

TUDO AZUL

BRAZIL

Brazil Exports

- Orange Juice
- Soy – world's 2nd largest producer April 2007
– world's largest exporter September 2007
- Grain
- Cars
- Ethanol
- Coffee
- Beef – world's largest exporter 2004
- Chicken
- Boating through the Santos harbor we saw many ships from all over the world

B.R.I.C

In 2003 Goldman Sachs selected the BRIC, developing countries that would share dominance of the world economy by 2050.

Brazil, Russia, India, China

- Brazil ranked “moderately free” compared to others “mostly unfree”
- Full-blooded democracy, unlike China and Russia
- Unlike India, no serious disputes with neighbors
- The only BRIC without a nuclear bomb

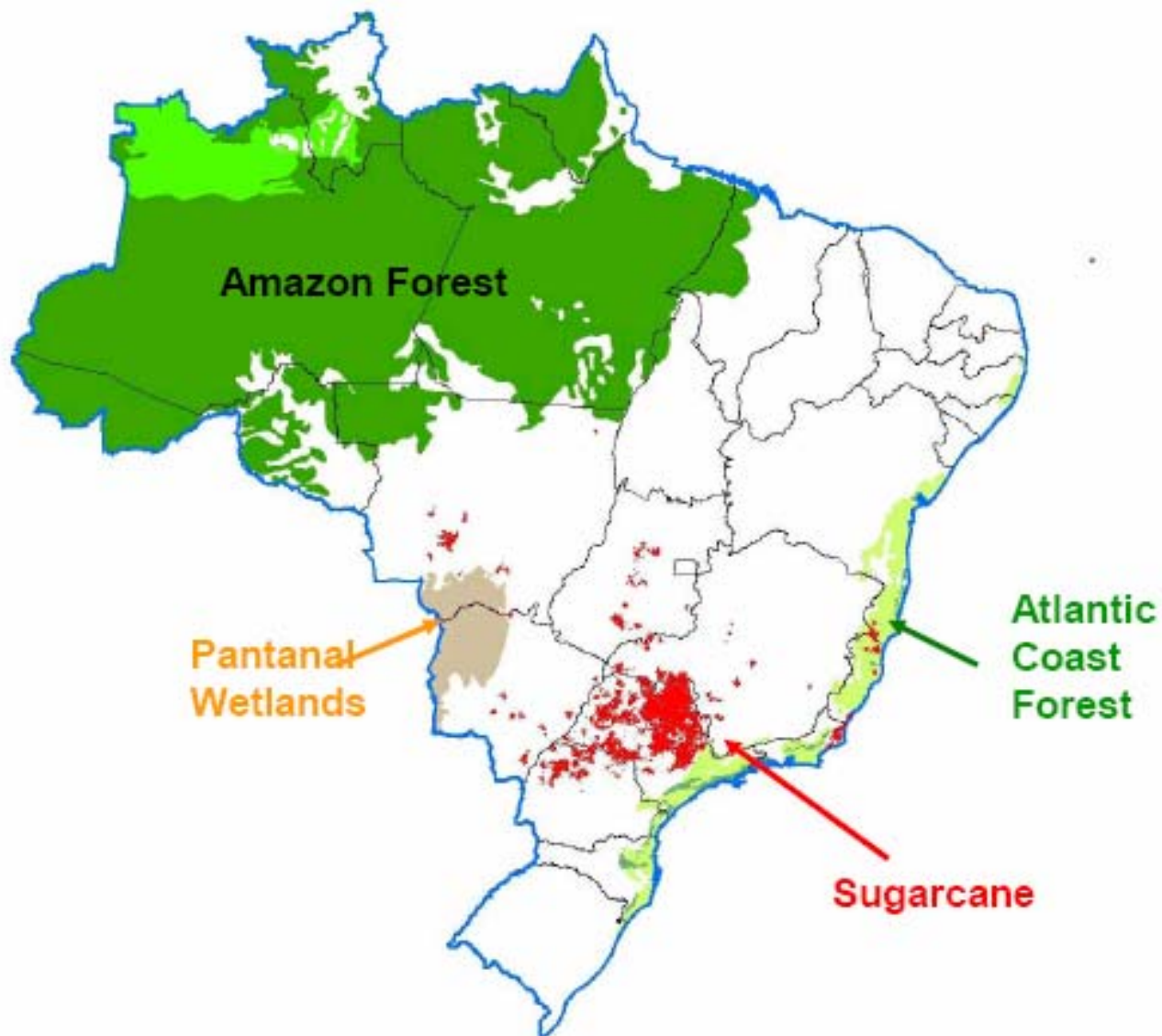
- However, 2007, GDP 3.3% compare to developing countries as a whole 7.3%

-The Economist

Flex Fuel and Ethanol

- Flex-Fuel car is a Brazilian invention
 - can run on any combination of gas and ethanol
- 83% of new cars in Brazil are flex-fuel
- Ethanol in Brazil is based on sugar cane
 - Cheaper than anyone else's
- “It will take a while for any other country to copy Brazil, where ethanol already accounts for 40% of the fuel used by cars.”

SUGARCANE AREA IN THE CENTER-SOUTH



The World's Largest Rainforest

The Amazon Rainforest

Go to the Greenpeace PowerPoint
presented to Fulbright Summer 2007

- Benefits of the Rainforest
- Threats of the Rainforest
- Excellent visuals to show deforestation
- Greenpeace as a NGO example

Understanding the Rainforest Dynamics

- *Last of the Amazon*, National Geographic, January 2007
- *The Final Frontier*, The Economist, April 2007
- *Amazon Farmers Grow Grain And Save the Forest*, The Christian Science Monitor, September 2007
- **New for 08-09:**
Welcome to Our Shrinking Jungle, The Economist, June 8, 2008

Activity

- Put students in groups of 3.
- Each student reads a different article and takes notes on the “key dynamics” of the Amazon Rainforest.
- Each student reports to the group to determine what’s new, the same, or contrary in the articles.
- Teacher models and/or provides list of “key dynamics” from the first article, *Last of the Amazon*.
- The *Last of the Amazon* should be included in the students’ discussion.
- Lastly, have students categorize their group key dynamics into 3 themes.

Key Dynamics
Last of the Amazon
The Final Frontier
Amazon Farmers Grow Grain And
Save The Forest
Welcome To Our Shrinking Jungle

- All handouts are part of FinalProject Word document.

Our Understanding of the Rainforest Key Dynamics

- Group report out
 - Clarify questions
 - Coach for missed key points/connections

Brazilians Making a Difference

- Ruben Gomez!
 - To me one of the most inspiring people
 - Individuals making significant differences
- Precious Woods
- Ecotourism
 - Silves Island in the Amazon
- Products with Amazon ingredients

Ruben Gomez

- Originally a music teacher from the University of Manaus
 - Ruben decided to start an educational program to help children in poverty
 - For 2.5 years used his money sold from instruments to start program
- Ruben created his school to teach students how to make guitars
 - The objective of his school is human development through making instruments
- Classes each day
 - Instruction on how to make the guitar: 4 hours
 - Music play: 2 hours
 - Environment: 2 hours
 - Fridays:
 - 2 hours music play
 - 2 hours computer time
 - The objective of the music play is to understand, not be musicians

Ruben Gomez' School

Students

- Only accepts 60 students, not all complete
- Even if a student drops out
 - “come out better than come in”
- Age 15-21
- Very poor
- Required to be in regular school as well
 - Tutoring 2x a week to help with regular school

School

- 9 years now
- 45 student now working as professional guitar workers
- Growing so former students are become teachers
- When we there Ruben had just received another award
 - He says, “without even trying (applying)”

Ruben Gomez' Guitars

- In the school it takes the student 1 year to complete 1 guitar as learn
- Created all by hand
- To show the guitar is from Manaus Amazonas
 - 2 different woods used to represent the meeting of the black and white waters
 - Amazon the longest river in the world dispute with the Nile
 - Artwork represents Teatro Amazonas, famous opera house in Manaus
- Only 3 species can bend the wood in guitar shape
- Certified Amazon wood
- FSC certification helped considerably to market (more on FSC)
- Main Market is environmental, not musical
- 280-360 produced per year

Ruben Gomez

- Forest Connect site with YouTube video on Ruben Gomez

<http://forestconnect.ning.com/video/video/show?id=1977964:Video:4745>

- Surviving without cutting down the forest
- Ford Foundation support
 - 19th century rubber
 - Trade with Paris, Teatro Amazonas materials from Europe
 - Boom and bust (seed snatch & natural to synthetic)
 - Forlandia: Ford's unsuccessful attempt to own source of rubber for automobiles
 - If time read *Brazil: When El Dorado was Here*

Precious Woods

Identify at least one marketing message from each of the sites.

Forest Stewardship Council

- What is FSC? <http://www.fsc.org/>
- How can you help? <http://www.fsc.org/be-part-of-solution.html>
 - Show FSC examples from my mail, Harry Potter book purchased in Brazil, and Clinton's book, Giving.

Precious Woods

- Sustainability
http://www.preciouswoods.com/index.php?option=com_content&task=section&id=5&Itemid=95

Precious Woods Amazon

- Flight Over The Amazon Rainforest Slide Show
http://www.preciouswoods.com/index.php?option=com_content&task=view&id=239&Itemid=130
- Our Difference (need to click on Our difference?)
http://www.pwamazon.com.br/Pwa_flng.html

Final Project Idea

“Does US Lumber Need Labels?

They aim to reduce illegal logging, but the added cost may turn off consumers.”

<http://www.csmonitor.com/2008/0728/p13s01-wmgn.html#>

Silves Island – Ecotourism

- Could Ecotourism help save the rainforest?
- Create survival and economic growth without cutting down the rainforest
- Aldeia do Lagos
http://www.amazonatravel.com.br/aldeia_i.html

Amazon Beauty

- *Beautifying the World with Amazon Ingredients*, New York Times, August 24, 2007

<http://www.csmonitor.com/2008/0728/p13s01-wmgn.html#>

(Article from Fulbrighter, Karen Barton)

- Identify the marketing messages of these cosmetic products.
- How do these products affect economic and social elements in Brazil?
- Could creating products like this help or hurt the rainforest?

Wrapping Up

- Ethanol Debate
 - (PowerPoint)
- The Lorax by Dr. Seuss
 - (Guided Questions in Word)
- Deciding on a Final Project topic