

# Gain visibility from farm to manufacturing and mitigate impact on Amazon rainforest

## CASE STUDY



Sustainability



Fair Trade



Food & Beverage

### CUSTOMER

Sambazon, a producer of organic açai snacks and drinks, operates as a triple-bottom-line business, whereby success is measured economically, socially and environmentally. They are based in California and distribute their products worldwide to countries such as the United States, Japan, Korea, Taiwan, Mexico and Canada. They own a manufacturing plant in Brazil, where they source the açai. All Sambazon products are USDA-certified Organic, Non-GMO Project verified and fair trade.

### CONTEXT

Sambazon works closely with local and international NGOs, including The Nature Conservancy, World Wildlife Fund, Peabiru Institute, Amapa and the Federal University of Pará, to preserve the Amazon rainforest, an endangered region where illegal deforestation is rampant.

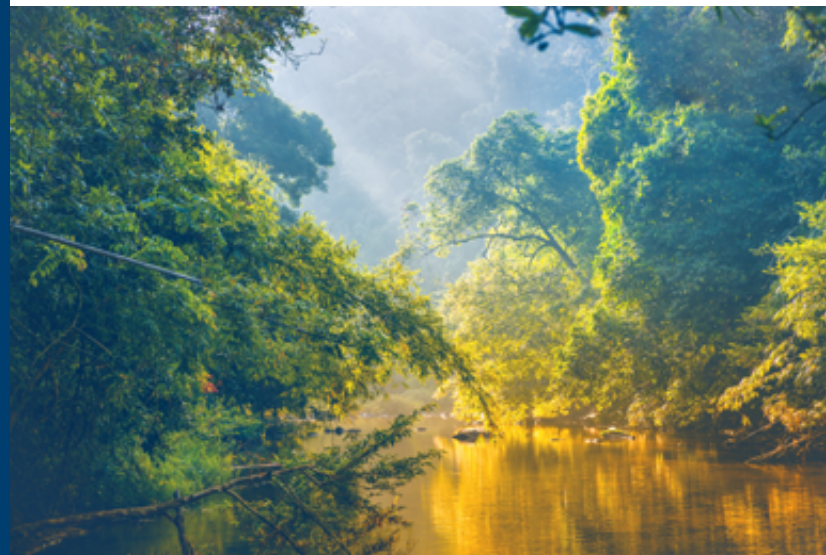
The demand for açai fruit, a major contributor to the local economy, has increased in the past decade and puts a lot of pressure on Brazilian smallholder farmers.

### CHALLENGES

- Sambazon's headquarters wants to ensure that their açai berries are sustainably harvested and that farmers are paid a fair price.
- Pressure on the açai farms, due to the strong demand, is leading farmers to intensify production by increasing the density of açai palms to the detriment of other trees and biodiversity, putting this rainforest in danger.

### OBJECTIVES

- Sambazon wants to adopt regenerative agriculture and sustainable practices to ensure the future of the açai crop.
- The company wants to provide full transparency to stakeholders and consumers.



## SOLUTION

OPTEL's Intelligent Supply Chain platform has deployed a raw-material traceability solution to provide visibility from the source in Brazil to Sambazon's manufacturing plant in the United States. The solution is a combination of hardware and software that collects accurate quantitative and qualitative data at the farm level and at every step of the supply chain, validating that smallholders follow the sustainable practices put in place by Sambazon.

Before implementing OPTEL's raw-material solution, Sambazon relied entirely on paper-based records and siloed information sources. Traceability links from farmer to manufacturer broke often with no digitization platform in place.

OPTEL's traceability solution improved raw-material sourcing visibility by collecting traceability information on the farmers, crops, quality attributes of the product and socioeconomic information on the farmers. Sambazon can see the prices paid by the cooperative to the farmers, and that transparency supports fair trade for farmers. Sambazon also uses the solution to help gather and organize information required for quality and sustainability certifications. The software helps producers comply with certification standards while increasing operational efficiency. It also enables remote farmers to share their sustainability stories with end consumers.

// Offering sustainable and quality açai products is our key priority. Digital traceability was our natural next step to further enhance the supply chain visibility we need to better support local communities and serve our consumers.

We chose OPTEL to implement raw-material digital traceability to help us maximize the positive impact of our sustainability goals. As a global leader, OPTEL has unique expertise and an easy implementation process, which is key for our operations. //

– Ricardo Perdigão, Global CFO and COO

## CONTACT US

To learn more about OPTEL's solutions, contact us at [optelgroup.com/contact/](https://optelgroup.com/contact/).

An important part of OPTEL's mission is to help businesses implement sustainable practices while improving operational performance through our innovative traceability platform.

The Sambazon project is a great example, and we thank them for their trust and collaboration.



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