

Sow a seed for the future of the Atlantic Rainforest!

This is a call out to help prevent another rainforest from being destroyed- become a part of a growing movement, and keep a flourishing social project out of the hands of speculators.

In 2005 a piece of land, two thirds of which is composed of endangered Atlantic Rainforest. was bought in the cocoa growing region of Bahia, Brazil, by a group of permaculturalists, scientists, educators and artists. The aim of the PURAVIDA project (a registered Brazilian NGO) was to turn it into a centre for sustainability and rainforest conservation, a place to learn to live lightly on Earth. Since then the land has been flourishing through the application of simple and effective techniques including permaculture and agroforestry. The agroforestry project for example, is promoting and enhancing the traditional low-impact *cabruca* system as a way of growing organic cacao whilst increasing biodiversity. The PURAVIDA project is also working to raise awareness in the local community of the importance of saving the endangered rainforest and helping regenerate the parts of the forest that are degraded. YOU can help us save this dream by adding your seed to the forest's future.

How can I sow a seed?

One seed of R\$ 1000 (£360) will help to secure and protect an acre. Our imminent goal is 223 seeds to protect 223 acres of rainforest.

What will my seed produce?

Our first phase of 'seeds' will secure the ownership of the Atlantic Rainforest that forms part of the land, Fazenda Pura Vida in Bahia Brazil. These seeds will also create the fund to set up a conservation project that will secure the forest's continued care and the nurturing of degraded land into future forests.

The "Mata Atlantica" (Atlantic Rainforest) is one of the 'biodiversity hotspots' of the earth. The Atlantic Rainforest at large is now designated a World Biosphere Reserve and contains a large number of highly endangered species including the marmosets, lion tamarins and woolly spider monkeys. It has been extensively logged and exploited since colonial times, mainly for farming of sugar cane and urban settlements. As a result of this only 7.9% of the original rainforest is left of which only an estimated 10% is primary forest. Our rainforests are the lungs of the world and their rapid extinction is not just a threat to the forest but to all of humanity.

Your seed will guarantee a future in which these trees can quietly become ancient elders, plants and animals will have habitats to flourish in and the proper relationship between us and wild nature can be restored.

So apart from the fuzzy feeling, is there anything else I can gain from my seed?

In return for your gift, you automatically become part of the Puravida family. You are invited to spend time on the land, visit your forest and take part in ongoing projects- benefiting from the skills of other seedholders and using the space to share your own. You will receive bi-annual updates on our projects and progress and receive a **personalised gift** thanking you for your support. Come share our journeys in conservation and sustainable community!

NGO PURAVIDA
Brazilian Registered Association
CNPJ 09 478 094/0001-83
Agua Fria, Municipio de Itacare, Bahia, Brasil

What if I want to get more involved?

We welcome your involvement, be that financially or physically. If you would like to get more involved, you could become a steward, a fundraiser, set-up your own project on the land or help to run ongoing projects.

For more information on PURAVIDA:

www.puravidaonline.wordpress.com

For more information about the Witches Broom disease, the debt situation affecting farms in Bahia and its link to rainforest destruction:

http://wwf.panda.org/about_our_earth/agriculture_impacts/cocoa/environmental_impacts/

I'm in! How do I act?

Donate your seed here:

Mr CP Mc Millan (Financial Trustee of PURAVIDA in the UK)

Cooperative Bank Account

Account: 08231127

Sort Code: 089300

This is a dedicated account for PURAVIDA funds in the UK, all money will then be transferred to NGO PURAVIDA's bank account in Brazil. We are using this account in the interim period whilst waiting for our application to be affiliated with a UK charity with similar aims, which will give us the opportunity to channel funds via a UK registered charity account.