

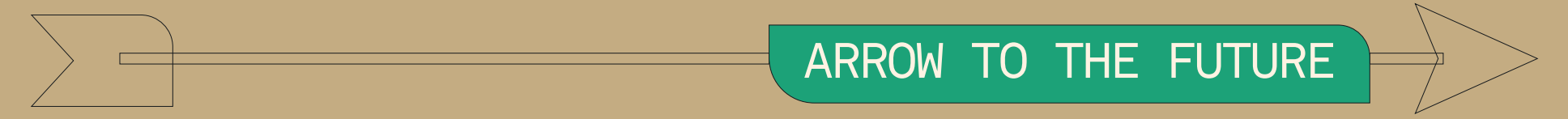
Origens Brasil® 2024 Annual Report

The network that promotes ethical business in the Brazilian Amazon



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INTRODUCTION



2024 was a time for deep reflection on the paths we choose to pursue and commit to, as we continue to transform the conventional way of doing business by valuing the living Amazon and its guardians.

For the first time, Earth's atmospheric temperatures exceeded the 1.5°C threshold above pre-industrial average temperatures. This milestone sends a clear signal that we are standing on the edge - and that the future depends on the choices we make now.

Climate change is no longer a distant threat. Its effects are already being felt on a daily basis Everywhere. The 2024 fires that raged throughout the Amazon Rainforest were catastrophic to the biodiversity and economy of the affected regions.

We need to adapt to this reality by strengthening our climate commitments and driving transformation.

The living Amazon plays an essential role in mitigating the effects of global warming. We also know that indigenous and local people who guard the forest are essential to its wellbeing. Beneath the Amazon's canopy lives a rich diversity of people and cultures who not only live in the forest — they are the forest.

Amazonian communities protect their territories and, through their way of life, provide vital environmental services that benefit both the country and the planet. It's time to recognise and reward their contributions — not only as a matter of justice, but as a strategic path toward a truly sustainable future.

The Origenes Brasil® network remains firmly committed to this mission.

In 2024 we grew and deepened connections between Amazonian communities and global companies, expanding Origenes Brasil's ethical trade model that values the guardians of the forest. This report shows the outcome of this work, demonstrating that a new economic model - rooted in the standing forest and the recognition of its people - is not only possible, but already underway.

Origenes Brasil® network management team



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Festa na aldeia

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WE ARE A DIVERSE NETWORK

We are a collective of indigenous people, quilombola and traditional communities, companies, support institutions and community organisations.

We uphold ethical business between companies and communities in the Amazon, grounded in transparency, traceability and origin assurance, with the aim of generating value for the standing forest and the people who live in it, **the true guardians of our socio-environmental heritage.**



On the path to 10 years
of the Origens Brasil® network



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Highlights of 2024

OUR JOURNEY

Rio Negro
Since 2017

Norte do Pará
Since 2016

Solimões
Since 2019

6th

territory of the network:
Calha do Purus

Calha do Purus
Since 2024

Xingu
Since 2016

Tupi Guaporé
Since 2020

BRL 8,3 million
traded through
the network

- The year of the **biggest commercial transaction in the network's history**;
- Inclusion of the **Calha do Purus** territory, adds important production chains for income generation: rubber, oils and vegetable butters.

Highlights of 2024

OUR JOURNEY

We celebrate the milestone of

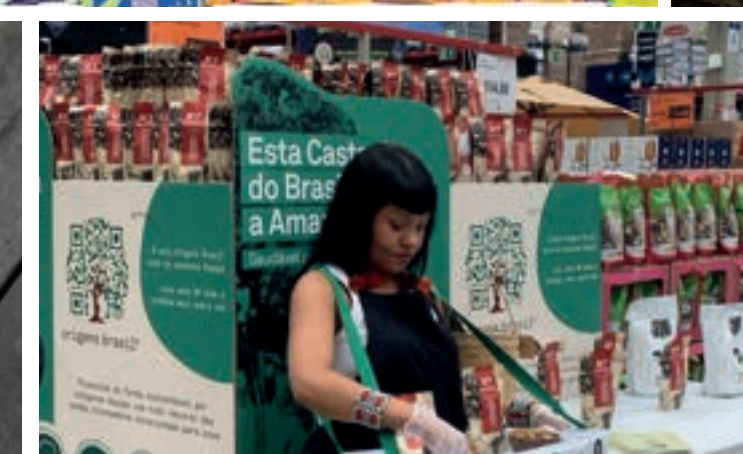
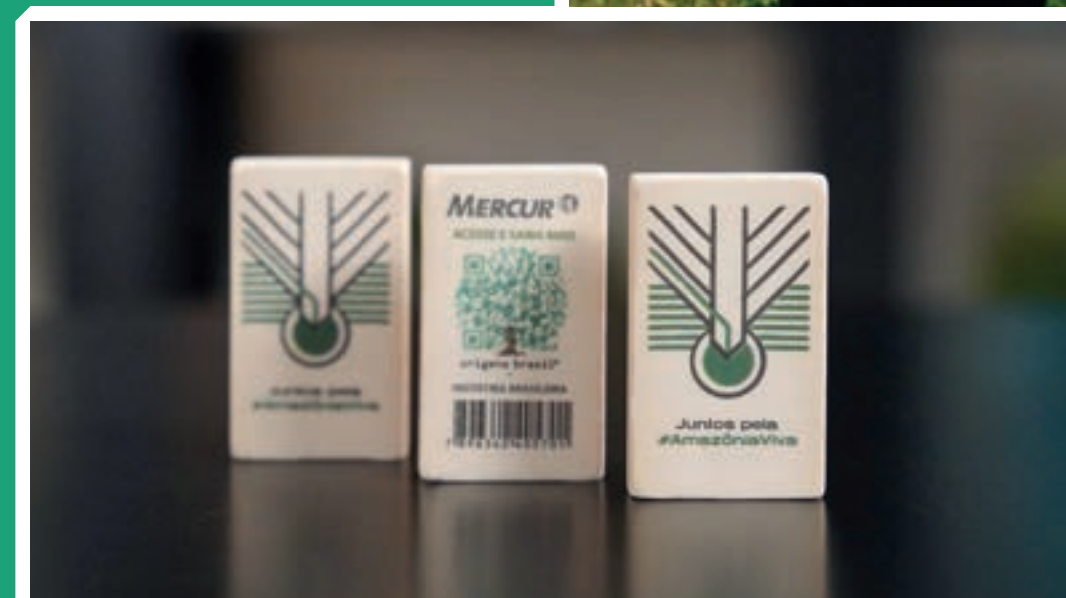
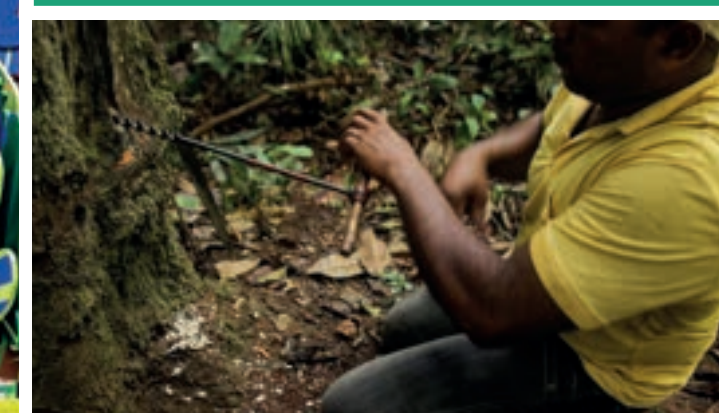
products with the
Origens Brasil®



label on our website

Highlights of 2024

We include the 6th Origens Brasil® territory after a year of expansion analysis. Calha do Purus is located in the south of Amazonas.



The launch of 100% Amazon Rubber represents years of building an ethical business relationship between Mercur and the indigenous peoples and rubber tappers of the Xingu and Tupi Guaporé regions.



Products from the Origens Brasil® network are offered on the Floresta Faz Bem shelves in three Carrefour hypermarket stores. In December, we launched the Kayapó nut display in three Sam's Club membership warehouse stores.

OUR JOURNEY

We organised the 3rd Multisectoral Meeting on Amazon Rubber, in partnership with Memorial Chico Mendes, WWF, Imaflora and Pacto das Águas.

News with Mercado Livre, the largest online marketplace in South America: we set up the Origens Brasil® product webpage on the sales platform and took part in TedX Amazônia in Manaus-AM.

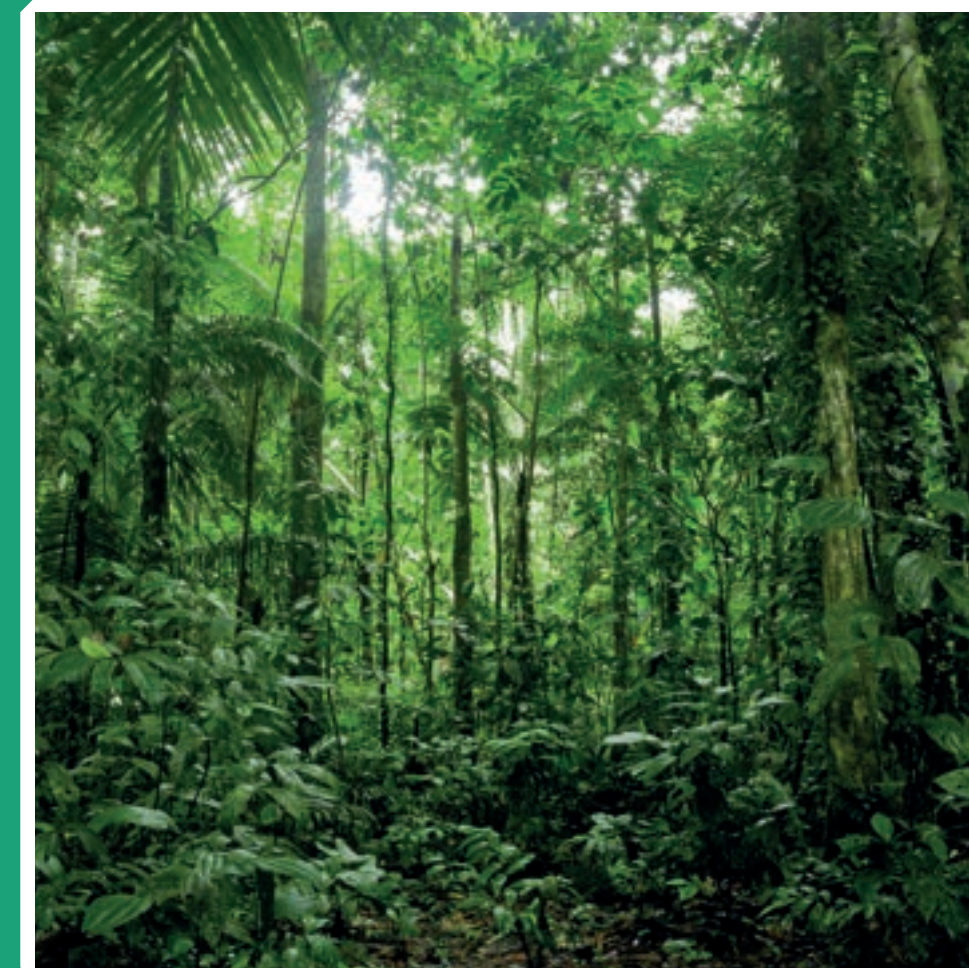


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Highlights of 2024

OUR JOURNEY

We are working together with other organisations to raise working capital for the pirarucu, Brazil nut and rubber chains.



We are investing in the development of a financial mechanism (based on payment for environmental services) for socio-biodiversity products.



We collectively updated the Ethical Trade Guide and created a Brand Manual, which will be available in 2025 to increase the value of the living Amazon, its peoples and cultures.

A rede Origenes Brasil® convida:
COMÉRCIO ÉTICO
onde queremos chegar?

Primeiro Encontro
11 de Junho

Segundo Encontro
26 de Junho

Terceiro Encontro
17 de Julho



International impact: We attended Amazon Week in Europe and COP Biodiversity in Colombia, disseminating the knowledge and practices of the Origenes Brasil® network to the world and expanding connections.



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WHO IS PART OF THE NETWORK?

© Simone Giovine
Women dancing in Mojkarako village

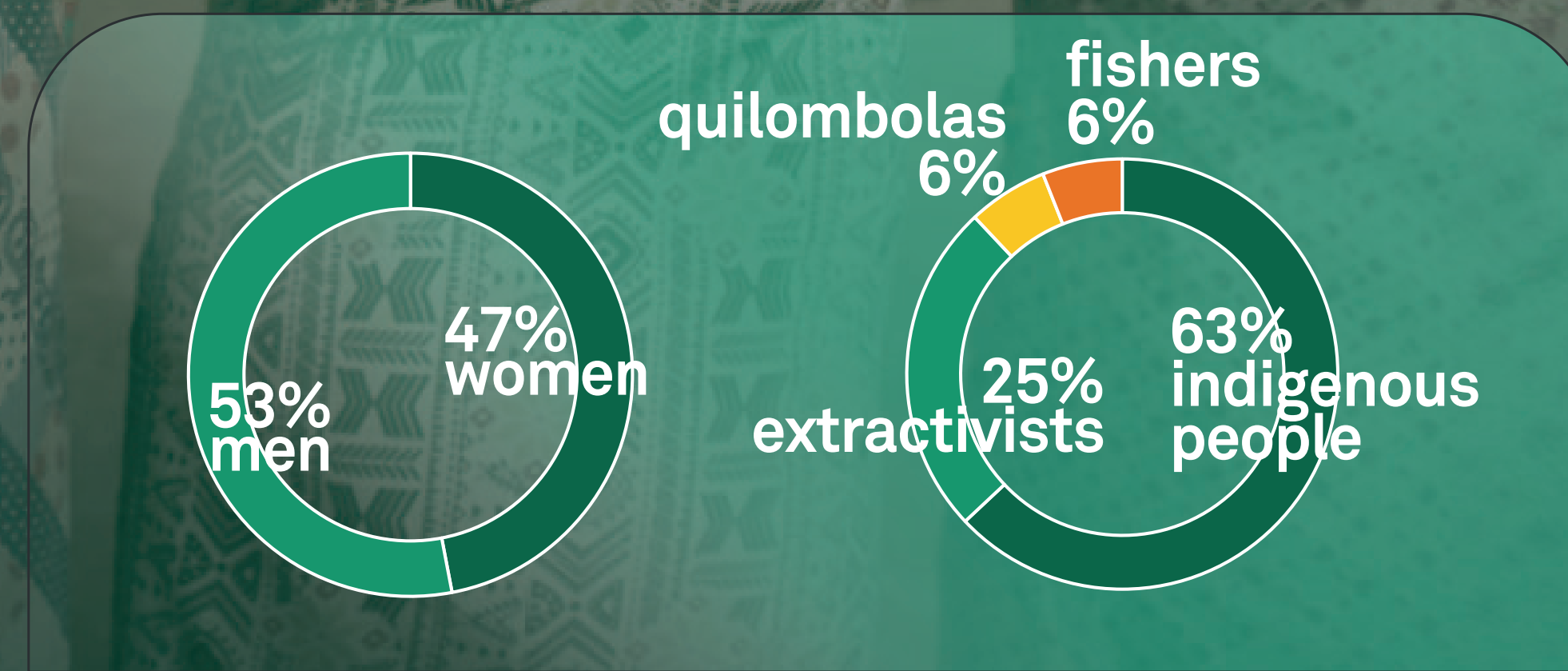


WHO IS PART OF THE NETWORK?

GUARDIANS OF THE FOREST

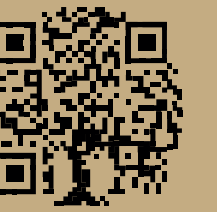


More income, improved quality of life and greater cultural appreciation, so that indigenous peoples and traditional communities can sustain themselves on their land with dignity, while preserving the forest and their way of life.



Extrativistas, Manejadores, Seringueiros, Castanheiros, Ribeirinhos, Quilombola
 Indígenas Aikanã, Amondawa, Aparai, Apurinã, Arapaso, Aruá, Asurini, Baniwa, Baré, Cinta
 Larga, Curipaco, Dessana, Djeoromitxí, Gavião, Hexkaryana, Hupdäh, Ikpeng, Jabuti, Juruna,
 Kahyana, Kalapalo, Kampé, Kanoe, Karapawyana, Karo (Arara), Katuena, Katwena,
 Katxuyana, Kawaiweté - Kaiabi, Kayapó Mekrãgnoti, Kisêdjê - Suyá, Kubeo, Kuikuro,
 Kuripako/Kapittiminanai, Kuruaya, Latundê, Macuxi, Makurap, Matipu, Mawayana,
 Mayonko, Miriti-tapuya, Oro At, Oro Eo, Oro Mom, Oro Nao, Oro Waram, Oro Win, Paiter Suruí,
 Panará, Pangyjej Zoró, Parakanã, Parikwoto, Pira-tapuia, Sakirabiá,
 Tapayuna, Tariano, Tiriyo, Trumai, Tukano, Tunayana, Tupari,
 Tuyuka, Txaruma, Uru-Eu-Wau-Wau, Waimiri-Atroari, Wai-wai,
 Wanano, Wapixana, Waurá, Wayana, Werekena, Xerew, Xikrin,
 Xipaya, Yanomami, Yudjá - Juruna e Zoró

Indigenous People and
 Traditional Communities
 members of the network.

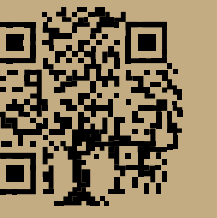


88

support institutions
and community
organisations



APIWX | AIWA | UMIRA | ACIMET E
AMIRT | AACRDSU | ASSOCIAÇÃO
AITEK - XIPAYA | ACORQA | ACRQAT |
ACORQAT | ASSOCIAÇÃO MÃE
DOMINGAS | AMAFLOTA | CAMURA |
AMURMAM | ASSOCIAÇÃO DOS
PRODUTORES RURAIS INDÍGENAS
PANANG | ASSOCIAÇÃO UGOROG'MO
| PATJAMAAJ | DUKARIA



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39

member companies



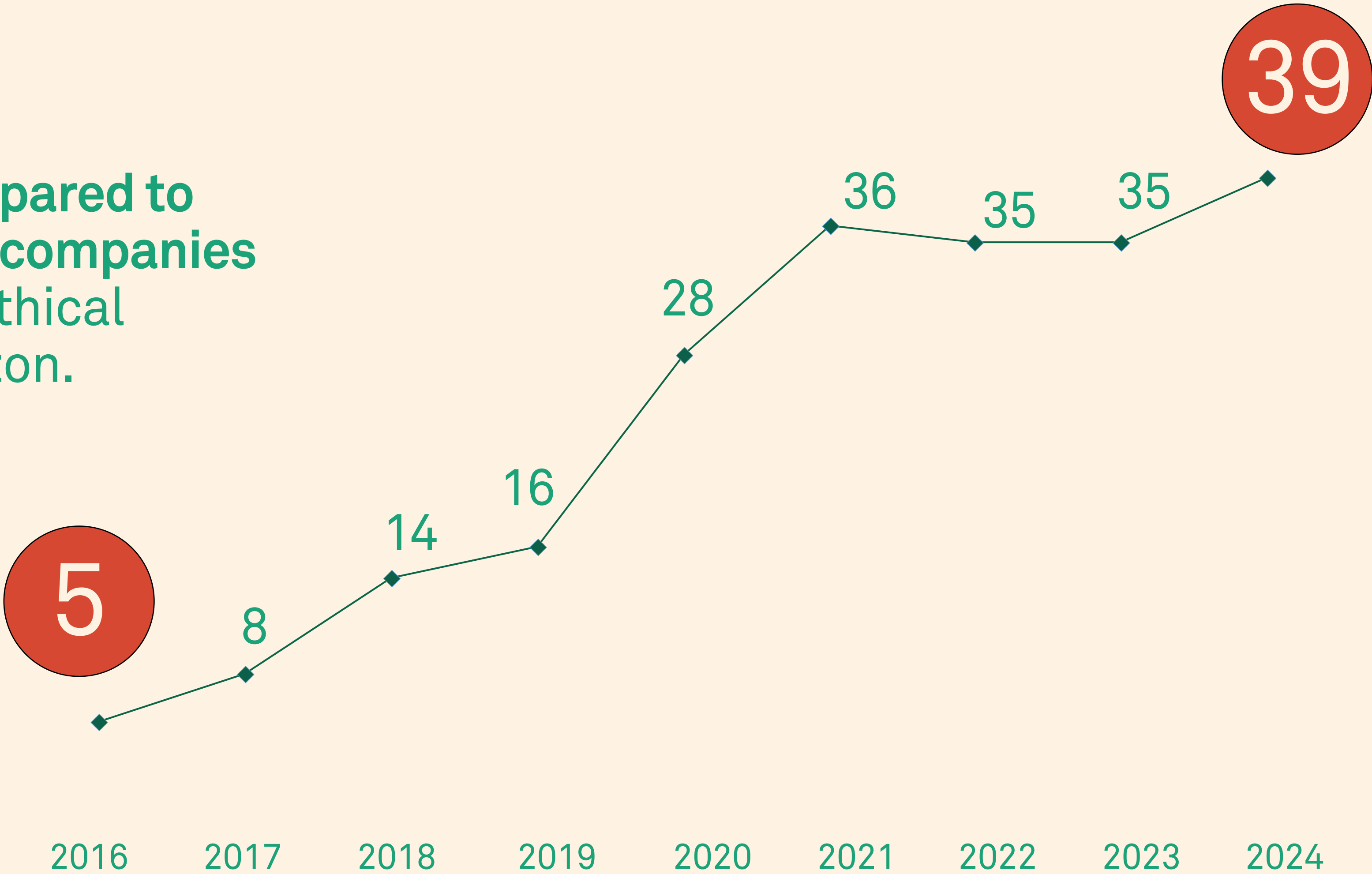
COMPANIES



WHO IS PART OF THE NETWORK?

COMPANIES

With an **11% growth** compared to **2023**, we now include **39 companies** committed to fostering ethical partnerships in the Amazon.

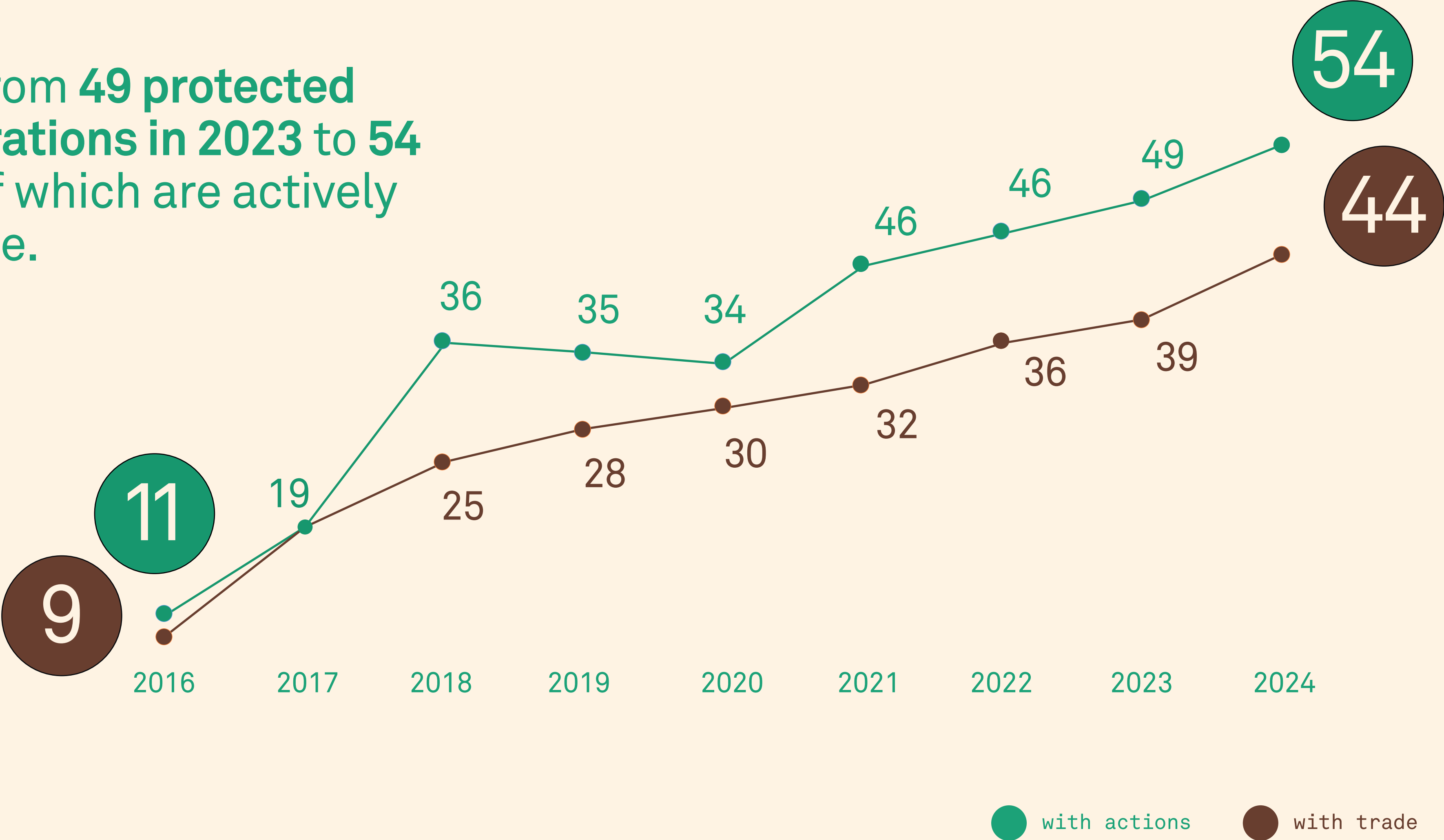


PROTECTED AREAS



AREAS OF ACTIVITY

We expanded from **49** protected areas with operations in 2023 to **54** in 2024 — 44 of which are actively engaged in trade.



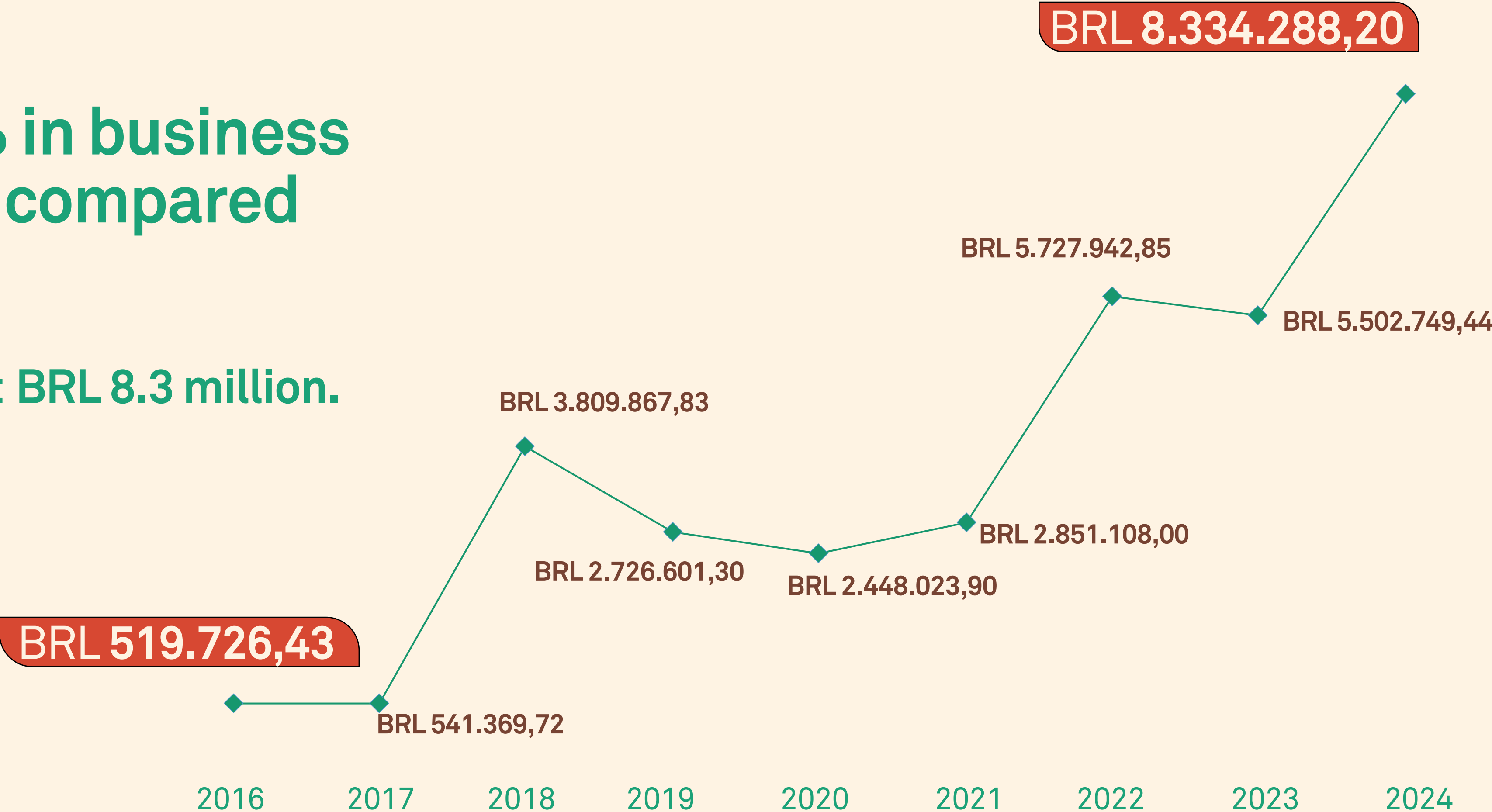
BUSINESS TRANSACTIONS

NETWORK GROWTH

Annual (R\$)

We grew 51% in business transactions compared to 2023.

We traded in 2024: BRL 8.3 million.

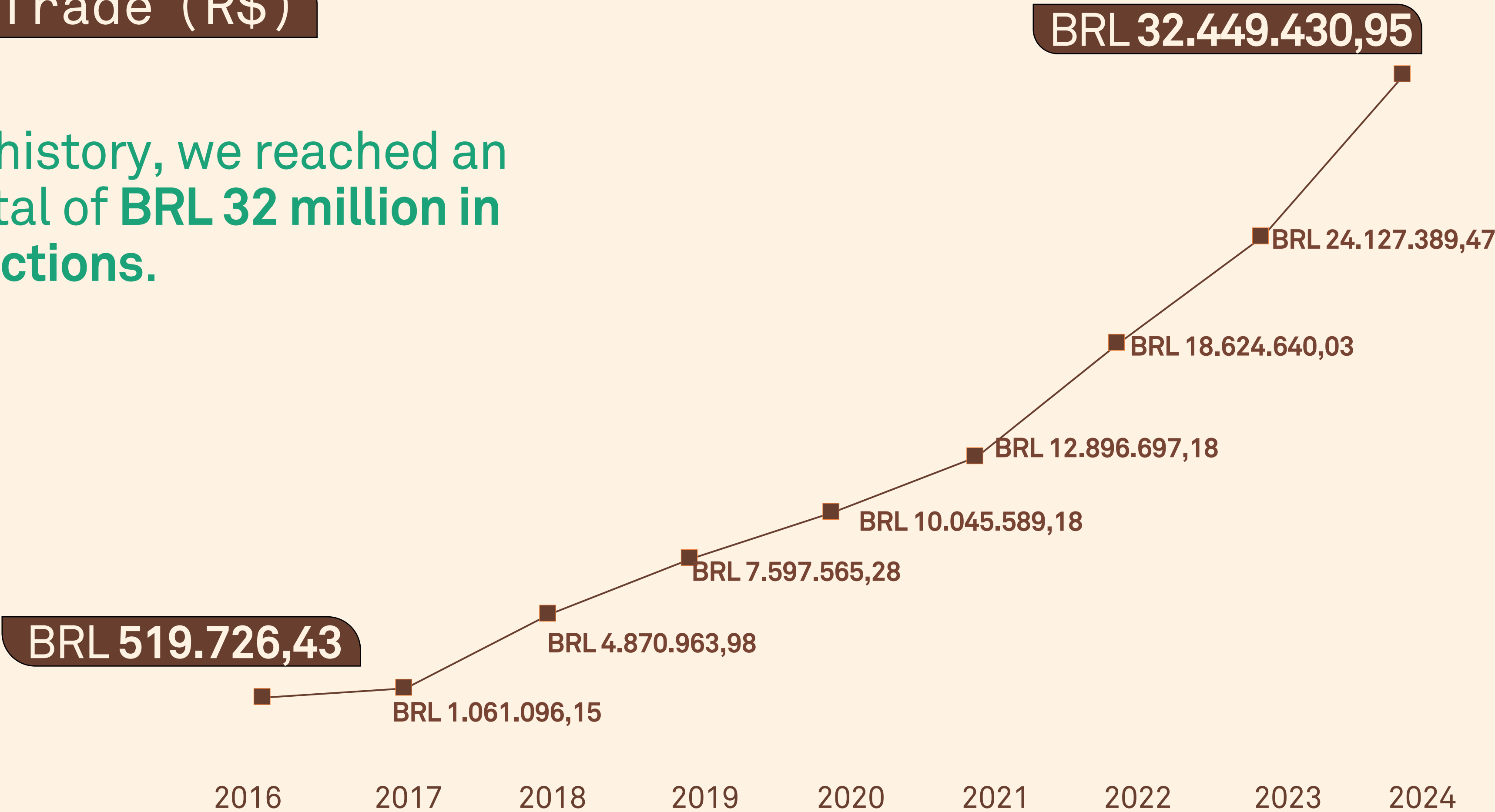


BUSINESS TRANSACTIONS

NETWORK GROWTH

Cumulative Trade (R\$)

Throughout our history, we reached an accumulated total of **BRL 32 million in business transactions.**





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© ISA
Xingu Indigenous Territory



© ISA
Parque Indígena do Xingu

XINGU

The Origins Brasil® network in the Xingu territory

IN XINGU, BRL 3,104,885.71

WAS TRADED IN 2024.

*An increase of 6%
compared to 2023.*

2023: BRL 2,905,432.61
traded

18,574,262 million
hectares of standing forest





Foto: Raissa Azeredo



Foto: Bepkadjoit Kayapó



XINGU PHOTOS



Foto: Simone Giovine



Foto: Ana Lucia Gonçalves

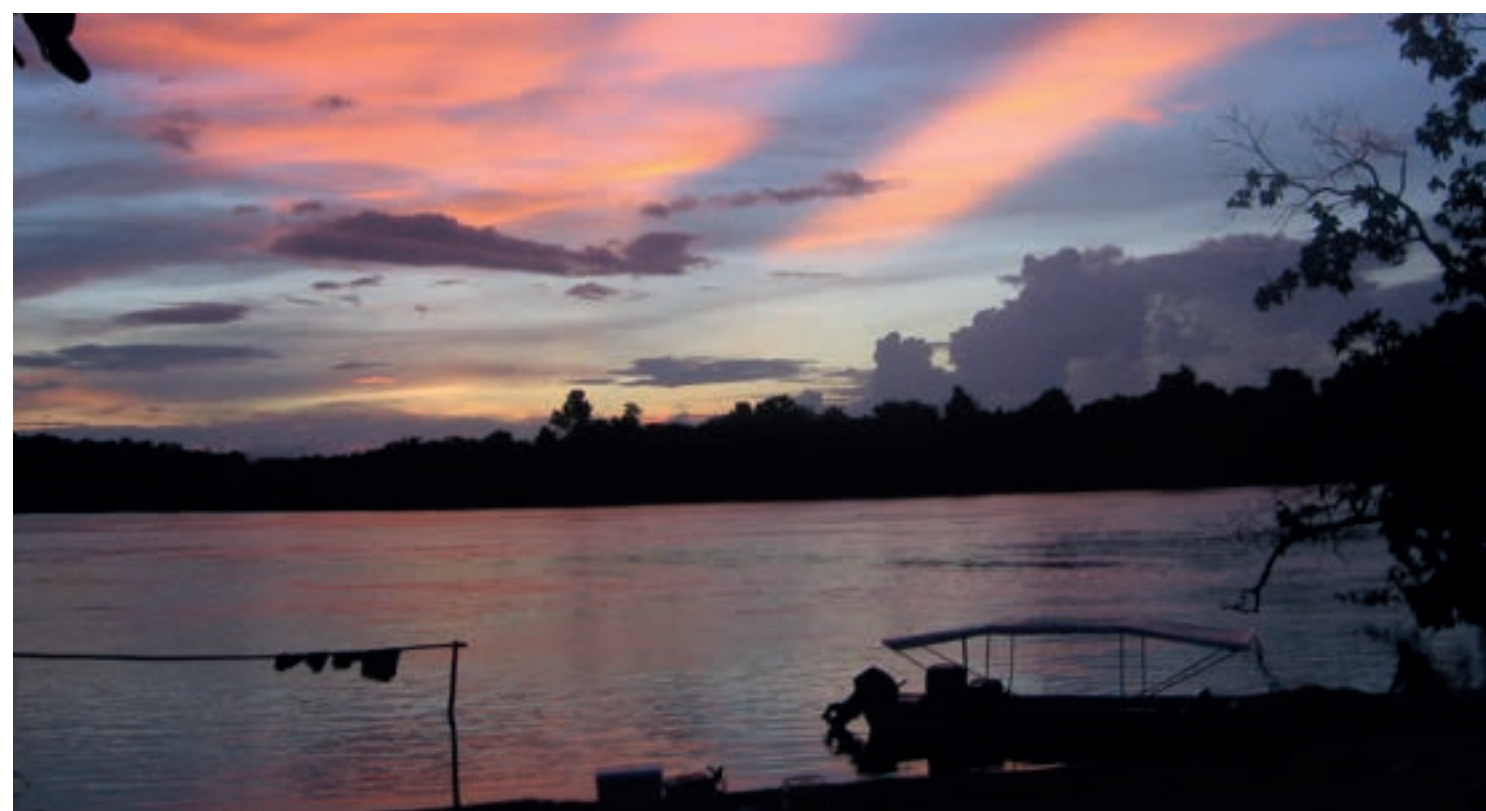
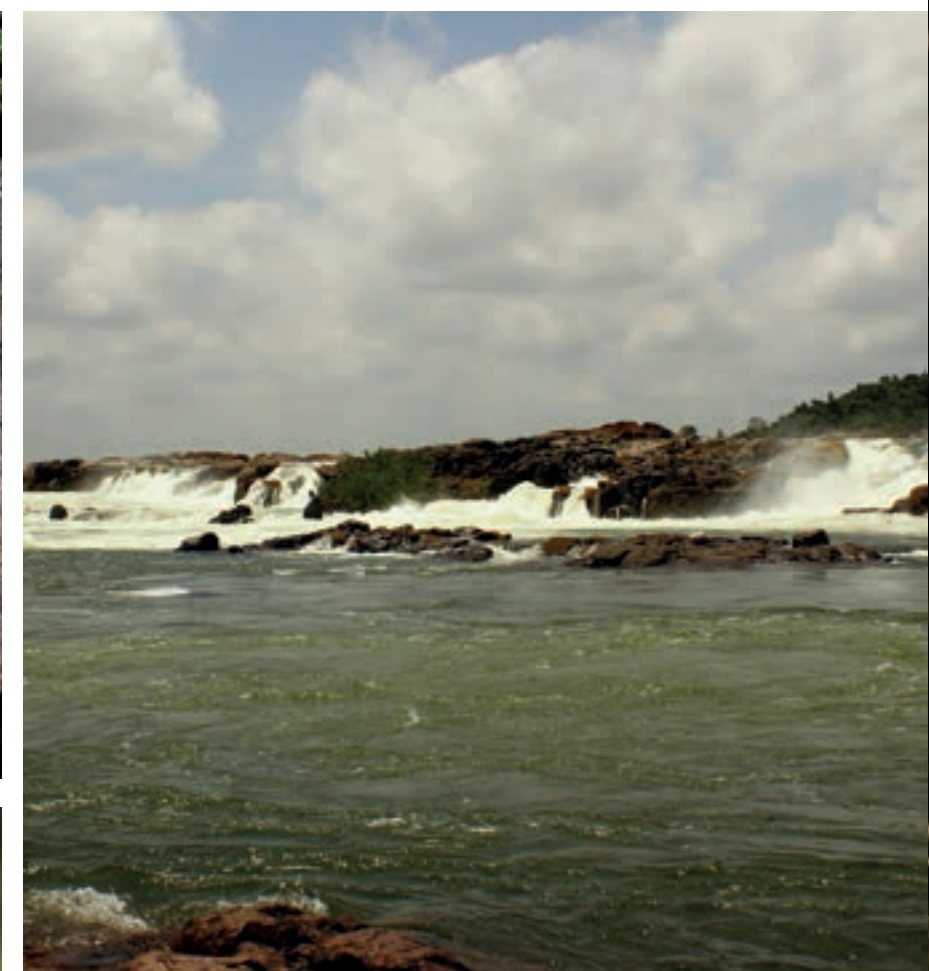


Foto: Otavio Almeida



Foto: Simone Giovine



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© Rafael Salazar
Árvore na floresta

NORTE DO PARÁ

The Origins Brasil® network in Norte do Pará

IN NORTE DO PARÁ, BRL 843,723.10

WAS TRADED IN 2024.

*An increase of 81%
compared to 2023.*

2023: BRL 464,280.03
traded

13,043,656 million
hectares of standing forest





Foto: Rafael Salazar



PHOTOS OF NORTE DO PARÁ



Foto: Rafael Salazar



Foto: Loiro Cunha



Foto: Rafael Salazar



Foto: Rafael Salazar



Foto: Rafael Salazar



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Foto: Rafael Salazar



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© Carol Quintanilha
Women picking chilli peppers

RIO NEGRO

The Origins Brasil® network in the Rio Negro territory

IN RIO NEGRO, BRL 608,886.60

WAS TRADED IN 2024.

*An increase of 20%
compared to 2023.*



2023: BRL 506,187.92
traded

22,367,016 million
hectares of standing forest

Find out more about the territory at: www.origensbrasil.org.br/territorio/rio-negro



Foto: Carol Quintanilha



Foto: Amanda Latosinski



PHOTOS OF RIO NEGRO



Foto: Michele Paz



Foto: Carol Quintanilha



Foto: Carol Quintanilha



Foto: Beto Ricardo



Foto: Carol Quintanilha



Foto: Michele Paz



Foto: Michele Paz

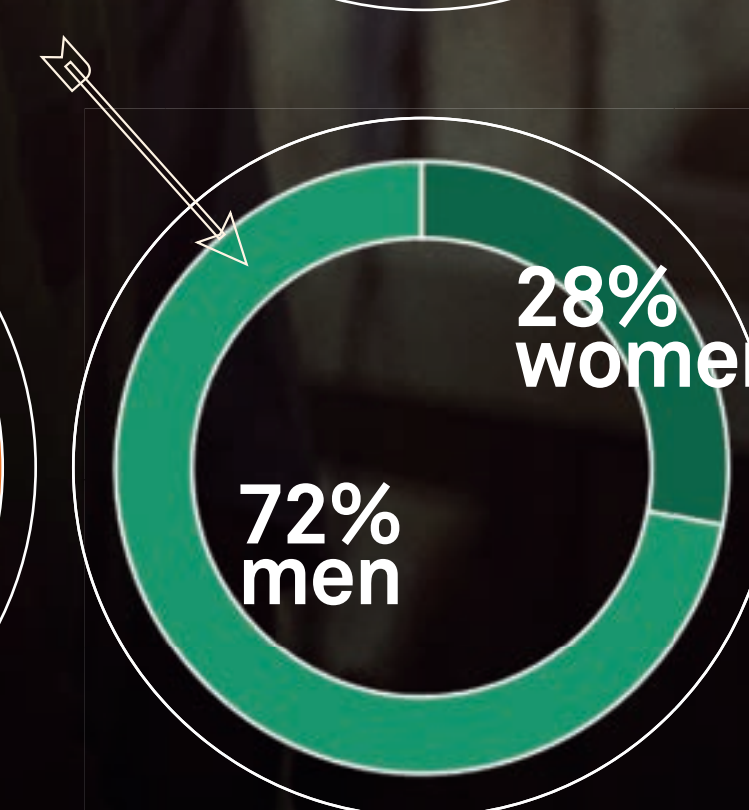
SOLIMÕES

The Origens Brasil® network in the Solimões territory

IN SOLIMÕES,
BRL 1.330.070,85

WAS TRADED
IN 2024.

*An increase of 31%
compared to 2023.*



2023: BRL 1,009,709.15
traded

3,588,112 million
hectares of standing forest



Foto: Aline Fidelix



Foto: Aline Fidelix



SOLIMÕES PHOTOS



Foto: Luiz Cunha



Foto: Aline Fidelix



Foto: Luiz Cunha



Foto: Aline Fidelix



Foto: Luzimar dos Santos Sotero



Foto: Luiz Cunha



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Foto: Aline Fidelix

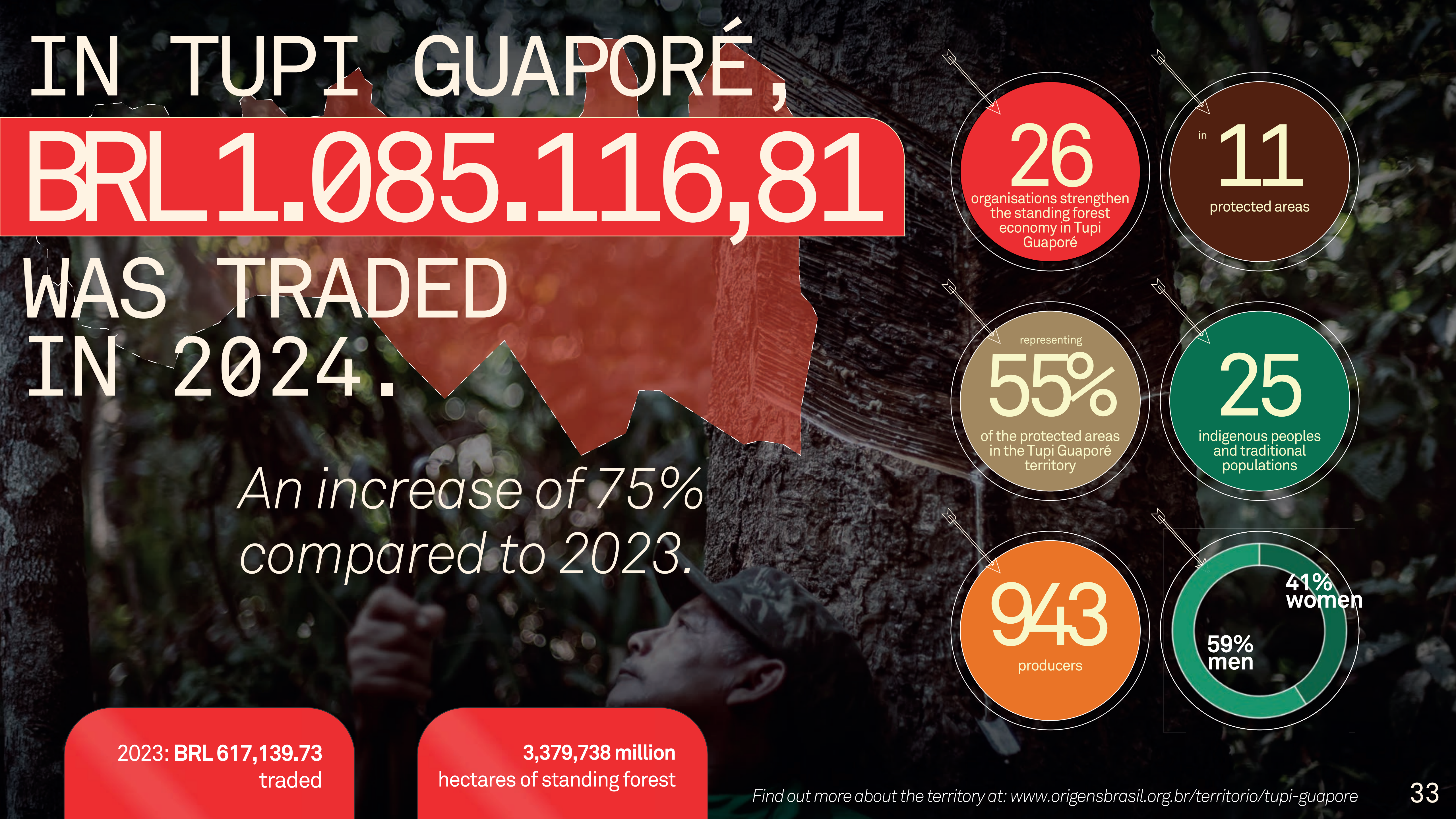


Foto: Luiz Cunha

© José Medeiros
Rubber tapper at RESEX Cautário

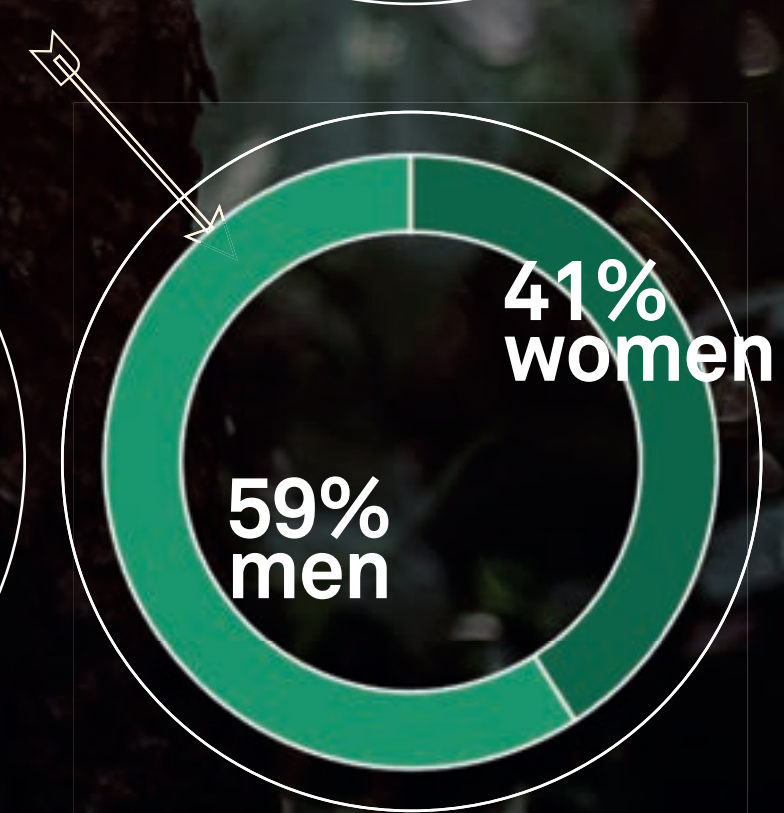
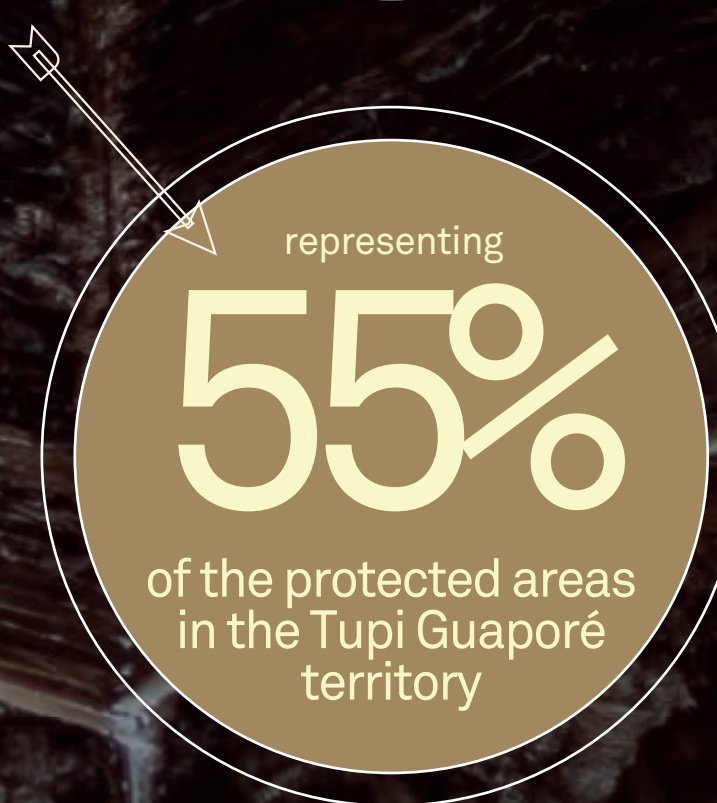
TUPI GUAPORÉ

The Origins Brasil® network in the Tupi Guaporé territory



IN TUPI GUAPORÉ, BRL 1.085.116,81 WAS TRADED IN 2024.

*An increase of 75%
compared to 2023.*



2023: BRL 617,139.73
traded

3,379,738 million
hectares of standing forest

Find out more about the territory at: www.origensbrasil.org.br/territorio/tupi-guapore



Foto: José Medeiros



TUPI GUAPORÉ PHOTOS



Foto: José Medeiros



Foto: José Medeiros



Foto: José Medeiros



Foto: José Medeiros

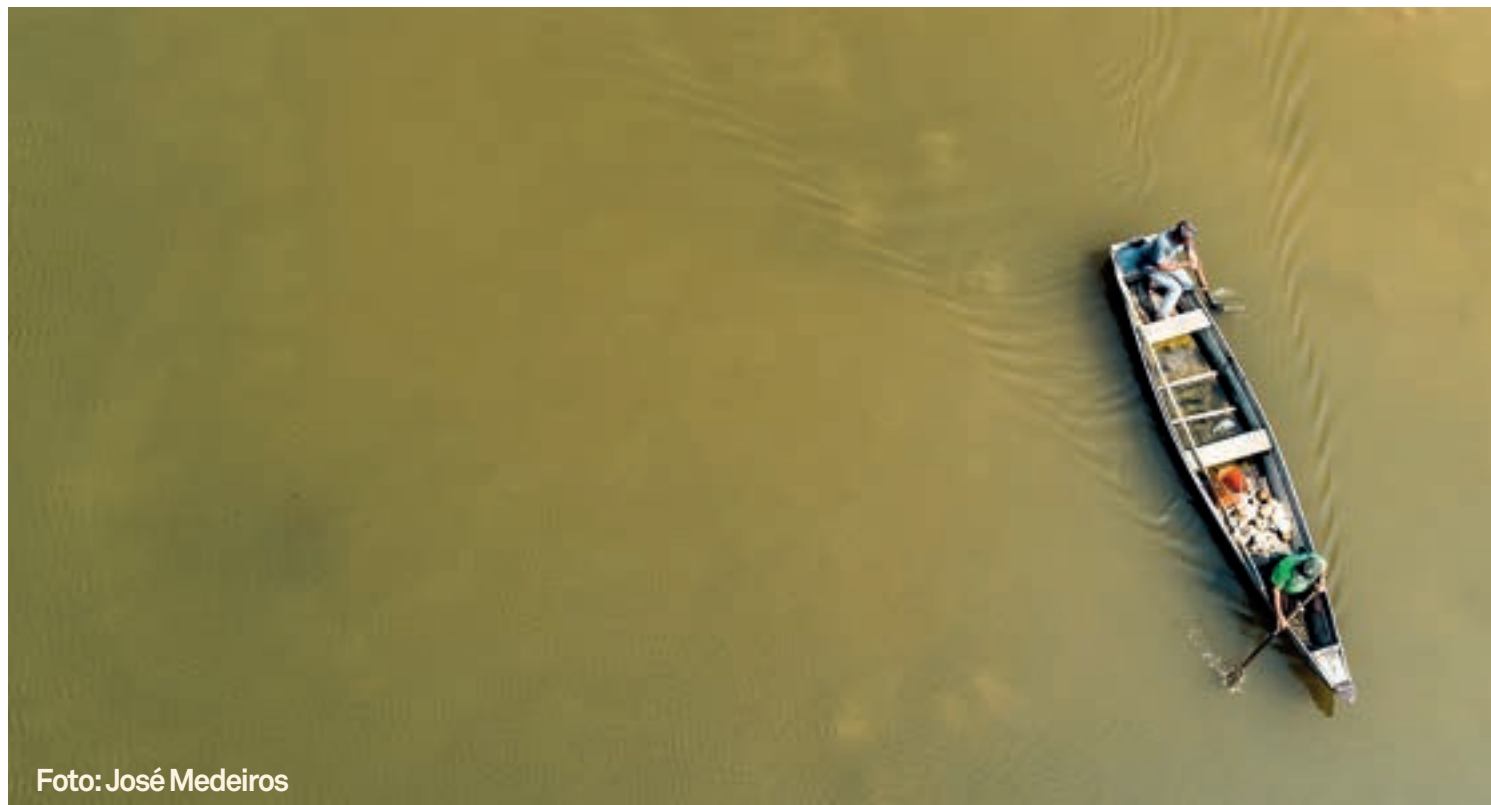


Foto: José Medeiros



Foto: José Medeiros



Foto: José Medeiros

© Christian Braga/WWF
Weighing the rubber

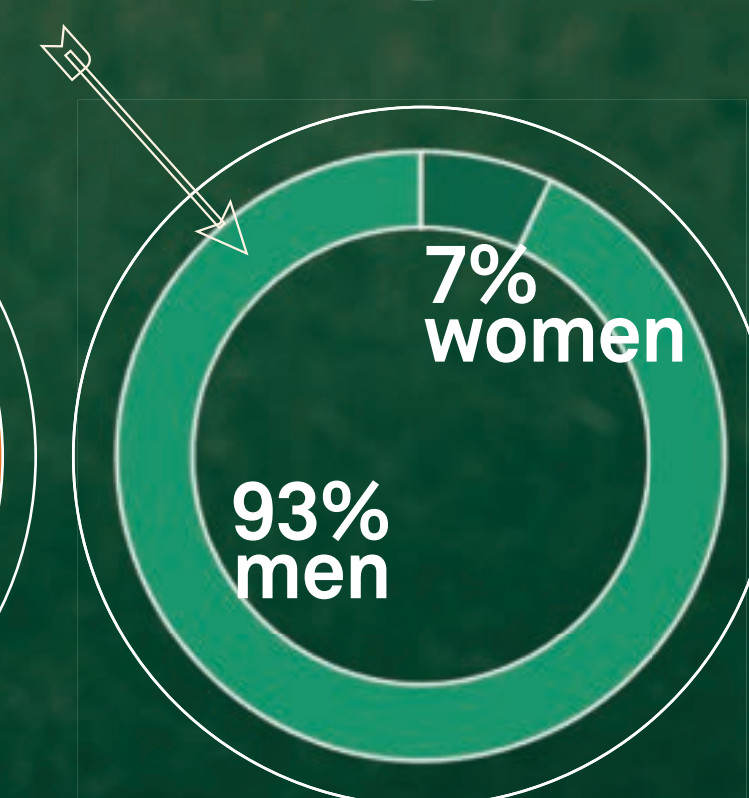
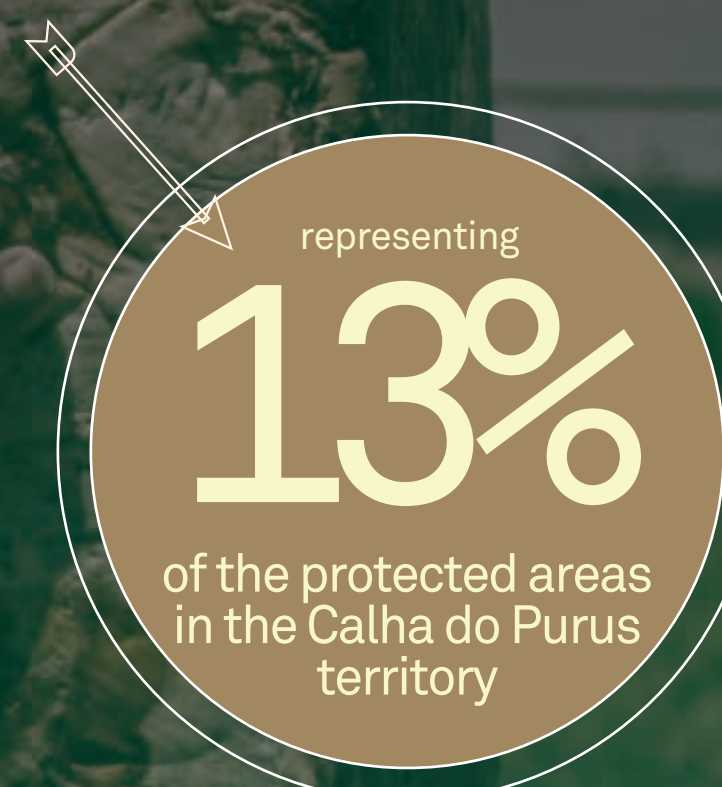
CALHA DO PURUS

The Origens Brasil® network in the Calha do Purus territory

IN CALHA DO PURUS,
BRL 1.361.605,33

WAS TRADED
IN 2024.

First year in the territory.



737,517 million
hectares of standing forest



Foto: Christian Braga/WWF



Foto: Christian Braga/WWF

PHOTOS OF CALHA DO PURUS



Foto: Socorro



Foto: Christian Braga/WWF



Foto: Socorro

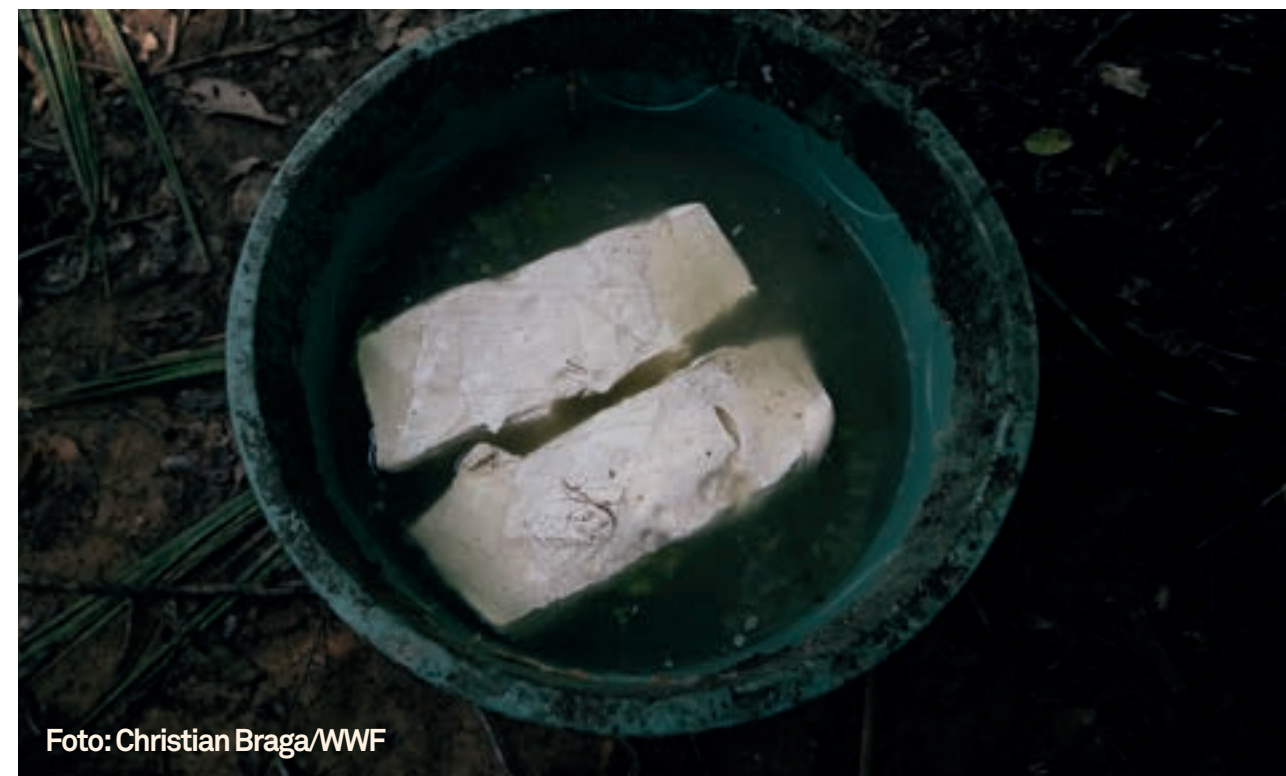


Foto: Christian Braga/WWF

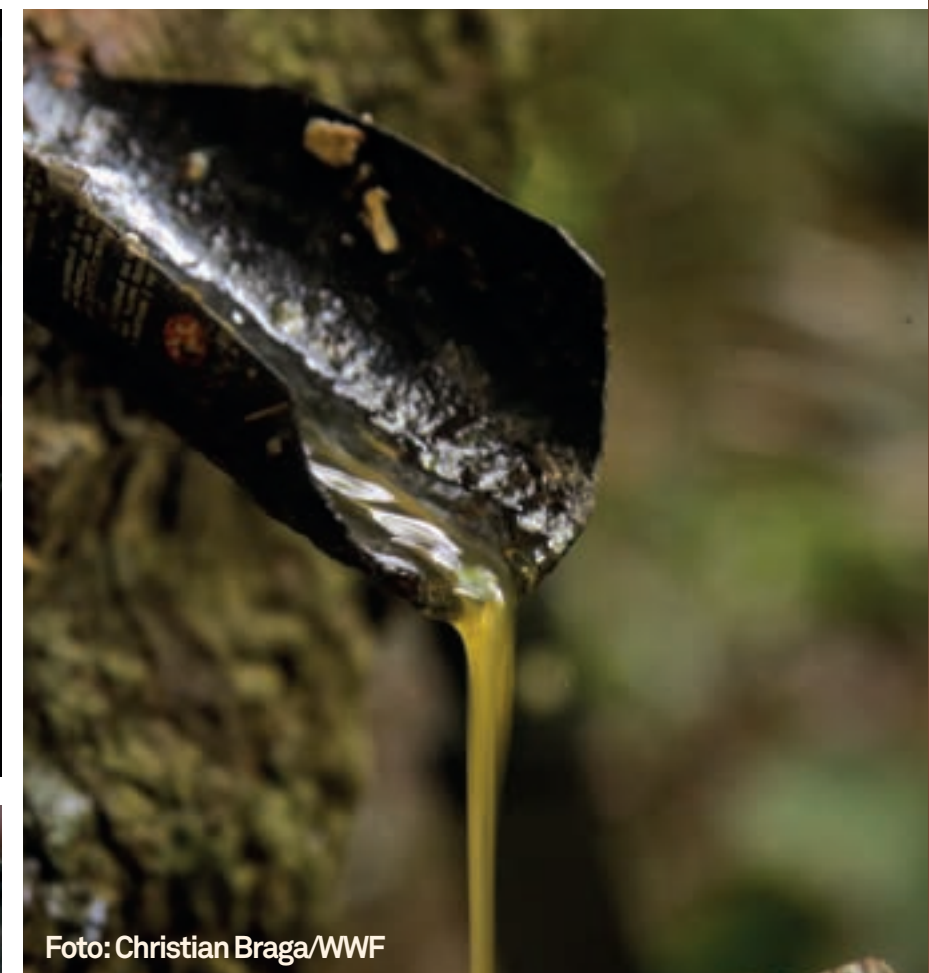


Foto: Christian Braga/WWF



Foto: Christian Braga/WWF



Foto: Christian Braga/WWF



Foto: Christian Braga/WWF



Foto: Christian Braga/WWF

The development of direct, more ethical and transparent business relations between companies and indigenous peoples and traditional communities is at the centre of the Origens Brasil® network's work. Here are some results from the 2024 assessments.

ASSESSMENTS

Consolidated data from assessments of business partnerships between companies and communities.



TRANSPARENCY
& DIALOGUE

100% of the relationships were assessed as transparent with strong dialogue between the parties.



PRICE

98% of relationships were assessed as having fair prices.



RESPECT

100% of the relationships respected the traditional way of life.



CONTRACTS

29% answered that the business relationship was formalised in a contract or cooperation or partnership agreement.

RECOGNISED AND AWARDED

Since 2016, the Origens Brasil® network has been recognised with prestigious national and international awards



UN
International
Innovation
Award



“Social
Technology”
certification
from the Banco
do Brasil
Foundation



Winner of the
2023 Forest
Communities and
Value Chains
Challenge



Schwab Prize
finalist
Foundation
Innovation
Awards in the
Collective
Social
Innovation
Category in 2023



Finalist in the
Katerva Awards
Programme and
among the top
10 in the
"Behaviour
Change"
category



Winner of
Climate
Ventures in the
"Best Climate
Business"
category



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© Carol Quintanilha
Woman collecting nuts



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