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“Promoting Understanding Between Farmers, their Customers, and their Critics”

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1. It is necessary to reduce the understanding gap between the countryside and the city. Rural producers have made a great effort to overcome all the challenges that the uninterrupted production of food represents in times of social isolation. Work organization, availability of inputs and maintenance of machinery, and efficient flow of production, has marked crop and livestock production in most producing countries, and especially in large food exporting countries.



2. Brazil has made a great effort to maintain agricultural production, supplying more than 1.6 billion people worldwide with quality food, both raw and processed. The same effort has been observed in the USA, Argentina and the European Union.



3. In Brazil, logistics bottlenecks are rapidly being eliminated, with the paving of the BR-163, and the inauguration of important sections of the railway network, which will significantly reduce the costs of transporting agricultural products. Bureaucratic obstacles that prevented a greater participation of private capital in infrastructure works both on highways, as well as on railways, ports and airports are being unlocked.



4. Sanitary control has been intensified, ensuring increased traceability and quality certification for different production and supply chain activities.



5. The integration of energy agriculture and food agriculture with the expansion of biofuel production has leveraged food production. This phenomenon is being observed mainly in the USA and Brazil, and serves as a reference for many other countries. Recently, India has indicated a growing interest in developing its ethanol production from sugarcane surpluses that are currently being exported with subsidies, and from spoiled grains unsuitable for human or animal consumption, as well as cellulosic waste for production. of 2G ethanol. The target of mixing 10% ethanol in all gasoline is expected to be reached in 2022, and the target of mixing 20% has been anticipated from 2030 to 2025. The same interest has been observed in Thailand, China, Indonesia and Pakistan.



6. There needs to be a better understanding of the importance of biotechnology to ensure adequate production of food in volume and quality, and to overcome the growing challenges related to production. This technology is also scale-neutral and can benefit smallholders, family farms and larger operations. The “Prospera” program of Abramilho - Brazilian Association of Maize Producers, was recently created, in partnership with Corteva, which provides high technology to small producers and which has resulted in an economic and social revolution in a region of extreme need in Northeast Brazil.



7. Seeking a better understanding of the importance of Agribusiness for the survival of the population, which today is mostly urban, in Brazil several initiatives have been implemented in this direction, such as:

“Time Agro Brasil” - conducted by CNA- Confederation of Agriculture and Livestock of Brazil, and supported by SEBRAE- National Service of Micro and Small Enterprises, where we took advantage of the strong popular appeal of football and hired former player Pelé to star in this work to promote greater confidence in the quality of agricultural products.



- “Sou Agro” - Initiative of SNA- National Agriculture Society, and FGV- Fundação Getúlio Vargas, with support from SENAR- National Rural Learning Service, whose protagonist was the Minister of Agriculture, mr. Roberto Rodrigues.
- “Agro is POP, Agro is TEC, Agro is EVERYTHING- An initiative of Rede Globo television, which is the largest network in the country, and clarifies the origin of agricultural products since their production.





8. There needs to be a better balance between consumers' desire and aspirations in relation to sustainability and sustainable production certified by internationally accepted rules. In 2012, Brazil approved the New Brazilian Forest Code, which was based on Public Hearings in all states and was widely discussed and approved in the National Congress. It provides for natural preservation of the native vegetation cover of the Legal Reserve established in 20% of the total area of the property in some regions, and up to 80% of the areas in the Amazon biome. It is noteworthy that this Forest Code is unprecedented and the most rigorous in the world.



THANK YOU !

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