



ECUADOR



SUSTAINABLE DEFORESTATION-FREE AMAZONIAN CACAO

PROAmazonía



Ministerio del
Ambiente, Agua y
Transición Ecológica

Ministerio de
Agricultura
y Ganadería

Gobierno
7 A al Encuentro | Juntos lo
hacemos posible



PRODUCTION

THE **Planet**
needs:

FOREST FRIENDLY
& HIGH QUALITY



PEDRO MEDINA
APEOSAE'S PARTHNER

“

We are all worried about our universe, our Pachamama. We need to cultivate equilibrium. Nature, where we were born and with which we coexist. ”

INTRODUCTION

Ecuador hosts the greatest natural diversity per square meter on the planet. Its four diversity realms: the Amazonia, the Coast, the Highlands, and the Galapagos Islands host 8% of all the animal species and 10% of all flora on the planet. Each of these “realms” includes unique ecosystems that the country seeks to protect.

For the preservation of this biodiversity, Ecuador became one of the first countries to implement a focus on “Reducing Emissions from Deforestation and Forest Degradation, plus the sustainable management of forests, and the conservation and enhancement of forest carbon stocks” (REDD+).

First launched in 2009, and advanced with the issuance of Ecuador’s REDD+ Action Plan: Forests for Good Living 2016 - 2025, this national policy also guarantees the best living conditions for the population.

With a broad sustainability vision, Ecuador has proposed various activities to define the regulations that promote sustainable production and forest conservation:



2019

The Ministry of Agriculture and Livestock (MAG), the Ministry of the Environment, Water and Ecological Transition (MAATE) and the Ministry of Production, Foreign Trade, Investment and Fisheries (MPCEIP) launched the brand “Ecuador Premium and Sustainable” through which Ecuador seeks to become a word leader in sustainable and deforestation-free production, offering an array of high quality products that are generated by practices that conserve the forest.



2020

Interinstitutional work for the definition of the scope, criteria, and baseline year for deforestation -free agricultural production.



2021

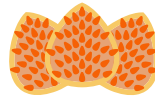
Signature of interinstitutional agreement to on the regulation, advancement, and promotion of the certification for sustainable and deforestation-free agricultural production in continental Ecuador.



2021

Launch and public consultation on the Certification of Deforestation-free Good Agricultural Practices (GAP+).

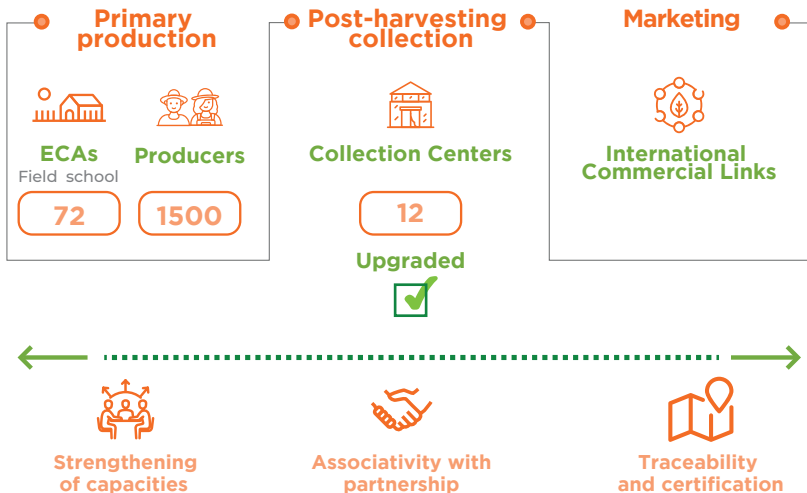
The governing bodies of Ecuador's environmental and agricultural sectors, with the support of the United Nations Development Program (UNDP) are implementing PROAmazonia to foster sustainable and deforestation-free production in the Amazonia Region for four productive chains: coffee, cacao, palm oil and livestock.





PROAmazonia is implementing a holistic supply chain approach, from primary production, through the implementation of field training centers, improvement of infrastructure and collection and processing centers, through to marketing and promotion.

Implementation of strategies to transition to deforestation-free coffee and cacao production.



EXPERIENCE OF THE LAUNCHING OF FARM PERIMETERS IN THE CONTEXT OF SUSTAINABLE AND DEFORESTATION-FREE PRODUCTION



Producers association interested in GAP + free deforestation Certification



Association partners trained on mapping farm boundaries with cell phones and QFIELD app



Farm boundaries mapped with cell phones



Data systematization



Forest identification in farms and conservation analysis with information from secondary sources



Implementation of the traceability system with the generation of QR codes



Digital clasification of producers who conserve the forest at the collection center



Shipment of deforestation-free production pilot lots

ProAmazonia has developed an innovative satellite platform to monitor farm perimeter building in cooperation with coffee and cacao producer organizations that are committed to reducing deforestation.

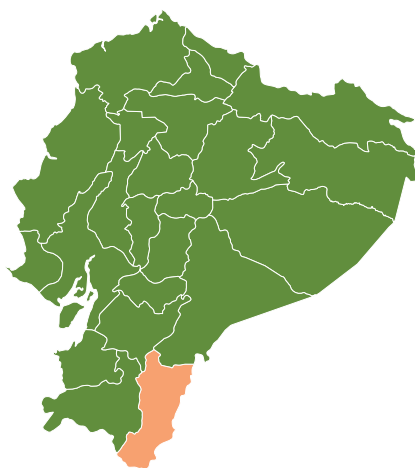
This collaboration encourages participation by producers to generate information at the farm perimeter level through the use of smartphones to provide a free open-access conservation monitoring system.



**74% OF ECUADOR'S
FORESTS ARE LOCATED IN
THE AMAZONIAN REGION**



Since its first export in the XVII century, cacao is one of the most representative agricultural items in Ecuadorian economy, as it has been characterized by its special taste and aroma. Ecuador is the largest cacao producer and exporter of exquisite flavor cacao, with a participation of over 60% in the world market. Being produced in a rich agroforestry biodiversity environment, Amazonian cacao beans are characterized by flower and fruit scents.



According to scientific research, based on evidence of ceremonial usage between 5450-5300 B.C. in the Mayo-Chinchiipe culture, the Canton of Palanda, located in the Province of Zamora Chinchipe, on the south of the Amazonia, is identified as the origin of cacao.

A portrait of Nora Ramón, a woman with long brown hair, smiling. She is wearing a white polo shirt with the APEOSAE logo on the chest. The background is a blurred green forest. In the bottom left corner, there is a stylized graphic of a green tree and an orange leaf. A large purple graphic with white and orange patterns is overlaid on the bottom right of the image.

NORA RAMÓN - MANAGER OF APEOSAE

“ It is encouraging that our government’s policies focus on deforestation-free certification. This ties in with our organization’s goals. It helps us to take care of our ecosystem. ”

The logo for APEOSAE, featuring a stylized green tree and a yellow corn cob to the left of the word "APEOSAE" in green capital letters.



164

partners



SMALL ORGANIC AGRICULTURAL EXPORTERS FEDERATION OF THE SOUTHERN ECUADORIAN AMAZONIA (APEOSAE)



Indigenous Nationalities and People

21% Saraguro 18% Shuar



Incorporated gender-based approach



Committed with non-deforestation



Part of the monitoring pilot for deforestation-free production and traceability

DEFORESTATION-FREE PILOT: RESEARCH RESULTS:



38

Producers

71% have map data



347 ha

Total hectares



106 ha

Native Forest



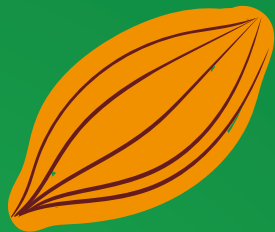
3.8 Tm

Exports



SIMBOLOGY

- Farm
- Native forest (MAATEC, 2018)



Year: 2017

Identifying farm perimeters and comparing the native forest conservation between 2017 and 2020.

SIMBOLOGY

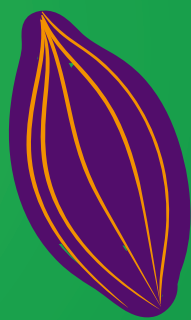
- Farm
- Native forest (MAATEC, 2018)



Year: 2020

SIMBOLOGY

- Farm
- Native forest (MAATEC, 2018)



Year: 2017

Amazonian producers conserve their forests and do not expand their agricultural borders. **The perimeters are maintained.**

SIMBOLOGY

- Farm
- Native forest (MAATEC, 2018)



Year: 2020

THE NEXT STEPS IN FAVOR OF DEFORESTATION-FREE PRODUCTION IN ECUADOR



1

Launching of Deforestation-Free technical standard (Ministerial Agreement)

2

Increase of deforestation-free pilot organizations

3

Generation of validation and follow-up mechanisms.

4

Increase in traceability pilot organizations

2014 will be the base year for GAP+ certification.

It is important to highlight the private sector's role in recognizing the producers' efforts in merchandising sustainable and deforestation-free products, through the negotiation of purchase-sale agreements at differentiated prices, valuing economic, environmental and social benefits.

Silva Cacao, a Belgian company dedicated to obtaining cacao beans of the highest quality in the world, sets a milestone at the international level for being part of the pioneer initiative in Ecuador in reducing deforestation through the REDD+ approach. It is fundamental to continue articulating medium and long-term actions to perpetuate the merchandising process initiated with APEOSAE and positioning this important action while inviting the world to rediscover a social and environmental sustainability-based quality cacao, with the best taste profiles.





VICENTE MEDINA - PRESIDENT OF APOSAAE

“ Women’s participation is important in all our processes. Women have become part of the managing and technical team, as well as the exportation follow-up.

”



PRODUCTION

THE **Planet**

needs:

WITH UNIQUE

FLAVORS





The policy Ecuadorian REDD+ links efforts to reduce deforestation with the agendas and policies priorities of the economic sectors of the country. Also, promotes sustainable and integrated management of natural resources, contributing to the eradication of poverty and the sustainable human development.



www.proamazonia.org

www.ambiente.gob.ec

www.agricultura.gob.ec

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