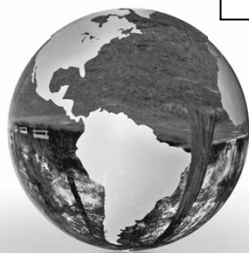
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• 2012 media recorded

◆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

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• 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

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• 2013 Activities photographic recorded



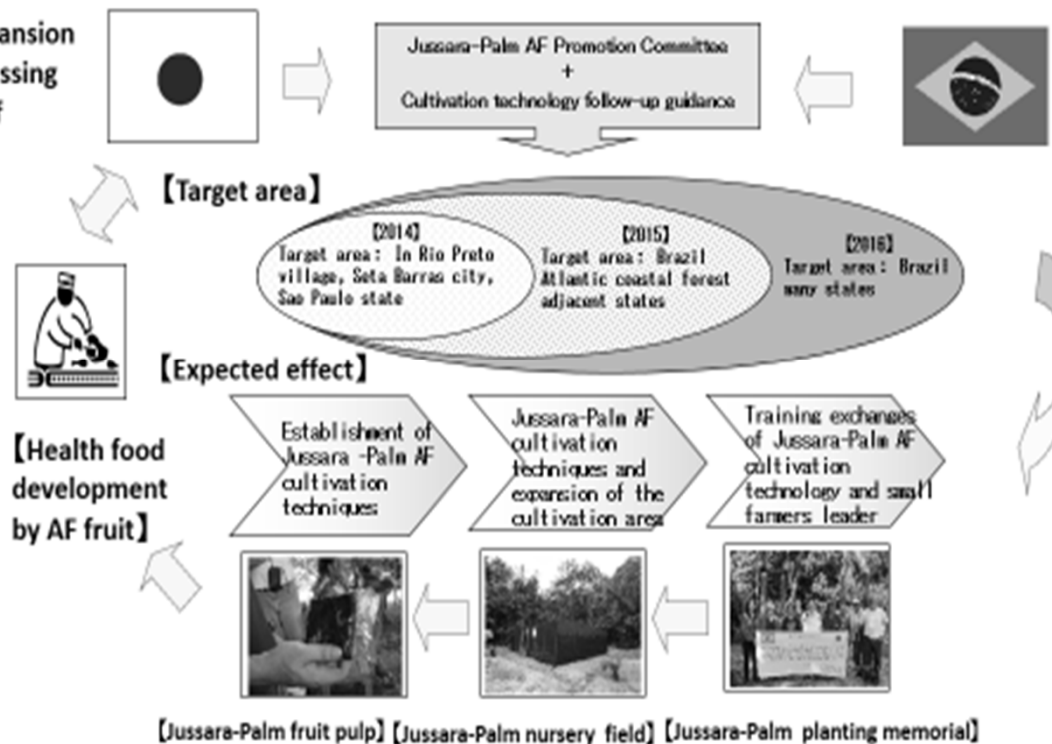
5.2014-2016 The NPO VERSTA's activity Plan

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【Future expected effect on Japan】

Overseas expansion of food processing technology of Japanese companies

2014-2016 Jussara-Palm AF Project Chart by VERSTA



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

6.2014 The NPO VERSTA's activity Plan

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- **2014 our activity Budget** : Our project is carry out AF promotion project using 2014 Japan Fund for Global Environment(**¥2,000,000**).
- **2014 our activity plan**:
 - 1) 2014 VERSTA Jussara palm AF joint project meeting and the special lecture by Mr.Michinori Konagano about SAF of Tomé-Açu(**¥1,000,000**).
 - 2) 2014 VERSTA Jusara palm AF model field installation(**¥400,000**).
 - 3) 2014 VERSTA establishment of Jussara AF palm cultivation technology(**¥480,000**).
 - 4) 2014 VERSTA Jussara palm AF spread enlightenment activities(**¥120,000**).



7. 2014 The NPO VERSTA's activities

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• 2014 Activities photographic recorded



7. 2014 The NPO VERSTA's activities

VERSTA

• 2014 Activities photographic recorded



8. 2015 The NPO VERSTA's activity Plan : Conclusion

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- **2015 our activity Budget** : Our project is carry out AF promotion project using 2015 Japan Fund for Global Environment(¥2,000,000).
- **2015 our activity plan:**
 - 1) 2015VERSTA Jussara palm AF joint project meeting and AF technology exchange in Rapoza model field with small farmers in Rio Preto in Seta Baraas(¥697,000).
 - 2) 2015 VERSTA Jusara palm AF model field installation(¥335,000).
 - 3) 2015 VERSTA establishment of Jussara AF palm cultivation technology(¥814,000).
 - 4) 2015 VERSTA Jussara palm AF spread enlightenment activities(¥154,000).



By 2014-2016 Japan Fund for Global Environment
NPO VERSTA's the agroforestry promotion project

Thank you very much!
Muito obrigado!

