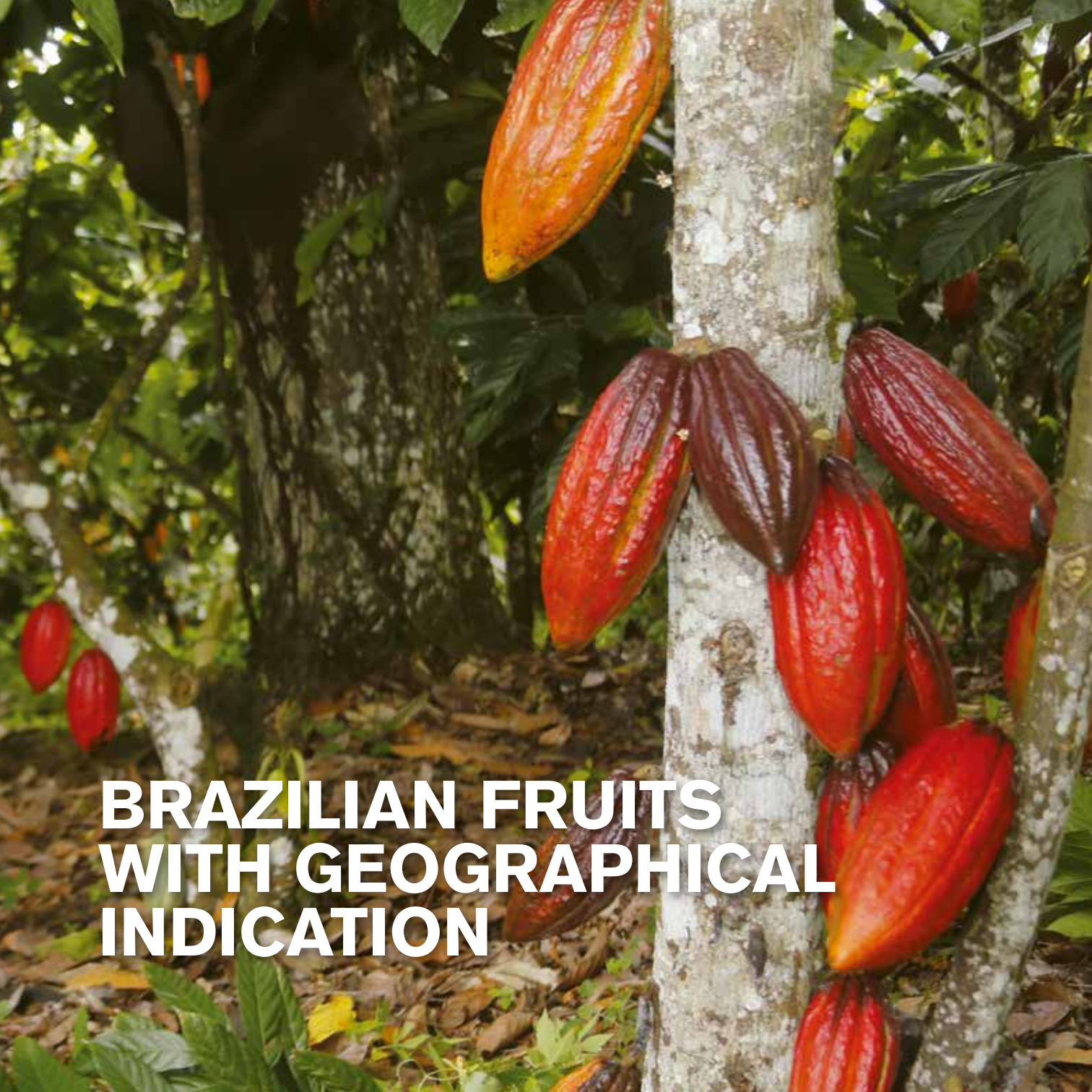

BRAZILIAN FRUITS WITH GEOGRAPHICAL INDICATION

MINISTÉRIO DAS
RELAÇÕES EXTERIORES

AMBASCIATA DEL BRASILE

in collaboration with

Ministério da Agricultura, Pecuária e Abastecimento – MAPA
Serviço Brasileiro de Apoio às Micro e Pequenas Empresas – SEBRAE

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Sun, fertile land, abundant water, modern irrigation techniques, investment in innovation and sustainable rural development are some of the factors that make Brazil the third-largest producer of fruit in the world. In recent years, production has increasingly been gaining ground abroad, with the main export destinations being European countries.

Currently, Brazil has 30 fruit-growing hubs stretching from Rio Grande do Sul to Rio Grande do Norte and Amazonas. Fruit farming is very important for sustainable development, in both its environmental, economic and social pillars. It contributes towards harmonious coexistence with the land and generates more than 5 million direct jobs. This accounts for 16% of Brazil's agri-food workforce.

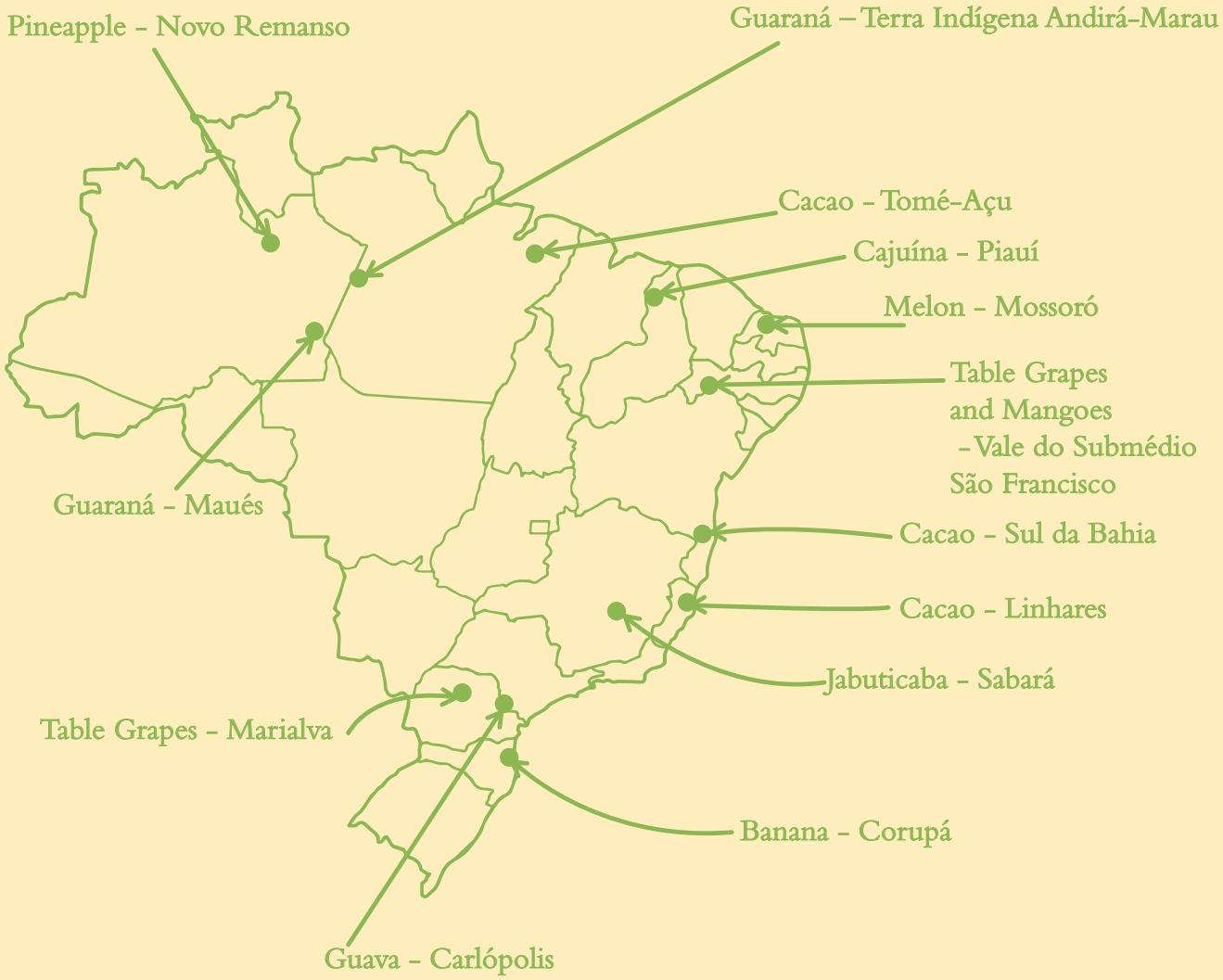
Sustainability and environmental awareness in connection with conservation, proper use of natural resources and quality of fruit are key issues for farmers. More than 60% of Brazil's land is covered by indigenous vegetation, with agro-livestock activities restricted to about 30% of the total land area. 8% of this is for all agricultural activities in the country and about 22% for livestock farming (much lower than in European countries).

This brochure will give you an insight into the territorial, environmental and cultural diversity that lies behind each one of the Brazilian fruits that have received the Geographical Indication designation.

In addition to the 13 Geographic Indications specified in this catalog, Geographic Indications may be soon recognized for the following Brazilian fruits: Designation of Origin for the Apple of the São Joaquim region, in the State of Santa Catarina; Indicadion of Provenance for the Strawberry, from the region of Norte Pioneiro, in the State of Paraná; Indication of Provenance for Banana, Papaya, Mango and Sour Lime "Tahiti" from the region of Jaíba, in the State of Minas Gerais; and Designation of Origin for Orange from the Tanguá region, in the State of Rio de Janeiro.

We invite you to discover the diverse and unique fruits of Brazil. Happy reading!

FRUITS OF BRAZIL WITH GEOGRAPHICAL INDICATION



PINEAPPLE

Novo Remanso - Indication of Provenance (IP) from 2020

The Novo Remanso area located in the state of Amazonas has been farming pineapples for more than 50 years. It is known for having the sweetest pineapple on the planet thanks to its high sugar content and low acidity. Family-run farming continues to be commonplace, both in traditional and semi-mechanised plantations. This has made it the main source of livelihood in the area. The majority of the pineapples grown in Amazonas are of the Turiaçu variety, although other varieties of the same species are not excluded from the Geographical Indication.

The increase in pineapple production in Novo Remanso is attributable to the recognition of the product by consumers, the main differentiating aspects being the colour of the yellow flesh, the total soluble solids (°Brix) of 16.6 and the titratable acidity (citric acid) of 0.35. These factors are all unique to this region.

The Geographic Indication designation provides economic and environmental stability for local producers. In addition, it promotes the viability of markets and ensures a better quality of life for the rural populations which benefit from the designation.


Photo by ENCARFEM


Photo by ENCARFEM


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Photo by Cooper Rio Novo

BANANA

Corupá - Designation of Origin (DO) from 2018

The area of Corupá, in the State of Santa Catarina, is historically renowned for the quality of its banana production. Countless farming families benefit from production in this unique environment, not just in terms of climate and terrain, but also in the know-how and traditions contained in the local culture.

Bananas grown in the region, which include all varieties of the "Cavendish" subgroup, are characterised by a more pronounced sweet taste. This is a major feature of the sensory attributes which consumers recognise. Such quality is a result of the geological and climatic characteristics found in the defined geographical area.

The fruit produced in Corupá has a lower acidity level and a higher sugar-acid ratio. Variations over the months show that the fruits suffer great environmental interferences, mainly due to low temperatures and solar radiation during winter and early spring. Fruits produced in the Corupá area have higher levels of potassium, calcium and manganese.

Banana da Região de Corupá

Photo by Leonardo Souza Vieira

COCOA

Cocoa is a fruit that, like other agri-food excellences (coffee), marks the history of Brazil. Its cultivation began in southern Bahia at the end of the 18th century, and the country became the second-largest producer in the world by the 1980s. This scenario changed dramatically due to the disease known as "vassoura-de-bruxa" (literally 'witch's broom'), which decimated the cocoa plantation in the area. In recent decades, production has resumed growth, a direct reflection of the uptake of innovative and sustainable technologies.

Linhares - Indication of Provenance (IP) from 2012

The cocoa produced in Linhares, which is located in the state of Espírito Santo, was the first in Brazil to receive the Geographical Indication (GI) designation in 2012. Investments in technology, sustainability, scientific knowledge and skilled labour have made the area a benchmark in the cultivation of the fruit.

The quality of Linhares cocoa was acknowledged with the award for the best in Brazil at the 1st National Quality Cocoa Competition. The category was in the varietal category, where aroma and flavour were the deciding factors. In 2017, the cocoa was awarded one of the 18 best in the world, being the only one in Brazil to win the international title at the Salon du Chocolat in Paris.

Sul da Bahia - Sul da Bahia – Indication of Provenance (IP) from 2018

The southern region of Bahia is blessed with the beauty of the Atlantic Forest. To preserve this vegetation, an organic production model, known as "cabruca", has been implemented, whereby the cocoa plants grow in the shade of the forests' trees. Varieties required for cocoa production in the demarcated area of South Bahia - IP must all be from the species *Theobroma cacao L.*

In 2011, cocoa from the south of Bahia already won an award at the Salon du Chocolat


Photo by CAMTA
cacao di Tomè-Acu


Photo by CAMTA
cacao di Tomè-Acu


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cacao di Tomè-Acu


Photo by CAMTA
cacao di Tomè-Acu

Photo by CAMTA
cacao di Tomé-Açu

in Paris in the category "Cacao d'Excellence, Dried Fruit-South America". Again in France, in 2015 a competition was held to choose the world's best cocoa beans, 80% of the Brazilian samples competing came from the southern region of Bahia. The cocoa of southern Bahia has a presence in Brazil's global awareness, such as through the literature and works of Jorge Amado.

Tomé-Açu - Indication of Provenance (IP) from 2019

The differentiating feature of Tomé-Açu cocoa, grown mainly by Brazilian descendants of Japanese, is the process of cultivating the product. It simulates the native forest so that the fruit can grow sustainably. Under this model, cocoa is planted together with other trees, palms or fruit crops, just as it is in its original biome, the Amazon rainforest.

A significant part of the success of cocoa cultivation in the area is due to scientific work initiated there years ago. For more than 50 years, researchers have been making expeditions to the Amazon in search of the most productive cocoa trees. The result can be observed at a research centre located in the metropolitan region of Belém. Here you will find a collection of trees in which scientists study the genetic material needed to produce the best quality cocoa beans.

The cocoa beans grown in Tomé-Açu were awarded the "Cacao of Excellence International Quality Award" at the Salon du Chocolat in Paris in 2010. This contributed to the inclusion of this area in the world market for fine and speciality chocolates.

Photo by CAMTA
cacao di Tomé-Açu

Photo by Secom Linhares – Felipe Tozatto
cacau di Linhares

Photo by SETUR Piauí

Photo by Procajuína

Photo by SETUR Piauí
Delta do Parnaíba

CAJUÍNA

Piauí - Indication of Provenance (IP) from 2014

Cajuína is a non-alcoholic beverage typical of north-eastern Brazil. It is made from the pure juice of the cashew tree (Anacardium occidentale, also known as caju). This differs from simple caju juice and concentrates because of the clarification (removal of tannin and residue) and heat treatment (cooking) steps.

It is a thirst-quenching drink, with no added sugar or preservatives. It is the fruit of indigenous traditional knowledge and has the advantage of being preserved without losing its nutritional and sensory qualities. It possesses the following physical sensory characteristics: medium yellow colour (resulting from the caramelisation of the natural sugars in the juice), bright and consistent liquid, distinctive cashew odour and flavour, light consistency, medium cashew fruit flavour with slight acidity and astringency, medium sweetness, mild and non-pungent, and a strong sensation of coldness in the mouth. To fully appreciate these qualities, cajuína must be drunk at a temperature of between 7°C and 10°C, within a maximum period of one year after its production.

Piauí is the second-largest cashew producing state in Brazil and has two types of climate: hot humid tropical and hot semi-arid. The Piauí farmers use a system of planting without irrigation, which is used in all the municipalities throughout the state. The cultivation of cashew nuts is one of the most important economic and social activities, which generates jobs and income. This is especially true during the dry season, as most of the planting is done by small and medium-sized farmers.

Photo by SETUR Piauí
Serra da Capivara

GUAVA

Carlópolis - Indication of Provenance (IP) from 2016

Guava is a fruit with high nutritional value and medicinal properties. It provides numerous health benefits due to its high content of vitamins C, A and B. This fruit contains six times more vitamin C than an orange. Its scientific name is Psidium guajava, and it has a sweet taste with flesh that can be pink, white, red, yellow or orange.

In Carlópolis, located in northern Paraná, the micro-climate created by the Chavantes reservoir has favoured plantations and made it possible to rely on extensive irrigation along its banks. The unique soil and microclimate conditions, combined with the know-how of early Japanese colonisation, has spread the culture and quality of the area's guava. The fruit has a number of special features, such as bigger size and more intense flavour, along with an attractive appearance and longer shelf life.

The method used to grow guava in Carlópolis is also a major differentiator. This process requires individual bagging, which takes place when the fruit has reached a size of 1,5 cm up to harvest. The technique has great advantages as it protects the fruit from fungal and insect infestation and reduces the use of pesticides to almost zero. Since receiving the GI designation, guavas from Carlópolis have won accolades all over the world. Local producers have received numerous export orders from European, Asian and North American countries.


Photo by Helio Inumaru


Photo by Helio Inumaru


Photo by Luiza R. R. Caixeiro


Photo by Jackson Lucas


Photo by Ass. CPSM


Photo by Ass. Guaraná de Maués

GUARANÁ

Guaraná is a fruit native to the Amazon, bearing the scientific name *Paullinia Cupana.* Guaraná contains caffeine, protein, sugars, starch, tannin, potassium, phosphorus, iron, calcium, thiamine and vitamin A. It is used in the pharmaceutical and cosmetics industries, as well as in the production of drinks, syrups and juices. In traditional medicine, it is used as a cardiovascular tonic and to combat fever, colic, migraines and neuralgia.

Brazil has two guaraná geographical indications: **Terra Indígena Andirá-Marau** and **Maués.**

Terra Indígena Andirá-Marau - Designation of Origin (DO) from 2020

The Terra Indígena Andirá-Marau won the first Geographical Indication (GI) of origin granted to an indigenous people. This was thanks to two indigenous products: waraná (indigenous guaraná) and waraná bread (a guaraná stick).

The cultivation of native guaranà is carried out manually by the farmers, who dehydrate and smoke the beans. This results in a guaraná stick with unique colour, aroma, flavour and texture. The method practised by the Sateré-Mawé Indians guarantees the conservation and genetic adaptation of the guaraná in its natural environment. The Terra Indígena Andirá-Marau is the only in situ guaraná gene bank in the world. To preserve this status, no guaraná tree reproduction by cloning is allowed in the demarcated area. Natural factors that play a role in this designation of origin include man-made soils (modified by man), high ambient humidity and bees native to the area.

Maués - Indication of Provenance (IP) from 2018

Guaraná from Maués is a product of Brazilian biodiversity and part of a tradition started by indigenous tribes and maintained to this day by farming families. The area was once responsible for almost all guaraná production in Brazil, and today it stands out in the market for its quality and origin.

Known as the 'Land of Guaraná', the Amazonian municipality of Maués has favourable edaphoclimatic conditions for guaraná cultivation. Guaraná grown in the area has a higher caffeine content, ranging from 3 to 5%. This has made the drink known to the indigenous people as the "elixir of life". Currently, the main by-product of guaraná is soft drink production, but it is also processed into syrups, cosmetics and pharmaceuticals.

Photo by Reinaldo Santos

Photo by ASPROJEJAS

Photo by ASPROJEJAS

JABUTICABA

Sabará - Indication of Provenance (IP) from 2018

Jabuticaba *(Plinia cauliflora)* is a Brazilian fruit that is low in calories and carbohydrates, but rich in nutrients such as vitamin C, vitamin E, magnesium, phosphorus and zinc. It has the unusual characteristic of germinating on the stem of the tree and not on its flowers. It can be eaten fresh or in products such as jams, wine, vinegar, schnapps and liqueurs.

The production of jabuticaba is of a 'temporary' nature. Jabuticabas are only produced in the rainy seasons, which makes them unavailable on the market throughout the year. One clever way to make full use of the harvest, since ripe fruit spoils quickly, is to produce various jabuticaba derivatives.

The municipality of Sabará, in Minas Gerais, is nationally renowned for the production of jabuticaba and its derivatives. The approved products bearing the Geographical Indication designation are jabuticaba liqueur, jabuticaba jam, jabuticaba sauce, crystallised jabuticaba peel and jabuticaba compote. In terms of technology used in processing jabuticaba derivatives, Sabará had a major competitive advantage, as the production processes are specific and passed on from generation to generation.

Photo by Regis Torres

TABLE GRAPES

Marialva - Indication of Provenance (IP) from 2017

The distinctive feature of the grapes produced in Marialva, in the State of Paraná, is a direct result of the nutrient-rich purple soil and the climate of the area. These elements combined favour the achievement of high Brix standards. The purple soil of the region is divided into: structured purple soil (60%) being the main type; purple latosol (20%), dark red latosol (10%) and with encrustations (10%). The soil has a very high natural fecundity, which is conducive to the cultivation of perennial and annual crops, which allows for fruit cultivation to flourish. Only High-Quality Table Grapes (Vitis vinifera L.) with the following accepted cultivars are authorised for GI for Marialva: Italia; Rubino; Benitaka; BRS Nubia; and BRS Vitória.

There is no other region of production in the world that combines the physiological reactions of the plant, caused by climatic variables such as temperature, global sunshine and insolation, with modern technology and investment in quality certification programmes. These facts provided the fundamental basis for justifying the initiative to certify the origin and ensure quality control of these fruits. Given that the cultivation of vines is typical of temperate regions, it is interesting to note that this municipality is located at a higher altitude, so the winters are milder, which favours quality production.


Photo by ANFRUT


Photo by ANFRUT


Photo by ANFRUT

Photo by Arquivo Sebrae

Photo by Arquivo Sebrae

TABLE GRAPES and MANGOES

Sub-medium São Francisco Valley - Indication of Provenance (IP) from 2009

The high quality of the table grapes and mangoes from the Sub-medium São Francisco Valley is attributable to the unique characteristics of its terroir. The annual insolation is three thousand hours - equivalent to 300 days of sunshine per year - with an average temperature of 26° C, relative humidity of 50% and average annual rainfall of 450 mm. The waters of the São Francisco River irrigate an area of 110 thousand hectares. The irrigation techniques used in the area allow 2.5 harvests per year with high productivity.

The area also stands out for developing the most technical cultivation of table grapes and mangoes in Brazil. This guarantees the quality of the fruit, as well as the implementation of technical procedures that are consistent with respect for the environment, the health and safety of workers and the health of consumers.

The Sub-Medium São Francisco Valley is accountable for 95% of Brazil's exports of grapes and mangoes. Four seedless table grape varieties - Festival Seedless, Crimson Seedless and Princess - and five seeded table grape varieties are grown here: Italia, Benitaka, Red Globe, Brazil and Italia Enhanced. Mango varieties include Tommy, Atkins, Keitt, Haden and Palmer.

Clerson Comarela
Wikimedia Commons

Photo by Arquivo Sebrae

Photo by COEX

Photo by COEX

MELON

Mossoró - Indication of Provenance (IP) from 2013

The melon was brought by slaves to Brazil around the 16th century. However, it was with European immigrants in the 19th century that expansion of culture in the southern and south-eastern regions took place. The fruit became established in the northeastern semi-arid region during the 1990s. In recent decades, Brazil has gone from being an importer to an exporter of high-quality melons.

The Mossoró area in Rio Grande do Norte, with its semi-arid tropical climate, is suitable for the production of melons with high value in national and international markets. Melons grown in the area enjoy excellent climatic conditions, a good appearance, sweet flavour and good post-harvest durability. Mossoró has been recognised as a fruit fly-free zone by the Ministry of Agriculture since 1990.

Fruit growing has been responsible for a sharp increase in the technology used within the region. Modern irrigation techniques have been implemented and adapted to the needs of the area, and in the case of melons, drip irrigation combined with fertigation is used. This technology was initially only used in large companies, but now medium and small-sized producers have started to use it in order to increase productivity, reduce costs and make their products more competitive. Currently, melon production generates 24.000 direct jobs and another 60.000 indirect jobs in the Mossoró area alone. This sector requires intensive and skilled labour, thereby retaining people in the countryside and avoiding a rural exodus.

Photo by COEX

Photo by ACSB
cacao Sul da Bahia