Agroforestry/Permaculture

Peru

Business plan 2023

PLANET-A-MOR AGROFORESTRY IN PERU INTRODUCED BY RENATO ARRIETA IN DISTRICT TOURNAVISTA IN THE PROVINCE OF PUERTO INCA REGION ANDRES AVELINO CACERES. WE SUPPORT THE FOLLOWING UN SUSTAINABLE GOALS:

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Slogan

- "Empowering the Earth and its people, one flora at a time."

Vision

- Making Large scale permaculture design possible and economically viable
- We will be the new standard for sustainable farming, agroforestry, biodiversity, and equality.

Mission Statement

- We will refine commodities, and produce world class products like lumber, fruit, chocolate, and coffee locally.
- We will continually work toward empowerment of women in the local communities.
- We will grow organic and sustainable produce such as Cacao-Ginger-Coffee. Agroforestry/Permaculture or similar sustainable growth methods will be the backbone of our production solutions.
- We will create an exclusive product line, and a new Chocolate and Coffee Brand, grown and produced in Latin America. A brand so excellent that it will excel the best European producers.
- We will plant more trees than we harvest. We emphasize rare tropical tree species.
- We will constantly seek innovative, solid, sustainable solutions both from a social and commercial, eco-economical perspective.
- We will do so from a holistic perspective and in cooperation with all thinkable stakeholders.

If the solution does not add value to all involved,
it is not innovative enough.
Back to the drawing board!

Why?

Renato Arrieta a Peruvian born and raised businessman is the owner and visionary entrepreneur of this wonderful project.

Renato started to be interested in the area of Tournavista Puerto Inca in 2002, while watching a documentary that explained how the region once was thriving, and how the military regime decided to expropriate the land in 1970, which at that time was owned by a French company **Le Tourneau (1954-1970)**.

The Regime gave the farmland (200.00 ha) and more than 15.000 cows to the local community, but they offered no help on how to run a ranch or a farm from a commercial perspective.

The result was that within 10 years the local farmers had lost all the cattle and most of the crops. Today the locals are living in poverty. At the end of the documentary program, they advertised the possibility of buying land in the area.

Ignited by the idea of helping the community to thrive again, Renato began buying land lots back in 2011, with the dream of owning his own sustainable food producing plantations and provide jobs for the hard-working people living in the area, and most of all to empower the women to help them become equal partners in a traditional patriarchal society.

Imagine a world where we plant trees to farm crops instead of cutting trees down using "slash and burn" techniques!

Executive Summary

Industry description

Climate change has already had negative impacts on agriculture and farmland in general, which is demonstrated by rising sea levels, rising global temperatures and extreme weather conditions etc. These effects are likely to increase and are irreversible in near future. Farmers in Peru has like in many other countries been part of the problem, they have been taught to farm in "traditionally" ways, by the Europeans and North Americans for centuries, and have forgotten real traditional framing techniques invented and used by the Indigenous people in Peru. Monoculture production methods are widely used, the challenge with monocropping is that it exploits the soil from nutrition's and carbon, it also increases the risk of pests and disease.

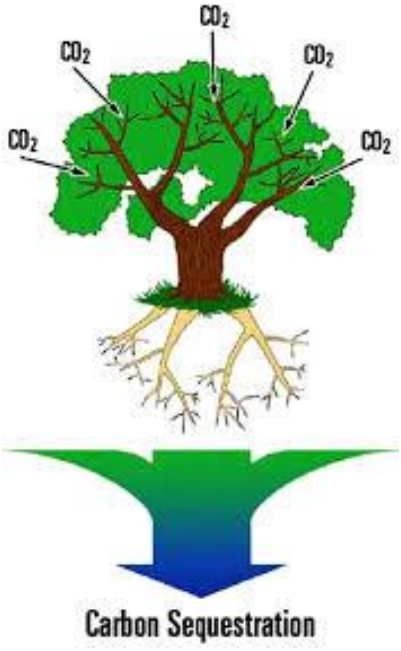
The farmers use Slash-and-burn agriculture techniques (also known as fire-fallow cultivation) which destroy vegetation cover, leading to soil erosion, causes air pollution, destroys insects and animal habitats, destroys pastures and water shed points. After about three to five years, the plot's productivity decreases due to depletion of nutrients along with weed and pest invasion, they then move on to a new spot just to continue the unproductive circle. Monoculture and "traditional" farming also release vast amounts of greenhouse gasses "The global food system, from fertilizer manufacture to food storage and packaging, is responsible for up to one-third of all human-caused greenhouse-gas emission" (according to the CGIAR studies) Agricultural tilling techniques are responsible for great deal of carbon release maybe up to as much as 8% of the worlds CO2 emissions, and at the same time it decreases the soil composition of carbon-nutrients-minerals.

Agroforestry-permaculture can be a particularly important key to solve parts of the climate crises. Agroforestry is an agriculture management system in which trees or shrubs together with livestock are grown around or among crops or pastureland. Agroforestry seeks positive interactions between its components, aiming to achieve a more ecologically. diverse and socially productive output from the land than possible through conventional (industrial) agriculture methods. This diversification of the farming system initiates an agroecological succession, like natural ecosystems, and hereby starts a chain of events that enhance the functionality and sustainability of the farming system. When properly applied, agroforestry can be a huge local livelihood improvement through generally enhanced health and nutrition supply, increased economic growth, and strengthened environmental. resilience and ecosystem sustainability. In turn, these improvements can contribute to increased social sustainability where human/nature needs are satisfied in a way that fosters environmental health.

Agroforestry systems also yield proven strategies for long-term carbon sequestration, soil enrichment, biodiversity conservation, improvement of air and water quality, all this helping both the landowners and the society in general. (It has been proposed by Roger Leakey as a way to 'restart' tropical agriculture).

Ideally trees which can be both for wood production and/or fruit and nut trees, that are carefully selected to create a microclimate that benefit shade tolerant crops like turmeric or for instance pineapple, the aim is growing a wide range of crops under the canopy, that makes it possible to harvest different crops throughout the year, creating a constant food supply.

So, what is the difference between Agroforestry and Permaculture? The main difference is that agroforestry is a science-based forest and crop management system, where permaculture is more a mindset and a way to activate local community forces to work together in order to create an environmentally healthy food-supply chains, both approaches can with great benefits be applied to an area and work in coexistence with each other.



Permaculture fosters empathy.

One of the more unique aspects to permaculture design is its ethical base as a platform for all further decision-making. The ethics are:

Earth care and its systems to continue life**,**

Care of people and **fair share**

An intelligent redistribution of surplus to meet the needs of the first two ethics, driven by questions such as:

Is our decision-making process focused on both short- and long-term outcomes?

Can we continue to make these choices sustainably over a lengthy period?

Twelve design principles (Wikipedia) (User, u.d.)

Twelve Permaculture design principles articulated by David Holmgren in his Permaculture: Principles and Pathways Beyond Sustainability:[23]

Observe and interact: By taking time to engage with nature we can design solutions that suit our particular situation.

Catch and store energy: By developing systems that collect resources at peak abundance, we can use them in times of need.

Obtain a yield: Ensure that you are getting incredibly useful rewards as part of the work that you are doing.

Apply self-regulation and accept feedback: We need to discourage inappropriate activity to ensure that systems can continue to function well.

Use and value renewable resources and services: Make the best use of nature's abundance to reduce our consumptive behavior and dependence on non-renewable resources.

Produce no waste: By valuing and making use of all the resources that are available to us, nothing goes to waste.

Design from patterns to details: By stepping back, we can observe patterns in nature and society. These can form the backbone of our designs, with the details filled in as we go.

Integrate rather than segregate: By putting the right things in the right place, relationships develop between those things, and they work together to support each other.

Use small and slow solutions: Small and slow systems are easier to maintain than big ones, making better use of local resources and producing more sustainable outcomes.

Use and value diversity: Diversity reduces vulnerability to a variety of threats and takes advantage of the unique nature of the environment in which it resides.

Use edges and value the marginal: The interface between things is where the most interesting events take place. These are often the most valuable, diverse, and productive elements in the system.

Creatively use and respond to change: We can have a positive impact on inevitable change by carefully observing, and then intervening at the right time.

Layers are one of the tools used to design functional ecosystems that are both sustainable and of direct benefit to humans. A mature ecosystem has a vast number of relationships between its component parts: trees, understory, ground cover, soil, fungi, insects, and animals. Because plants grow to different heights, a diverse community of life is able to grow in a relatively small space, as the vegetation occupies different layers. There are seven basic layers in a food forest, but there can be many more, for instance, some practitioners include fungi as a layer.[24]

The canopy: the tallest trees in the system. Large trees dominate, but typically do not saturate the area, i.e., there exist patches devoid of trees.

Understory layer: trees that flourish in the dappled light under the canopy.

Shrub layer: a diverse layer of woody perennials of limited height. Includes most berry bushes.

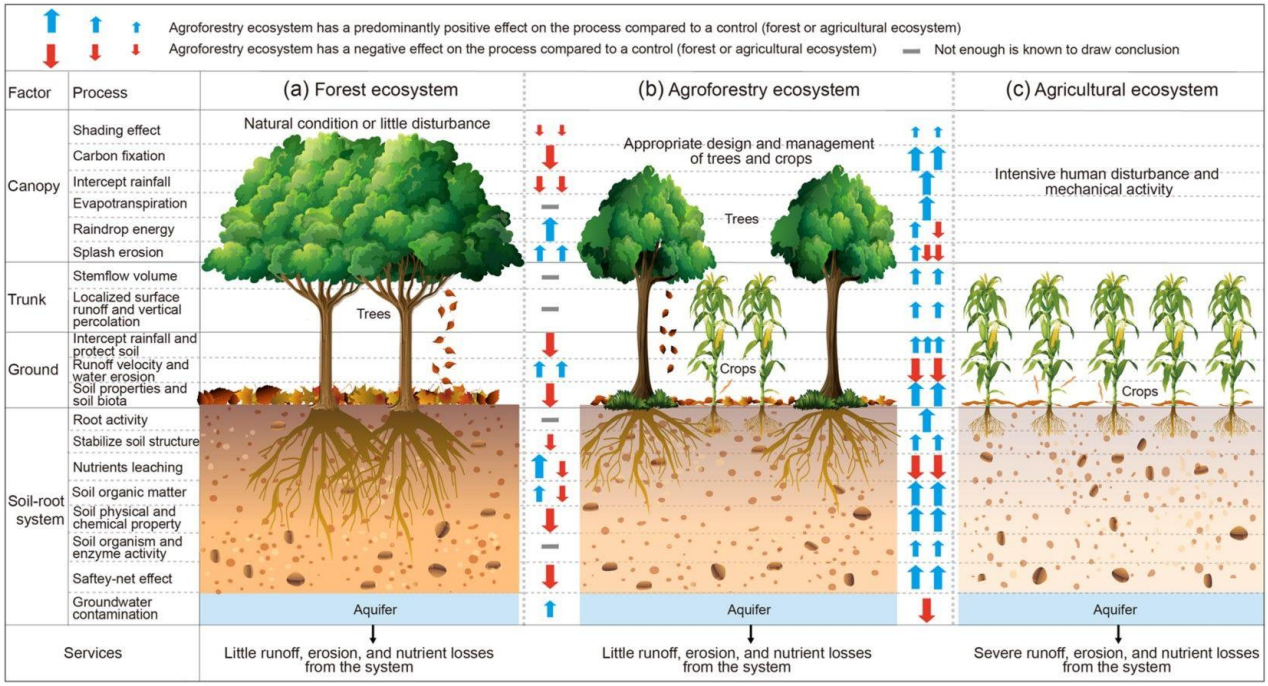
Herbaceous layer: Plants in this layer die back to the ground every winter, if cold enough. They do not produce woody stems as the Shrub layer does. Many culinary and medicinal herbs are in this layer. A large variety of beneficial plants fall into this layer. May be annuals, biennials or perennials.

Soil surface/Groundcover: There is some overlap with the Herbaceous layer and the Groundcover layer; however, plants in this layer grow much closer to the ground, grow densely to fill bare patches

of soil, and often can tolerate some foot traffic. Cover crops retain soil and lessen erosion, along with green manures that add nutrients and organic matter to the soil, especially nitrogen.

Rhizosphere: Root layers within the soil. The major components of this layer are the soil and the organisms that live within it such as plant roots and rhizomes (including root crops such as potatoes and other edible tubers), fungi, insects, nematodes, worms, etc.

Vertical layer: climbers or vines, such as runner beans and lima beans (Vine varieties).[24][25]



Keys to success

We aim to ignite and excite all involved stakeholders, by supplying sustainable, value-based, holistic solutions to all parties involved. We agree to apply an innovative mindset to secure a constant healthy and sustainable development process.

A fusion between agriculture, science and Hi-Tech will be the backbone of the business model and ensure investments and constant innovative development.

Description of Business Path to scale

Will slowly scale food and wood production up to be the main exporter of organic grown crops, fruit, wood, roots, nuts and later cacao, coffee, and chocolate producer in the area. We will be Starting to plant trees and crops on lot 1. an approximately 264 ha land lot. As fast as funding and the season makes it possible (best planting season is Sep-Nov. And April-June) Different tree and crop species will be planted and tested to find best practices for this specific area.

Whereafter we will scale up with production of lots-2-5. (See location) to a total of 419 ha., The expansion plan involves yet another 500 ha which is currently owned by Renato Arrieta.

another 4,000-hectare expansion in the Tournavista area with adjacent deforested land through purchase and rental. We can effectively scale our fish repopulation project, build planned community centers and internet cafes, and grow our ecotourism and educational offerings. We calculate approximately 7.5 million trees needed for the 5,000 total hectares and are creating nurseries to provide these trees through our circular economy. This also does not account for replanting once fast-maturing species are harvested. a 52-hectare plot of deforested land in Estonia to begin a similar scalable project in providing construction timber from alternative (temperate) climates.

The first crop production cycle will provide enough capital to pay the labor and proceed with the planned upscaling. Our yields from our banana production will be ready for harvest Sep. 2023, the production of 35 tons of banana will be transformed into approx. 8 tons of Organic banana flour with an estimated market value of $200,000. The first 3 years we expect to plant similar fast-growing crops in a year-round harvest circle that fits the soil conditions and support the business plan as a sustainable agroforestry farm which includes a variety of different livestock as part of the production circle and fertilization of the farmland. After 3 years it will be possible to start harvesting Coffee-Cacao and other minor bean-carrying trees, these beans will be the foundation of the Planet-A-mor brand, we intend to cultivate and improve the beans to an extend where they become an exclusive high-end commodity. Throughout the lot's trees will be planted for wood production purposes (which is part of the investment plan) within a 5-year period the business will produce a solid stream of Fruits, nuts, beans, roots, cocoa, coffee, meats, and a high-end coffee and chocolate brand all produced locally by locals, with a high-level of social responsibility implemented and imbedded in the local community. Company Ownership/Legal Entity

What makes us unique is our holistic and regenerative approach to Ecopreneur ship that guides us to monetize and utilize everything we produce. Inspired by (among other) the UN Sustainable Development Goals 5.5 and 5.6a. Our goal is that all communities grow along with the forest. Efforts on the ground are led by the Ashaninka people with a focus on empowering women in the community. Through our knowledge of entrepreneurship, we will create small businesses for these women to fill all the niches required for the overall mission. To the best of our ability, all growing, refinement processes, and packaging will be executed locally through an Ashaninka-Women owned business. We will provide each business with all the equipment and training resources required, including sustainable energy like solar power.

The needs, traditional knowledge, and customs of the Ashaninkas, along with Permaculture, provide the foundation for our reforestation, social projects, and water management. Respect and cooperation are at the core of our nature-based solutions. We achieve our goal through an emphasis on opportunity for the women in indigenous communities and cooperation with nature.

Low-tech permaculture practices like ram pumps, rainwater collection, solar dehydrators, and layered-yields allow us to expand in a practical and efficient manner, unlocking revenue-stream potential on every square meter during all stages of maturation. Modern technology also provides scalability and transparency opportunities. The goal of sustainability and community well-being can be achieved by applying wind, hydro, and solar power technologies where available. Emerging drone-seeding technologies allow us to "plant" timber trees well into the future and monitor their growth remotely. Web3 and blockchain technologies allow us to add immutable records and geolocation of trees, increasing the authenticity of the carbon credits we can offer. Our goal is to help unlock the potential for tokenization of trees and carbon credits. All these sectors provide opportunities to engage local indigenous people, especially women, in a circular economy that would not exist without Planet-A-Mor.

An S.A:C (Sociedad Anonima Cerrada) has been formed, owned, and operated by a select group of investors and locals, that all want to be a part of the day-to-day operation. Investors must be fully aligned and agree with the Vision/Mission and CSR models described in this business plan. Capital investors such as Pension funds and Capital investment funds' will not be able to own shares in the company if they are not represented on the board of directors or part of an advisory board, but they will be able to invest in the commodities. The 500 ha of land that is currently owned by Renato Arrieta is a part of the initial investment capital and the foundation of future business expansions.

Location

PLANET-A-MOR AGROFORESTRY IN PERU INTRODUCED BY RENATO ARRIETA IN DISTRICT TOURNAVISTA IN THE PROVINCE OF PUERTO INCA REGION ANDRES AVELINO CACERES

From Lima to Tournavista it takes an hour by plane, thereafter about 2 hours by car. The roads are good, but there can be some problems in the rainy season.

It takes 16 hours by car from Lima.

Terrenos propiedad de Reforestadora 174 sac

1-The first is 264.50has

Referential coordinates.

East 528054.4743

North 9010349.9970

	2-The second and third are 2 fields together from 19.11has plus 93.63has. Total 112.74has. Referential coordinates. East 523430.6629 North 9003508.2118 3- the fourth and fifth are also 2 fields together from 13.90has plus 28.45has. , Total 42.35has Referential coordinates. East 537402.8342 North 9022405.9782 These 5 lots have a total of 419.59ha




United Nations Sustainable Goals

When developing Planet-A-mor. It is our vision to introduce long-term solutions and ideas. Therefore, one of the main priorities has been to focus on and include the United Nations Sustainable Goals. All our initiatives must and will headline Sustainability, referring to the SDG's, we are operating with a large number of different revenue streams and different initiative areas, practically we touchdown on 5 SDG's that is important for how we foresee Planet-A-mor developing, we will work specifically with these 5 goals:

UN's SDG number 4 makes perfect sense to focus on:

4.7 By 2030, ensure that all learners acquire the knowledge and skills needed to promote sustainable development, including, among others, through education for sustainable development and sustainable lifestyles, human rights, gender equality, promotion of a culture of peace and non-violence, global citizenship, and appreciation of cultural diversity and of culture's contribution to sustainable development.

Local farmers have a piece of in-depth knowledge on farming and how to focus on sustainable approaches to the soil, farming, and crops in general, this is extremely valuable knowledge that would be interesting for others to be part of, learn from and knowledge to share from. Likewise, it would be interesting to provide expert knowledge to local farmers from experts in farming, sustainability, recycling, and long-term solutions to Peru, and by this knowledge sharing process build a win-win collaboration among farmers and experts.

Building retreats where the "Urbanized human" revisits nature and rediscovers its power, in cooperation with the locals, we intend to create a safe "room" where we learn about sustainability from each other through hands-on field studies.
The object is to empower women and the local community by strengthening their self-image, partly by letting them become teachers to the guests we bring in from big cities. Hereby we hope to elevate the women's position in the local communities.
The program will also be an empowerment of the young local men, giving them status and the means to build a sustainable future. The retreats (camps) will be addressed to the "Urbanized human" that wants hands-on experiences with growing and building sustainably, we want them to feel the power of nature and a deeper understanding of the importance of protecting the environment. Creating an IT HUB where we share knowledge about sustainability in general on a very large scale.

5.5 Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic, and public life.

5.6a Undertake reforms to give women equal rights to economic resources, as well as access to ownership and control over land and other forms of property, financial services, inheritance, and natural resources, in accordance with national laws

Elevate women in the local community by offering them the managements positions created by the project, offering the possibility to start and own sustainable craft, farming and other businesses that support the education and retreat purposes.

In Peru, women are still viewed as secondary citizens and in some areas, women face severe gender inequality. Peru faces certain gender challenges such as high numbers of sex workers, high rates of unemployment among women, and less educated women compared to men. Therefore, one of the main focuses is on women's empowerment. The goal is to include women in the project, training and supporting them with resources and confidence so they are capable and confident in taking on the management of the project. Furthermore, there is a need to improve rights, conditions, and opportunities for women, which need to be advocated for through local and national policies. This will also be one of our focus areas for the project.

12.2 By 2030, achieve the sustainable management and efficient use of natural resources
12.6 Encourage companies, especially large and transnational companies, to adopt sustainable practices and to integrate sustainability information into their reporting cycle
12.8 By 2030, ensure that people everywhere have the relevant information and awareness for sustainable development and lifestyles in harmony with nature
12.8 B Develop and implement tools to monitor sustainable development impacts for sustainable tourism that creates jobs and promotes local culture and products

In accordance with our Vision and mission statement, we will constantly develop our product line, with an innovative mindset and sustainability as the foundation of everything we do, from management to production. Profound respect for nature and the local community is essential for our success, we will through a select range of strategical partners, push for sustainable awareness across all the sectors we are involved in. Planet-A-mor will invite students and eco-tourists to visit, participate and report back about the development of this sustainable adventure. Monitoring and collecting data of the total impact we inflict in the area is a keystone to our vision of constant improvements and full transparency. IOT will be the backbone of how we communicate with all partners and customers, about the real-time impact on the biodiversity, growth of trees and crops, and to monitor the exact amount of carbon capture we manage to catch.

15.2 By 2020, promote the implementation of sustainable management of all types of forests, halt deforestation, restore degraded forests and increase afforestation and reforestation globally.
15.3 By 2030, combat desertification, restore degraded land and soil, including land affected by desertification, drought, and floods, and strive to achieve a land degradation-neutral world.
15.9 By 2020, integrate ecosystem and biodiversity values into national and local planning, development processes, poverty reduction strategies, and accounts.

UN SDG number 15, which focuses on life on land. The overall project will focus on sustainability in terms of farming, land, and overall, the earth. Therefore, one of the most essential elements is to focus on reducing climate change by taking loving care of nature such as the forest, sea, and land.

Throughout the process of developing this project, our main priority has been to think of long-term solutions. Some of the ideas have been about how to store a large amount of water during the rainy season. Which later can be used during the dry season. We plan to use solar cells to create electricity, and to use IOT to monitor the growth of trees plants and impact on the biodiversity in the area, we believe these initiatives can potentially play a significant role in the community, and knowledge sharing among our strategical partners.

17.16 Enhance the global partnership for sustainable development, complemented by multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology, and financial resources, to support the achievement of the sustainable development goals in all countries, in particular developing countries.
17.17 Encourage and promote effective public, public-private, and civil society partnerships, building on the experience and resourcing strategies of partnerships.

Through strategical partnerships and the synergies that close transparent cooperation creates, we intend to create international awareness for sustainability and knowledge sharing and the benefits of an open and innovative approach to partnerships across all sectors. We intend to show that private interties in cooperation with knowledge institutions, NGO, and public authorities, can make a huge lasting impact with a healthy commercial outcome.

Educating Camps and Eco tourism

According to OECD, Peru has undergone a very impressive transformation in the last 30 years, they are leading in Latin America with rising living standards, universal health care, pension, and primary education systems with sustainable use of natural resources. Incomes per capita have nearly doubled in real terms over the past three decades and some well-being indicators (health, environment, and life-satisfaction) are comparable with or even above the OECD average. But Peru is lacking on these three particularly important measures: in 7 years the public debt GDP has doubled-Inequality has increased to elevated levels even after Latin American Standards-Labor productivity has been declining even though massive foreign investments have been promoted. The education system is expensive and inefficient. There is a huge gap between the rich and poor in CR, 20% of the population lives under the poverty rate.

Peru still needs support and creative initiatives to reach a more stable and sustainable level of livelihood. With the global consequences of climate changes, Peru's nearest future might result in some inhumane challenges for the citizens. By implementing some strong and sustainable solutions into the community, training and educating locals, and adapting to the changing climate. Costa Rica might reduce the consequences of climate changes in the future while at the same time, improving women's rights and poverty reduction mm.

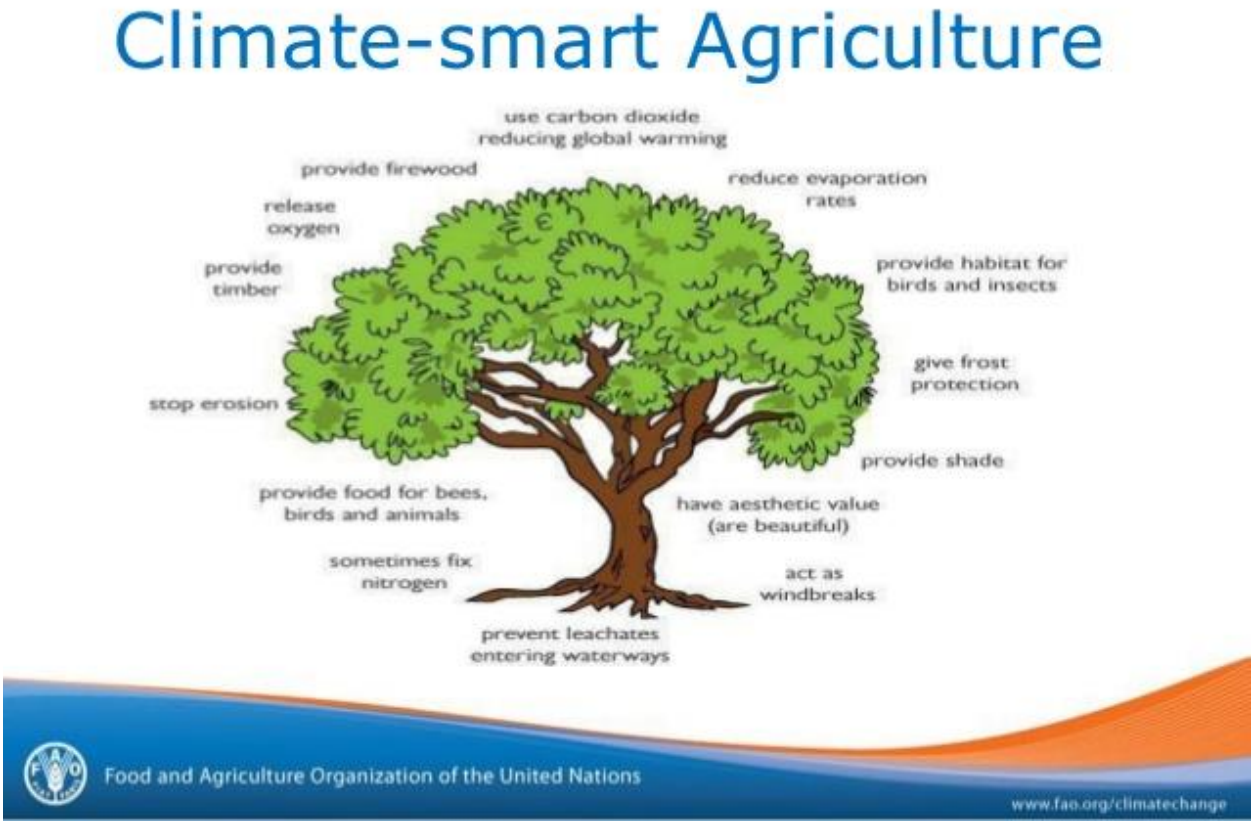
The retreats (camps) will be addressed to the "Urbanized human" that wants hands-on experiences with growing and building sustainably, we want them to feel the power of nature and a deeper understanding of the importance of protecting the environment.

We will create small sustainable agroforestry/permaculture farming lots, ideally physically connected to the retreats, and scale up when possible, to a level where the land provide a sufficient food supply to feed all involved whether they are working on the project or are guests at the retreat, the main goal is to be fully self-sufficient and hopefully being able to produce enough food to sell and feed a large part of the community.

Let local crafts and culture play a huge part in the education program and be a source of sustainable income for the locals. Build businesses with locals that support the supply chain and ensure a constant level of income in the area.

Products and Services

Product description



New and existing trees will be sold either as individuals or in clusters to long term investors such as pension funds and capital investment funds, they will own the tree and capitalize on the investment when the tree is fully grown and ready to be harvested, the investment is secured in the annual growth of the tree which will vary from species to species, but the minimum secured growth rate is 6% equal to a 60-80% profit margin over a 10-to-20-year period. Since there is a close coalition between the amount of sunlight the tree is exposed to and the annual growth rate, trees will be planted with a great enough distance to ensure optimal growth conditions and give room for crops under the canopy. Trees that are Organically grown, GMO free, native to the area and have the highest environmental and commercial value will be chosen. A vast variety of distinct species will be planted to enhance a huge biodiversity.

Key features

- Water retention
- Soil regeneration
- Nature and Vegetation biodiversity
- Sustainability and Circular Economy

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Over the centuries, indigenous peoples have provided a series of ecological and cultural services to humankind. The preservation of traditional forms of farming knowledge and practices help maintain biodiversity, enhance food security, and protect the world's natural resources. There are approximately 370 million Indigenous peoples in the world occupying or using up to 22 percent of the global land area, which is home to 80 percent of the world's biological diversity. The Declaration affirms that Indigenous peoples have the right to own and develop their land and resources and to follow their own traditional ways of growing food.

To celebrate the 10th Anniversary of UNDRIP, Food Tank is highlighting five indigenous farming practices that have helped shape sustainable farming systems and practices all over the world.

1. Agroforestry

Agroforestry involves the deliberate maintenance and planting of trees to develop a microclimate that protects crops against extremes. Blending agricultural with forestry techniques, this farming system helps to control temperature, sunlight exposure, and susceptibility to wind, hail, and rain. This system provides a diversified range of products such as food, fodder, firewood, timber, and medicine while improving soil quality, reducing erosion, and storing carbon.

NGOs Green Hope Fund and Forest ever initiated the Sustainable Indigenous Orchards Project in 2010 to fight deforestation and help improve the living and health conditions of Amazonian indigenous communities. Working with indigenous leaders across seven communities, the project works to diversify agricultural production, secure food security, and maintain and protect local biodiversity through agroforestry methods.

The Tropical Agricultural Research and Higher Education Center (CATIE) is dedicated to research and graduate education in sustainable agriculture and natural resource conservation throughout Latin America and the Caribbean. CATIE's agroforestry research projects work to translate scientific findings into practices that small producers can apply on their farms to improve the production of ecosystem services and diversify crop production.

The Ghana Permaculture Institute has established several community tree nurseries to produce large numbers of trees that support reforestation and agroforestry farming projects working to support community-based sustainability, the institute provides education to small farmers on agroforestry techniques and planting combinations of fast-growing beneficial tree species.

2. Crop Rotations

The principles of crop rotation have been successfully used for thousands of years in agriculture and are still used today. Crop rotation is the practice of growing different crops on the same land so that no bed or plot sees the same crop in successive seasons. It is a practice designed to preserve the productive capacity of the soil, minimize pests and diseases, reduce chemical use, and manage nutrient requirements, all of which help to maximize yield. The practice of crop rotation builds better soil structure and increases the ability to store carbon on farms.

The Center for Integral Small Farmer Development in the Mixteca (CEDICAM) works primarily in the Mixteca region of Mexico, a region categorized by its prominent level of environmental degradation and desertification. CEDICAM's work supports the subsistence farmer population to integrate sustainable agricultural techniques and enhance local food security. CEDICAM's sustainable agriculture project utilizes crop rotations with polycultures to successfully increase crop yields, soil fertility, and reduce pest problems.

The Soils, Food and Healthy Communities (SFHC) organization is a participatory, farmer-led organization which uses local Indigenous knowledge and agroecological methods to improve food security and nutrition in Malawi. Their Malawi Farmer-to-Farmer Agroecology project (MAFFA) uses farmer-to-farmer teaching about agroecological farming methods—such as crop rotations—to improve food security, nutrition, and soils of 6,000 farming households in central and northern Malawi.

Founded by world-renowned scientist and environmentalist Dr. Vandana Shiva,Navdanya is an NGO based in India that is actively involved in the rejuvenation of indigenous knowledge and culture through organic farming. Navdanya's biodiversity-based organic farming methods help small farmers build living soils through providing locally adaptable cropping practices, including mixed cropping and crop rotations.

3. Mixed-/Inter-cropping

Mixed cropping, also known as intercropping, is a system of cropping in which farmers sow more than two crops at the same time. By planting multiple crops, farmers can maximize land use while reducing the risks associated with single crop failure. Intercropping creates biodiversity, which attracts a variety of beneficial and predatory insects to minimize pests and can also increase soil organic matter, fumigate the soil, and suppress weed growth.

Located in India, NGO Agragamee established the Wadi-Tribal Development Project to strengthen agrarian livelihoods and increase food and nutritional security. "Wadi" in Gujarati means a small orchard covering one acre. Two or more agricultural crops are strategically selected for intercropping with fruit trees in the Wadi model to minimize climatic and biological risks and provide a diverse range of nutritional food to local communities.

Timor-Leste NGO Resilient Agriculture and Economy through Biodiversity in Action (REBIA) works with men, women, and youth to promote a biodiversity-based agriculture model that increases food production, reduces environmental degradation, and improves economic opportunities. In conjunction with USC Canada, REBIA is working to increase the diversity of crops at the household and community level by providing a variety of vegetable crop seeds for home gardens.

The Traditional Native American Farmers Association (TNAFA) holds an annual Indigenous Sustainable Food Systems Design Course (ISFSDC), providing training in ecological design, natural farming, and earth restoration. ISFSDC is a holistic indigenous approach based on traditional knowledge and practices that utilizes permaculture principles such as mixed cropping.

4. Polyculture

Polyculture systems involve growing many plants of varied species in the same area, often in a way that imitates nature. By increasing plant biodiversity, polyculture systems promote diet diversity in local communities, are more adaptable to climate variability and extreme weather events and are more resilient to pests and diseases. Polycultures are integral to permaculture systems and design and

provide many advantages such as better soil quality, less soil erosion, and more stable yields when compared to monoculture systems.

The Permaculture Research Institute Kenya works with local partners and farmer associations through their Community Permaculture and Regenerative Enterprise Program, combining permaculture and entrepreneurship training. The program utilizes a polyculture approach with multiple food and medicinal plant species that repel pests, prevent soil erosion, improve water conservation, and provide essential ecosystem services.

Esplar Research and Advisory Center is a Brazilian nonprofit organization developing agroecological systems on family farms throughout the semi-arid state of Ceará. These agroecological systems are based on a polyculture system of cotton, bean, sesame, corn, and other crops to generate income, increase food security, and conserve natural resources on participating family farms.

The Mesoamerican Permaculture Institute (Instituto Mesoamericano de Permacultura, IMAP) is a Mayan-run, Mayan owned nonprofit organization in Guatemala empowering indigenous farmers to combat poverty and malnutrition through permaculture education. IMAP's projects promote native seeds and the conservation of local polyculture systems, preserving their genetic value and cultural importance.

5. Water Harvesting

Water harvesting is defined as the redirection and productive use of rainfall, involving a variety of methods to collect as much water as possible out of each rainfall. Many water harvesting structures and systems are specific to the ecoregions and culture in which it has been developed. This may involve collecting water from rooftops, from swollen streams and rivers during monsoon season, or from artificially constructed catchments. This ensures that farmers have a substantial amount of water stored up in the case of drought or limited rainfall.

EkoRural is a local NGO in Ecuador and a member of the global partnership organization Groundswell International. EkoRural works in fragile and degraded mountain ecosystems where climate change is altering rainfall patterns and groundwater availability. Through conducting action-based research, EkoRural works with rural households to develop new methods of water harvesting to increase on-farm sustainable production and food security.

The Muonde Trust is comprised of a large team of researchers and community extension agents who support locally driven educational, agricultural, and community extension programs in Zimbabwe. One of their main projects includes farmer-to-farmer networking and training to spread proven water harvesting, catchment management, micro-irrigation, and permaculture techniques in this drought-affected region.

The Doba-based Livelihood Program is an initiative of the Rajadighi Community Health Service Society (RCHSS) located in West Bengal, India, that is helping small-holder farmers conserve water and mitigate against climate change. Dobas are small human-made pits or ditches that, while traditionally used for other purposes, can harvest direct rainfall during the wet season and provide much-needed irrigation to crop during dryer months.

Indigenous peoples play a key role in sustainable smallholder farming around the world, thanks to their traditional knowledge and understanding of ecological systems and local biodiversity. The preservation and continued evolving use of this knowledge is embedded in recognizing indigenous peoples' fundamental right to follow their own traditional ways of growing food. Food Tank welcomes feedback and suggestions to help grow this list of traditional farming practices in the comments below.

	Products **Trees, Carbon Credits, fruits, Banana Flour, Fish farm (Paiche) cacao, chocolate, coffee, ginger, turmeric, pepper, vanilla, timber, lumber, ecotourism, educational camps.**

Value Propositions

Nurseries in the city of Pucallpa have these trees available which are native to the area, we will focus on 5 native trees to begin with, since they are well known in the area and readily available in the local nurseries.

1. SHIHUHUCO COUMAROUNA ODORATA
2. MARUPA SIMAROUBA AMARA
3. CAPIRONA CALYCOPHYLLUM SPRUCEANUM
4. TORNILLO CEDRELINGA CATENAEFORMIS
5. BOLAINA BLANCA GUAZUMA CRINITA

We also plan to plant these Bamboo, crops, and trees:

6. PASHACO
7. REQUIA
8. MUENA
9. HUAYRURO
10. MAHOGANY
11. ISHPINGO
12. CEDAR
13. SCREW
14. BAMBOO
15. GINGER
16. BANANA
17. ORANGE
18. CORN
19. CASSIA GRANDIS
20. HEMP
21. CAOBA
22. TOPA
23. PINO
24. EUCALIPTO UROGRANDIS
25. CACAO
26. PEPPER
27. VANILLA
28. TURMERIC
29. COFFEE
30. LIME
31. TANTERINE

Planet-A-mor
Land ownership

You buy agroforestry & local bio life with global visitors & become – **Planet-A-Mor owner**

Planet-A-mor takes care of the **planting**, **maintenance and education** during the life cycle of the bio life

You receive **100% of the proceeds** from the final cut (approx. ?% yearly financial gain)

Bespoke digital content for companies

Service

PLANET-A-MOR AGROFORESTRY IN PERU INTRODUCED BY RENATO ARRIETA IN DISTRICT TOURNAVISTA IN THE PROVINCE OF PUERTO INCA REGION ANDRES AVELINO CACERES. WE SUPPORT THE FOLLOWING UN SUSTAINABLE GOALS:

B2C will grow organically via SoMe and social proof with B2B. We strongly believe that my emphasis should be on land organizations to drive our goodwill forward with the individual customer. B2C interactions will be of high branding value and be a way to channel our stories of cooperation and growth to the world.

B2B

Pragmatic Value Proposition

- Carbon Capture reduction of their current output
- ROI via biomass sales
- Transparency with our processes, expansion, and strategy.
- Goodwill optics for our customers, as an organization that is trying to actively reduce their carbon footprint. The fact that it is in the Amazon region also speaks strongly to this. "Save the Amazon" etc.
- VCM credits (pending)
- Potential for reinvestment via ROI into more carbon capture - essentially the first round of investment can fuel a continued carbon capture increase or sustain current needs.
- Bioengineering on staff
- Opportunity for scalability
- Possibility of marketing co-op with customer to visit land, generate marketing materials for organization.
- Geo-location of area and biomass.
- Tokenization (block-chain) of all our products
- Validation and tracking of the investment through 2. and 3. party (registration and geo-location, IOT and universities)

Social and Cultural Value Proposition

- Intrinsic understanding of the biosphere because of true ownership of the land and inconnectivity with the local people.
- Biodiversity is important to show off in companies as well. Which has led to regenerative leadership/management. We live this philosophy in PAM in our services and leadership - B2B companies are striving for it!
- Working with the indigenous people to help cultivate a strong infrastructure.
- Working with likeminded organizations (Zonta etc.) to help strengthen social and cultural bonds in the area. Think: Women empowerment, higher pay scale, etc.
- Animal protection.
- Great storyline on our process, progress and "how we got here" Think: Lean on Michael K. travels through the South American continent to understand sustainability.

Management:

CEO Michael Kristensen

COO Renato Arrieta

CMO Michael Niebling Llobet

CSO Steven Kristensen

CFO to be announced. (Michael Kristensen serves as substitute)

Board of Directors:

Chairman of the board Steven Kristensen

President Renato Arrieta

Vice President Michael Niebling Llobet

Secretary Michael Kristensen

Advisory board to be announced.

Business Address:

Planet-A-mor LLC

1309 Coffeen Avenue STE 8347, Sheridan, WY 82801. USA

EIN 92-2008397

Bank of America

Account # 446053029977

Routing # 026009593 wires

SWOT analyses

Strengths	Weaknesses	Opportunities	Threats
Diversity: - in competences - sources of inspiration - age - education -cultural	Complexity -location -language -culture	Climate Change Market is booming - need for innovative solutions. A new brand in South America will attract attention.	Budget constraints Corruption Severe weather
Front Runner	Success	Distinct perspective/fresh on the market	Collaborators and customers' Reluctance to change.
Company structure in place	Busy schedules	Entering the international market	
Networks and contacts	New to the market		Lack of public / political support
Strong in Communication	Lack of funding	Social and community engagement on the rise	No further funding
Sale ;-) Many languages and therefore markets (Spanish, Danish, Swedish, Norwegian, English, German)	Communication		

Barriers to the marked

- Corruption in SA in general
- Logistics
- Sustainability measures/methods need to be guaranteed.
- Uniqueness of the solution

Solutions: various sources of funding (not betting on one horse), Networking, creation of a stakeholder community, close collaboration, continuous feedback about the product from different stakeholders

Costumers

There is a huge difference in the customer target group.

Planting of trees can be financed by capital/pension funds and by companies that want to have a strong CSR and sustainability profile, and by private individuals that want to help with nature restoration. The costumers to the fully grown trees can be building material, furniture manufacturers, especially the building industry is changing toward way more use of trees in a wide variety of building materials.

The organic food production will mainly be for the north American and European market, there is a growing need for organic food in both continents, and local producers cannot keep up with the demand.

VCM EXPLAINED

Participating in the voluntary carbon market can be a way for companies to demonstrate their commitment to sustainability and take responsibility for their carbon footprint. It can also be a way for individuals to offset their own carbon emissions and act on climate change.

Carbon credits represent a reduction or removal of one ton of carbon dioxide (or its equivalent in other greenhouse gases) from the atmosphere.

For example, if a company wants to offset the emissions from its operations, it can purchase carbon credits from a carbon project that has reduced emissions by an equivalent amount. The company can then retire these credits, effectively cancelling out their own emissions.

Carbon projects can range from renewable energy projects, like wind or solar farms, to reforestation efforts, which remove carbon from the atmosphere as trees grow. The carbon credits produced by these projects can be bought and sold on voluntary carbon markets.

While voluntary carbon markets are not a substitute for reducing emissions directly, they can help organizations and individuals take responsibility for their carbon footprint and contribute to the fight against climate change.

These credits can then be sold on the voluntary carbon market to other companies or individuals who want to offset their own carbon emissions. By purchasing these credits, individuals or companies are essentially paying for the reduction or avoidance of carbon emissions that they themselves are responsible for.

Participating in the voluntary carbon market can be a way for companies to demonstrate their commitment to sustainability and take responsibility for their carbon footprint. It can also be a way for individuals to offset their own carbon emissions and act on climate change.

Marketing

Link to Go 2 market strategi and marketing plan.

https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/Business%20plan%20and%20strategies/Planet%20A%20Mor%20G2MS.pptx

Competitive advantages

Instead of producing foods the "industrial way" which has been the key focus in decades. We suggest a paradigm shift is in process of agriculture production on a larger scale, that aims for solutions that are fully sustainable in a CSR context and increase livability in the local community.

Our solution differs from competitors in the way we create a fusion between High Tech and agriculture.

Pricing

Look at the forecast sheets.

capital estimate

Strategy and Implementation

Strategi material follow link:

https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/Business%20plan%20and%20strategies/products%20and%20services%20strategy%20and%20prices.docx

Reports and methodology follow links:

https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/Business%20plan%20and%20strategies/TATIANA%20NOVEMBER%20REPORT.pdf

Soils reports

https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/Trees%20and%20soil/SOIL%20TEST.pdf

Appendix

Determining Start-Up Capital

	The Company start-up capital is estimated in the forecast sheets. *https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/budgets%20and%20calculations/Budgets%202023-2024%20tree%20p*

Sales Forecast

i	*https://d.docs.live.net/a19128568259eb2b/Planet-A-mor/Business%20plan%20and%20strategies/products%20and%20services%20strategy%20and%20prices.docx*

Milestones

i	• ***Startup capital acquired MKK (20.000) August 2022.Oct. 2022 US investment through Steven (50.000$)*** • ***Selection of partnerships June 2022*** • ***Cost benefit analyses regarding tree species May 2022*** • ***Planting trees Nov. 2022*** • ***Planting crops Dec. 2022*** • ***Fully corroborated Jan. 2023*** • *Launching Webpage ultimo Feb. 2023* • *First mayor sale March 21 (at least 1 hectare)* • *Next minimum 5 hectares planted June 2023* • *Harvest first production Sep. 2023* • *First Female own micro company established in the Ashaninka community Sep 2023.* • *Banana flour produced, packed and ready for Whole/retail sales.*

- *Another minimum of 10 Hectares (to a total og min 20 ha) has been planted Dec. 2023 (The milestones in **BOLD** have been reached)*

Miscellaneous Documents

- *Personal resumes*
- *financial statements*
- *Production forecasts*
- *Sales forecasts*
- *Copies of lot ownership documents*
- *Contracts*
- *Legal documents*
- *Miscellaneous relevant documents.*
- *Photographs*

Bibliography

Pandey, D. N. (2002). Carbon sequestration in agroforestry systems. *Climate Policy, 2*(4), 367-377. Hentet 24. 8 2020 fra https://tandfonline.com/doi/abs/10.3763/cpol.2002.0240

User, S. (u.d.). *What is agroforestry?* Hentet 24. 8 2020 fra http://www.aftaweb.org/about/what-is-agroforestry.html

(Pandey, 2002)

https://keflico.com/ possible partner Danish Tree producer with strong sustainability profile

The President of the Ashaninka community Mr. Virgilio Rivadeneyra with the nick name "El Chiro"

Breakthrough Energy-fonden

Folkekirkens nødhjælp

Udenrigsministeriet

Veritree | Verified Global Restoration Projects platform to track data on tres

https://youtu.be/xrc7-JQICPg Bamboo production and different products

https://youtu.be/EX1UOcXjzoE

https://ranchomastatal.com/permaculture-design-course-spring permaculture school

PA Savværk i Korinth på Sydfyn

Costa Rica Advances in the Implementation of Artificial Intelligence (thecostaricanews.com)
Estonian company uses AI for forest management

https://www.worldgbc.org/

Byd nye medarbejdere velkommen og hjælp naturen | CSR.dk

Hvordan bananen vokser, eller ideen til erhvervslivet (volgaprojects.net)

Flere ministre bakker op om dansk alliance der vil bekæmpe afskovning globalt | CSR.dk dansk initiativ til etisk land-skovbrug herunder kontakter til ministre mm.

Ny fond støtter projekter indenfor genoprettelse af verdens økosystemer | CSR.dk Fond that support reforestation and rebuilding ecosystems

The &Green Fund - &Green (andgreen.fund)

Slow Food Foundation - Save Biodiversity, Save the Planet (fondazioneslowfood.com)

Tæt træ-samarbejde vil redde regnskoven | Dagens Byggeri – BF

https://bcorporation.eu/about-b-lab/country-partner/denmark

Trægigant: Vi vil være markedsledende | Dagens Byggeri - BF

Naturen er svaret på klimakrisen - og nu kan alle virksomheder være med | CSR.dk

Miljø- og Fødevareministeriet - Miljøstyrelsen - MUDP - Miljøteknologiske Udviklings- og Demonstrationsprogram

MUDP giver tilskud til både små og store projekter, der fremmer nye, innovative ideer, bidrager til en grønnere verden, skaber danske arbejdspladser og eksport af miljøteknologi.Både små, mellemstore...

Superwood præsenterer superbt regnskab | Dagens Byggeri - BF

Ambitious corporate climate action - Science Based Targets

https://greentown.dk/ potientiel samarb. Partner i dk

https://www.youtube.com/watch?v=RuJL4DxI6Q4

https://denblaaplanet.dk/en/

http://pgc-snia.inia.gob.pe:8080/jspui/bitstream/inia/943/1/Flores-Fichas_t%c3%a9cnicas_para_plantaciones_con_especies_nativas_en_zona_de_Selva_Baja.pdf

Look beyond carbon credits to put a price on nature's services, experts say (mongabay.com)

About Better Globe AS - Better Globe

The University of Copenhagen contributes to the largest global restoration of forests and forest landscapes in history – University of Copenhagen (ku.dk)

https://tropical.theferns.info/viewtropical.php?id=Cassia+grandis

Forestbambú Perú – Centro especializado de producción, colección e industrialización de bambúes tropicales en el Perú. (forestbambu.com)

https://emea01.safelinks.protection.outlook.com/?url=https%3A%2F%2Fyoutu.be%2FXKynjGwBawE&data=04%7C01%7C%7Caf87f582c6e54972b9d308d97361aea4%7C84df9e7fe9f640afb435aaaaaaaaaaaa%7C1%7C0%7C637667685641845993%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=bDoWbQ7gv43bMgcmEpyKex%2FXEs846tMeGY2bfKjGNmI%3D&reserved=0

Five Indigenous Farming Practices Enhancing Food Security - Resilience

Germán Santillán: A taste of Mexico's ancient chocolate-making tradition | TED Talk

Nestlé announces innovative plan to tackle child labor risks, increase farmer income and achieve full traceability in cocoa | Nestlé Global (nestle.com)

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