





FOR A GREATER CAUSE

MORE THAN AN INITIATIVE, **BRAZIL FEEDING THE WORLD** SEEKS TO LOYALLY AND TRANSPARENTLY REPRESENT THE QUALITY AND STRENGTH OF THE GREEN AND YELLOW AGRIBUSINESS

JÉSSICA NASCIMENTO, FROM THE NEWSROOM
jessica@ciasullieditores.com.br

Every day hundreds of people are born demanding a certain amount of food for their survival. A reality that has been

of concern for the world population in the last few years, due to the growing number of mouths to feed around the globe. This significant increase demands a greater production of food, which also includes Brazil, a prominent name in present-day productivity and in the future. This because the country complies with all of the requirements from the United Nations Organization for Food and Agriculture (FAO) of increasing production by 40% and, consequently, offering food for the world.

Notwithstanding the vocation to produce food, with availability of grains, natural resources, sanitary status and investments in technologies, Brazilian agribusiness so far is not being as valued as it should be. There is a great deal of erroneous information circulating regarding the sector and the production chain. To revert this scenario of uncertainty, Brazil has joined efforts to

position itself and disseminate the reality regarding this activity as happens in other countries, such as the United States, Australia and New Zealand that engage forces to increment national production.

In this sense, what came about was the campaign “Brazil Feeding the World” as a way of incentivizing the appreciation for the segment and the Brazilian brand identity. “We are speaking about food for the world, and not merely about a segment. The time has come to defend our single flag for the entire chain, as we are all dependent on it”, states the person who idealized the campaign, Osvaldo Ciasulli. The initiative was launched at the beginning of last year during the International Production & Processing Expo (IPPE) 2017 and sought, with loyalty and transparency, to represent the quality of Brazilian products in the country as well as abroad.

The seal Brazil Feeding the World is the core symbol of this action and represents the country’s potential to offer safe food products for the world population. To disseminate this, besides the online portal, the campaign counts with buttons, shirts and a flag with the logo stamped on ▶



A COMMITMENT FROM ALL

“One of the things that Brazil does in a masterful way is produce food. And each time we further foster the union of the production chain, based on the same goal, we are doing immense good for Brazil and for society at large that also needs to be aware of our capacity. This allows us to better communicate with the world. We have to have a single voice, spread the same message and produce food with sustainability and with the quality the world needs”.

Elizabeth Chagas, director of the Brazilian Association for Mineral Supplements Industries (ASBRAM)



“Brazil has a natural vocation to become a food supplier for the world. We need to make the most of this characteristic and show everybody we are here to contribute towards the future. The campaign is highly beneficial and only tends to contribute towards an increase in our productivity. And for this, the union of the chain is of the utmost importance. The ABPA has worked more and more in this sense, tightening the relationship of Brazil with external markets, showing the quality of our products”.

Francisco Turra, President of the Brazilian Association of Animal Protein (ABPA)



“This cause should be embraced by all of the links in the chain, including that of meat production, because besides being a real duty on the part of those who have exceptional edaphic-climatic conditions for the rational exploitation of the vast natural resources that Brazil has in all of its macro regions, it is also an extraordinary opportunity for the competitive insertion of the Brazilian primary segment in the gigantic and ever demanding world market for agribusiness products. The campaign creates the incentives for an increase in domestic production and promotes the exports of its products”

Itamar Rocha, President of the Brazilian Association of Shrimp Breeders (ABCC)



THERE IS A GREAT DEAL OF **ERRONEOUS INFORMATION** CIRCULATING REGARDING THE SECTOR AND THE PRODUCTION CHAIN. TO REVERT THIS SCENARIO OF UNCERTAINTY, BRAZIL HAS JOINED EFFORTS TO POSITION ITSELF AND DISSEMINATE THE REALITY REGARDING THIS ACTIVITY AS HAPPENS IN OTHER COUNTRIES

it. Upon using the seal, private companies, class associations, the government and other representative entities, along with their brands take on the commitment to feed the world with quality. However, this action will only gain force with the involvement of all the links in the production chain, when each part takes on this responsibility.

According to Osvaldo Ciasulli, the campaign was unanimously accepted when it was presented at the IPPE in Atlanta and at the SIAVS in Brazil. “The initiative bears no brand, has no owner, and simply has the mission of disseminating the quality and the strength of Brazilian

agribusiness. And, with this purpose in mind, it needs each link to spread this message at home, in the company, in cooperatives and in all the environments where brands circulate. The sector needs to embrace this cause and raise the flag “Brazil Feeding the World”, states the director of Ciasulli Publishing House (responsible for the publication of the feed&food magazine).

And taking on the mission of Brazil Feeding the World is easier than one can imagine. The campaign site brings together information on this action and on how to participate in the initiative through five steps.

“There are no restrictions for the use or link with the brand. Brazil Feeding the World can be adopted by any person”, points out Ciasulli. At the site there is also material available for downloading, such as buttons, shirts, stickers, advertising ads, among a series of options to spread the action as a way of consolidating a positive image for Brazilian agribusiness, showing its true commitment to taking food to families around the globe.

Access the site www.brasilalimentandoomundo.com.br and become part of this movement to show your pride in participating in the green and yellow agribusiness. ■