Aliança da Terra is a private-lands conservation movement that is trail-blazing an alternative development model that balances human dignity, agricultural production, and conservation.
Natural Resource Management Criteria

- Native vegetation
- Water
- Soil conservation
- Fire
- Social
- Waste management
- Legal compliance
Producing Right Platform
A transparent risk management tool that satisfies buyers’ needs while garnering market access and premiums for producers.
Rio do Meio
BA, Brazil

- Visited in: May 2011
- Committments made in: Oct 2011
- Area (ha): 11,326
- Watershed: São Francisco
- Biome: Cerrado

Number of Commitments: 6
Socio-environmental score: 100

This farm reached the maximum socio-environmental score.
OVER 1000 PROPERTIES =

- **11,312,500 ACRES UNDER CONTINUAL IMPROVEMENT**
  - PRODUCTIVE LAND: 5,589,800 ACRES
  - FORESTED LAND: 4,870,603 ACRES
  - INTACT RIPARIAN AREA: 457,495 ACRES
  - REGENERATING RIPARIAN AREA: 58,065 ACRES
  - REGENERATED RIPARIAN AREA: 25,393 ACRES

- **☑️ 85% REDUCTION OF FIRE**
- **☑️ 98% REDUCTION IN ILLEGAL DEFORESTATION**
- **☑️ 98% ADOPTION OF CONSERVATION TILLAGE.**
• INVESTMENTS IN CONTINUAL IMPROVEMENT (70% COMPLIANCE):

USD $22,000,000.00

• OPPORTUNITY COST OF MAINTAINING FOREST ON FLAT GROUND:

USD $5,384,610,000
MARKET APPLICATIONS

1. A DUE-DILIGENCE TOOL FOR THE SUPPLY CHAIN
   - TRANSLATES INTO MARKET ACCESS FOR PRODUCER

2. A VALUE-ADD FOR PREMIUM PRODUCT
   - TRANSLATES INTO BIGGER MARGINS FOR PRODUCER
SIMPLE AND EFFECTIVE

"PRODUCING RIGHT" APP
“PRODUCING RIGHT PLATFORM”

COMMERCIAL PARTNERS

Bayer

Pão de Açúcar

Unilever

ADM

Amaggi

Brookfield
UNIDADE PROCESSADOR A (DESOSSA)

Acesso as informações da propriedade de origem e unidade processadora

INDÚSTRIA (ABATE)

Identificação das carcaças e controle individual das peças

PROPRIEDADE

Animais identificados comunicando com a Plataforma P. Certo
“Conservation will ultimately boil down to rewarding the private landowner who conserves the public interest.”

Aldo Leopold