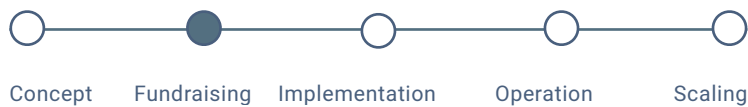




Horta da Terra - State of Pará, Brazil

Development Stage



Horta da Terra is a company that cultivates Non-Conventional Food Plants (PANCs) through regenerative agroforestry in the Amazonas and increases the value of the products through freeze-drying processes. The mission is to promote health and well-being through nature-based solutions. This way the Amazon biome can be protected and restored as well as a more sustainable food system created. Horta da Terra already has a productive regenerative system on 6 ha. The other 32 ha are part of a productive ecosystem. reNature will support Horta da Terra to improve and scale regenerative agroforestry systems through a Model Farm implementation and later on with a Model School to establish long-term value to the surrounding communities and environment.

Finance & Planing



450.000

Investment



Bruno Kato

Initiator



LOCATION:

Santo Antônio do Tauá, State of Pará, Brazil

SIZE OF PLANTED PLOT:

38 ha

SIZE OF POTENTIAL AREA:

3.720 ha

CLIENT:

Horta da Terra

KEY CROP:

Amazonian Non-Conventional Food Plants (PANCs)

INDUSTRY:

Agribusiness, Food & Beverage

GOAL:

Aggregate and share value through regenerative agriculture with amazonian plants.

MAIN FOCUS:

Scale regenerative agriculture with Amazonian plants.

PARTNERS:

Mirova Capital, MoedaSeeds, UFRA, Globefy





Assignment & Impact

Expected Beneficiaries

About 3000 local farmers.

Development Challenge

The Amazonas is threatened by deforestation and land degradation due to the high demand for agricultural products. Communities in rural parts of the Amazonas often do not have the knowledge or resources to manage the land sustainably. Food security and nutritional deficiency is a common threat. Additionally, the supply chain is not well established and rural communities have difficulties selling their products. For this reason, it is important to include rural communities in the development of a more sustainable agricultural system that includes the main steps of the value chain (input, production, processing, and marketing).

Intervention

Through the implementation of Model Farms, regenerative agriculture demonstration plots will be established to assess, create and showcase the most suitable regenerative system based on local stakeholder and market requirements, as well as the specific conditions of the location. Furthermore, by establishing a viable and sustainable business development for Horta da Terra surrounding communities will benefit as a better value chain and off-taker networks will be created.

Additionally, a Model School will disseminate knowledge through on-farm training and workshops to scale socio-economic and environmental impact. Farmers are provided with the capacity to adopt regenerative farming practices on their farms through technical assistance and product development. The project uses the latest indicators to monitor Environment, Social, and Governance (ESG) aspects and with the support of reNature monitoring will be improved.

Financial Details

reNature Model Farm: est.	€ 30 - 50k
reNature Model School: est.	€ 200 - 400k

Objective

Scale regenerative agriculture systems on 3.720 ha of surrounding lands and develop freeze-dried processes/protocols in the Amazon through new innovative technologies that have a positive impact on the environment. Include local communities to increase economic resilience and food security. Raise awareness of healthy, sustainably produced amazon products through a wide range of national and international consumers.

Inspirational Impact

Horta's purpose is to give access to the nutritional, functional, and medicinal powers of the biodiversity of Amazonian plants to anyone, always thinking of innovation and sustainability. By establishing a knowledge hub for regenerative agriculture systems in important regions of the Amazonas local communities will learn how to manage



3.000

Community
Members



61% More

Biodiversity



45% More

Improved Water
Cycles



23% More

Soil Carbon Stock

the land more sustainably and understand how ecosystem services can benefit their livelihoods. Additionally, showing the success of a green agricultural business such as Horta da Terra will raise the awareness of other businesses to follow their path.

Environmental Impact

The Amazon region is one of the most diverse biomes with the highest biodiversity in the world. However, due to fast deforestation rates, the rainforest is threatened as well as the communities depending on the forest's ecosystem services. Regenerative agroforestry is a valuable contribution to the local environment as it mitigates erosion, increases biodiversity, and balances the natural system. Additionally, more biomass is produced, and soil life can benefit from the added Soil Organic Matter (SOM). The project contributes to the prevention of CO2 emissions and the battle against the consequences of climate change. Regenerating this natural circle by including the local communities as well as using innovative approaches to measure ecosystem services will have tangible and positive socio-economic and environmental impacts.

Social Impact

The example of regenerative agroforestry will inspire thousands of farmers over time to transition to this alternative agricultural system. The model school will educate local communities and farmers through workshops. This project contributes to the quality of life as it leads to food security, a more nutritious alimentation, preservation of traditional knowledge, and income improvement for the farmers involved. To scale this impact the project will closely work with strong regional organizations and local partners. For instance, working together with research institutions and universities to improve research and development (R&D) of products for easy and flexible application.

Economic Impact

Hortas activities involve an ecosystem of partners to develop knowledge, technology, science, and healthier relationships with all life forms within nature. The business model vertically integrates the key elements of production, processing, and marketing. This way it generates economic resilience through higher yields and diversification of high-quality products as well as a production system attentive to best practices at every level and stage of the food chain system. Horta's team is integrating key communities by building strong, personal relationships and offering attractive supply contracts. Furthermore, establishing business development through a network for B2B, digital marketing, and e-commerce for B2C. Making this happen demands attention, dedication, and a lot of love and compassion to fulfil Hortas purpose.

Impact Metrics

Outcome Metrics

- 1) Scale regenerative agroforestry with a vast variety of local plant species and improve production processes.
- 2) Engage 200 family farmers and improve economic resilience/livelihood/food security
- 3) Expand business to Europe, Asia, and North America
- 4) Generate more carbon sequestration

Evaluation Method

- 1) Number of hectares scaled annually
- 2) Annual baseline comparison of net farm income per ha
- 3) Annual baseline comparison of species harvested
- 4) Annual monitoring and evaluation of ESG