



2023 TOP 100

GOOD PRACTICE STORY

Title: Agroforestry Triibo

Destination, Country: São Miguel do Gostoso, Rio Grande do Norte, Brazil.

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In the category: ☐ Destination Management ☒ Environment & Climate ☐ Thriving Communities
☐ Nature & Scenery ☐ Culture & Tradition ☐ Business & Marketing

The Story in a picture:

The Agroforestry TRIIBO is the result of the love and work of the couple Jhon and Jamile, who with respect for nature plant life, treat and manage the soil and species diversity to generate abundance.





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Summary:

The TRIBO Agroforestry is a rural area that works with the development of regenerative agriculture, whose practice is to reestablish natural systems in agricultural areas from the improvement of the soil, water cycle, carbon optimization, production of healthy food, reforestation of devastated areas, as well as in the quality of life of the communities.

The idea comes in 2018, when Mr. John Broad and his wife Jamile bought a property in the rural area of the city of São Miguel do Gostoso, whose initial goal was a higher quality of life through healthy eating and contact with nature. Soon, there was also the initiative to work with regenerative agriculture with a focus on soil recovery, productive biodiversity, among others, emerged.

Over time, the work has gained notoriety and has developed other techniques within regenerative agriculture and popularized sustainable practices with several actions: Training of people through the agroforestry course; Environmental education in schools; To offer volunteering on the WorldPackers platform; created a script to receive tourists looking for rural and gastronomic experiences. Further





details of the initiative will be presented below:

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Good Practice Story:

Destination description

Brief background of the destination.

The city of São Miguel do Gostoso, located on the coast of northeastern Brazil in the state of Rio Grande do Norte, is a region popularly known as the "corner of Brazil or the continent", at a distance of approximately 68 miles from the capital Natal. Is considered a charming fishing village, with about 10,500 inhabitants. The city has been looking for visitors that values the care and respect for the local community, culture and natural environment. Since 2019, the municipality has joined the DEL Tourism program, a participatory planning methodology that resulted in the following vision of the destination: "TO BE THE MOST SUSTAINABLE TOURIST DESTINATION IN THE NORTHEAST OF BRAZIL". The DEL program arrived precisely to harmonize the dense and growing flow of tourists in São Miguel do Gostoso, which brought visible economic benefits

In this destination that TRIIBO Agroforestry has been bringing its contribution from regenerative agriculture such as permaculture, syntropic agriculture, bioconstruction and agroecology; training on regenerative agriculture for residents, scholars of the area, exchange students, agroforestry course taught by specialists in order to provide exchange of experiences and learning. With the city government support and the Del Tourism Program, the TRIIBO popularizes sustainable practices in the public schools of São Miguel do Gostoso, receiving students on his property for a guided visitation and to talk about environmental education from the concept and importance of regenerative agriculture.

In addition, TRIIBO Agrofloresta has contributed to the supply of organic products in it's locality, through the project of the agroecological fair, which takes place every month. Last year, due to visibility, Triibo Agrofloresta received support from the government of the state of Rio Grande do Norte to develop a sustainable tourism program that was executed through the support given by the Brazilian Micro and Small Business Support Service (SEBRAE), which is an entity that promotes the competitiveness and sustainable development of micro small enterprises. Thus, a tourist itinerary of approximately four hours was developed in order to take tourists/visitors to an immersion in nature from regenerative agriculture and its techniques. The script includes the presentation of concepts and the production process of an agroforestry. Visitors are invited to activate their senses with smells, colors and flavors in this experience, in a pleasant space in the middle of nature.

Issues faced

Problems/issues solved with the Good Practice Story.

With the acquisition of the land, one of the issues faced was how to proceed with the recovery of the area. With this, there was the search for technical knowledge of reforestation, which involved study and research. Then, the cleaning of the land for soil preparation, the selection of species, their planting and maintenance of the site, which requires either time and labor, due to factors such as adequacy to climate change, the incidence of pests, control of competing plants, control of ants, fertilization, among others.

The support received during this process enabled interaction with local volunteers, students and technicians in the area who brought as a consequence the possibility of offering voluntary exchange through the WorldPackers platform.

Due to the increase in organic production, aroused interest in the commercialization of products, however, the process faced difficulties, especially in relation to the capitalization of the farmer. In this

way, the collaborative fair project was created that made this commercialization more viable and integrated other local producers.

The process of creating the training course on agroforestry and the guided roadmap were other challenges faced, in format and adapt to what Triibo had to offer in regenerative agriculture. However, with the support of local entities and technicians in the area, it was possible to transform the ideas into products, transforming their agricultural production into a classroom laboratory and a tourist attraction.

Methods, steps, and tools applied

Solutions implemented to address the sustainability problems or issues.

Based on several studies and different techniques on regenerative agriculture, the first step was to work on the process of soil regeneration through cover crops for approximately one year. This stimulus was necessary to prevent it from suffering degradation and erosion, maintaining forage and pasture material, reducing disturbances such as ploughing and soil turning, preservation of the living roots of perennial crops, use of tree species, among others.

Thus, the planting of several species of native trees, including grass, was facilitated. Over time, the grass was being eliminated by the maintenance and then by the very shade of the seedlings of the species that grew faster and that found a more suitable environment to germinate, instead of drying out in the pasture. In another stage, work was done with the construction and maintenance of fences to limit the access of people and farm or domestic animals. The harvest of products is another stage that lasts all year round, being much of it marketed at the organic fair. This whole process has become a vicious cycle which is what keeps TRIIBO Agroforestry.

Key success factors

Critical elements that led to successfully solving the issues.

The distinctive look of Mr. John Broad, enabled this entire transformation process at TRIIBO. In addition, the partnerships that resulted in exchange and work opportunities, the cooperation with schools, in the work of environmental education and the partnership with the DEL Tourism Program intensifies the sustainability actions in a cooperative and collaborative way with the enterprise and destination São Miguel do Gostoso, strengthening collective relationships and consolidating attractive practices.

Lessons learned

Challenges faced while implementing the Good Practice and their solutions.

The care of the soil for the reforestation process and the use of the correct techniques;

Regenerative agriculture has enabled increased water infiltration in the soil, rotation in the cultivation of different plant species in the same area, food production with food security and carbon optimization;

The approximation of people in search of a common good and the understanding that it is possible to have quality of life through healthy eating and contact with nature;

Strengthening partnerships and strengthening local protagonism;

Achievements and Results

Direct and indirect results of the Good Practice.

- TRIIBO Agroforestry contributes to the regeneration and chain fertilization of soils, in the areas of the properties adjacent to the land and in the improvement of the climate and the local landscape;
- Contribution to the preservation of the environment, strengthening of environmental education, conscious consumption increasingly stronger and productive;
- a
- Environmental resilience to production systems and the construction of new socio-environmental relations;
- Abiodiverse and self-sustaining crop;
- Training of people through the offer of the agroforestry course;
- Marketing of local organic products and helping other family farmers to develop their businesses;
- Itinerary to receive tourists on a rural and gastronomic journey.

Tips for other destinations

Your suggestions or recommendations for other destinations facing the same issues or implementing similar solutions

Agroforestry systems have proven to be a solution to recover degraded areas, enabling new plantations and the cultivation of 100% pure food. The impact is not only environmental but also social. It is possible to involve small producers who would not have the opportunity to work on watercourse improvements and carbon offsets.

Depending on the destination, it is possible to associate tourism with regenerative agriculture, through an experience tourism, by providing visitors and residents with the practice of healthy eating, acting in the approximation of man with nature, generating environmental awareness from the principle of reforestation and soil care, therefore. In addition to taking care of nature, we are also taking care of people.

In addition, the guiding principles of TRIIBO Agroforestry meet most of the objectives of sustainable development - ODS: 1- Eradication of poverty; 3- Good health and well-being; 11- Sustainable cities and communities; 12- Responsible consumption and production; 13- Combat climate change; 15- Life on earth; 17- Partnerships in favor of goals. Are important objectives for the development of sustainable practices in a destination.

Recognitions and Additional references

Recognitions and awards the Good Practice received and supporting evidence.

Link to gallery photos –

<https://we.tl/t-PL91xDpu4h>

Collaborative guide to connect sustainable initiatives and practices spread throughout the region – Talks about the work of TRIIBO Agroforestry.

Available in: <https://mudaomundonordeste.com.br/listing/triibo-agrofloresta/>

Worldpackers Volunteer Platform – TRIIBO Agroforestry as a place for volunteers from all over the world.

Available in: <https://www.worldpackers.com/pt-BR/locations/triibo-agrofloresta-e-permacultura>

Rural Screen Program - Report made with TRIIBO Agroforestry

Available in: <https://fb.watch/lrbijGKMB8/>

Profile Facebook <https://www.facebook.com/triibosmg>

Profile Instagram <https://www.instagram.com/triibosmg/>

Channel not Youtube <https://www.youtube.com/@triiboagroflorestas6413>

Video that presents the process of evolution/transformation TRIIBO Agroforestry

https://www.instagram.com/reel/CfsJ1imsMVT/?utm_source=ig_web_copy_link&igshid=MjAxZDBhZDhlNA==

Video that talks about the use of bombasa grass in TRIIBO Agroforestry

https://www.instagram.com/p/ByXCXQ2Ab-K/?utm_source=ig_web_copy_link&igshid=MjAxZDBhZDhlNA==

A morning in TRIIBO Agroforestry -

https://drive.google.com/file/d/1LFv2P_hTGitmHG6K7AEzmIXHydqriQh4/view