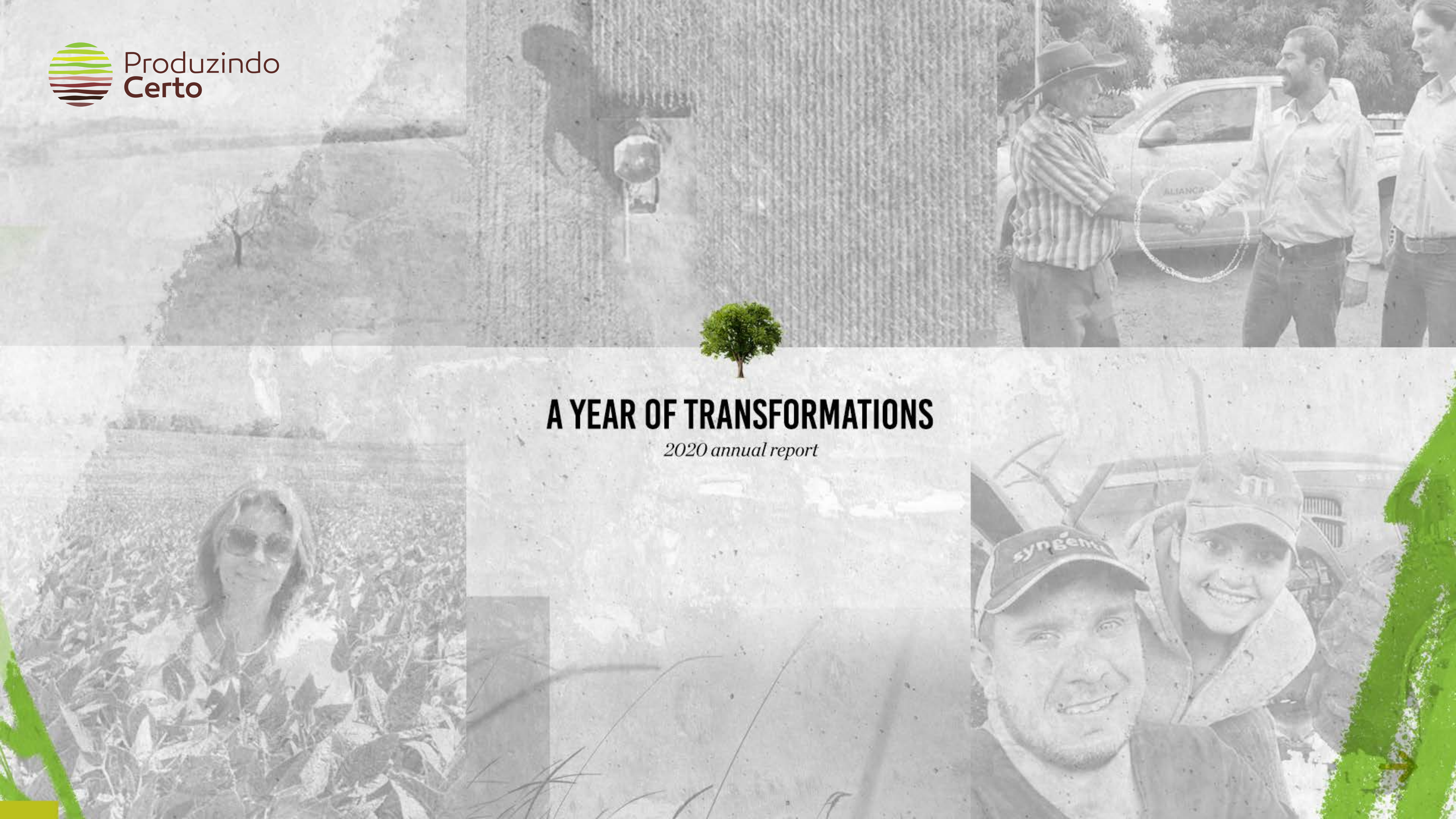




A YEAR OF TRANSFORMATIONS

2020 annual report





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THE DREAM HAS EVOLVED. WHAT WAS AN NGO TRANSFORMED INTO A COMPANY. THE CAUSE HAS CHANGED INTO PURPOSE.

2020

will be remembered by Aliança da Terra's transition to a new identity: **PRODUZINDO CERTO**, and also by the achievements that continue to happen on our partnering farms. Our partners' testimonies and legacies are worth more than any number on a balance sheet, and this document gives a voice to all who have helped us bring more value to responsible agribusiness. Through our partners and many others, we pay homage to those who carry within them this same purpose.



PRODUZINDO CERTO
IN NUMBERS

6.390.397 ha

TOTAL AREAS MONITORED

2.892.241 ha

OF PRESERVED NATIVE VEGETATION

1.489

REGISTERED
PROPERTIES

25.666

EMPLOYEES AT REGISTERED
PROPERTIES

11

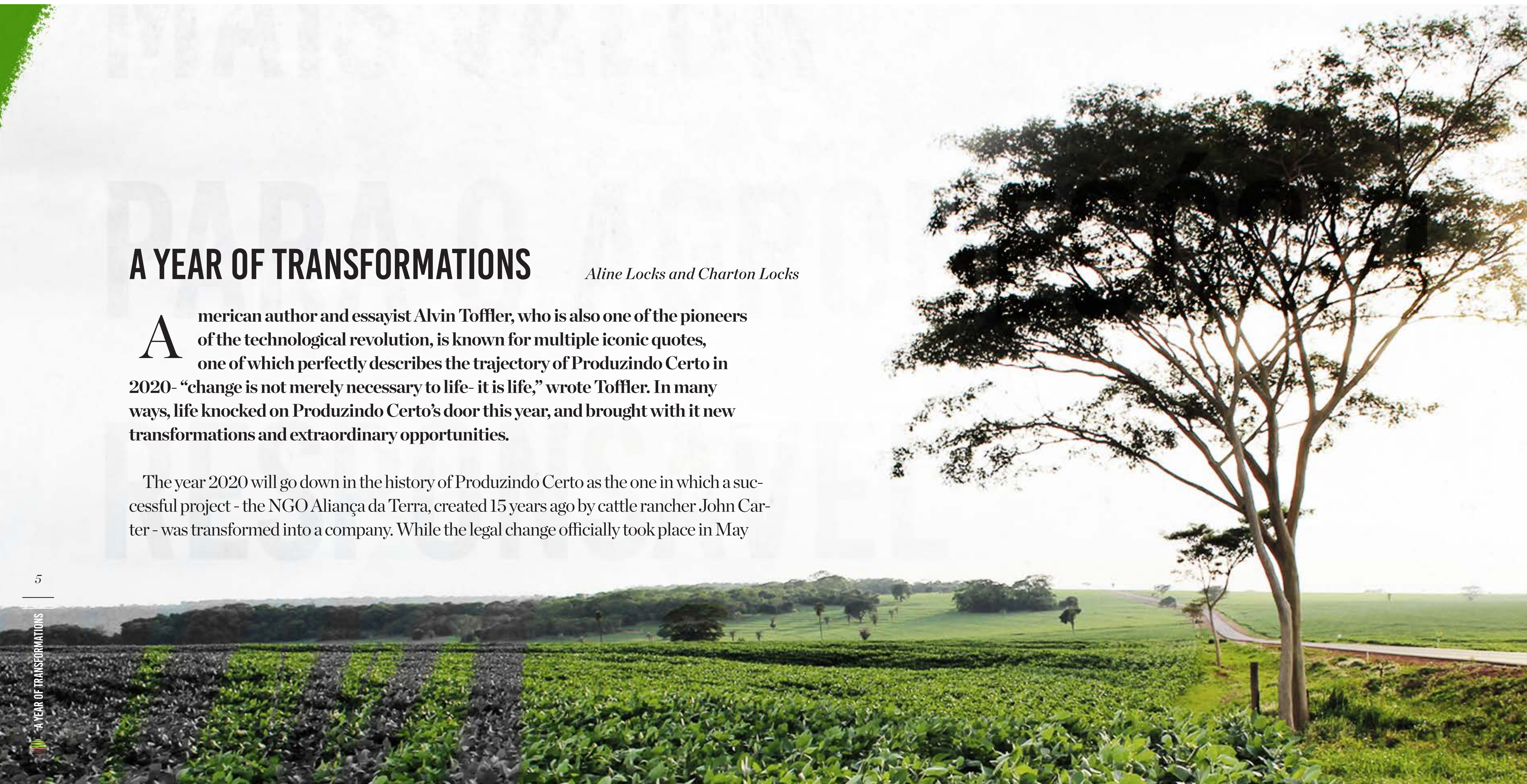
PARTNER
INITIATIVES

A YEAR OF TRANSFORMATIONS

Aline Locks and Charton Locks

American author and essayist Alvin Toffler, who is also one of the pioneers of the technological revolution, is known for multiple iconic quotes, one of which perfectly describes the trajectory of Produzindo Certo in 2020- “change is not merely necessary to life- it is life,” wrote Toffler. In many ways, life knocked on Produzindo Certo’s door this year, and brought with it new transformations and extraordinary opportunities.

The year 2020 will go down in the history of Produzindo Certo as the one in which a successful project - the NGO Aliança da Terra, created 15 years ago by cattle rancher John Carter - was transformed into a company. While the legal change officially took place in May



of 2019, it was only in the following year that the company's plans were effectively implemented. It is not difficult to look back and imagine the immense challenges that were behind such a turnaround.

Reviewing the strategic plan, building the brand, presenting the market with a new identity, developing the technological platform, forming a commercial team and achieving even more steps along the way not only took tangible shape, but were also vital for Produzindo Certo to start thinking, acting, and evolving as a fully structured company. And all of this happened in the midst of the coronavirus pandemic, which paralyzed global economic activity and left profound marks on Brazil.

The first half of 2020 was entirely devoted to strategic planning. Among other measures, it consisted in the formatting of a bold sales plan, in the elaboration of marketing actions, and in the consolidation of the company's new-found position. The branding challenges faced further highlighted the purpose and values of the new brand, and the results derived from it proved that Produzindo Certo was, in fact, doing what was right.

The improvement of Produzindo Certo's technological platform was another achievement resulting from the transition from NGO to company. Before the transition, the cost of processing data acquired from monitored farms was extremely high. For each day of information collection spent in the field, three days of processing in the office were necessary before the system generated a diagnosis for each property.

With new technological resources for the platform, we are now able to store, process, and generate socio-environmental reports automatically. Instead of three days, the time taken to add data to the platform has been reduced to merely a few hours. The new system resulted in more efficient timing, allowing more companies and farms to join the platform.

In 2021, a data collection app will make the system even more dynamic. Thanks to the app, the technician collects data on the farm, accesses the internet, and then instantly transfers the data into the system. Since its days as an NGO, the platform has received, on average, a hundred new farms per year, totalling 1,600 properties in the

system. With new technologies, the goal is to add 5,300 farms in the next two years. This change will bring about a real revolution.

As a company, Produzindo Certo also underwent an inevitable transformation with its mentality. As in any industry, one of its prerogatives is to grow in the long run but, of course, to also be a profitable business. But it should be stressed that this transformation will never change the project's initial vocation: being close to producers and helping them to be socially and environmentally responsible in the field. What Aliança da Terra desired, and what Produzindo Certo wishes to achieve more and more every day, is to make responsible agriculture an ever-present business.●


Hand in hand with the producer, field visits are a registered trademark of the company, continued from the days of Aliança da Terra





TRANSFORMATION STORIES

*How Produzindo Certo increased appreciation for
responsible agribusiness in 2020*



Diego Luft and wife,
owners of the company
Cilo Certo

“It’s rewarding to do my part”

Diego Luft, owner of the company Silo Certo, in Venâncio Aires (RS), has a dream: to create conditions for future generations to preserve the planet. This goal, he says, will only be possible with the full adoption of sustainable agriculture. A tobacco and corn producer/supplier to **Philip Morris Brazil**, Luft first found out about Produzindo Certo in 2018. Since then, he has improved environmental practices on his properties and taken an important step to make them even greener.

“ I have been supplying tobacco to Philip Morris Brasil since 2011. I produce around 15,000 kg per year, most of which ends up being sold to the company. We have a successful partnership that, I am proud to say, came from one of my personal initiatives. I personally went after the company to propose a joint partnership. It worked, thankfully, and we’ve had a great relationship for the past year.

Philip Morris is a company that holds the producer accountable for preserving the environment. I can’t fool around. There are permanent concerns with our production system, with soil management, with the protection of native forests. I am constantly obliged to meet the standards and requirements presented by them.



Over time, I learned the value behind it. Sustainable production is vital for the planet. Nowadays, I can say how pleasant it is to do my part. It captivates producers in a way that they could never run the farm any other way.

Philip Morris guides me so that I can continue to be a regular supplier to the company. Their standards range from big goals, like never cutting native trees, to small details, such as the application of pesticides with the proper use of PPEs (personal protective equipment).

I first heard about Produzindo Certo in 2018, when a Philip Morris advi-

If there is a company that can make my property more sustainable and help me to be more environmentally friendly, why not go after it? I figured I had nothing to lose, and I was right.

sor told me about their sustainability project. I was interested as soon as I heard their story. If there is a company that can make my property more sustainable and help me to be more environmentally friendly, why not go

after it? I figured I had nothing to lose, and I was right.

Monitoring is done on the ground, but we also communicate a lot through text messages. The company is always available to answer questions and offer guidance on the most appropriate procedures.

In the past two years, Produzindo Certo played a huge part in transforming my farm. It was instrumental in organizing the property and making the production system more successful. With the support of Produzindo Certo, for example, we implemented a safe deposit of chemical products system, eliminating health risks for our employees.

Another initiative that made a huge difference, and which included the active participation of the company, was water quality monitoring. Produzindo Certo collects water samples to analyze the pH levels. In agriculture, pH is one of the most important factors of soil health. Levels that are too high or too low can affect even the fertility of the crop.

But that's not all! I was also instructed to install warning signs in places where herbicides were just applied. Thus, I protect my employees and prevent any possible health risks.

Sustainability is of an importance that cannot be measured by numbers.

It is the only guarantee of a better future. For me, being sustainable means creating an environment in which the next generations can preserve the planet. " ●

DATASHEET

RESPONSIBLE LEAF program

PARTNER	_Philip Morris Brasil (PMB)
OBJECTIVES	_Promote the expansion of responsible tobacco production in the more than 5,000 properties supplied by Philip Morris Brasil _Support rural producers who seek to achieve socio-environmental standards according to their objectives/need
HISTORY	_2019: first year of the pilot project with the inclusion of 94 properties into the PPC, all located in RS
EXECUTION 2020	_Inclusion of 19 properties into the PPC _Inclusion of 2 BA properties into the PPC _Preparation and delivery of 125 Social and Environmental Diagnostics and Action Plans _Personalized technical assistance focused on the socio-environmental needs of each property _Approval to extend the program to the entire PMB supply chain (approximately 5,000 properties) in the years of 2021 and 2022



PHILIP MORRIS BRASIL

Fernando Sampaio,
PCI executive director

“We want to make all of Mato Grosso sustainable”

Sustainable soybean production is a challenge faced by many producers. More than anything, they need support, technical assistance, and a sense of value in order to adapt their agricultural and environmental practices to the requirements of such certification. It is around these goals that a broad international partnership was formed in 2020, involving the **Soft Commodities Forum (SCF)** – which brings together **ADM, Bunge, Cargill, COFCO International, Glencore Agriculture and Louis Dreyfus Company** (six of the largest international grain tradings); the **Produzir, Conservar e Incluir (PCI) Institute** (launched by the government of Mato Grosso in 2015 with the objective of promoting a sustainable vision for the State’s agricultural sector); the **Environmental Defense Fund (EDF)**, and Produzindo Certo. The main objective is to expand responsible production in the region, which accounts as the largest soybean producer in Brazil. For **Fernando Sampaio**, executive director of the PCI, the transformations triggered by the partnership may become a model for this expansion.



“The socio-environmental agenda has always arrived for producers as a threat, in the form of a moratorium, fine, or embargo. This is wrong. It is necessary to show the producer that we are on their side and that they can be, above all, a central actor in sustainable preservation.

That’s where Produzindo Certo comes in. In 2020, it played an essential role in communicating to producers what they need to do to comply not only with legislation, but also to adjust to what buyers are looking for. Produzindo Certo has this know-how, the

It is necessary to show the producer that we are on their side and that they can be, above all, a central actor in sustainable preservation.

knowledge to work alongside the farmers and ranchers. It was, after all, created by producers, and I honestly think that makes all the difference.

In 2020, we strengthened a partnership with Produzindo Certo to consolidate the precepts linked by the Soft Commodities Forum, which aims to promote sustainable actions on pro-

perties. One of the phases of the project involves the involvement of 50 farms in the municipalities of Campos de Júlio and Planalto da Serra. As a result of this agreement, each farm will be included on the Produzindo Certo platform, and will receive a diagnosis that outlines both successes and improvements.

The State of Mato Grosso has become an example of sustainable production for the entire country. I am proud to be an active participant in this process, and enjoy our partnerships with companies like Produzindo Certo. Our relationship is long standing, actually. It started, in fact, with the

NGO Aliança da Terra, and gradually improved and expanded to where it is today. In recent years, but especially in 2020, we have come a long way. The word

transformation is perhaps the most accurate for defining what is happening in Mato Grosso.

What is the role of Produzindo Certo in this context? The producer knows everything about the crop, knows exactly what he needs to do in the field. The most difficulty comes when socio-environmental demands arrive, often

times with a series of impositions that can seem insurmountable. There is a lot of misinformation in the market, excessive bureaucracy, and unnecessary technical difficulties.

In many ways, Produzindo Certo is the perfect partner for PCI. While PCI articulates and brings in the investments, Produzindo Certo is on the ground with the producer, engaging with them, bringing in the necessary support, getting their hands dirty. Because of this partnership, we currently have a number of companies that are committed to having sustainable supply chains. It is one thing for the producer to sit idly by waiting for sustainability to happen. It is quite another to proceed with the necessary actions that guarantee a sustainable supply chain.

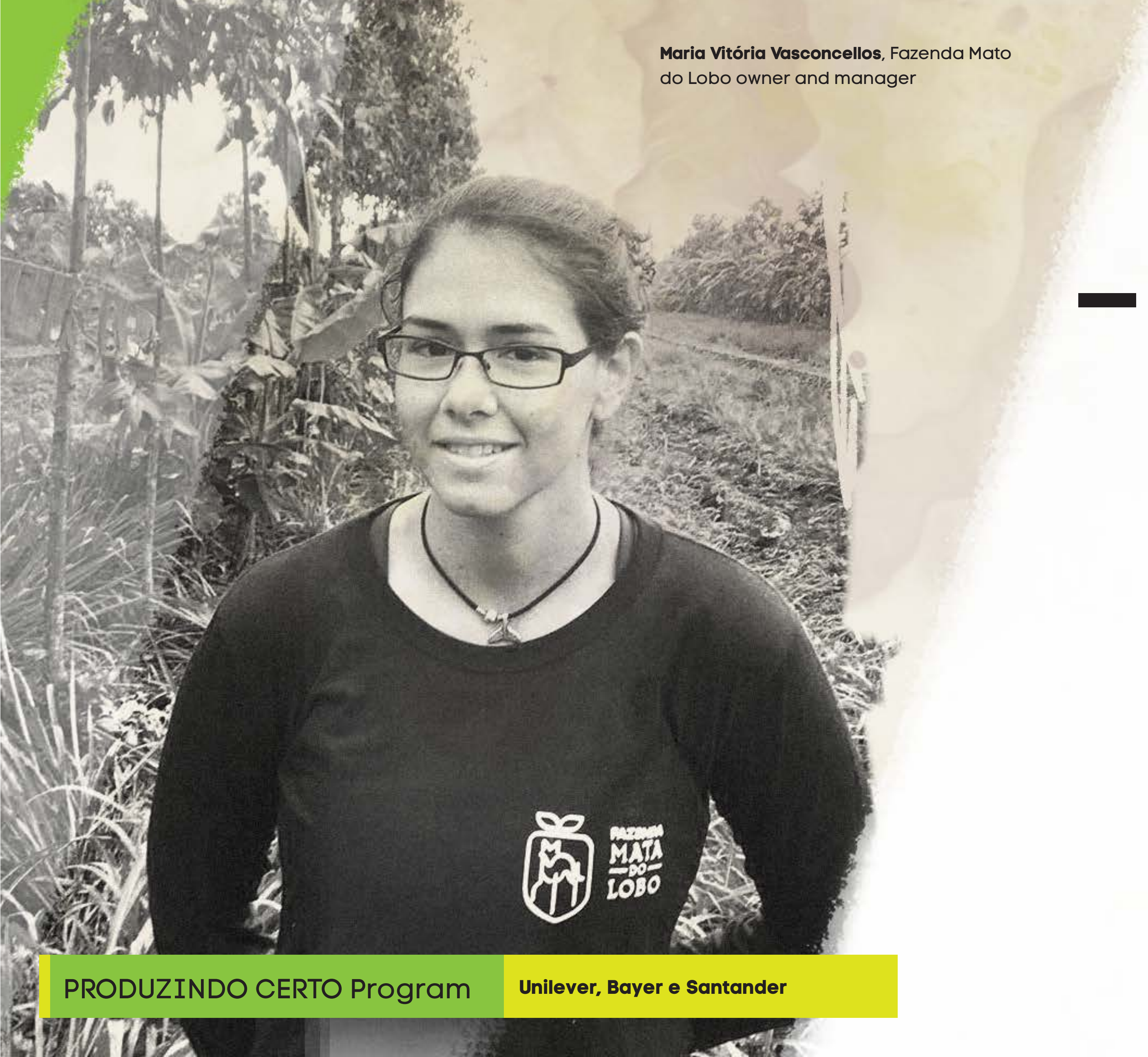
PCI’s mission is not to think specifically about sustainable soy or sustainable beef. Our main objective is to make the entire territory of Mato Grosso sustainable. Fortunately for this, we have the indispensable support of the Produzindo Certo platform. It was like that in the past, is like that in the present, and we hope that it will be like that in the future.” ●

DATASHEET

SOFT COMMODITIES FORUM Program

PARTNERS	_Soft Commodities Forum, Instituto PCI, Environmental Defense Fund e REM - MT
OBJECTIVES	_Promote the expansion of responsible soy production in the municipalities of Campos de Júlio and Planalto da Serra, Mato Grosso, through the inclusion of up to 50 rural properties in the PPC _Support rural producers who seek to achieve socio-environmental certification standards according to their objectives/needs _R\$ 1 million invested in property adaptation actions
HISTORY	_Project began in 2020
EXECUTION 2020	_Stakeholder engagement in both municipalities _Inclusion of 47 rural properties in the Produzindo Certo Platform (PPC)





Maria Vitória Vasconcellos, Fazenda Mato do Lobo owner and manager

“Reduce costs and increase revenues: the miracle of sustainability”

Fazenda Mato do Lobo, in Rio Verde (GO), recently achieved a notable feat. Thanks to good socio-environmental practices, it earned the RTRS seal, the world's leading soy certification program. A supplier to Cargill, which, in turn, does business with **Unilever** (who sought a partnership with Produzindo Certo to provide technical assistance to soybean producers), Mata do Lobo had the needed support to meet the certification requirements. For **Maria Vitória Vasconcellos**, owner and manager of the farm, sustainability is the only path: in addition to protecting the planet, it also generates revenue.

“ Our farm produces soybeans, corn, and pigs to sell on a large scale. In addition, we have a small area for planting coffee, cassava, bananas, mangoes, avocados, and other products. In total, our production area is 2,400 hectares.

My father started the certification process with Cargill, and I ended up continuing the initiative. He thought it was impossible to reduce the use of agrochemicals, but ended up yielding to sustainability. It was a long but fruitful learning experience. Nowadays, if you are not producing sustainably, you will find it dif-





DATASHEET

PRODUZINDO CERTO Program

PARTNERS	_Unilever, Bayer and Santander
OBJECTIVES	_Promote responsible soy production through RTRS certification standards _Support rural producers who seek to achieve socio-environmental certification standards according to their objectives/needs
HISTORY	_Inclusion of 61 rural properties in the PPC, between the years of 2015 and 2019, with the delivery of Social and Environmental diagnoses and Action Plans _Annual monitoring of the properties to provide personalized technical assistance focused on their socio-environmental needs _More than 1 million tons of RTRS certified soy between 2016 and 2019
EXECUTION 2020	_Updated socio-environmental information from the 43 rural properties participating in the program _RTRS certification in 35 participating properties, totaling 236,360 tons of certified soy



difficult to do business, especially in the international market.

Produzindo Certo appeared in our region in 2016, but still as the NGO Aliança da Terra. Cargill immediately suggested that we join the group. I had just taken over the farm, and it was quite an incentive. I accepted the challenge, and I have never regretted my decision to do so. Many of the proposed changes were within the scope of changes that I intended to organize. Produzindo Certo accelerated the process.

In the last harvest, Fazenda Mata do Lobo had its production certified by the RTRS, the leading soy certification program in the world. It was a fantastic achievement.

We strictly comply with the legislation, in addition to all the requirements that the certification requires. For example, we have less than ten employees, so by law, we do not need a time card. However, certified farms do, so we do too.

Produzindo Certo opened the doors of sustainability for us. With the help of their partnership, we do not use chemical fertilizers in the fields, in fact, we invest in biological control methods, and drastically improved the biology



My father started the certification process with Cargill, and I ended up continuing the initiative. He thought it was impossible to reduce the use of agrochemicals, but ended up yielding to sustainability. It was a long but fruitful learning experience. Nowadays, if you are not producing sustainably, you will find it difficult to do business, especially in the international market.

of the soil in addition to preserving the biodiversity of the farm's fauna and flora, where many maned-wolves call home. With that, we make agricultural production balanced from an environmental point of view.


Economically speaking, 2020 turned out to be a positive year. Grain production was excellent. We sold well and at good prices. In addition, we depend less and less on chemical fertilizers, whose prices have been rising exponentially. Thus, we reduced our costs and increased our revenue. That is the miracle of sustainability.

Many people ask what our main envi-

ronmental goal is, and our focus is to increase the quality of the soil biology. We do this not only by eliminating fungicide and chemical fertilizer use, but also by adopting simple practices, such as using covering crops during the winter to protect the soil from the dry climate.

We are monitored every year by Produzindo Certo. A company representative visits the farm, looks at records, talks to employees, checks structural aspects such as the storage of pesticides, analyzes the water quality, and finally the land-usage history. This has undoubtedly made and continues to make a difference." ●



A black and white portrait of Francimar Marques, a woman with dark hair and glasses, wearing a patterned shirt. The background is slightly blurred, showing some foliage.

Francimar Marques
Francimar Marques,
Integrated
Management System
Coordinator for
Comigo

“Being sustainable only brings benefits”

The Cooperativa Agroindustrial dos Produtores Rurais do Sudoeste Goiano, or simply Comigo, is a group of 20 members that form a part of a project that could transform the lives of many others. Members joined the PENSAR VALORE program, a joint initiative with Bayer that helps them adapt to modern practices of sustainable agriculture and, thus, prepare them to enter the certified soy market, a requirement for many grain buyers in Brazil and abroad. Forming a part of the Produzindo Certo Platform, which helps producers to adapt their farms to socio-environmental requirements, members accepted the challenge, which, as revealed by **Francimar Marques**, coordinator of the Integrated Management System at Comigo, is a milestone. Marques guarantees: producers are motivated to meet those standards.

“Comigo has been a distributor of Bayer products for a long time, and within the company’s programs there is a very strong push for sustainability. In 2017, Bayer introduced us to Aliança da Terra, which would later give rise to Produzindo Certo. With the support of Aliança, we selected potential members at the beginning of the project and managed to certify six properties with the RTRS seal, which encourages sustainable soy production.

The partnership with Produzindo Certo was intensified in the following years, and now in 2021, we aim to carry out new certifications. Increasing the



number of properties that form a part of the sustainability program is one of the cooperative's objectives.

Currently, we have a total of 8,814 coop members, both ranchers and grain producers. The project is specifically aimed at soybean producers, and among the members, 20 are part of the Produzindo Certo platform. We have six certified members, and three others undergoing certification process. The focus, however, is to certify all 20 members. This certification is very important, especially for those who are

the platform generates diagnostic reports, separating the properties between those that fully meet the RTRS criteria, those that partially meet it, and those that do not fit the requirements.

Despite the pandemic and the enormous challenges faced in 2020, Produzindo Certo's work with our members was never curtailed. The maintenance audits and farm diagnostics were continued. In general, the program organizes the property into three main pillars: the social, environmental and economic.

Within the social pillar, the approach is to manage all people present on the property. In this sense, the producer will have a look at

employee qualification, and will be in strict compliance with all labor legislation. In the environmental pillar, the aim is for the proper management of resources, the definition of legal reserves, the correct use of pesticides, among other sustainable aspects. In economic terms, the focus is on optimizing resources to minimize production costs and obtain better financial results.

It is not always easy for rural producers to maintain these pillars. The

support of Produzindo Certo gives producers the ability to promote their business through sustainable management. This is very important for us.

2020 was marked by many achievements. We have made progress in

adapting the properties to the criteria, and we have noticed the commitment of the producer, who wants to be recognized as an ally of the environment. Being sustainable, after all, only brings benefits. " ●

DATASHEET

PENSAR VALORE Program

PARTNERS	_Bayer and Cooperativa Comigo
OBJECTIVES	_Promote the adoption of good land stewardship practices _Support rural producers who seek to achieve socio-environmental certification standards according to their objectives/needs _Promote continuous improvement of rural properties
HISTORY	_Beginning in 2017, the program incorporated 20 COMIGO rural properties in the PPC, with the preparation and delivery of socio-environmental diagnoses and action plans. Personalized technical assistance focused on the socio-environmental adequacy of its supplier network was also provided _In 2018, 6 coop members obtained the RTRS seal, reaching 15,046 tons of certified soybeans _In 2019, 14 rural properties already included in the PPC were revisited and monitored, and their socio-environmental information was updated. Additionally, 2 new rural properties were added to the PPC
EXECUTION 2020	_Provision of personalized technical assistance focused on the socio-environmental adequacy of 16 rural properties associated with COMIGO



Gerusa Catelan Trivelato,
Zilmar Farm's Owner

"A dream turned reality"

One of the largest American commodity traders in the world, **ADM** has maintained the Doing It Right program since 2009, while being one of Produzindo Certo's longest lasting partnerships. Thanks to this partnership, producers like **Gerusa Catelan Trivelato** were able to promote changes in their properties and even in their lives. Gerusa had a dream: transform Fazenda Zilmar, in São Gabriel do Oeste (MS), into a model property. The ADM / Produzindo Certo partnership provided the necessary guidelines for Gerusa to convert her aspirations into concrete actions, thus realizing her dream. Fazenda Zilmar, which supplies ADM with corn and soybeans, is now a reference for sustainable practices. Gerusa explains why.

“ We have been producers in the São Gabriel do Oeste region for over 40 years. It started with my mother, who was a pioneer in the area and passed on her passion for the land to the whole family. In the past, nothing was known about sustainability. The farm was managed in a simple way, without any major concerns. Thankfully, that has changed.

I have been interested in developing sustainable projects for a while, but didn't know how. Fortunately, ADM, to whom we sell soybeans and corn, ended up introducing the Produzindo Certo platform when in town. Two years ago, we



DATASHEET

Doing It Right Programt

PARTNERS	_ADM
OBJECTIVES	_Develop a sustainable supply chain for soybeans in Brazil
HISTORY	_Since 2009, PPC has incorporated 461 rural properties with the elaboration and delivery of Socio-environmental diagnosis and Action Plans, providing personalized technical assistance focused on the socio-environmental adequacy of its supplier network
EXECUTION 2020	_Resources for personalized technical assistance focused on the socio-environmental adequacy of 19 ADM supplier properties _Supporting the ADM Responsible Soy certification process



were invited to participate. The proposal came at the right time: sustainability was on the horizon for the farm, but we had no clear plan, no way forward.

ADM’s project in partnership with Produzindo Certo offered us just that: the opportunity to turn good ideas into concrete actions. With their help, we have implemented a series of measures in the last year. Among the initiatives we have adopted are composting, selective garbage collection, triple washing pesticide packaging, and the isolation of possibly harmful equipment. All of this was possible because we had the support of Produzindo Certo.

But there is much more. We also no longer plant with the tillage method, and are installing a cistern to reuse rainwater. Our farm has a great connection with the environment. We have a legal reserve, which is within the same hydrographic basin as the property.

Produzindo Certo encourages, supports, and accompanies us through every step. One of the biggest advantages I see in the company is the fact that its professionals are very accessible. There are always situations that

we need to adapt to, since there are so many rules that we must follow. On those occasions, we look to Produzindo Certo for help, who always brings the answers we are looking for.

There is much to be gained from sustainability. At first, it is necessary to think that, by being environmentally responsible, we are fulfilling our role to preserve nature. It is comforting to

If there were more projects in the area, if new technologies become more accessible, and if the country has a national strategy that encourages sustainable production, all of these initiatives will certainly be turned into profit.

The good news is that the demand for sustainably produced food is very high, and I am convinced that it will only increase. In other words: pro-

The land bears the fruit and we, in turn, preserve it. There is no better partnership.

know that, as a citizen, you are doing your best to protect the planet, which after all belongs to each one of us.

For producers, the debate around sustainability is even more important. Since we exploit the land, it is our obligation to take care of it in the best possible way. The land bears the fruit and we, in turn, preserve it. There is no better partnership.

For now, it is still relatively expensive to maintain a sustainable property.

ducers who respect the environment - and, in this sense, who welcome the partnership with Produzindo Certo - will be in a better position to face the changes that the future will bring.” ●



OTHER INITIATIVES WITH TRANSFORMATION STORIES

PARTNER

Objectives

History

Execution 2020

Programa Trilhar

Citrosuco

_To ensure the improvement of Citrosuco's supplied products, taking into account the environmental, social, and productive operations; to admit around 500 producers through a self-assessment checklist

_Project began in 2020

_Establishment of the self-assessment checklist for the Trilhar Program
Conducted 6 webinars
Self-assessment of 377 rural properties supplying Citrosuco with oranges



SABOR E QUALIDADE Program

PARTNER

Objectives

Carrefour

- _Admittance of rural properties who supply Carrefour with Asturian beef into the PPC
- _Personalized technical assistance focused on the socio-environmental needs of each property

History

- _In 2019, creation of the personalized field checklist and the inclusion of 15 rural properties into the PPC

Execution 2020

- _3 properties admitted into the PPC
- _Personalized technical assistance focused on the socio-environmental needs for 18 different properties who supply Carrefour with Asturian beef

Carrefour 

FAZENDAS BARTIRA Program

PARTNER

Objective

Brookfield

- _Personalized technical assistance focused on the socio-environmental needs of each property

History

- _Between 2009 and 2019, 16 rural properties were admitted to the PPC.

Execution 2020

- _Property visits and environmental data updates performed on 14 participating PPC properties.
- _Admittance of one property to the PPC.

Brookfield

VALORE - Castrolanda Program

PARTNERS

Objectives

Bayer and Cooperativa Castrolanda (PR)

- _Promote the adoption of good practices in the field.
- _Support producers with personalized technical assistance focused on the socio-environmental needs of each property.
- _Promote the continuous improvement of rural properties.

History

- _The admittance of 15 properties into the PPC, all involved with the Castrolanda coop.
- _Personalized technical assistance focused on the socio-environmental needs of each property

Execution 2020

- _Property visits and environmental data updates performed on 15 participating PPC properties, also associated with Castrolanda.
- _Personalized technical assistance focused on the socio-environmental needs for 18 different properties who supply Carrefour with Asturian beef
- _Support given to the RTRS-standard certification process.



VALORE – INTEGRADA Program

PARTNERS

Objectives

Bayer and Cooperativa Integrada (PR)

- _Promote the adoption of good practices in the field.
- _Support producers with personalized technical assistance focused on the socio-environmental needs of each property.
- _Promote the continuous improvement of rural properties.

History

- _In 2019, the admittance of 15 properties into the PPC, all involved with the Integrada coop.
- _Personalized technical assistance focused on the socio-environmental needs of each property provided

Execution 2020

- _Personalized technical assistance focused on the socio-environmental needs of each property



PARTNERS

Objectives

History

Execution 20200

BAYER FORWARD FARMING Program

Bayer and Fazenda Nossa Senhora Aparecida

_Technical support given to acquire the socio-environmental certification/RTRS for the Nossa Senhora Aparecida property, Água Fria de Goiás, GO.

_2017: Fazenda Nossa Senhora Aparecida admitted into the PPC.

_2018: Technical support given to acquire the socio-environmental certification/RTRS for Fazenda Nossa Senhora Aparecida – 1 year certification.

_2019: Technical support given to acquire the socio-environmental certification/RTRS for Fazenda Nossa Senhora Aparecida – 2 year certification.

_Technical support given to acquire the socio-environmental certification/RTRS for Fazenda Nossa Senhora Aparecida – 3 year certification.



TRANSFORMATIONAL SUPPORT

Our mission: to transform agribusiness through concrete actions, bringing together producers and companies committed to responsible management of natural resources and who have respect for society. Produzindo Certo's mission was inspired by the values built over the years by the NGO Aliança da Terra, and the legacy it left behind. The steps we took in 2020 towards the creation of a company with a clear purpose and a well-defined strategy were only possible thanks to the support of those who look to the future and share with us the power of this transformation. Produzindo Certo had decisive support in this regard, coming from impactful investors with strong roots in agribusiness and an immense knowledge of agriculture's socio-environmental role.



_Partnerships For Forests (P4F)

The UK government-funded program, Partnerships for Forests, selected Produzindo Certo as one of 17 initiatives in Latin America able to receive financial investments and technical support to accelerate initiatives to promote sustainable land use, reduce deforestation, and enhance the value of preserved forests.

P4F aims to support businesses that are likely to generate positive impacts in reducing deforestation by combining viability and sustainability, while also encouraging human development in the regions where they are taking place. The partnership with Produzindo Certo started in 2019, and brought with it immense knowledge towards the improvement of the digital platform and the company's business plan.

In Latin America, P4F supports projects in Brazil, Colombia and Peru. It also has operations in Central, East and West Africa and Southeast Asia, where projects are implemented by Palladium and Systemiq.

_ John Carter

A native of the United States, this rural producer discovered his purpose in the heart of Brazil where, 16 years ago, he teamed up with other landowners in Mato Grosso to create Aliança da Terra. Carter's objective was to prove that producers are not primarily responsible for deforestation, which he achieved by building a system of socio-environmental property diagnosis, providing technical assistance to farmers and ranchers, and creating a verification tool that evidences responsible production.

Partnerships with rural landowners in the region has expanded to all five regions of Brazil, in addition to several initiatives in Paraguay, Colombia, and Mexico. As an investor, Carter was a great incentive for the transformation of Aliança da Terra into Produzindo Certo, and held the conviction that this change would expand the impact and capacity of his original proposal.

_Gustavo Ribeiro

A veterinary doctor and real estate broker, Ribeiro has been working in the Araguaia Valley, one of the main enclaves of production-preservation systems in Brazil, since 1998. His company, Correta Consultoria em Agronegócio - which operates in the areas of rural management and animal reproduction - has provided services to more than 200 farms, which allowed him a clear view of the challenges producers face in finding best practices.

Ribeiro was one of Carter's first partners in Aliança da Terra, and supported the initiative practically since its foundation. Likewise, he understood that the creation of Produzindo Certo would help to add value to responsible and socio-environmental-friendly practices, and also became an investor in the company.



Gustavo Ribeiro (top) and John Carter:
combining production and environmental
responsibility

WHO WE ARE

Produzindo Certo’s team is composed of a wide array of specialists, but they all have one thing in common: the desire to strike a balance between the responsible production and management of natural resources. They are agronomists, forestry and environmental engineers, veterinarians, and animal scientists. They form multidisciplinary teams who analyze and aid farmers and ranchers on their properties, and are often accompanied by specialized professionals according to the needs of each project.

Founder John Carter

Leadership Aline Locks (CEO), Charton Locks (COO) and Jack Turner (CFO)

Chief Financial Officer Thiago Brasil

Technical Team

Maria Zelma Gomes

Monalisa Muhl

Fábio Almeida

Willian Campos

Jaime Dias

Jaila Raiane de Souza

Luiza Turcatto

Jelvis Machado

Vitor do Sacramento

Lucas Faustino

Michele Honório

Josilene Kelle

Operational Manager Cristhiane Simioli

Project Manager Larissa Gobbo

Commercial Diego Pedr’Angelo

Administrative Ciena Fernandes

Financial Jaline Mendes

Financial and administrative assistant Luciana Oliveira

Information Technology Marcos Vinícius

Translator Catarina Carter

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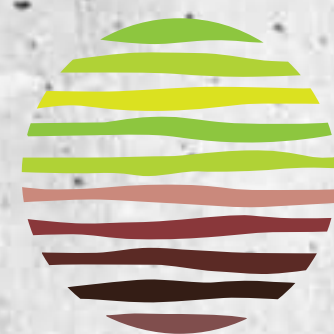
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→ Reach out to us!





Produzindo
Certo

MAIS VALOR PARA O
AGRONEGÓCIO RESPONSÁVEL