




Report on "Regeneration and Conservation Activities by Supporting the Spread of Jussara-Palm (Euterpe edulis) Agroforestry in the Brazilian Atlantic Forest"

<b>Overall Goal</b>	The remaining protected forest area of the Atlantic coastal forest in the state of Sao Paulo, Brazil is regenerated and preserved.	<b>Level of achievement</b>	The Jussara palm AF model field area reached 13 ha in FY2019, an increase of 325% compared to 4 ha at the start of 2012. The 13 ha of this model field corresponds to 0.0007% of the remaining 1,791,600 ha (Note 1) of the Atlantic coast forest in the state of Sao Paulo.  (Note 1) The area of the Atlantic coastal forest in the state of Sao Paulo is based on Dr. Masato Kobiyama, "Conservation status of Mata Atranchica, Brazil".	
<b>Support activities</b>	<b>Activity content</b>		<b>Activity results</b>	<b>Future tasks</b>
<b>【Activity 1】 Jussara palm AF project meeting and technical exchange meeting</b>	<b>2017</b>	<input type="checkbox"/> The project meeting was held on September 13, 2017 (Wednesday) at the 5th Colonial Hall of Happosa Village, Setebarras City, with 39 participants (130% of the target).  <input type="checkbox"/> The technical exchange meeting was held on September 14, 2017 (Thursday) and February 28, 2018 (Wednesday) at the AF model field, with 52 participants (260% of the target).	<input type="checkbox"/> The project conference will be expanded to include farmers who want to grow Jussara palm AF model cultivation, as well as agricultural cooperatives, city halls, universities, agricultural leaders, state agricultural guidance agencies, state forest polices, politicians, etc. There was a growing interest in sustainable farm management that does not rely on Jussara palm illegal logging.	<input type="checkbox"/> In the future, it will be possible to encourage the participation of stake folders that contribute to the added value of Jusara palm fruits by sharing the results of research on nutritional components of Jusara palm fruits and sharing of useful processing methods, and to promote the self-reliance of agricultural management of farmers participating in this project.  Considered an issue.
<b>2018</b>	<input type="checkbox"/> The project meeting was held on August 29, 2018(Wednesday) at the 5th Colonial Hall of Happosa Village, Setebarras City, with 43 participants (107% of the target).  <input type="checkbox"/> The technical exchange meeting was held on August 29, 2018(Wednesday), August 30, 2018(Thursday), and January 25, 2019(Friday) at the AF model field, with 68 participants (226 % of the target).			
<b>2019</b>	<input type="checkbox"/> The project meeting was held on August 29, 2019 (Thursday)at the 5th Colonial Hall of the Happosa Village, Setebarras City, with 65 participants (130% of the target).  <input type="checkbox"/> The technical exchange meeting was held on August 28,2019 (Wednesday), August 29 (Thursday) and February 12, 2020 (Wednesday) in the AF model field, with 100 participants (250% of the target).			
<b>Record photo</b>	<b>【Fig1 : Jussara Palm AF Project Conference】</b> 		<b>【Fig2 : Jussara palm AF technology exchange meeting①】</b> 	<b>【Fig3 : Jussara palm AF technology exchange meeting②】</b> 



<p><b>【Activity 2】</b> Expansion and installation of Jusara palm AF model field and follow-up instruction</p>    	<p><b>2017</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The area of the Jussara palm AF model field in the support areas of Rio Preto village and Hapossa village in Sete Barras was expanded to 6 ha (100% of the target).</li> <li><input type="checkbox"/> Follow-up guidance in the model field of the support site was conducted 6 times in each field, and the participants were 51 people in 1 city and 2 rural areas (340% of the target).</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The number of farmers participating in Jussara palm AF model field has increased to 15 farmers in 4 cities and 5 places in 3 years. In particular, the tapirai city of Fazenda São João, which participated in from FY2019, is a large farm, and we can expect the expansion of the secondary forest by the palm of Jussara.</li> <li><input type="checkbox"/> Regarding follow-up guidance, the results were seen in the improvement of cultivation techniques and motivation of farmers by the teachers regularly exchanging technology with the farmers.</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> The area of the Jussara palm AF model field reached 13ha in FY2019, but it is about 0.0007% of the remaining Atlantic coastal forest area, and the expansion of the Jussara palm AF model field will continue to be a global issue.</li> <li><input type="checkbox"/> In the future, with the expansion of Jussara palm AF participating farms, strengthening the follow-up guidance system and improving the quality of the guidance contents are considered to be issues.</li> </ul>
	<p><b>2018</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The area of the model fields reached 4 ha (100% of the target ratio) in four support areas of Rio Preto village and Hapossa village in Sete Barras city, Registro city and Paricaleras city.</li> <li><input type="checkbox"/> Follow-up guidance was conducted 6 times in each field in the support model field, and the participants were 37 people from 4 locations in 3 cities (target ratio 205%).</li> </ul>		
	<p><b>2019</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The area of the model fields reached 13 ha (130% of the target ratio) at the five sites of the support areas of Rio Preto village and Hapossa village in Sete Barras City, Registro City, Paricaleras City and Tapirai City.</li> <li><input type="checkbox"/> Six follow-up instructions were given to the model field in the support area, and the number of participants was 40 in 5 places in 4 cities (190% of target).</li> </ul>		
	<p><b>Record photo</b></p>		
	<p><b>【Fig4:Expansion installation of AF model field①】</b></p> 	<p><b>【Fig5: Expansion installation of AF model field②】</b></p> 	<p><b>【Fig6: AF model field follow-up instruction】</b></p> 
<p><b>【Activity 3】</b> Implementation of Jusara palm AF learning sessions and AF awareness seminars</p>	<p><b>2017</b></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> The Fruit Seminar sponsored by the Institute of Forest (IF) of the Environmental Department of the State of São Paulo was held on October 25, 2017 (Wednesday) at the Registro Japan-Bunbun Association Building, with about 200 participants and 0 votes to collect questionnaires (It was because of a sudden illness).</li> <li><input type="checkbox"/> The Jussara Palm AF Learning Session Fieldwork was held on February 9, 2018 (Friday) at the Jussara Palm AF model field, and on-campus study session was held on March 23, 2018 (Friday) General Cordeiro de Farias in Sete Barras City. Conducted at a municipal school, 92 students participated and 18 questionnaires were collected (theft of the questionnaire).</li> <li><input type="checkbox"/> The Jussara Palm AF awareness seminar was held on February 28th (Wednesday), 2018 at the 5th</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> NPO VERSTA participated in the fruit seminar on the left as an exhibitor, and model field farmers promoted the use of Jussara palm fruits, such as the provision of Jussara palm fruit juice and sweets.</li> <li><input type="checkbox"/> The Jussara Palm AF Learning</li> </ul>	<ul style="list-style-type: none"> <li><input type="checkbox"/> At each seminar, it was often the case that the output could not be confirmed by the questionnaire due to the theft of questionnaires and sudden illness of the</li> </ul>



meeting hall of the Happosa, and there were 65 participants and 15 votes to collect questionnaires( It was due to an email survey later).

- 2018**
- The IF Fruit Seminar was held at Registro Japan-Brazil Cultural Association on November 8, 2018 (Thursday) , and the number of participants was 250.
  - The Jussara Palm AF Learning Session Fieldwork will be held at the Juasara Palm AF Model Field on February 22, 2019 (Friday), and an on-campus learning will be held at the same municipal school on February 28, 2019(Thursday). There were 60 students in total.
  - The Jussara Palm AF awareness seminar was held on January 25, 2019 (Friday) at the 5th meeting hall of Happosa, and there were 39 participants. The number of questionnaires collected was 69 (58% of the target), including the AF s session.

- 2019**
- The IF Fruit Seminar was held on October 23, 2019(Wednesday) at the Registro Japan-Brazil Cultural Association, with 215 participants. The number of questionnaires collected was 104 (87% of the target).
  - The Jussara palm AF learning Session Fieldwork will be held on November 14, 2019 (Thursday) at the Jussara palm model field, and an on-campus learning will be held at the same city municipal school on November 22, 2019 (Friday). There were a total of 50 students.
  - The Jussara Palm AF awareness seminar was held on February 12, 2020 (Wednesday) at the the 5th meeing hall of Happosa, and there were 55 participants. The number of questionnaires collected was 80 (80% of the target), including AF learning sessions.

Session Fieldwork and on-campus learning sessions for students who are likely to accompany the illegal logging of Jussara Palm in cooperation with the city school on the left. It was found that Jussara Palm trees were not used for illegal logging and some opinions were received.

- At the Jussara Palm AF awareness seminar, the results of sharing the model field cultivation techniques and increasing the participation of new model field farmers were seen.

person in charge of project management.

- Since collection of questionnaires for each seminar was often less than the output target, improvement of the management system, such as requesting the operator of each seminar site to print and implement the questionnaire, is considered to be an issue.

**Record photo**

【Fig7: Jussara palm AF learning Sessio①】



【Fig8: Jussara palm AF learning Sessio②】



【Fig9: Jussara Palm AF awareness seminar】





**【Activity 4】  
Implementation  
of support for**

- 2017**
- The eco-tourism resource survey was conducted in the state of Sao Paulo from September 11, 2017 to September 18, 2017.
  - For the Jussara Palm AF counterpart visit, we conducted a visit to Mayor Registro on September 11, 2017(Monday) and a visit to Mayor Sete Barras on September 13,

In the ecotourism resource survey, we confirmed that the Provincial Forest Museum of the Sao Paulo State Forest Museum, DIABO Limestone Cave, Miyasaka Kunito Foundation Forest Park (Imigrantes

The state of Sao Paulo has abundant ecotourism resources, and the support Registro City has historical

<b>introduction of ecotourism</b>    	2017(Wednesday).	Ecologico Park), Coffee Museum / Pele Soccer Museum (Santos), Japan House, etc. are promising ecotourism resources.  <input type="checkbox"/> According to the current state of ecotourism in Registro City, ① In the preparation of an ecotourism plan, it is necessary to make a multifaceted study such as the preparation of an ecotourism tourism route, the examination of a tourist menu, and the preparation of conditions for realizing the plan. In the tourism plan, clarify the philosophy of seeking a fairer society, environmentally friendly, socially friendly, economic justice, and a better quality of life.  In ecotourism, the organization of the counterparts was clarified, and it was confirmed that the viewpoint of emphasizing the sustainable development of the region was a success factor.	agrotourism resources for agricultural development of Japanese immigrants. The realization of eco-tourism in cooperation with Japan's major travel agencies is considered an issue.  <input type="checkbox"/> In making an ecotourism plan, it is considered that the inclusion of the success factors clarified in the Registro City Ecotourism Current Survey is an issue.
	<b>2018</b> <input type="checkbox"/> In the pilot eco-tourism current survey, a hearing was conducted by Mr. Geraldo F. de Aguiar, a model farmer of Jussara palm AF, who is implementing eco-tourism in his own farm in Setebaras City, the support site on August 29, 2018(Thursday). Then, we heard opinions on the factors of ecotourism success.  <input type="checkbox"/> In the ecotourism hearing survey, we interviewed Mr. Toshiko Yoneda, a travel guide based in Sao Paulo on September 4, 2018(Tuesday), regarding the requirements for success in ecotourism.	Ecologico Park), Coffee Museum / Pele Soccer Museum (Santos), Japan House, etc. are promising ecotourism resources.  <input type="checkbox"/> According to the current state of ecotourism in Registro City, ① In the preparation of an ecotourism plan, it is necessary to make a multifaceted study such as the preparation of an ecotourism tourism route, the examination of a tourist menu, and the preparation of conditions for realizing the plan. In the tourism plan, clarify the philosophy of seeking a fairer society, environmentally friendly, socially friendly, economic justice, and a better quality of life.  In ecotourism, the organization of the counterparts was clarified, and it was confirmed that the viewpoint of emphasizing the sustainable development of the region was a success factor.	agrotourism resources for agricultural development of Japanese immigrants. The realization of eco-tourism in cooperation with Japan's major travel agencies is considered an issue.  <input type="checkbox"/> In making an ecotourism plan, it is considered that the inclusion of the success factors clarified in the Registro City Ecotourism Current Survey is an issue.
	<b>2019</b> <input type="checkbox"/> The current status of eco-tourism survey was conducted on August 27, 2018 (Tuesday) at Sete Barras Municipal 5th Hall of the Happosa village by Mr. M. Terashima, Agricultural Instructor of the State of Sao Paulo, and at the Registro City Tourism Council Office at Registro City. The Tourism Council former chairman of Mr.R.Shimizu, and Miss. Maurizia Moura, director of ecotourism, conducted an interview survey on the status of ecotourism implementation in Registro City.  <input type="checkbox"/> The eco-tourism resource survey was conducted on August 30, 2019 (Friday) at the San Miguel Arcanjo Branch Office of the Institute of Forest in Carlos Botello State Park.	Ecologico Park), Coffee Museum / Pele Soccer Museum (Santos), Japan House, etc. are promising ecotourism resources.  <input type="checkbox"/> According to the current state of ecotourism in Registro City, ① In the preparation of an ecotourism plan, it is necessary to make a multifaceted study such as the preparation of an ecotourism tourism route, the examination of a tourist menu, and the preparation of conditions for realizing the plan. In the tourism plan, clarify the philosophy of seeking a fairer society, environmentally friendly, socially friendly, economic justice, and a better quality of life.  In ecotourism, the organization of the counterparts was clarified, and it was confirmed that the viewpoint of emphasizing the sustainable development of the region was a success factor.	agrotourism resources for agricultural development of Japanese immigrants. The realization of eco-tourism in cooperation with Japan's major travel agencies is considered an issue.  <input type="checkbox"/> In making an ecotourism plan, it is considered that the inclusion of the success factors clarified in the Registro City Ecotourism Current Survey is an issue.
<b>Record photo</b>	<b>【Fig10: Registro City Tourism Council Survey】</b> 	<b>【Fig11: IF Branch Office of SP State Park①】</b> 	<b>【Fig12: IF Branch Office of SP State Park②】</b> 