![WeForest logo]

2024 Project Update
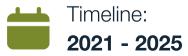
Avoiding Deforestation in Apui

Project management and M&E team

idesam — Main implementing partner: **idesam**

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Project Manager at WeForest

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📍 **Apuí, State of Amazonas, Brazil**
Special Projects

📅 Timeline: **2021 - 2025**

🎯 Targeted ecosystem: **Amazon Forest**

KBA KEY BIODIVERSITY AREAS

Alto Sucunduri #22208

See the full team at: www.weforest.org/about-us/#our-team

Project story

The Amazon is one of the ecoregions in the world with the highest biodiversity and is responsible for regulating the rainfall regime in many regions of South America, but has famously been facing many problems. In the target landscape, coffee farmers are abandoning their conventional coffee production due to land degradation, low output, lack of incentives, technical support and challenges in marketing.

⚠ Key challenges in the landscape

- **Deforestation from illegal logging, ranching and farming**

- **Large-scale forest fires**

- **Increase in long-lasting droughts**

- **Low farmer income from current croplands**

✔ Our integrated approach

Improve forest governance and stewardship through:
- Supporting productive agroforestry to decrease deforestation rates.

Conserve and restore the forest through:
- Providing smallholder rural settlers with inputs and training to establish productive coffee agroforestry systems.

Strengthen forest-friendly livelihoods and behaviors through:
- Reduce deforestation;
- Improve sustainable, forest-friendly incomes for local communities.

A long-term vision

🌡 Climate

The conservation of the landscape will contribute to both climate mitigation and adaptation: preventing forest loss to reduce carbon emissions while improving water retention and soil stability to help communities adapt to droughts and erratic weather.

🌳 Nature

Conserving the project area will protect biodiversity and secure critical ecosystem services like water and soil health. Improved land management will enhance habitat resilience, ensuring the forest continues to sustain both people and wildlife.

👥 People

Strengthened forest-friendly livelihoods will ensure communities see the forest as an asset: one that provides resources while being sustainably managed. By introducing agroforestry to the landscape, the project reduces deforestation-driven income reliance while securing long-term economic stability.

Outcomes

By integrating these interventions, the project will:

- **Reduce** deforestation.

- **Improve** sustainable, forest-friendly incomes for local communities.

- The **long-term** impact of our work will benefit people, nature and climate.

Theory of Change

Existing problems in the landscape
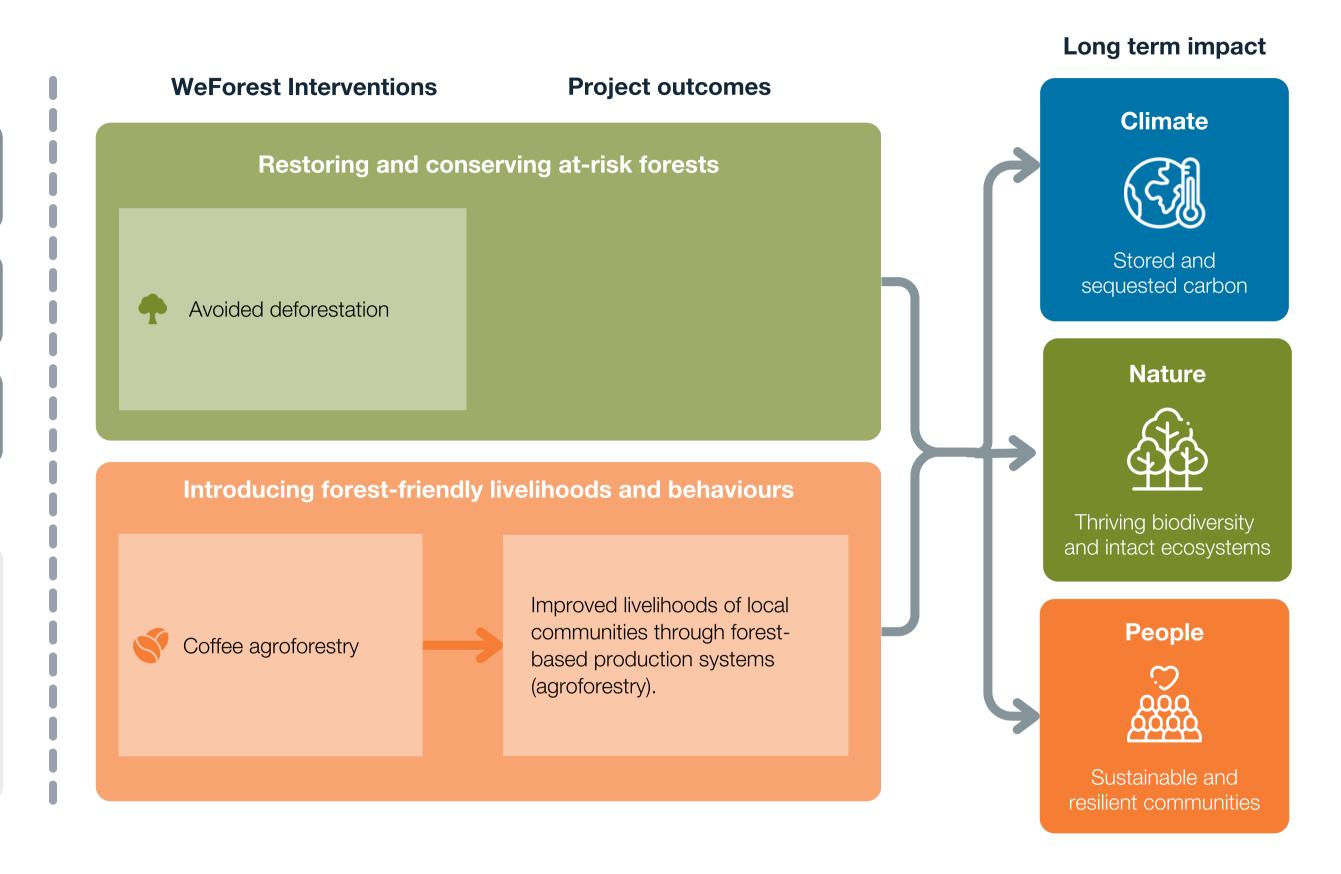
Deforestation

Forest fires

Intense droughts

Risks

Biodiversity loss

Carbon emissions from deforestation

Decline in ecosystem services

Long term impact

WeForest Interventions

Project outcomes

Restoring and conserving at-risk forests

Avoided deforestation

Introducing forest-friendly livelihoods and behaviours

Coffee agroforestry

Improved livelihoods of local communities through forest-based production systems (agroforestry).

Climate

Stored and sequestered carbon

Nature

Thriving biodiversity and intact ecosystems

People

Sustainable and resilient communities

The Café Apuí Agroforestry Initiative Nursery is a modern facility designed to elevate coffee production quality and reinforce regional agroforestry systems. This state-of-the-art nursery provides direct benefits to family coffee farmers by supplying high-quality, disease-resistant seedlings with superior regional adaptability, while creating new market opportunities for premium Amazonian coffee.

With an annual production capacity of 330,000 seedlings, including clonal coffee and native species, the facility addresses the initiative's needs while reducing logistical costs and transplant losses. "Previously, seedlings transported from other states suffered significant damage in transit," explains Viriato Rolf, an award-winning local coffee producer who has overcome the region's cultivation challenges for years. "Now we can plant nursery-fresh seedlings the same day they're delivered, eliminating quality deterioration and ensuring optimal survival rates.

2024 Major Achievements

- The project area was expanded into Sucunduri Municipality, broadening the project's landscape impact.

- The Idesam Nursery in Apuí was launched, which will produce coffee and native species seedlings, enhancing planting quality and quantity. The nursery has a capacity to produce 350,000 seedlings per year.

- An expert in Amazonian robusta coffee production and management was hired as a project consultant, working directly with farmers to select regionally adapted clones and implement sustainable agroforestry management practices, aiming at enhancing coffee quality and boost productivity in the agroforestry systems.

- WeForest provided new equipment to the farmers to improve and facilitated the AFS management.

2024 activity update

Introducing forest-friendly livelihoods

- **10 hectares** were brought under sustainable coffee agroforestry systems
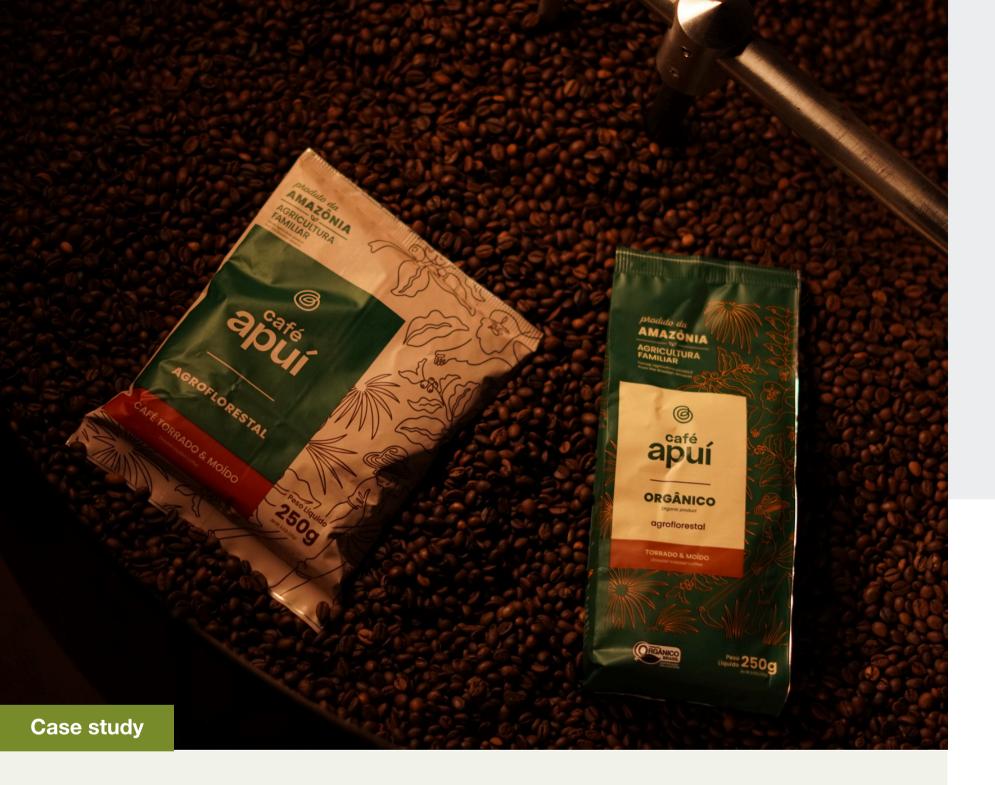- **53,868 seedlings** of 12 species were planted

Progress tracker

2021	2025

Anticipated CO2 sequestered in the future from project activities
16,731

0 — 5,000 — 10,000 — 15,000 — 20,000 — 25,000

Hectares planted, conserved and restored
110

0 — 50 — 100 — 150

Number of trees conserved and restored
214,941

0 — 50,000 — 100,000 — 150,000 — 200,000 — 250,000 — 300,000

Number of households positively impacted
55

0 — 20 — 40 — 60 — 80

Trees planted to date
231,045
Total: 231,045

Woody species in project to date
14
Total: 14

■ For forest conservation and restoration ■ For forest-friendly livelihoods

Case study

Since joining the project in 2022, Mr. Jair has transformed his 5-hectare property from cattle grazing to a productive agroforestry system. A new coffee grower, he has successfully diversified with watermelon production, earning USD 2,000 in first-year sales, while growing subsistence crops between coffee rows, combining food security with commercial potential.

Case study

The Café Apuí Agroflorestal initiative markets its sustainably grown coffee through two differentiated product lines: (1) Agroforestal Coffee, produced during the organic certification process, and (2) Certified Organic Coffee, available after completing full organic certification. Both product varieties achieve premium market pricing through careful value-added processing and branding, with all commercialization handled by Amazônia Agroflorestal – a dedicated marketing company established by Idesam that ensures fair-trade practices while connecting local producers with high-value markets.

⚠️ 2024 Challenges

2024 saw record-breaking fires in Amazonas, with Apuí accounting for nearly half of fire hotspots. Early drought and fires worsened conditions, threatening Agroforestry Coffee areas, and increasing the mortality of planted seedlings. Idesam launched a fire task force, distributing materials and training to the farmers, and implementing firebreaks. Idesam is upgrading the Apuí fire brigade's equipment and infrastructure in preparation for the 2025 fire season, supported by WeForest and other funders.

As well as this, in 2024, project expansion to a new municipality necessitated a reduction in hectares to reorganize strategies without compromising quality.

›› Looking ahead to 2025

In 2025, WeForest and IDESAM will celebrate their 5-year partnership with a comprehensive field evaluation to assess both the technical development of agroforestry systems and the project's socioeconomic impact on the region. This robust analysis will generate critical data on project outcomes and inform strategic decisions for future interventions.

Also, at least another 15 hectares of agroforestry will be implemented within the partnership.

Supporters & Partners

2024 project partners

IDESAM were the implementing partner of the project.

Amazônia Agroflorestal sold the products developed under IDESAM's initiatives (e.g. Coffee, essential oils etc.) and guaranteed market access.

Ouro Verde Smallholder Farmers Association (APFOV) provided support with the engagement and enrolment of farmers in the project activities.
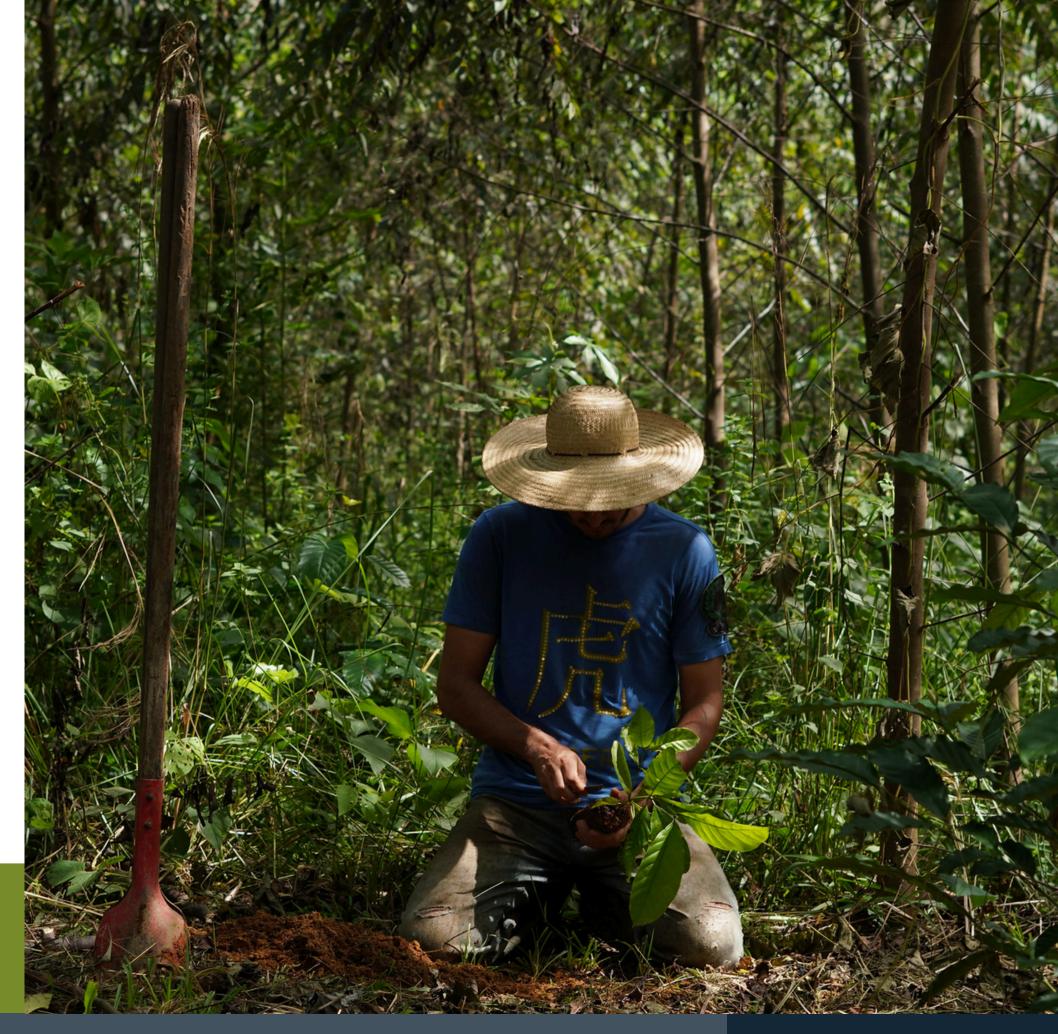
With thanks to our supporters in 2024, including:

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MAECENATA

Contact us

Visti **www.weforest.org** or for more information or email: **contact@weforest.org**

How we measure and forecast our impact

Baseline

For the sake of simplicity, the progress bars in this report show a baseline of zero. This represents the concept that the area covered by WeForest forest and landscape restoration (FLR) activities was zero; thus the associated trees conserved and restored, carbon stored and households impacted through WeForest intervention was also zero.

In reality, when a WeForest project begins, our Monitoring, Evaluation and Learning team undertakes a detailed survey on forest structure and regeneration through establishing Permanent Monitoring Plots, and conducts an extensive questionnaire on livelihoods, to establish meaningful baseline values. You can read more about our full MEL activities here.

Hectares planted, conserved and restored

Progress up to 2024

Verifiable cumulative total since the project began of all mapped intervention sites, also known as polygons, of:
1) Conservation forest areas, such as forest reserves
2) Restoration forest areas, such as Assisted Natural Regeneration and planting areas
3) Agroforestry areas on community/farm land

End of Project Target

Target number based on the potential area of land able to be conserved, restored and planted in the project area under the known and expected conditions at project start. However, it is subject to change based on unforeseen opportunities or challenges that may arise.
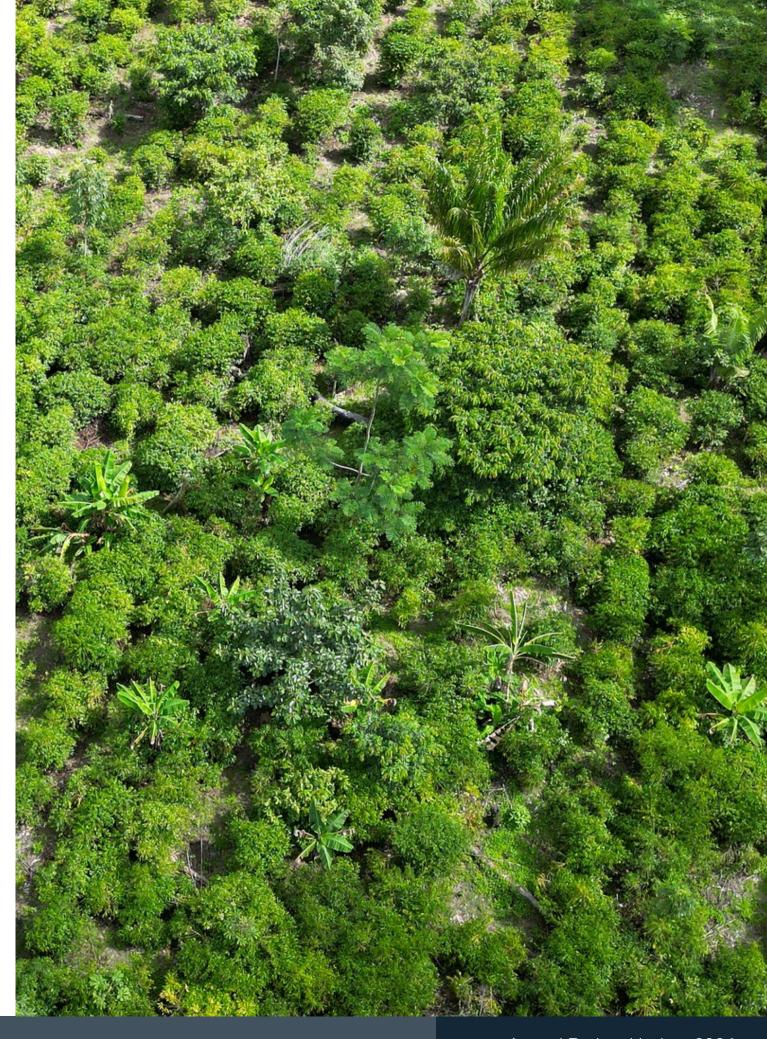
Anticipated tons of CO2 to be sequestered through project activities

Progress up to 2024

Extrapolated tons of CO2 calculated from the measured areas of different types of land use (for example forest or agroforestry) under "Hectares of forest planted, conserved and restored" to date, and the average amount of projected long-term CO2 per hectare provided from literature review for each land use type in their locations. Although totalled, please note the methodology for calculating these CO2 projections are specific to land-use type, and span a period corresponding to the expected time taken for the trees to reach maturity, which varies between locations.

End of Project Target

As above, but using the target (and not current) number of hectares planted, restored and conserved and their respective area totals as a parameter for calculations. As this parameter is subject to change, the associated CO2 target may also change over time.

Number of trees conserved and restored*

Progress up to 2024
Extrapolated number of trees calculated from the measured areas of different land use types (for example conservation areas, restoration areas or agroforestry) under "Hectares planted, conserved and restored" to date, and the average tree densities observed for each land-use type when mature, known through our MEL activities or scientific literature.

End of Project Target
As above, but using the target (and not current) number of "Hectares of forest planted, restored and conserved" and their respective area totals as a parameter for calculations. As this parameter is subject to change, the associated trees conserved and restored target may also change over time.

*Estimations based on average numbers per hectare

Trees planted to date (2024)

Total
Actual counted number of planted seedlings and saplings of woody (tree and shrub) species in the project to date.

Trees planted for forest-friendly livelihoods and behaviors
Only woody species directly planted for livelihood improvement. This also includes woody fruit, fodder & timber trees, and woody cash crops, exclusively planted on community or farm land.

Trees planted for forest conservation and restoration
Only woody species that were directly planted for ecological reasons, aiding restoration of the natural forest ecosystem.

Woody species in project to date (2024)

Total
Actual observed number of woody (tree and shrub) species:
- Regenerating in the conservation/restoration zones (i.e. in the Permanent Monitoring Plots) and
- Planted, either for restoration or livelihood improvement
- Growing as mature trees in the conservation/restoration zones (i.e. in the permanent monitoring plots).
- Please note, these numbers are not exhaustive and the true species richness is likely to be higher.

Tree species for forest-friendly livelihoods and behaviors
Only woody species directly planted for livelihood improvement. This also includes woody fruit, fodder and timber trees, and woody cash crops, exclusively planted on community or farm land.

Tree species for forest conservation and restoration
The woody species observed in the project area that are not used for livelihood improvement purposes. Where species are used for both livelihood improvement and restoration (which is sometimes the case, as we use native species as much as possible), they have been counted under 'forest-friendly livelihoods and behaviors'.

Mammal and bird species sighted to date

Numbers are included where we have a good level of biological monitoring, for example using camera traps or audio devices - please note that numbers are unlikely to capture the full species richness of the project area and that the absence of reporting does not imply the absence of species.

Other notes

WeForest works in close cooperation with local partner organisations, institutions, community-based organizations and local people. Therefore, our impact can never be fully separated from the work of our partners. WeForest acknowledges that the presented impact numbers cannot be solely attributed to our work, but is also supported through the hard work contributed by all our local partners.

Terminology

Conservation
Where native forest canopy cover is still intact, we focus on protecting the forest from any threats and disturbances, such as overgrazing, unsustainable wood extraction and fire.

Restoration
Assisted Natural Regeneration (ANR): Where there is reduced forest cover but high potential for natural regeneration, we aim to accelerate natural recovery, typically through preventing soil degradation, reducing competition with weeds, and protecting young trees.

Tree planting
Where there is reduced forest cover and little regeneration potential, we actively plant native trees at a density that corresponds with the regeneration potential.

Agroforestry and tree crops
Where agricultural landscapes exist, WeForest promotes the planting of trees for livelihood improvement. These trees can be used either for direct consumption or sale (fruits, timber, fuelwood) or to support other crops or livestock (agroforestry). Native tree species are prioritized but, where necessary, non-native species may be used.