

## EQUAL PROFIT CERTIFIES FAZENDA TAMANDUÁ'S BIODYNAMIC MANGOES IN BRAZIL



From left to right: Pierre Landolt, Fazenda Tamanduá Equal Profit-certified mangoes

**Geneva, April 6<sup>th</sup>, 2021** - Equal Profit, the new Swiss label ensuring equitable profit sharing within supply chains, is delighted to announce its first biodynamic mango certification, in partnership with Pierre Landolt.

A Swiss and French native, Pierre Landolt is known for his timeless commitment to sustainability, and his one-of-a-kind background. Chairman of the Sandoz family foundation, the rebel-entrepreneur escaped conventions and an otherwise traditional career in the family business, to create the Fazenda Tamanduá farm (or “Anteater farm”) in 1977.

### **From organic to biodynamic**

Located in Brazil’s northeastern region, the farm embodies Pierre Landolt’s life passion for sustainable agriculture and ruthless engagement towards nature. Expanding over 3,000 hectares, the farm specializes in dairy cattle, honey, spirulina, mangoes and rice production, among others.

In 1988, Fazenda Tamanduá begins its process towards becoming organic-certified. Yet in 2000, Pierre Landolt pushes the envelope further to have his farm certified as biodynamic, a major first on such a significant size of cultivated land. The farming system at the Fazenda follows an ecological, holistic approach which uses only organic, locally sourced materials for fertilizing and soil conditioning.

### **From fair to equitable**

Farming on such a large parcel of land was also the opportunity to drive significant social impact. With a need for manpower in order to handle 3,000 hectares, the Fazenda now counts 200 people, including 40 families, living on the farm. All employees also receive one daily meal and equal pay. “There is no environmental justice without social and economic justice”, says

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Pierre Landolt, who is determined to continue developing his farm and ensure maximum sustainability.

Since 2018, Equal Profit has been partnering with coffee and chocolate producers around the world to guarantee each actor of the supply chain equitable profit sharing. The Equal Profit model goes beyond commodity goods' traceability and price transparency. With this label, profit is distributed in a way that is proportional to the costs of each actor. In other words, value chains are rebalanced by objectively weighing the efforts of each player. To sum up: the more you contribute, the more you earn.

In complete alignment with the Equal Profit values, Fazenda Tamanduá is the first actor of the mangoes' supply chain to adopt the model. The costs and profit distribution of the farm's revenues (1,58€/kg in 2020) are published on Equal Profit's website. Actors of the downstream portion of the supply chain are expected to follow the path of transparency, traceability and equitable profit sharing, thus connecting consumers around the world with farmers in Brazil. Shedding light on value creation from farmers to retailers is needed, knowing that Swiss consumers can pay up to chf 6.- per mango.

"I am proud to count Fazenda Tamanduá as the first fruit producers to be Equal Profit-certified" says Inès Burrus, founder and CEO of Equal Profit. "Partners such as Pierre and his team are what the industry needs to move towards transparent and equitable supply chains." Pierre Landolt says: "When I met Inès, I couldn't believe that someone was actually working towards the same goal as myself: having a significant impact on producers' livelihoods. At the Fazenda, we believe in transforming intent into action, and we were desperate to find a model that went one step further".

And this is just the beginning, as Equal Profit will soon be certifying new products. "We are always open to new partnerships and certifications" says Inès Burrus, "and we can't wait to present you with the latest one in the works". Stay tuned for more information!

**"Beyond Fair. Equal."**

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### **About Equal Profit:**

The Swiss certification label redefining prices and profit sharing within the supply chain, Equal Profit was founded in 2019 in Geneva, Switzerland by Inès Burrus. Produced in Mexico, Equator and Brazil, Equal Profit-certified products not only ensure complete transparency and traceability in prices for each actor of the supply chain but also equitable profit sharing. Find out more on: [www.equalprofit.org](http://www.equalprofit.org)

### **About Fazenda Tamanduá:**

Fazenda Tamanduá (“Anteater” Farm) is located in the district of Santa Terezinha, near the town of Patos, Paraíba State in northeastern Brazil. Sited in the backwoods of Espinharas, the farm is 7° south of the Equator, 400 km away from the coast, in the easternmost point of the South American continent, at an average elevation of 240 meters (787 feet). Its climate is typical from semi-arid tropical regions, with an average annual rainfall of 800 mm, concentrated in a short period of 2 to 4 months, followed by a long period of drought, which can last from 8 to 12 months. Dry cycles periodically ravage the region, causing poverty, rural flight and violence. The global climate change has caused a rainfall decrease in the last years. Since 1977, Fazenda Tamanduá belongs to Mocó Agropecuária Ltd. The word “Mocó”, which originated the name of the company, came from a sort of arboreal long fiber cotton that used to be grown there from 1977 to 1984. <https://www.fazendatamandua.com.br>

“An organic production pioneer, but with limited water resources, Fazenda Tamanduá depends on the seasons and irregular rainfalls that constantly ravage the Northeast. Therefore, it is rather difficult for us to have all of our products available.”