

# Certification and business opportunities for small and medium enterprises in Brazil

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# Mission

**The Institute of Forestry and Agricultural Management and Certification is a civil non-profit association, founded to support sustainable development through an economic viable, socially fair and environmentally adequate forestry and agricultural management, using as main instruments socioenvironmental certification, training and the support to public policies**

[www.imaflora.org](http://www.imaflora.org)



# Imaflora's rationale about certification

- Market tool associated with promotion of changes towards sustainability
- Make this tool accessible for communities and small producers
- Promote different models of forest management



# Forestry certification program SmartWood / FSC



# FSC certification in Brazil - 2005

- 3.65 million hectares - 67 certificates
  - > 1.35 million ha (37%) native forest
  - > 2.30 million ha (63%) plantation
- Chain of custody - 183 certificates



# Imaflora / SW certification in Brazil

- 1.22 million hectares - 35 certificates
- Chain of custody - 116 certificates
- High diversity
- Most of small and medium operations certified



# Legal verification x certification



# FSC for SME

- the front door for new markets and export
- opened possibilities for growth
- added value for products
- development of new products, with higher value
- diversification or specialization of products
- decreased number of intermediates in the trade chain



# The case of Acre

## Context

- public policy fostering forest management and recognizing the role of certification
- public forestry extension
- national and international NGOs - extension, organization, costs of certification and marketing
- subsidies from one certifier
- multiple use



# The case of Acre

## Results

- community forest management certified
- public forest certified
- new national and international market
- value added for products
- establishment of cooperatives
- new local and “foreign” entrepreneurs and companies in the forestry chain



# Brasil Certificado Trade Fair



# Brasil Certificado Trade Fair



# Brasil Certificado Trade Fair



# Brasil Certificado Trade Fair

