



Elizabeth de Carvalhoes
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“In Brazil, there are 1.7 million ha planted with eucalyptus or pine trees. Some 50,000 families are already benefiting from practicing small-scale agriculture there – whilst the planet benefits from the responsible use of resources.”

This is the opinion of **Elizabeth de Carvalhoes, Executive President of [BRACELPA](#) (Brazilian Pulp and Paper Association)** and **keynote speaker on “Producing for Development”** at the XIII World Forestry Congress in Argentina.



[\[watch the interview\]](#)

Rome, FAO headquarters - Economics, society and the environment: millions of people depend on this interaction, which is particularly important in the forest sector. **Elizabeth de Carvalhoes, Executive President of [BRACELPA](#) (Brazilian Pulp and Paper Association)** and **key-note speaker on “Producing for Development”** at the **XIII World Forestry Congress**, argues that the pulp and paper industry has an increasingly important role to play in promoting the development of family-owned plantations, thus involving rural farmers in the production chain. In Brazil, there are 220 companies generating both jobs and income in all regions of the country and sustainably managing about three million hectares of forests. This sector offers plenty of opportunity, especially in a country like Brazil, where native forests are left untouched and companies get 100 percent of their pulp and paper from planted forests. **Elizabeth de Carvalhoes** explains how sustainable practices are used in this process.

Q) Do planted forests deserve the label of “green deserts”?

A. All the forests used by the Brazilian pulp and paper industry are certified by the Forest Stewardship Council (FSC). They are all sustainable forests from the economic, environmental and social points of view. The sector has made huge investments in social responsibility. So, there is no reason why these forests should be called “green deserts”.

Q) From your perspective, in which ways can the Brazilian forest and paper industry involve local communities in the production chain and contribute to rural development?

A) This is very important in a huge country like Brazil, which covers about 851 million hectares. So you can imagine how important forests, plantations and agriculture are to the municipalities. In the case of the Brazilian pulp and paper industry, some 6 million hectares are involved, including native and planted forests, and Brazilian investors make very determined and focused efforts to involve the rural families from the farms and municipalities. A medium farm spans across several municipalities, so we are talking about a large number of people. This means there is a huge amount of work in including this population in the process; it involves delivery of seeds and teaching farmers how to plant and manage trees. After six years, they sell the wood, either in the market or to pulp producers. Investors in this sector need to apply huge amounts of money (last year, the figure was almost 600 million USD for planting of about 400,000 hectares within the municipalities). Besides the rural producers, the whole population of these cities benefits from the investment of the pulp and paper industry in the communities. This activity goes beyond economic matters: investors and companies work towards developing education and health centres, construction and housing in the municipalities. So, the population around Brazilian pulp and paper forests is fully integrated in the sector’s activity.

Q) Would you like to invite participants to the XIII World Forestry Congress in October – why should they be attending the Congress?

A) Of course I would like to! We are very proud that the WFC is taking place in South America - not only because we are based in the region but because South America, and the MERCOSUR region as a whole, are becoming increasingly important in forestry, with high potential for plantation of forests and other resources. Hence, this is a region with high potential for attracting business. And, I believe it is very important for investors from all around the world to come here, to learn about the forest potential in the MERCOSUR region. I believe this will be one of the most important conferences on forests in recent years. We believe that exchanging knowledge and modern know-how in forestry will become more and more important for these activities in future.

Elizabeth de Carvalhaes, Executive President of [BRACELPA](#) *has broad experience in negotiations in the international and governmental spheres, and a thorough knowledge of the MERCOSUR. Her main objective is to publicise the good practices of the pulp and paper companies, strengthening the sector's image in the international sphere.*