FRUTA FRUTA, Inc.
What is Agroforestry?

Agriculture + Forestry = Agroforestry

Agriculture that cultivates forest
Agroforestry and Green Economy

Blighted Land → Year 1 → 5-10 Years Later → 20+ Years Later

- Deforestation process of monocultural plantation
- Transition of Agroforestry farming

Forest is cleared for farming and ranching.
Land keeps degrading.
A diverse range of plants suited to the forest ecosystem are grown.
The farmland eventually grows into a forest.
The key is diversified market demand

Division of labor by industrial category
Business alliance initiative and benefits

How raw materials from Agroforestry can benefit business

1. Simple to commoditize
2. Direct, proactive CSR
3. Quantifying environmental contributions
The Agroforestry BOP Cacao Project

- Market expansion
- Enhanced added value
- Support for small farms producing raw materials

Sustained Agroforestry growth
Stabilization of regional society/
natural environment in the Amazon
Demand in the major markets of the Northern Hemisphere will encourage agroforestry-based production, leading to the maintenance and regeneration of natural resources in the Southern Hemisphere.