

The Pantanal

“Brazil’s Wild Wet”



Discovering the Pantanal

- The largest wetland in the world
- In three countries, mostly in Brazil
- Mostly privately owned
- Considered a national treasure
- Isolated
 - 3.5-hour bus ride from the Campo Grande airport
- Biodiversity



The Pantanal's Biodiversity

- Hyacinth Macaws
- Jaguars
- Caimins
- Anteaters
- Otters
- 650 different birds
- 190 mammals
- 270 fish



Economics – Cattle Ranching

- The main economic activity is cattle ranching
- However, due to threats, including increased cattle ranching competition, the region is diversifying
 - Ecotourism
 - Research (and Protection) of Endangered Species
 - Cattle ranching competition has increased as family members inherit subdivisions of their parents' land







ESTANCA CAMAR
RS
MIRANDA-185



Threatening the Pantanal and its Biodiversity...

- Cattle ranching expansion
 - Macaw poaching to sell as pets
 - Jaguar hunting, including ranchers protecting their cattle
- There are other threats that are beyond the scope of this lesson. For further information, check out the WWF's Pantanal Forever Program cited in the notes section.

Final Project Question

Are economics and positive social change mutually exclusive or can people as consumers, businesses, and governments create economically viable organizations while also creating social benefits?

Brazilians Making A Difference

- Beatriz
- Roberto
- Hyacinth Macaw Project
- Jaguar Program

Beatriz's Ranch: Santa Sophia Ecotourism

- Ecotourism <http://www.lastfrontiers.com/hoteldetail.php?id=660> (view & notice)
 - Scale of Web site
 - Scale of accommodations (four rooms)
 - Ecotourism activities (all on horse back)
 - Difficult access in July
 - Pantanal remote
 - 3.5-hour bus ride from Campo Grande Airport
 - 2-hour safari transportation
 - 30-min boat
 - +1 hour pulled by tractor
 - During the dry season, Beatriz walks three days to sell cattle.

Beatriz's Ranch: Santa Sophia Organic

- Certified Organic Cattle Ranching

"Our intention is to find the best productive matrix to increase the income of the cattle ranchers, obeying the certified cattle management prescriptions, lowering the impacts of the activity in Pantanal and collaborating to preserve the natural resources", tells Pantanal Forever Focal Project coordinator Bernadete Lange (from WWF Pantanal Forever).

Beatriz's Ranch: Santa Sophia Organic

"Studies have shown that consumers are willing to pay as much as 30 percent more for organic beef than for beef raised on conventional farms. The partnership with WWF is very important to us because it shows clearly that environmentalists are not only speaking about sustainable development, but already promoting it."
Homero Figliolini, Chief Executive Officer,
ABPO (from WWF Pantanal Forever)

Discuss or Quick Write

- Describe your personal reaction to consumers willing to pay up to 30% more for organic goods.
 - Fair?
 - Affordable?
 - How high of a price would you pay for organic with cheaper substitutes available? Explain.
- What is the significance of Figliolini mentioning environmentalists in his quote?

Roberto's Ranch: Caiman Ecological Lodge

- Ecotourism www.caiman.com.br
(view and notice)
 - Scale of Web site
 - (multiple pages, links, graphs, info, background)
 - Scale of accommodations
 - (3 lodges with multiple rooms)
 - Ecotourism activities
 - (safari, canoe, horseback, and more)
 - Access to the ranch
 - (3.5 hours from Campo Grande Airport)

Roberto's Ranch: Caiman Ecological Lodge

1. Eco Tourism
2. Sustainable Cattle Ranching
3. Wildlife conservation and research
 - Hyacinth Macaw Project
 - Jaguar Conservation Project
 - This also helps to attract eco tourism visitors

Interview:

In the 80's Roberto inherited the land from his parents (subdivided with family)
As a visionary he decided to go to Africa and set up his ranch like an African safari

Success:

- Tourism of Tomorrow Award in 2008
- 150 jobs
- Cowboys have pride
- Conserving over 380 species of birds and 60 mammals

Consequences:

- Bringing in alcohol

Compare Beatriz and Roberto

- How are Beatriz and Roberto's ranches similar? Different?
- Are the ranches successful?
- How are their entrepreneurial goals similar? Different?
- What is Beatriz marketing message?
- What is Roberto's marketing message?

Hyacinth Macaw Project

- Projeto Arara Azul www.projetoararaazul.org.br
- “The population of hyacinth macaws in the Pantanal is growing again so much so that now it is easy to sight their flying flocks—a spectacular vision. It is a situation quite different from that prevailing in the early 1990s when the species’ extinction, most caused by illegal traders, seemed to be just a matter of time.”

Arara-Azul by Sergio Tulio Caldas

Hyacinth Macaw Project

- This was a project driven by passionate individual(s) and successful with the cooperation of many others
- Notice sponsors
- Share and pass around book, Arara-Azul
- “Loss of habitat due to the expansion of grazing poses the greatest threat to the species survival.” –Arara Azul
- “The flocks of hyacinth macaws attract the tourists that come to the Pantanal. As ecotourism becomes stronger in the region, farmers that have opted to preserve acurís and bocoíuvas (instead of felling them to make way for pasture) now benefit of the birds’ presence in their lands.” – Arara Azul



Jaguar Project

www.jaguar.org.br

- 1) Monitors the jaguar population in the region
- 2) Monitors the preying of cattle by the jaguars
 - Compensates the farmer financially for each cattle proved to have been a prey
 - Offers medical assistance, dentistry assistance, and educational assistance to the community of employees of the Jaguar Project's partner properties.

Some Conclusions

- Find your own passion to make a difference
- Similar goals of sustainability but different approaches
- All have the potential to be successful
- Show students the Brazilian currency: All denominations have wildlife 1,2,5,10,20, The 50 has the jaguar!

Wrap Up

- Which sustainable development approach is the most intriguing to you and why?
 - Hyacinth Macaw Project
 - Jaguar Project
 - Ecotourism Ideas (Small or Large scale)
 - Organic Cattle Ranching
- What is the most interesting new information you learned about Brazil?