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A Weekly Review of Business Opportunities

## APROSOJA requests two more auctions

The Soybean Producers Association of Mato Grosso State (APROSOJA) supports the idea to conduct of at least two more auctions in order to reduce corn stock to zero in the state and to make the necessary adjustments to ensure compliance with minimum price payment to producers (13.20 reais ). According to the director, Mr Fávoro, APROSOJA is allocating more funds along with the Ministry of Agriculture (MAPA), the Ministry of Economy and National Supply Company (CONAB), to conduct more auctions. "I am positive that two more auctions will solve Mato Grosso's problem. All producers should have this opportunity to sell their production for the minimum price though Premium for Product Outflow (PEP) program auctions", he pointed out. The CONAB says the program runs from November to 15 March 2010. According to the CONAB Operations Director in Mato Grosso, Charles Nicolau, all the stock purchased by the company is stored in storehouses. The Government's strategic stock, used to regulate market prices, is estimated at 2.8 million ton. **Source:** [\*Investimentos e Notícias\* \(10/29/2009\)](#).

## São Martinho invests to produce 24% more sugar

São Martinho, one of Brazil's biggest sugar and ethanol producers, will invest 18 million reais to increase its sugar production flexibility in the 2010/2011 crop. The investment, intended for the São Martinho and Iracema mills, will help increase sugar production by 24% in the next crop to 840,000 tons. According to the president of the company, Fábio Venturrelli, greater flexibility facilitates production organization as it is impossible to adapt supply to market demand and price behavior. São Martinho, which owns three mills in operation, is among Brazil's largest sugar-energy companies, will process 13 million tons of sugarcane in this crop, i.e. nearly 680,000 tons of sugar, 687 million liters of ethanol and 150,000 MWh of electricity. **Source:** [\*PortaldoAgronegocio and AgroLink\* \(10/28/2009\)](#).

## Matsuda launches Triton corn seeds

Álvares Machado (São Paulo state) based Matsuda's Triton corn seeds show low broken plant levels and easily adapt to diverse environments. In addition, the AL Bandeirante variety, leader among more than 15 varieties produced by Coordination for Integral Technical Assistance (CATI), has more straw, which protects corn from water infiltration and prevents fungi appearance, the company points out. "It has resistance and tolerance to most diseases", says the coordinator of the CATI seed and seedling department, Armando Portas. Triton Matsuda corn seed are available throughout Brazil; the company has representatives all over the country, or potential buyers may call (18) 3226-2000. **Source:** [\*PortaldoAgronegocio\* \(10/28/2009\)](#).

## New partnership to boost organic food sales in Brazil

Two heavyweights in Brazil's organic food sector have put together their knowledge to boost sales in the domestic market. Paulo Vilela, founder and former commercial director of Cia Orgânica, and Pierre Landolt, owner of Fazenda Tamanduá, are launching Bio Gourmet, a multi-brand company whose special feature will be the business model; direct sales in shopping centers. With an initial investment of 150,000 reais, the new brand is already attracting the attention of other states. According to Government estimates, the sector has a turnover of 500 million reais per year and involves 15,000 producers in Brazil, with a cultivated area of around 800,000 hectares, excluding extractivism, which increases this estimate to 5 million hectares. The international market absorbs 70% of Brazil's production. **Source:** [\*Valor Econômico\* \(10/27/2009\)](#).

## São Mateus do Sul (Paraná) to become a fertilizer center

A partnership between the Paraná State Institute Agricultural (IAPAR), the Brazilian Agricultural Research Corporation (EMBRAPA) and Petrobras may turn São Mateus do Sul, in south Paraná, into a large fertilizer center. The Xisto Agrícola program conducts research for fertilizer production, manure and agricultural defensives from schist, a sedimentary rock used by Petrobras in oil and gas production. There are four by-products, including schist limestone, fine-grained schist, schist processing waste and schist water, which has been authorized for marketing. The company has already invested more than US\$11.8 million in schist research in Parana. To Gerson César Souza, Petrobras marketing manager, research into and marketing of byproducts are profitable not only for Paraná, but also for Brazil. "As small farming is very intense in south Paraná, the use of schist byproducts will help make small farmers' production cheaper and more profitable. This will increase profits and therefore attract more investment to the region", he claims. **Source:** [\*Paraná-Online\* \(10/26/2009\)](#).