

RSPO in Brazil: From total disinformation, present unawareness and the future challenges for its market acceptance

Marcello Brito, AGROPALMA.

Sao Paulo - Brazil

For 10 years we have been investing in the promotion of RSPO in Brazil. The country has different technical, environmental and social issues from the main ones in South East Asia, the home of palm oil, reason why a different approach is necessary. Brazil, as the other Latin American countries have always been somehow neglected from any real strategy from RSPO and, every initiative already done, as the Latin America RSPO Conference held every two years, already Colombia (2008), Brazil (2010) e Ecuador (2011), came to reality for the pure initiative from local members with very little help from RSPO decision center. We feel that more have to be done, but we as local RSPO supporters also assume our weak position to spread out the good will of RSPO in a faster way within our region, weakness that can be expressed by the little number of RSPO members. The current unawareness about sustainable palm oil in Brazil brings us challenges to explain and foment it throughout stakeholders, but we see as a necessary and important task in a country, where the planting area is expanding in a rate of 15% per year at one of the most important world's area for biodiversity, The Amazon region.