

# Juma's Rainforest Report

November, 2010

## Rainforest Alliance Recognizes Juma Reserve

The Juma REDD Project, managed by the Amazonas Sustainable Foundation (FAS) in association with the Amazonas government, has received the Rainforest Alliance's Eco-Index® award for "Monitoring and Evaluation." The Rainforest Alliance, one of the most recognized forestry certification organizations in the world, launched the [Eco-Index®](#) in 2001 to provide the conservation community with a vehicle to share project data and reports, lessons learned, and best practices.

"This acknowledgement has a special meaning to FAS, and testifies to the innovation and technical strength of the Juma Project," said FAS CEO Virgilio Viana.



*Monitoring and evaluation at the Juma Sustainable Development Reserve*

The Rainforest Alliance is also responsible for validating carbon forest projects under CCBS (Climate, Community, and Biodiversity Standard) and VCS (Voluntary Carbon Standard) – two of the world's most important standards for the voluntary carbon market.

## FAS presents the Juma REDD Project to Marriott International's South America Business Council

André Ballesteros, FAS's marketing coordinator, and Gabriel Ribenboim, FAS's special projects manager, recently met with Marriott's South America Business Council (general managers and representatives from Marriott International hotels across South America) to present the Juma REDD Project.

During the presentation, Ballesteros highlighted the history of the project and its focus areas and achievements since FAS formalized its partnership with Marriott in 2008, including the construction of three new J.W. Marriott, Jr. Schools and one Conservation and Sustainability Centre.



*FAS representatives met with Marriott's South America Business Council at the Renaissance São Paulo*

FAS and Marriott's South America Business Council will continue to meet as new fundraising and marketing projects are developed by Marriott hotels in support of the Juma REDD Project.

## Juma's Community Members Receive Research Grants

The Amazonas State Research Support Foundation has provided grants to 25 Juma community members to conduct rainforest research that will ultimately help demonstrate the nutritional, medical and economic benefits of rainforest protection. The six-month program is managed by FAS and features guidance from the local J.W. Marriott, Jr. School teachers as well as visiting nutrition and botanical experts. Research generated by the students focuses on medicinal plants, assessing and addressing local nutritional needs, the commercial potential of Brazil nuts, and the nutritional properties of *Camu Camu* (a local fruit rich in vitamin C). The students will report their findings to FAS and the Reserve's families in February 2011.



*Students at the J.W. Marriott, Jr. School in Boa Frente*

New driers and warehouses have improved the quality and market price for the nuts and helped secure a new business relationship with COVEMA (Cooperative Verde de Manicoré), which processes and markets Brazil nuts supplied by local forest communities. COVEMA pays Juma residents between 11 and 12 Reais (\$6-7 USD) per four-liter can of nuts.

### Juma Conservation and Sustainability Center Planning

The FAS team, along with advisors from areas of interest such as education, health and social development, recently met to re-evaluate the strategic and operational plans for the Conservation and Sustainability Center in Boa Frente. The J.W. Marriott, Jr. School is part of the Center. Two new schools that serve as extensions of the J.W. Marriott, Jr. School were completed earlier this year in the reserve's Abelha and Sao Miguel communities, and will benefit from lessons learned since the opening of the first school in 2009.

During this gathering the following mission and vision statements were defined for the Center and its extensions:

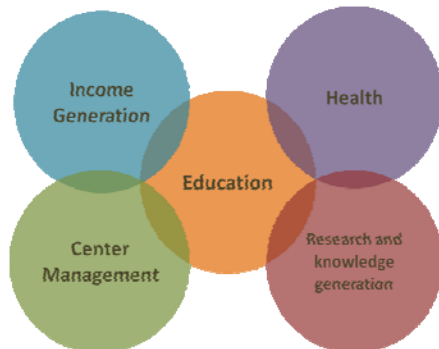
#### Mission

Educate and generate knowledge to improve the welfare of the forest people and traditional communities by promoting natural resource conservation and sustainable use.

#### Vision

Provide an innovative education, appropriate to the local context and with multi-institutional cooperation, that can stimulate public policies aimed at sustainable development.

Using this mission and vision as a guide, long-term objectives were developed based upon five basic focus areas:



Using these areas of interest as a guide, 21 future projects were defined and form the newly developed Juma Center Calendar.

Highlights include expanding the Center's structure early next year, forming a parent-teacher association, creating a health assistance week, implementing solid waste and recycling programs, starting new classes including a woodworking workshop, developing a museum, conducting science seminars and hosting soccer tournaments.

### Local Markets and Hotels Feature Nuts Harvested From Juma Reserve

Juma residents attended their first workshop on Brazil nut production last year and the first harvest is now in markets in Brazil. Sam's Clubs, a division of Wal-Mart Stores Inc., have begun selling the nuts and the Renaissance São Paulo hotel plans to feature them in their turndown service and as an ingredient in several menu items as part of efforts to raise awareness and funds for the Juma Reserve.



Juma harvested nuts head to local markets

### Indonesian Government Representatives Visit the Juma Reserve to Learn Best Practices

Kuntoro Mangkusubroto, chief of Indonesia's Working Unit for Development Supervision and Control, and his staff recently visited the Juma Reserve to learn more about the project, forest dwellers' way of life, and FAS's management system. The team is working to develop a national REDD program in Indonesia.

#### FAS Board of Directors

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