



About small agriculture agroforestry support project based on Jussala-palm for regeneration of coastal forest conservation along Sao Paulo State, Brazil

April 1, 2017

NPO VERSTA

〒103-0022 At Japan Business Solutions, Inc.

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• The philosophy of NPO VERSTA(*1)

- In order to prevent global warming, it is important to **reduce CO2 emissions**, which is the main cause of global warming, and at the same time to regenerate and preserve **oceans** and **forests**, which are **CO2 sinks**. Only 9% of the earth's area **forests** account for about **half** of the **CO2** absorption on the planet.
- We NPO **VERSTA** support the activities of **agroforestry** (*2) to regenerate and conserve sustainable **forests** by a phrase “**Stop Global Warming!**”, thereby contributing to **the prevention of global warming**.

(*1) The name VERSTA is a combination of “green” (VERDE) and festival days (FESTIVAL) taken from Portuguese and Spanish, to mean “green public holidays and festival days”. VERSTA has applied for official NPO authorization.

(*2) Agroforestry (AF) is agricultural methods aimed at the stabilization of the farmhouse income by combining agricultural and forestry management techniques. AF prevents illegal deforestation and enables maintenance and reproduction of natural environments such as tropical rain forests.



• NPO VERSTA Overview

□ Mission

In order to realize our philosophy and vision, we collect **funds** by activities through the following 1st. and the 2nd. projects, etc., and conduct the 3rd. project and the 4th. project by **these funds**, whereby we will promote the spread of **agroforestry (AF)**.

The 1st AF support charity live project (AF AID)

The 2nd AF support music distribution project (AF Music Distribution)

The 3rd AF cultivation method establishment support project

The 4th AF fruit commercialization support project (High value added support)

□ Commitment

VERSTA is **responsible** for contributing to the maintenance of the **conservation and regeneration system of the Brazilian Atlantic coastal forest** by continuously supporting the support activities to promote **sustainable conservation and reforestation of the forest**.

□ Members

• Regular Member (Individual) : 16 people (President Toru Tanaka / Former Brazil Yanmar CEO)

• Supporting Member (Company / Group) : KURARAY Co., Ltd

□ Concept of activity



• Supporting activity area



131Mill. ha

13 Mill. ha



◆ Rio Preto's model field



◆ Rapoza's Model field



• The 1st PJ Works

“AF AID”

◆Program

Part I: Video lecture “Agroforestry”

Lecturer/Dr. Masaaki Yamada
(TUAT Graduate School Prof.)

Part II: Special Live

◆Vol.1

Date and time : Sep.17, 2009 (Fri)

Opening 19:00/Ending 21:30

Place : Latin Culture Salon “CAFÉ y LIBROS”
(Meguro, Meguro-ku, Tokyo)

Artists : **Luis Sartor (From Argentina)**、
LIETI、Natsumi Imamura(Japan)

◆Vol.2

Date and time : Sep.30,2011 (Fri)

Opening 19:00/Ending 21:00

Place : Nihonbashi Social Education Center Hall
(Nihonbashi,Chuo-Ku,Tokyo)

Artist : **Takako Shirai(Japan)**

◆Vol.3

Date and time : Dec.7,2011 (Fri)

Opening 18:00/Ending 21:00

Place : SHIBUYA LOOP –Annex
(Udagawa-Cho,Shibuya-Ku,Tokyo)

Artists : **Azabu Smith etc.**



Artist : **Takako Shirai(Japan)**

• The 2nd PJ Works “AF Music Distribution”

“Ritsuko Endo with FunkyRitsukoVersion”



Registration permission



Registration application



Original usage fee payment

1% distribution

Downloads Streaming

Original use fee



Music usage fee payment



• The 3rd PJ Works



“AF cultivation method establishment support project”

Activity objective	By spreading agroforestry (AF) with Jussala palm, which is a native species of the same forest, as a core crop against small farmers living in the Brazilian Atlantic coast forest where 97% was harvested, It aims to establish sustainable farming methods that do not rely on illegal logging of coastal forests.		
Activity works	Fiscal Year 2014' s works	Fiscal Year 2015' s works	Fiscal Year 2016' s works
	53 people participated in the PJ meeting + tech. exchange meeting at Rio Preto in Sete Barras City. The model field was 6 farmers 0.9 ha. Follow-up guidance of the model field was conducted six times, and an AF promotion seminar was conducted Twice(232participants) to establish the Jussala-palm AF cultivation method.	48 people participated in the PJ meeting + tech. exchange meeting at Rio Preto in Sete Barras City. The model field was 7 farmers 0.9 ha. Follow-up guidance of the model field was conducted eight times, and an AF promotion seminar was conducted Twice(250participants) to establish the Jussala-palm AF cultivation method and to promote jussala-palm fruit.	55 people participated in the PJ meeting + tech. exchange meeting at Rapoza in Sete Barras City. The model field was 12 farmers 4 hectares, and the number of visitors reached 255 people. Follow-up guidance was conducted six times in each field, and AF promotion seminar was conducted twice (275 participants). 400 parts of Jusala-Palm AF cultivation manual was produced and distributed.
Activity System	Japanese domestic organization		Brazilian domestic organization
	◆VERSTA Jussala-Palm Domestic Project Committee ・Committee member: Dr.&Prof.Masaaki Yamada (TUAT Graduate shool), Mr.Toru Tanaka (President of VERSTA), Mr.Akio Chikai (Vice President of VERSTA), Dr.Yoshikazu Onose (Managing Director of VERSTA)		◆Jussala-Palm Japan Brazil Joint Project Committee ・Representative: Mr..Guenji Yamazoe(Former president of Sao Paulo State Environment Bureau Forestry Institute, Brazil) etc. ・Cooperative network organization: Sao Paulo State Government Forestry Institute, Forest Foundation, RBMA, Ufscar, UNICAMP, Sete Barras City, TV-BAND, etc.
Adoption Grant	ERCA Japan Fund for Global Environment : Fiscal Year 2012 Introductory grant ¥1,600,000 ; Fiscal Year 2014 General grant ¥2,000,000; Fiscal Year 2015 General grant ¥2,000,000; Fiscal Year 2016 General grant ¥2,000,000		

• Record of The 3rd PJ Works①

• Fiscal Year 2012' s Activity Record①

◆VERSTA Jussala-Palm AF support activity begins in Sete Barras City Rio Preto from July 2014

		
<p>July 10, 2012, in front of Rio Preto meeting place</p>	<p>July 10, 2012, Jussala-Palm + Cafe commemorative planting in Rio Preto</p>	<p>July 10, 2012, at the Rio Preto seedlings field planning site</p>
		
<p>July 11, 2012, meeting with Niusu Akiko mayor at Sete Barras City</p>	<p>July 11, 2012, Professor Fernando lecture at Sete Barras City Project Conference</p>	<p>July 12, 2012, Dr. Yosikazu Onose lecture at Sao Paulo State Government Forestry Institute Hall</p>

• Fiscal Year 2012' s Activity Record②

- # サンパウロ新聞

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特集
コラム
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広告
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(94件)

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国内
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暮らし
政治

大西洋岸林生活動 NPO法人「VERSTA」

12/08/02 (木)22

セッテ・バラスの小島支援へ

アグロフォレストリー（森林農業）支援活動を目的に2010年に設立されたNPO法人「VERSTA」（東京都）がここ最近、伝説の大西洋岸村「マツサ・アトランチカ」再生活動の一環として、地産セッテ・バラス系のジュザラ椰子生産者の小島船主支援を行うことになった。同法人の代表者一帯所理事、山田祥樹と東京工科大学講師、山本達二聖州農村元副知（就・メジカ学生生の母会会長）らが参加し、その取り組みなどについて説明した。

関係者は、VERSTAが日本の環境外交団体である「地球環境基金」の助成金（30万ユーロ）を寄付して来株。協賛の時分可算な小島自営業などと計画し山田祥樹と山本氏の協力もあって、セッテ・バラス島のありさ・プレット村（約100家）のジュザラ椰子生産農家が明らかになる。

関係には聖州府庁をはじめ、資料館、カンピナス農事局や地元セッテ・バラス市などの専門定も協力し、「島民でもの部族が計画として支障していく」（小野瀬孝昭氏）考えた。

小野瀬孝昭氏は語る。同本の外務省にアマゾン熱帯雨林再生技術について相談したところ、「確かな結果を得たわけではない」といふ。また山田祥樹氏を紹介する。山田祥樹氏もから家庭可能性のあるマツサ・アトランチカでのアグロフォレストリーを通じて土着産業の復興を望むという。

具体的な動きはこれからだが、小野瀬孝昭氏は今回の報告で地元生産者と話し合い、アグロフォレストリーとして中核セッテ・バラスなどの生産物をジュザラ椰子と連結していくことも重要視されている。

ジュザラ椰子は米国渡辺興業の経営方針により、変化を遂げる血脈民族化作用があると、小野瀬孝昭氏は「日本やアジアの農家に比べて、非常に高い収益性を持つことができれば」との思いを持っている。

その一方で山田祥樹氏は「サンパウロには（アマゾンには比べ）人材が豊富だが、問題は建設的な人たちがあつていくか、最初の勘案で収入を出しながらやっていかないと続かない」と指摘する。

山本氏は別荘計画により「マツサ・アトランチカがアグロフォレストリーによって再生することができれば」と期待しているが、実現していくかどうかは地元生産者の意識と周りのサポート体制にかかってきそうだ。

2016年8月2日付

左から山田祥樹氏（代表）、山本達二氏

日付時刻

2012/08/12
14:30 (São Paulo)
2012/08/12
02:30 (Tokyo)

São Paulo
seg - sex: 12°C - 19°C - tempo bom

25°C

Previsão de São Paulo com pouca variação de nuvens

Sabá 16°C +	Ambiente
dom 17°C +	Tempo bom
seg 18°C +	Tempo bom
ter 19°C +	Tempo bom
quar 20°C +	Tempo bom

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• Record of The 3rd PJ Works③

• Fiscal Year 2013' s Activity Record



- ◆ Cultivation guidance to AF farmers by Brazilian counterpart organization
- ◆ Support for purchasing seeds, fertilizer, agricultural machinery by VERSTA original support money ¥200,000



Figura 3: coquetel de adubação verde



Figura 4: material utilizado



Figura 8: plantio das mudas e sementes



Figura 5: processo de peltização



Figura 6: finalização da peltização



Figura 13: aspersão do preparado biodinâmico após o plantio

• Record of The 3rd PJ Works④

• Fiscal Year 2014' s Activity Record



◆Guidance on cultivation of AF farmers in Rio Preto by Brazilian counterpart organization

◆Purchase of seeds, fertilizers etc. by the Japan Fund for Global Environment of ¥2,000,000, support for follow-up guidance etc.



August 18, 2014, at Sete Barras City Bunkyo Association hall



August 19, 2014, in front of Rio Preto meeting place



August 19, 2014, Commemorative Planting at the AF field of Rio Preto



August 20, 2014, Courtesy Visit to Sao Paulo State Brazil Japanese Chamber of Commerce



August 21, 2014, Courtesy Visit to Sao Paulo State Government Forestry Institute



August 21, 2014, Dr. Onose receiving TV interview on TV-BAND

• Record of The 3rd PJ Works⑤

• Fiscal Year 2015' s Activity Record



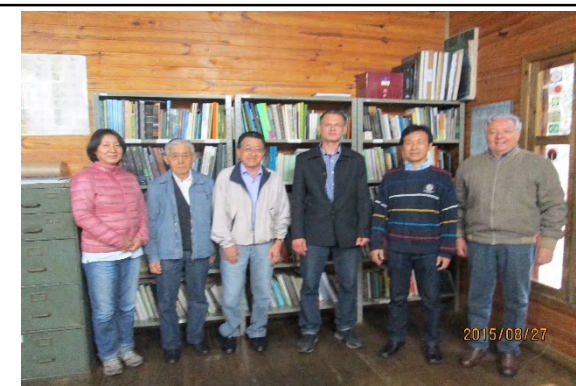
- ◆ Guidance on cultivation of AF farmers in Rio Preto+Rapoza by Brazilian counterpart organization
- ◆ Purchase of seeds, fertilizers etc. by the Japan Fund for Global Environment of ¥2,000,000, support for follow-up guidance etc.



August 26, 2015, Visit to Sao Paulo Branch of the Brazilian Federal Agriculture Ministry



August 27, 2015, Visit to the Nebrinas Forest Park



August 27, 2015, Courtesy Visit to Sao Paulo State Government Forestry Institute + Atlantic coastal forest biosphere



August 29, 2015, PJ Conference at Bunkyo Kaikan, Sete Barras City



August 30, 2015, Rio Preto Jussala Palm AF field plate



March 4, 2016, Jussala-Palm AF Promotion Seminar in the local Agricultural Newspaper

• Record of The 3rd PJ Works⑤

• Fiscal Year 2016' s Activity Record



◆Guidance on cultivation of AF farmers in Rio Preto+Rapoza by Brazilian counterpart organization

◆Purchase of seeds, fertilizers etc. , support for follow-up guidance, and production support for Jussala-Palm AF cultivation manual by the Japan Fund for Global Environment of ¥2,000,000



August 16, 2016, Jussala-palm seedlings appeared at Rio Olympic opening ceremony athletes admission



August 26, 2016, Model field seedlings at Jussala-Palm AF Project Conference site



August 26, 2016, Jussala-Palm AF Project Conference at 5th Kaikan Rapoza, Sete Barras City



August 27, 2016, Technical exchange meeting at Rapoza model field



August 30, 2016 Meeting with Sao Paulo State Government Forestry Institute and Forest Foundation etc.



November 1, 2016, Nakaemi Consul-General of Consul-General of Japan in Sao Paulo visit to the Jussala-Palm AF model Field at Rapoza

• Record of The 3rd PJ Works⑦

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

Brazilian fruit (excerpt)		Total anthocyanins (mg/ 100 g fresh matter)	Extractable polyphenols (mg GAE/ 100 g)	Yellow flavonoids (mg/ 100 g fresh matter)
Name	Species			
Acerola	Malpighia emarginata	18.9 ± 0.9	1063 ± 53.1	9.6 ± 1.4
Camu-camu	Myrciaria dubia	42.2 ± 17.0	1176 ± 14.8	20.1 ± 4.4
A:Açaí, assai	Euterpe oleracea	111 ± 30.4	454 ± 44.6	91.3 ± 20.6
B:Juçara, Jussara	Euterpe edulis	192 ± 43.2	755 ± 8.3	375 ± 87.6
B/A(%)		173.0	166.3	410.7
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 other writing “Bioactive compounds and antioxidant capacities of 18 non-traditional tropical fruits from Brazil”, Food Chemistry 121 (2010) 996–1002



Final Request Message

We are looking for health
food companies and
universities / research
institutes interested in
anti-aging ingredients of
Jussala-palm fruit.

We will wait for your
inquiries.



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