Deliverable 13: Brief report of the 2011 Aliança da Terra Annual Symposium that includes all symposium results, commentaries of participants, number of participants in attendance, and any agreements signed during the event.

Aliança da Terra - III Social and Environmental Symposium
Aliança da Terra III Environmental Symposium was held on may 26th, 2011 in Goiânia, Go Brazil. During the second week of the Livestock Show and Rodeo, in the auditorium of the city’s Livestock and Agricultural Society - SOCIEDADE GOIANA DE PECUÁRIA E AGRICULTURA (SGPA).

The third edition of the Socio-Environmental Symposium brought together respected names in the agribusiness, universities and science to discuss agricultural production and environmental conservation in rural properties. More than 300 applicants had the opportunity to follow the development of this year’s theme: "Building a clean and transparent supply chain of commodities."

Summary of lectures
In order to clarify and discuss related issues, nine lectures were held throughout the event by experts from several sectors of agricultural production and conservation. Speakers showed market trends and results of scientific research that combine productivity and environmental conservation.

Daniel Nepstad, from IPAM (Institute for Amazonian Environmental Research) made a clear point on his speech that to produce feedstuff and at the same time preserve the environment is the great challenge of Brazilian agriculture. He noted that Brazil has the opportunity to assume leadership of the worldwide agribusiness that is socially just, environmentally sound and economically profitable.

New trends, challenges and prospects for the certification of commodities in agriculture, with emphasis on sustainable soy, were discussed in the lectures of the national manager of market development and products of Systems & Services Certification (SGS), Vanda Nunes and also by the manager of Environmental Responsibility at the ADM Brazil, Márcio Nappo.
Science, information and transparency were the subjects presented by Frank Merry. Master and PhD in agricultural economics and natural resources economics from the University of Florida, in his presentation, Frank showed a map of the most corrupted countries in the world and the precise amount of wasted feedstuffs due to corruption, he also said: "the power to make change are in the hands of people with the ability to work without corruption in a clear and transparent manner"

John Carter, Executive Director of Aliança da Terra, spoke about the importance of the union of farmers and ranchers to face the new challenges of agriculture. "Organizations are involved in the search for solutions. But the private owner, the farmer, the rancher and the person who takes care of the land are hardly represented in these discussions. We want these people to be included in that decision process " argues John.

The deforestation process in the Cerrado area was presented by Professor Manuel Eduardo Ferreira from the Federal University of Goiás (UFG), who also showed the research activities conducted at the Laboratory of Image Processing and GIS (LAPIG) from UFG. He said the new instruments and techniques for monitoring deforested areas have pointed out the prospects for management and environmental services.

According to Leonardo Vilela, Secretary of Environment for the State of Goiás, 51% of the Cerrado in Goiás is preserved. "This is a very good index. In addition, our biodiversity is very rich and Goiás has a large capacity to produce renewable energy. We have everything to be a power of agribusiness and also an environmental power, "celebrates Leonardo.

The impacts of the brazilian New Forest Code , passed the House of Representatives on the eve of the symposium, and it was the subject of the lecture from the Legal Adviser of Agriculture, Samantha Pineda. According to Samantha, the new law considers all actions in the country and will not harm the farmer or rancher who follows environmental legislation, it does not exempt the debts of deforested areas and it does not stimulate new deforestation. "We are redeeming social justice and looking at the reality of the country to be able to regulate how it will be used for environmental preservation areas", he says.

The questions asked during the round tables were also sent to the speakers to answer in writing and posted on the website of Aliança da Terra. Attached are copies of the questions submitted by participants.

Participants

Altogether the symposium received 323 applications from the site and also by folders distributed to registered producers, public institutions, corporations, universities, associations and federations of agricultural classes. The event had 221 registered entries.
Although 93 participants did not mentioned occupation nor profession, we identified 30 producers, 35 teachers, 18 businessmen, 14 researchers, 13 administrative managers and 91 students from environmental and agricultural related areas. The symposium achieved wide dissemination and impact, which can be confirmed by the origin of subscribers, with registered representatives of Brasília, the Federal District and 10 Brazilian states (Bahia, Goias, Mato Grosso, Maranhao, Minas Gerais, Pará, Paraná, Rio de Janeiro, São Paulo and Tocantins).

**MEDIA**
Aliança da Terra developed the Symposium’s theme: "The construction of a clean and transparent supply chain of commodities," with the media through partnerships, advertising and press relations.

**POSTED OUTDOORS**
The channel of advertising paid by the Aliança da Terra on billboards distributed in the city are described below:

- Anhanguera Avenue, near Avenida Republica do Libano, overlooks the main square of mothers;
- 136th Avenue, in front of Primetek Computers;
- Avenida Marginal Rattlesnake w / T2 Avenue, opposite the Supermarket Bretas;
- Av consolation Milan (access Granville);
- Avenue T-63, after the New Pça Switzerland, Renaut garage.

**SPOT**
SGPA entered the event on the schedule of the 66th Agricultural Livestock Show and Exhibition in Goiás. Propaganda (hired by SGpa) announced the event schedule in the newspaper O POPULAR. Produced and aired the spot, attached herein, on the radio: CBN, Earth, Positive, Peace FM, Source of Life FM Broadcast 730 AM, Sara Brazil, RBC - Radio Central Brazil, Success, Serra Dourada, Business and Here.

**SPONTANEOUS MEDIA**
Aliança da Terra has acquired the services of press and reinforced its presence in the media of Goiás, before, during and after the event. Journalists attended the Symposium of the Rural Channel, Source TV, UCG TV, Central Brazil (live broadcast), Radio 820 and Radio CBN. The event was also published in the Jornal do Campo Bom Dia Goiás, TV Agro in various books of the O POPULAR newspaper and Daily newspaper in the morning and one serving in the Jornal Tribuna do Planalto.

Aliança da Terra took advantage of the opportunity and presented its mission and actions in the days before the event, through interviews with the managing director,
Marcos Reis at radio Serra Dourada (5min20 segundos), 820 (4min) and Radio CBN (3min).

**OTHER ANNOUCEMENTS:**

E-mail marketing for the mailing of the Aliança da Terra;

Telemarketing registered with Producers from all over the country and with Representatives of associations, federations and rural farmers of the State of Goiás;

Invitation to Representatives of the agricultural sector, judiciary, science, commerce and industry.

Mounting of posters and distribution of brochures in federations, government agencies related to agriculture and the environment, colleges, the 66th Agricultural Exhibition Goiás.

**AGREEMENTS**

No agreement was signed during the III Social and Environmental Alliances Symposium. The event was directed to share information and clarification on matters related to production and conservation.

**ATTACHMENTS**

Attachment 1: profile of applicants and participants
Attachment 2: results of research regarding the symposium lectures and quality of the event
Attachment 3: pictures of the event
Attachment 4: questions
ATTACHMENT 1 - PROFILE OF APPLICANTS AND PARTICIPANTS

Perfil dos inscritos

Inscritos por Estado
ATTACHMENT 2 - RESULTS OF RESEARCH REGARDING THE SYMPOSIUM LECTURES AND QUALITY OF THE EVENT

### Evaluation of lectures

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### Evaluation by speaker

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<td>Vanda Nunes</td>
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<td>Samantha Pineda</td>
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CEP: 74.670-600 – Goiânia, Goiás – Brasil / Fone +55 . 62 .3945-6300
ATTACHMENT 3 - PICTURES OF THE EVENT
ATTACHMENT 4: QUESTIONS

During the III Social and Environmental Alliances Symposium two round tables were formed, in which the panelists answered questions from participants. The largest number of questions was about the Forest Code, the subject of one of the speakers, Samantha Pineda. The main questions were: the use of reports and scientific research to support the New Code, SBPC's (Brazilian Society for Science Progress) participation in developing the Forest Code, enforcement of new legislation; compensation of legal reserves cleared; division of large properties in four modules to be exempt from the legal reserve and the viability of the monitoring system.

Speaker John Carter received the second highest number of questions. The questions briefly addressed subjects such as: certification of food; projects for preservation of the cerrado biomes, Aliança's partnership with other institutions of the same segment; economic value of forests; support from any public organization, Brazilian producers perception in relation to education, if the division of the state of Para will affect the work of Aliança and in which way to pay for the environmental commitment of the properties.

Professor Manuel Eduardo Ferreira answered questions about studies related to monitoring the restoration of the cerrado biomes; LAPIG versus IBAMA data, new technologies responsible for the increase of grain production, publication of the maps with a record of deforestation in the Cerrado and, distinction of protection areas by biomes.

Vanda Nunes who spoke about “The Certification of New Trends in Agriculture” answered questions about the procedure of the calculations of carbon balance and some doubts about the agricultural certification. Marcio Nappo presented the "Overview of Market Trends of Social and Environmental Certification," and answered questions about the criteria that define areas of high biodiversity value and the best way to deal with the problem of monoculture.

The relationship of the Forestry Code and the devaluation of the farmer was a question addressed to Renato Buranello. Another topic presented to the panel was related to carbon credits.
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: ARTHUR MANUIN
Para: JOSE CARLA

Pergunta:
A AVALIAÇÃO DA EUTROFIA E OS CHINESES
IRREGULARIDADES DAS ÁGUAS DE LARGA EXTENSÃO
FORMAÇÃO DE VENAS REDONDA PELO AUMENTO SUSTENTÁVEL

De: ANTONIO MACHADO
Para: JOHN CARTE

Pergunta:
O GO BIOMA AMAZÔNICO BRAZILIANO
QUE MUNDO ESTÁ DE OLHO PARA
EM BUSCA DO CÉU QUE O
BIOMA AMAZÔNICO EXISTE ALGUIM
NO VOCÊ DIRETO PARA PRODUTIVIDADE

De: NAZA
Para: JOHN CARTE

Pergunta:
ABORDAR COMO A ALIENAÇÃO DA TERRA
SE AFETAM AS OUTRAS AÇÃO ORGANIZAÇÕES
E INSTITUIÇÕES QUE FAZEM ALIANÇAS E
DIA DA ATIVAÇÃO E PODE SER APÓS
O PROTO DA QUEDA DA CONFIANÇA, COMO A
AVANÇO DA TERRA SÉRIE OS NÍVEIS ALINHADO
Com esses outros mundos?
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Bruno
Para: John Carter
Pergunta: Como preservar o direito de cidadania e desenvolver os interesses de trabalhadores da região amazônica, visto que a região está desprovida de rescisões naturais?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Alex
Para: John Carter
Pergunta: Como você ve o campo, um bem de natureza?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Algum
Para: John Carter
Pergunta: 4 questões de boa prática agrícola para uma mudança de mentalidade de produto em relação à sua empresa (proponha). Como a crítica do produto brasileiro e questões de escravidão?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Eric Froes
Para: John Carter
Pergunta: Em algum momento houve alguma esperia de política pública, deu algum passo à frente?
III SIMPÓSIO ALIANÇAS SOCIOAMBIENTAIS

John Carter, E Verão...

O REI DA NORUEGA não envolveu bilhões e dólarss para ajudar o Brasil na preservação meio ambiente, mas nós não temos regulas que pode nos impor, deu certo...

Luiz Augusto

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Guez
Para: John Carter
Pergunta:
De que forma o comprovante administrativo pode ser pago?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Arynd Delgama
Para: John Carter
Pergunta:
O sombra para consequências (negativas ou positivas) para a massa de Aliança com o possível évite do estádio do Parque? Aconselha influente política que a massa empresta ou não?
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: BRUNO  Para: SAMANTA
Pergunta: Como posso ter acesso aos resultados e relatórios que foram enviados como parte do plano de ação? O que me ajudaria a entender melhor o que está acontecendo no Brasil.

De: BRUNO  Para: SAMANTA
Pergunta: Qual é a base científica para esta nova proposta sobre a proteção e preservação da fauna e flora brasileira? Como isso impacta as ciências sociais e a tomada de decisões?

De: TÔSIA  Para: SAMANTA
Pergunta: Quando foi feito a pesquisa para a qual você mencionou? O que ela mostrou e como ela impactou a tomada de decisões no campo científico?
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Oswaldo Corrêa Para: Samanta
Pergunta: Historicamente o setor produtor não cumpriu as leis ambientais e uso de terra. Mesmo com uma legislação mais atrelada, ainda há outros fatores que lhe fazem isso (ger econômico, como você imagina a eficácia dessa nova legislação? Qual papel EPA nisso?)

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Maria Dalila Para: Eva Samanta
Pergunta: Quem vai desmatar toda a área proposta da propriedade hoje e certificar a agricultura produtiva? E quando a desmatar?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Cesar Pinczowski Para: Vanda Nunes
Pergunta: A quantidade de certificações confere o produtor, pois nunca pode ser certificar esse tipo de organismo. Por que são estas distinções? A ISSO foi criada mantendo para a reprodução dos homens. Existe algum outro sistema utilizado na certificação agrícola?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: André Lunardelli Para: Samantha
Pergunta: A compensação das reservas legais deve ser feita no mesmo bacia - o que se entende por mesmo bacia? São os “macro biomas” (Mata Atlântica, Cerrado, Mata Atlântica, Caatinga, Pantanal, Campos) ou detalha da
MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Luiz Parente
Para: Samantha
Pergunta: Como o processo de construção
de uma rede elétrica rural, por exemplo,
tem o mesmo efeito ambientalmente
sustentável? Em que posso ajudar numa
perspectiva de cidadania.

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Luiz Parente
Para: DE SAMANTA
Pergunta: A nova lei que regulamenta
antes do CEEF.

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Luiz Parente
Para: DE SAMANTA
Pergunta: O sistema de energia e
servidão de terras para a seleção de
HPP em RJ; a questão da
reformulação pré-cadastral para
HPP e RJ e a questão do
transfere
cima de terras.

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Luiz Parente
Para: DE SAMANTA
Pergunta: Eu fui a residência,
seria possível alguém se
reformulação
para o cadastro de HPP;
ou seria uma
extensão de terreno do
lado.
MESA REDONDA
Perguntas, respostas e propostas de soluções

Pergunta: Começa a ser a hora do fim da produção de algumas frutas do momento e já estamos se preocupando com a mudança do clima que possa afetar a produção. Como é a sua planilha de controle e quantas pessoas participam por uma nova código de turma?

Para: Somente

De: Bruno

MESA REDONDA
Perguntas, respostas e propostas de soluções

Pergunta: Você acha que é a melhor opção para o meio ambiente e para a saúde do seu produto a ter uma planta de produção de alguma fruta e se depois criar uma vez por mês um produto para uma parte de suas necessidades?

Para: Santa-Tânia

De: Bruno

MESA REDONDA
Perguntas, respostas e propostas de soluções

Pergunta: O produtor de cana é uma grande fonte de renda, mas quanto à sua economia e quanto ao seu interesse de desenvolvimento. Como está a condução do PPA, é um passível de fortalecer a economia e a agricultura.

Para: Somente

De: Alexander

MESA REDONDA
Perguntas, respostas e propostas de soluções

Pergunta: Gostaria de saber se há algum interesse de desenhar a nova ligação do Rio Grande do Sul. Alguns aspectos de como fazer renovação e por que.

Para: Somente

De: Alexander
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Gathani
Para: Samantha

Pergunta: O未婚 detalle numero módulo para pequenos produtores, (kept) módulos e que não pode cumprir a infraestrutura de propriedades, imobilizadas ou módulos, de até 4 módulos forma.

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Nazza
Para: Samantha

Pergunta: Infelizmente voltemos uma possibilidade de fazer uma contagem ao gente de destravar áreas para parcelamento matricia inferior a 4 módulos, como se pretende regular esse possível movimento?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Nazza
Para: Samantha

Pergunta: No caso da Serviço Fiscalizadores, que se espere e que o mercado regulares criados a serem cobertos/propor, eu existia uma forma de regulamentações "legal"?

MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Cric Péos
Para: Samantha

Pergunta: O Bra e o Car vão ser supervisionados pelo Ministro do MDP.
MESA REDONDA
Perguntas, respostas e propostas de soluções
De: ERIC PRÓS   Para: SÁHANTHIA
Pergunta: Quais a participação na GHPC na elaboração do novo código florestal?

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: RICARDO   Para: SÁHANTHIA
Pergunta: Quais a participação que a SBT fez na elaboração do novo código florestal?

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: ACADÊSIA AREGUNIA   Para: RENATO AMARAL
Pergunta: Quais clima e vegetação que considerar ao legislar a conservação ambiental, acelera que com suas luzes atual e passado, permitiu quem de imprensa? disponibilidade ao mesmo tempo, sequência mais efetiva na conservação?

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: EMILIANO   Para: DRA. SAMANTA
Pergunta: Como ficou o tema da moratoria de 9 anos, que estava no texto inicial?
(Seu texto agronomia e trabalho no país.)
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: LEONIL PARA: SAMURU
Pergunta: Tudo bem com o plantio de morango e cana-de-açúcar?

De: TAHANE PARA: SAMANH
Pergunta: Como o governo vai fiscalizar e fiscalizar melhor, melhorar para aplicação do código plantel?

De: JOSÉ MARINHO PARA: SAMANH
Pergunta:

De: GUSTAVO MARTINS PARA: SAMANH
Pergunta: Tomando como exemplo o durian e o laranjeira de acordo com a nova legislação, aqui com a nova legislação, que tipo de propriedades, de propriedade rural e com a nova legislação, que tipo de propriedades do apropriação.
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: Naza Para: Samanta
Pergunta: Você acha que várzea e da natureza do passatempo é que é melhor

De: Menezes Para: Samanta
Pergunta: Gestão de passatempo via microfone

De: André Para: Samanta
Pergunta: Como deixar para estados com território privado?

De: Claudio Para: Samanta
Pergunta: O produto que foi indicado e deixou sua área de apoio e...
MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Andreia Para: Somente
Pergunta:
Pag a compra de a que vou fazer até 2008 da a ligação de mudar que 1996 a 1991.

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Claudina Para: Somente
Pergunta:
Con;a sua interação que 10 memórias de meu quente
Ne pausíamos com ela esse
Campamento escolar para obra absoluta?

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Muça Taveira Para: Somente
Pergunta:
Onde? Eu sou de coisa que não deixa de ser familiar a
Mas isso não está longe
O que não pode para a

MESA REDONDA
Perguntas, respostas e propostas de soluções
De: Para:
Pergunta:
PARA: SAMANTA
De: JOHN LANDERS
O que vai acontecer com as regiões de desativação
de infrastrutura em propriedade
na desmatada do escritório
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: [Nome]
Para: [Nome]

Pergunta: [Conteúdo da pergunta]

De: [Nome]
Para: [Nome]

Pergunta: [Conteúdo da pergunta]

De: [Nome]
Para: [Nome]

Pergunta: [Conteúdo da pergunta]

De: [Nome]
Para: [Nome]

Pergunta: [Conteúdo da pergunta]
**MESA REDONDA**

Perguntas, respostas e propostas de soluções

De: **Rodrigo**  
Para: **Marcio**

Pergunta: **Sabemos que a monocultura é um problema grave, qual seria a melhor forma na sua visão para esse problema?**

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De: **Dacho Matto**  
Para: **Marcio**

Pergunta: **Existem culturas objetivas que podem auxiliar no combate?**
“A construção de uma cadeia limpa e transparente de commodities”

26 de Maio, 2011 - 9h
Inscrições: www.aliancadaterra.org.br
(62) 3945-6300 e (65) 3025-6399
III Simpósio
Alianças Socioambientais

Aliança da Terra
PRODUZINDO CERTO

Maintaining a Sustainable Supply Chain of Commodities
Aliança da Terra (AT) is a non-governmental organization that aims to meet new demands within the agricultural sector while helping establish a solid balance between production and environmental stewardship. Founded in 2004, AT is composed of farmers, researchers, scientists and entrepreneurs whom are committed to strengthening our motto of “Producing Right”.

AT has formed a partnership with the Institute for Amazon Environmental Research Institute (IPAM) and the Wood Hole Research Center (WHRC). Below is a brief summary of the work accomplished by AT.

- **REGISTRY OF SOCIAL-ENVIRONMENTAL RESPONSIBILITY- RSR**
  Developed by Aliança da Terra, in partnership with IPAM and the Woods Hole Research Center (WHRC). The Registry of Social-Environmental Responsibility is a system of data collection and management of environmental information for rural properties. Membership in RSR is voluntary and targeted towards producers seeking to devise a benchmarking system in order to improve their land management. Combining the balance between agri-production, social responsibility and environmental conservation helps strengthen our motto of “producing right”.

- **FIRE BRIGADE**
  The mission of the Fire Brigade is to operate directly in fighting fires, as well as raise awareness and educate local communities about the use of fire. AT has partnered with the U.S. Forest Service (USFS) and the Fire Department of Mato Grosso to offer mini courses in fire prone areas to volunteers, farmers, farm laborers and the indigenous
communities. The brigade is able to operate in thanks to donated equipment from the Moore Foundation, the Australian Embassy and the British Embassy.

- **SOCIO-ENVIRONMENTAL SYMPOSIUM**

  The symposium was created to promote discussion on the importance of proper environmental stewardship; decipher market strategies; and strengthen production methods while being profitable and being a sustainable, environmental savvy producer. In addition to lectures, there will be opportunities for producers to interact with international experts and hear their opinions and responses to the demands and trends of the consumer markets.

AT’s growth curve represents its success. During the last 18 months the number of registered farms in the RSR has increased from 170 to 401, which accounts for an area increase from 1,300,000 to more than 2,200,000 hectares. RSR is spread across 10 Brazilian states with the largest concentration in Mato Grosso, which is home to about 75% of the registered properties.

Along with the RSR, the AT Fire Brigade is also supporting registered producers in Mato Grosso. In just one year the brigade was able to recruit and train over 150 volunteer firefighters, protect more than 300,000 hectares of vegetation, and directly fight more than 33,000 hectares of forest fires.
The Socio-Environmental Symposium is an initiative of AT by partnership with IPAM to encourage registered participants to incorporate results of proven strategies to help face the new markets, dissemination of values and proper social and environmental practices. Topics are focused on current issues relevant to the agricultural industry market demands and value added commodities.

The theme of this year’s Third Annual Symposium is “Maintaining a Sustainable Supply Chain of Commodities”. Once again farmers, internationally renowned speakers, global agribusiness companies, respected researchers, and many more will be in attendance.

More than 200 participants are expected at the Third Annual Symposium, which will be taking place in Goiânia, Goiás on May 26th 2011, at the Sociedade Goiana de Pecuária e Agricultura - SGPA - auditorium. Participants will have the opportunity to participate in the event’s mission: to discuss and reflect on issues, which relate to questions of production and conservation, talk about solutions available to maintain a sustainable supply chain of commodities, and clarify the coming agri-market trends.
The agricultural sector accounts for a quarter of Brazil’s GDP and generates more than 37% of the country’s jobs, thus contributing directly to the wealth and exponential growth of the country. With record harvests and exports increasing, the Brazilian agricultural industry is still managing to retain much of the biodiversity within the lucrative country.

The world has experienced an unprecedented increase in population growth, which has resulted in pressure to increase food production. Consequently, the agriculture industry has felt pressured to expand its production area. This need for expanded production area has created an enormous challenge for the agriculture and livestock industry - to make a profit in its production while maintaining environmental conservation.

This year’s symposium theme is “Maintaining a Sustainable Supply Chain of Commodities”. It is inserted in the goal of AT which seeks to support their registrations in the conciliation between production and conservation, promoting dialogue with various aspects of the supply chain. Topics such as environmental preservation, land recovery and credit-value added commodities are among the presentations that scientists, researchers, economists and producers will present.
<table>
<thead>
<tr>
<th>PERIOD</th>
<th>SCHEDULE OF EVENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>MORNING</td>
<td>09:00 – Registration</td>
</tr>
<tr>
<td></td>
<td>09:15 – Opening Statement</td>
</tr>
<tr>
<td></td>
<td>09:30 – Aliança da Terra presentation</td>
</tr>
<tr>
<td></td>
<td>10:00 – Maintaining a Sustainable Supply Chain of Commodities – Jason Clay/WWF</td>
</tr>
<tr>
<td></td>
<td>10:30 – Images from the Geopad Device – Rebecca Moore/Google</td>
</tr>
<tr>
<td></td>
<td>11:00 – Coffee Break</td>
</tr>
<tr>
<td></td>
<td>11:30 – The Importance of Scientific Research – Daniel Nesptad / IPAM</td>
</tr>
<tr>
<td></td>
<td>12:00 – Monitoring the Cerrado by LAPIG – Manuel Eduardo Ferreira IESA/UFG</td>
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<tr>
<td></td>
<td>12:30 – Questions &amp; Answers</td>
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<td></td>
<td>13:00 – Lunch Break</td>
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<tr>
<td>AFTERNOON</td>
<td>14:30 – Soybean Production- Archer Daniels Midland (ADM)</td>
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<tr>
<td></td>
<td>15:00 – Future Markets – Daniel Furquim</td>
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<td></td>
<td>15:30 – Coffee break</td>
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<tr>
<td></td>
<td>16:00 – Forest Code – Deputado Federal Aldo Rebello</td>
</tr>
<tr>
<td></td>
<td>16:45 – Round Table / Questions and Answers</td>
</tr>
<tr>
<td></td>
<td>17:30 – Closing Comments by John Carter – Aliança da Terra</td>
</tr>
</tbody>
</table>
John Cain Carter – Aliança da Terra

John Cain Carter is geologist and graduate from the Ranch Management program at Texas Christian University. Carter is a livestock producer and environmentalist, who founded the Brazilian conservation organization, Aliança da Terra. John moved to Brazil in 1996 after marrying his Brazilian wife. Shocked with the lack of governance in the Amazon, Carter created Aliança da Terra—an acting as a proactive initiative to quantify the environmental services provided by the producers of the region prone to deforestation, where the lack of governance and economic incentives are part of reality.

Today Aliança da Terra is a key organization that works with conservation and production, starting in the Xingu Region, in the state of Mato Grosso, then branching out to over 9 states: Bahia, Goiás, Mato Grosso do Sul, Minas Gerais, Pará, Rondônia, Roraima, São Paulo and Tocantins.

Rebecca Moore – Monitoring Land through Google Earth and the Geopad device

Rebecca Moore is a computer scientist and longtime software professional. At Google, she conceived and now manages the Google Earth outreach program, which supports nonprofits, communities and indigenous people around the world in applying Google’s mapping tools to the world’s pressing problems in areas such as environmental conservation, human rights, cultural preservation and creating a sustainable society. Her personal work using Google Earth was recently instrumental in stopping a plan to log more than a thousand acres of redwoods in her Santa Cruz Mountain community. Rebecca earned her undergraduate degree from Brown University in Artificial Intelligence, Masters from Stanford in Cognitive Psychology and spent several years in the Stanford PhD program in Computer Science before taking leave to join a Silicon Valley startup.
Maintaining a Sustainable Supply Chain of Commodities

Jason Clay – Clean Supply Chain
PhD- Anthropology and international agriculture, Cornell University- MS- Anthropology, Cornell University- Read Economics-London School of Economics- BA- Anthropology, Harvard College
Areas of Expertise- Indigenous people- nation/ state conflicts, natural resource management, global trends; Corporate Social Responsibility- reducing social and environmental risks, water and carbon neutrality, value chain management; Agriculture and aquaculture; Impact assessments of large-scale development projects; Trend Analysis- the implications of biofuels, metric-based standards for agriculture and aquaculture, animal protein consumption.

Aldo Rebelo – Código Florestal
Aldo Rebelo is a journalist, writer and federal deputy elected by the state of São Paulo by the Communist Party of Brazil – PC do B. He is to serve five consecutive terms. Since 1994, Aldo is among the most influential lawmakers in Congress according to an annual survey by DIAP (Inter Parliamentary Advisory Department). Aldo was chairman of the House of Representatives, Minister of Policy Coordination and leader of the Lula government in House. His first parliamentary election was as councilman of São Paulo. In less than a year ahead of the third most important position in the Republic, the President of the Chamber of Deputies, Aldo led discussions and decisions that have already entered the history of the Brazilian parliament. Under the management of Aldo, the board approved projects essential to the development of the country, Fundeb- Funding for the Development of Basic Education and the General Law of Micro and Small Business Enterprises. One area of parliamentary action of Aldo is the foreign affairs and national defense. The deputy is a member of the Standing Committee of the Chamber of Deputies that reviews all proposed legislation in these areas, including international agreements and
Maintaining a Sustainable Supply Chain of Commodities

treaties to which Brazil belongs. In 2002, the Deputy took the chair of the Committee and placed on the defense policy debate in Brazil for the XXI century. Currently, the deputy chairman serves on the Parliaments Brazil-China Group.

**Daniel Nepstad – The importance of research**
Dr. Daniel Nepstad, forest ecologist, directs the International Program of the Amazon Environmental Research Institute (IPAM) and Amazon Scenario Program. His research includes the response of the Amazon forest to climate change, fire and the integrated assessment of political scenarios. His work focuses on political analysis in the deforestation of tropical forests, development of low emissions, and the transformation of commodity markets. Dr. Nepstad has served as Founding President of IPAM, co-founder of Aliança da Terra and co-founder of the Roundtable on Sustainable Soy (RTRS). He is a member of the Council of Forest Trends and the External Advisory Group of the World Bank's forestry programs and was selected as leading author of the chapter "Fifth Assessment" of the IPCC. He was a researcher at the Woods Hole Research Center until September 2010, and Chief Program Officer of the Environmental Conservation Program for Gordon and Betty Moore Foundation from 2008 to 2009. He has published over 115 articles and books on the Amazon. He received his doctorate in forest ecology from Yale University and in 1994 was named a Pew Scholar in Conservation and the Environment.

**Márcio Nappo – ADM**
Socio Environmental Responsibility Manager for Archer Daniels Midland (ADM) South America; BA in Economics, University of São Paulo (FEA/USP); MS- Economics, Getúlio Vargas Foundation of São Paulo (FGV/SP)
Nappo worked as a senior economist overseeing the sustainability sector of the Brazilian Association of Vegetable Oil, and as an assessor for the Sugar Cane Industry Union of Brazil.
José Hamilton Ribeiro – Journalist

Author of over 15 books all derived from his real life stories, with his first being, “The Taste of War”, which is written about his experiences in the Vietnam War, where he lost his leg after stepping on a land mine. [1]

He has been mentioned in such magazines as Realidade and Quatro Rodas, TV programs such as Globo Repórter, Fantástico and Globo Rural, where he is a reporter and editor. With more than 52 years of experience, he started his career at Radio Bandeirantes in Sao Paulo, as a print artist for more than 25 years. For the past 25 years he has been dedicated to projects for Globo Rural (Brazil's rural television channel).

André Trigueiro – Journalist

MS in Environmental Sciences COPPE/UFRJ, lecturer and founder of Environmental Journalism at PUC/RJ, author of the book Sustainable World-“Making Space in the Media for a planet in transformation”. Since 1996 he has worked as a reporter and host of “News at Ten” on Globo News, where he has written and presented special programs related to the socio-environment.

HISTORY OF THE SYMPOSIUM

The first Symposium on Social and Environmental Alliance was held in Agua Boa- Mato Grosso, which gathered more than 200 participants on February 13th and 14th, 2009.

Pictures of the 1st Annual Symposium

Opening Ceremonies

Participants gather at the Tanguro farm, headquarters of IPAM.

Participants during the field workshops
The 2nd Annual Symposium was held in Cuiabá – Mato Grosso – and brought together more than 150 participants on June 17th 2010. During the event the 1st annual Producing Right Award was handed out. The award recognizes the producers that are integrating socio-environmental practices into their production systems through the Registry of Social-Environmental Responsibility (RSR). The 2nd annual producing right award will be announced in Querência, Mato Grosso in early 2011. Prizes will be awarded to the top three registered properties in the RSR with judging being done by an awards committee.
Maintaining a Sustainable Supply Chain of Commodities

Representatives of five finalist properties and judges of the Producing Right Award

Sr. José Antonio de Ávila Gimenes winner of the first Producing Right Award with Fazenda Caranda

Sr. José Marcolini Junior and Company, with the second place for Fazenda Macaré
MARKETING OPPORTUNITIES

- Billboards – Located at strategic points in the city of Goiânia
- Online Banner in Aliança da Terra’s (www.aliancadaterra.com.br) website
- Banners
- Aliança da Terra’s Social Networks: Twitter and Facebook
- Posters
- Brochures / Registration Form – Distributed in 10 Brazilian states, including Goiás, Distrito Federal, Mato Grosso, Bahia, São Paulo, Minas Gerais, Rondônia and several others.
- Newsletters
- Badges, notebooks, pens and folders
- During the event: Video coverage and sponsor recognition
## INVESTMENTS

<table>
<thead>
<tr>
<th>Specifications</th>
<th>Quantity</th>
<th>Value (R$)</th>
<th>Specifications</th>
<th>Quantity</th>
<th>Value (R$)</th>
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<td></td>
<td><strong>COMMUNICATION</strong></td>
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<td>Posters</td>
<td>200</td>
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<td>Three Fold Flyers/Newsletter</td>
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<td>Banner</td>
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<td>VT Spot Productions</td>
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<td>Radio / TV Coverage</td>
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<td><strong>5,634,00</strong></td>
<td><strong>Subtotal</strong></td>
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## INVESTMENTS

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<th>Specifications</th>
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<th>Quantity</th>
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<td>Translators</td>
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<td>Hotel Accommodations</td>
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**Subtotal** 17.870,00

**Subtotal** 36.766,00

## SUMMARY OF INVESTMENT

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<td>COMMUNICATIONS</td>
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<td>PROGRAMMING</td>
<td>17.870,00</td>
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<tr>
<td>TRANSPORTATION</td>
<td>36.766,00</td>
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</table>

**Total COST** 83.234,00
### PARTNERSHIP OPPORTUNITIES

**QUOTA FOR SPONSORSHIP FOR THE 3rd ANNAL SOCIOENVIRONMENTAL SYMPOSIUM, CURRENCY-REAI$ (R$)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Value (R$)</th>
<th>Marketing Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gold Level</td>
<td>30.000,00</td>
<td>• Usage of company’s brand in all advertising;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Use of the slogan “Symposium III Social Environmental Alliances” throughout the year 2011, products,</td>
</tr>
<tr>
<td></td>
<td></td>
<td>promotions, internal marketing and direct marketing;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Right to distribute communication materials with special signature: “Presents the Third Symposium of</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Environmental Alliances”;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Featured in internal communication of the event (stage, auditorium, entrance and lobby);</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Right of differentiated promotional advertising *</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Right to insert institutional banner in the visual programming of the event **</td>
</tr>
<tr>
<td>Usage of brand or logo</td>
<td></td>
<td>• Usage of brand or logo: Folders, Posters, Banners, Newsletters, Press Releases, Projection of the</td>
</tr>
<tr>
<td></td>
<td></td>
<td>logo mark on stage, together with the logo mark of the event.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mention the brand in three speeches at the ceremony;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Running institutional video of up to 1 (one) minute.**</td>
</tr>
</tbody>
</table>

* Promotional advertising and actions will need to be pre-approved by the organization team of the symposium

** The banners and institutional videos will be inserted by the communication team of the symposium and must be delivered by May 20th to the Goiânia office.
### QUOTA FOR SPONSORSHIP FOR THE 3rd ANNAL SOCIOENVIRONMENTAL SYMPOSIUM, CURRENCY-REAIS (R$)

<table>
<thead>
<tr>
<th>Title</th>
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<th>Marketing Benefits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Silver Level</td>
<td>15.000,00</td>
<td>- Inclusion of the company’s brand in all advertising;</td>
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<tr>
<td></td>
<td></td>
<td>- Use of the mark “Symposium III of Social Environmental Alliances” throughout 2011, products, promotions, internal marketing and direct marketing;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Right to distribute communication materials with special signature: “Sponsors the Second Symposium Social-Environmental Alliance”;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Highlighted mentioning on the internal communication on the stage of the event;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Right of special promotional activities.</td>
</tr>
</tbody>
</table>

**Logo & Brand Insertion**

- Insertion of the logo: Brochures, Posters, Banners, Newsletters,
- Releases, Projection of the logo mark on stage, together with the logo mark of the event (Sponsors logos);
- Presentation of institutional video of up to 30 seconds. **
- Mentioning of the logo mark in three of the ceremonial speeches.

* Promotional advertising and actions will need to be pre-approved by the organization team of the symposium.

** The banners and institutional videos will be inserted by the organization team of the symposium and must be delivered by May 20th to the Goiânia office.
## PARTNERSHIP OPPORTUNITIES

**QUOTA FOR SPONSORSHIP FOR 3RD SYMPOSIUM SOCIOENVIRONMENTAL ALLIANCES, CURRENCY - REAIS (R$)**

<table>
<thead>
<tr>
<th>Title</th>
<th>Value (R$)</th>
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<tbody>
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<td></td>
<td></td>
<td>• Highlighted placement in the internal communications of the event (stage);</td>
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<td></td>
<td></td>
<td>• Right of promotional activities at the event.*</td>
</tr>
<tr>
<td></td>
<td></td>
<td><strong>Insertion of logo mark</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Insertion of the logo mark: Brochures, posters, banners, newsletter, press releases, projections of the logo mark on stage, together with the logo mark of the event;</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Mention of the brand in three of the ceremonial speeches</td>
</tr>
</tbody>
</table>

*Promotional advertising and actions will need to be pre-approved by the symposium organizational team.*
### 3rd Annual Socio-environmental Alliance - Investment Opportunities

<table>
<thead>
<tr>
<th>LEVEL</th>
<th>CLASSIFICATION</th>
<th>TITLE</th>
<th>Values (R$)</th>
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<tr>
<td>SILVER</td>
<td>SPONSER</td>
<td>THREE</td>
<td>15.000,00</td>
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<tr>
<td>BRONZE</td>
<td>SUPPORTER</td>
<td>THREE</td>
<td>8.000,00</td>
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</table>
Maintaining a Sustainable Supply Chain of Commodities

CONTACTS

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(62) 3945 6300
(62) 8131 3835
marcoscreis@gmail.com

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(62) 8204 6667
kikacarter.at@gmail.com

Érica Maria
Communication Coordinator
Aliança da Terra
(62) 3945 6300
(62) 8176 0148
comunicadora.at@gmail.com
“A construção de uma cadeia limpa e transparente de commodities”

26 de maio de 2011
Auditório da SGPA
Goiânia - Goiás

www.aliancاداتerra.org.br
III SIMPÓSIO ALIANÇAS SOCIOAMBIENTAIS

Realização:

Aliança da Terra
PRODUZINDO CERTO

Parcerias:

Companhia Aérea Oficial:  Apoio:

PASSAREDO  SGP
LINHAS AÉREAS

www.aliancadaterra.org.br
Aliança da Terra - AT - é uma organização não governamental que tem como objetivo atender às novas demandas do agronegócio, estruturando uma cadeia limpa e transparente do setor produtivo, buscando o equilíbrio entre a produção e a conservação ambiental.

É formada por produtores rurais, pesquisadores, cientistas e empresários comprometidos com a união do setor e transparência em seus atos, promovendo a criação e o fortalecimento de alianças que viabilizem o conceito “Produzindo Certo”.

www.aliancاداتerra.org.br
APRESENTAÇÃO

O Simpósio Alianças Socioambientais foi criado para promover debates sobre a importância de boas práticas socioambientais como estratégias competitivas, o fortalecimento de ideias sobre as melhores e mais inovadoras formas de produzir, lucrar e tornar-se sustentável em todas as práticas de produção agropecuária e conservação ambiental. É uma iniciativa da Aliança da Terra com o apoio da Sociedade Goiana de Pecuária e Agricultura (SGPA), que tem o objetivo de compartilhar com os participantes, os resultados de pesquisas científicas relevantes ao agronegócio, estratégias de acesso a novos mercados e disseminação de valores e boas práticas socioambientais.

TEMA

O tema do 3º Simpósio Alianças Socioambientais “A construção de uma cadeia limpa e transparente de commodities”, está inserida no objetivo da Aliança da Terra que busca apoiar seus cadastrados na conciliação entre produção e conservação, promovendo diálogo com os diversos elos da cadeia produtiva. Temas como preservação e recuperação ambiental nas propriedades privadas, créditos e valores agregados às commodities estão entre as discussões de cientistas, pesquisadores, financiadores, produtores rurais e autoridades públicas.

OBJETIVO

Promover e realizar discussões e debates sobre assuntos ligados às questões de produção e conservação, construção e monitoramento de cadeia limpa no mercado de commodities, bem como esclarecer o produtor sobre a tendência de mercado.

www.aliancadaterra.org.br
MESA REDONDA
Perguntas, respostas e propostas de soluções

De: __________________ Para: __________________

Pergunta: ________________________________________________

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CONVITE

Aliança da Terra e ADM do Brasil convidam para o

Workshop de Boas Práticas Socioambientais

Uma oportunidade para conhecer melhor, durante um café da manhã, a expansão do Cadastro de Compromisso Socioambiental (CCS) e algumas ações de combate a incêndios florestais.

Reserve sua vaga através do e-mail: alianca.terra@gmail.com ou pelo fone (62) 3945-6300 ou (65) 3025-6399.

Contamos com sua presença.

Sorriso, Mato Grosso
06 de Julho - 08h