



origens brasil®

When you see this brand, there is a product or company that respects territories of social and environmental diversity.

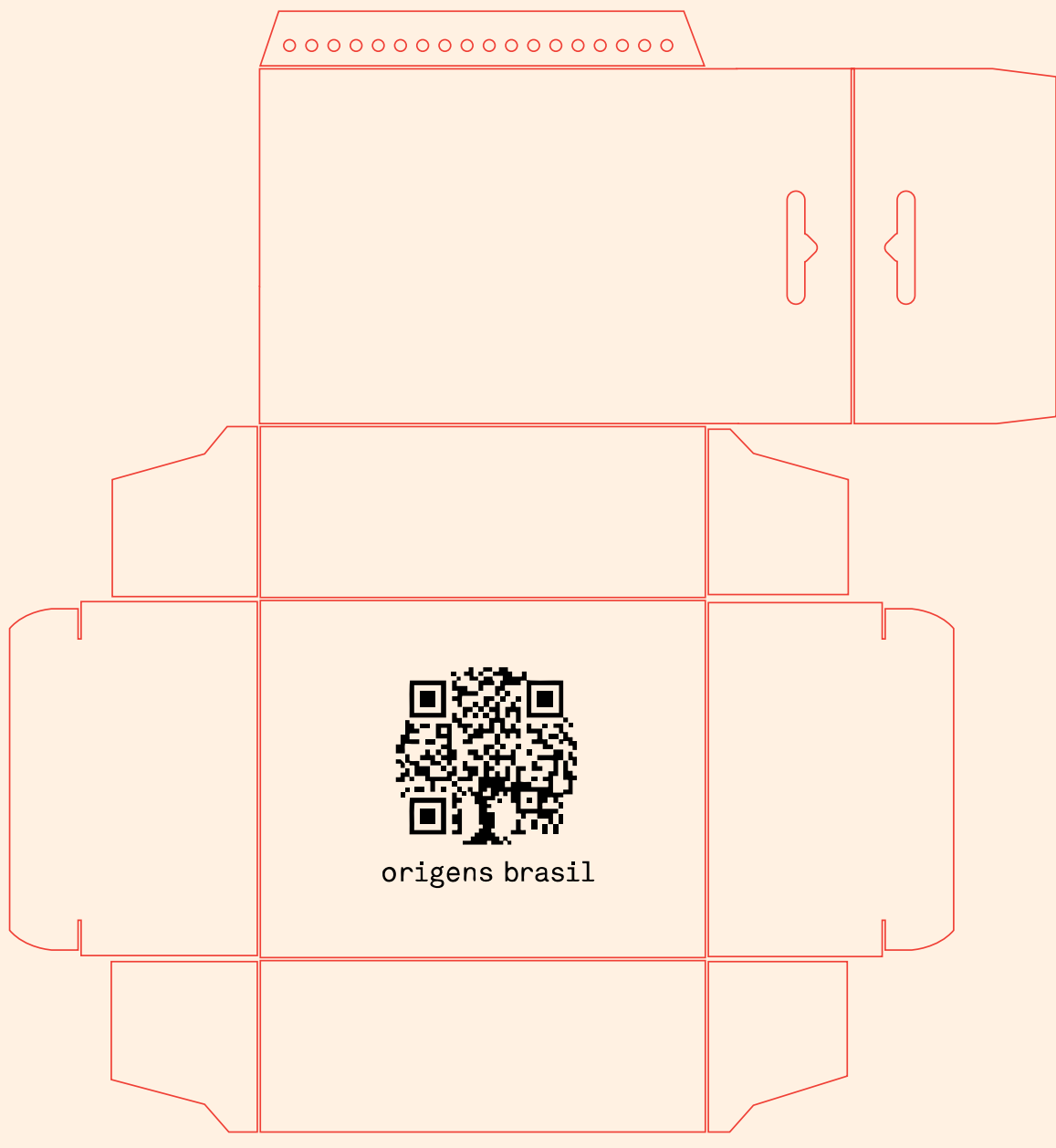


What is the product's territory of origin? Who collected and produced it? Was it an indigenous person? To what ethnic group does he or she belong? Where does he or she live? How is product handled and collected?

Using a QR Code - which is the logo of Origens Brasil® itself - you have access to this and other information via your cell phone. Each company or product has a unique QR Code that carries different information.



Photo - Aaron Vincent Elkaim



The Origem Brasil® seal identifies products and companies that value and respect the social and environmental diversities of their sourcing territories.

Origens Brasil® works as a collaborative platform that connects producers to end buyers and consumers. This initiative brings transparency on how products or companies contribute to conserve a diverse territory on social and environmental aspects. It also shows how this conservation is done by providing real information.



Making the livelihoods of forest dependent people financially feasible is as important as practicing sustainability.

If predatory activities are more profitable than extractivism for populations that live territories of social and environmental diversity and guard them, sooner or later they may opt for engaging in predatory activities or for leaving their area in search of better opportunities.

For this reason, the Origens Brasil® seal values sustainable extractivism by bringing transparency to the business relations between companies and extractive communities and encouraging the development of a more ethical markets. Therefore, people living off extractivism acknowledge the importance of these areas for preserving strategic social and environmental services throughout Brazil.



Photo - Marcelo Salazar



Photo - Rosely A. Sanches

Valuing forests is valuing those who live in it. And this is what you can do together with Origens Brasil®.

Behind every product on supermarket's shelves, there's a story with characters, scenarios, causes and consequences. When you buy a forest product without knowing its origin, you may be contributing to business practices that are harmful for the environment and violate the rights of people living in forests.

But when you know the origin of these products, you can contribute to enhancing appreciation for and protecting our social and environmental diversity. And that's why we've created the Origens Brasil® seal: to help you identify products and companies that value and respect the social and environmental diversity in territories.



INSTITUTO DE MANEJO E CERTIFICAÇÃO FLORESTAL E AGRÍCOLA

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System Design:



System Administration:



Technical Support:



Partners:



Funders:

