2016 GRSB CONFERENCE
A GROUND-TRUTHING CASE STUDY
FOREST COVER LOSS IN THE BRAZILIAN AMAZONIA 2000-2014

source: Global Forest Change Intact Forest Landscapes

Intact Forest Landscapes (www.intactforests.org)

Intact Forest Landscapes (IFL) 2013
IFL degradation 2000–2013
PRODUCING RIGHT
THE LANDOWNERS’ RESPONSE TO SUSTAINABILITY
“Producing Right” Platform

A natural resource management tool that relies on technical assistance and technology to support the landowner in his or her job of producing and preserving.
• Native vegetation
• Water
• Soil conservation
• Fire
• Social
• Waste management
• Legal compliance
Producing Right Platform
A transparent risk management tool that satisfies buyers’ needs while garnering market access and premiums for producers.
OVER 1000 PROPERTIES =

- 10,312,500 ACRES UNDER CONTINUAL IMPROVEMENT
  - PRODUCTIVE LAND: 5,089,800 ACRES (50%)
  - FORESTED LAND: 4,370,603 ACRES (50%)
  - INTACT RIPARIAN AREA: 457,495 ACRES
  - DEGRADED RIPARIAN REGENERATING: 58,065 ACRES
  - REGENERATED RIPARIAN AREA: 25,393 ACRES

- 85% REDUCTION OF FIRE
- 98% REDUCTION IN ILLEGAL DEFORESTATION
- 98% ADOPTION OF CONSERVATION TILLAGE
- YELLOWSTONE & YOSEMITE

Expansion to Mexico, Colombia & Paraguay
SOIL CONSERVATION

BEFORE

AFTER
REPLANTING NATIVE TREES IN RIPARIAN ZONES
PROPER FUEL STORAGE

Antes

Depois
since 2009

Landscape Management
INVESTMENTS IN CONTINUOUS IMPROVEMENTS  (70% COMPLIANCE)

USD $22,000,000.00

OPPORTUNITY COST OF FOREST ON FLAT GROUND

USD $5,384,610,000.00
WHAT IS SUSTAINABILITY?

GRSB

A socially responsible, environmentally sound and economically viable product that prioritizes Planet (relevant principles: Natural Resources, Efficiency and Innovation, People and the Community); People (relevant principles: People and the Community and Food); Animals (relevant principle: Animal Health and Welfare); and Progress (relevant principles: Natural Resources, People and the Community, Animal Health and Welfare, Food, Efficiency and Innovation).

MY DAUGHTERS' HIGH SCHOOL

Sustainability is being able to meet the needs of the present without compromising the ability of future generations to meet their needs.

ALIANÇA DA TERRA

Producing Right
“Conservation will ultimately boil down to rewarding the private landowner who conserves the public interest.”

Aldo Leopold

1934