



# Terms of Reference (ToR)

## Study on Brazilian Demand for Brazil Nuts and Açaí from Pando (Bolivia) and Madre de Dios (Peru), and Steps to Formalize Cross-Country Commercialization within the 'MAP' Region

**Deadline: Saturday, January 31, 2025**

### About the Organization

[Amazon Conservation](https://www.amazonconservation.org) is a 501(c)(3) nonprofit organization that has been protecting the Amazon basin for 25 years using a holistic approach that unites people, science, and technology. Amazon Conservation works on the ground in Peru and Bolivia and is scaling our efforts across the Amazon. To date, we have protected over 3.3 million hectares of forests, established Peru's first conservation concession, and empowered thousands of local and indigenous peoples to develop forest-friendly livelihoods.

### 1. Background

The Madre de Dios–Acre–Pando (MAP) region of the southwestern Amazon is facing multiple pressures for deforestation, from cattle ranching to illegal gold mining, accelerated by the opening of the TransOceanica highway linking Brazil to the port of Chancay in Peru. To slow and reverse the threats on Amazonian ecosystems, the Amazon Conservation Alliance<sup>1</sup>, with support from the Erol Foundation is seeking to build a transboundary **forest-based economy** in the MAP region, that sustains biodiversity, enhances climate resilience, and supports local and Indigenous livelihoods.

Brazil nuts (*castaña*, *Bertholletia excelsa*) and açaí are the flagship products of this forest-based economy. Pando (Bolivia) and Madre de Dios (Peru) are leading exporters of Brazil nuts and also have growing potential in wild açaí (*Euterpe precatoria*). Meanwhile, Brazil is both the world's largest Brazil nut producer and a vast market for both nuts and açaí. Strengthening cross-border trade into Brazil represents a strategic opportunity for producers in Pando and Madre de Dios to secure more stable and profitable market access. However, limited infrastructure, weak coordination, informal trade practices, and regulatory barriers restrict the ability of producers to formalize commercialization. This study will generate the evidence and recommendations needed to align supply and demand, while feeding into an emerging **MAP regional advocacy and data-sharing network**, ensuring the findings inform trilateral integration with a productive focus and cooperative policy dialogue.

### 2. Objectives

The study's **overall objective** is to analyze Brazilian demand for Brazil nuts/nuez amazonica (*Bertholletia excelsa*), and açaí/huasai (*Euterpe precatoria*) from **Pando (Bolivia)** and **Madre de Dios (Peru)** and to

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<sup>1</sup> The Amazon Conservation Alliance is made up of three organizations: Conservación Amazónica - ACCA, Conservación Amazónica - ACEAA and Amazon Conservation.



propose practical steps for formalizing and scaling cross-border commercialization, as part of the broader MAP regional integration effort.

#### Specific objectives:

1. Assess Brazilian demand (volumes, trends, consumer preferences) for Brazil nuts and açai in raw and processed forms, and the fraction of this demand that is satisfied through imports from neighboring countries.
2. Issue recommendations for the positioning of “wild harvested” açai on the Brazilian and international markets, following efforts such as the development of a “special harvest açai” certification.<sup>2</sup>
3. Map current regional and international supply chains from Pando and Madre de Dios, with attention to their potential linkages to Acre (Brazil) as a trade gateway and the role of key processing infrastructure and cooperatives such as COOPERACRE.
4. Identify regulatory standards, tariff incentives, sanitary controls and standards, and quality standards affecting commercialization between the three countries and access to international markets, as well as the state of the infrastructure for the implementation of these regulations (e.g. tri-border post)
5. Provide actionable recommendations to local and national governments to formalize trade, including infrastructure, policy, and institutional steps.
6. Generate knowledge products that can be integrated into a **MAP advocacy and data-sharing network**, strengthening coordination across Bolivia, Peru, and Brazil.

### 3. Scope of Work

The consultant/team will:

- **Market Analysis:** Examine Brazilian demand for Brazil nuts and açai, disaggregated by raw and processed products, including consumption patterns, prices, and distribution channels.
- **Supply Chain and Flows Mapping:** Document existing and potential flows from Pando and Madre de Dios to Acre and other Brazilian states, highlighting logistical constraints and compare with other existing export routes.
- **Regulatory Review:** Assess import requirements for Brazilian and international markets, trade agreements, and cross-border regulatory bottlenecks, as well as export requirements and trade agreements of Peru and Bolivia.
- **Stakeholder Engagement:** Conduct interviews with producer associations, cooperatives, buyers, distributors, regulators, and logistic operators in Bolivia, Peru, and Brazil.
- **Knowledge Integration:** Prepare datasets, maps, and summaries that can be incorporated into the MAP regional advocacy and data-sharing network and information platforms (e.g., Observatory of Amazonian Fruits and Climate Change).
- **Recommendations and Roadmap:** Propose steps to formalize trade and strengthen MAP regional coordination on forest-based product commercialization, to be submitted to local governments in the MAP region.

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<sup>2</sup> <https://macaix.com/pages/colheita-especial>

#### 4. Methodology

- Desk review of trade data, policies, and existing studies.
- Field consultations with producer associations in Pando, Madre de Dios and Acre.
- Key informant interviews with buyers, trade associations, and government agencies in Acre and Brazil more broadly.
- Participate to validation workshop (MAP regional or virtual) to ensure findings align with stakeholder needs and feed into advocacy processes.

#### 5. Deliverables

1. **Inception Report** – methodology, workplan, stakeholder list, budget, including travel budget, and invoice schedule.
2. **Draft Market Analysis & Trade Assessment Report** – demand analysis, supply chain mapping, regulatory review.
3. **Knowledge Products for MAP Network** – datasets, maps of supply and export infrastructure, and summary notes formatted for integration into the MAP regional advocacy and data-sharing network.
4. **Stakeholder Validation Workshop** – presentation of findings to Amazon Conservation, ACCA, ACEAA, and MAP stakeholders to refine recommendations.
5. **Final Report** – comprehensive study with analysis and roadmap for formalizing Brazil nut and açai trade into Brazil.
6. **Policy Brief & Executive Summary** – concise recommendations tailored for decision-makers, advocacy platforms, and donor outreach, included in the Final Report.

#### 6. Duration and Timeline

The study will be completed over a timeline of **four to five (4-5) months**, with the following phases:

- Month 1: Inception, desk review, stakeholder mapping.
- Months 2-3: Fieldwork in Pando and Madre de Dios, interviews in Acre/Brazil.
- Month 4: Draft report, preparation of knowledge products, stakeholder workshop.
- Month 5: Finalization of report, delivery of datasets/maps, and dissemination.

#### 7. Required Qualifications

The study requires a consultant with expertise in:

- **Agribusiness market analysis** (lead consultant).
- **Trade policy and regional integration** (knowledge of Amazonian cross-border trade).
- **Supply chain and logistics** (experience in NTFPs and Amazon transport systems).
- **Community and socio-economic research**, with familiarity in Indigenous and local producer dynamics in Pando and Madre de Dios.
- **Data management and mapping**, to prepare inputs for the MAP advocacy and data-sharing network.
- **Must be proficient in Portuguese and fluent in Spanish.**

#### 8. Desired Qualifications.

- English proficiency a plus.

## 9. Reporting and Supervision

The consultant/team will report to the Director of Strategy and Policy from **Amazon Conservation (ACA)**, with coordination from our two sister organizations **Conservación Amazónica - ACCA (Peru)** and **Conservación Amazónica - ACEAA (Bolivia)**. Progress updates will be provided bi-weekly.

## 10. Compensation

**R\$ 100,000 (Brazilian Real) compensation**, to be split in up to 4-5 monthly payments, based on deliverables (schedule of deliverables to be agreed as part of the inception report).

## 11. Eligibility

Consultant may be an individual or organization, including a non-profit, private sector, or university. Applicants must indicate their legal form and structure.

The applicant must state their commitment to zero tolerance for corruption and financial irregularities, with clearly stated financial management practices to prevent this from occurring. ***In addition, applicants must affirm that none of the following situations apply:***

- they are bankrupt or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities, are subject to proceedings concerning those matters, or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations.
- they or persons having powers of representation, decision-making, or control over them have been convicted of an offense concerning their professional conduct by a final judgment;
- they have been guilty of grave professional misconduct;
- they have not fulfilled obligations relating to the payment of social security contributions or taxes in accordance with the legal provisions of the country in which they are established, or with those of the country where the contract is to be performed;
- they or persons having powers of representation, decision-making, or control over them have been convicted for fraud, corruption, involvement in a criminal organization, or money laundering by a final judgment;
- they make use of child labor or forced labor and/or practice discrimination, and/or do not respect the right to freedom of association and the right to organize and engage in collective bargaining pursuant to the core conventions of the International Labor Organization (ILO).

Please be advised that offers will be rejected if illegal or corrupt practices have taken place in connection with this award. Additionally, the contract resulting from this award may be terminated in the event of illegal or corrupt practices in connection with the contract award or execution.

## 12. Submission Information

### Application Procedures

Applicants must submit a maximum four-page proposal with the following information. **Applicants may submit their application in Spanish, English or Portuguese.**



**Amazon Conservation Association**

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Email: [info@amazonconservation.org](mailto:info@amazonconservation.org)

- Curriculum Vitae or Resume (maximum 2 pages)
- Summary of the applicant's qualifications including background, history, capabilities, and experience related to the RfP (maximum 1 page)
- One recent report or similar product related to this RFP completed by the consultant
- Written responses to each point in the "Eligibility" section of this call.

**Please send proposals by Saturday, January 31, 2025.**

Applications should be submitted by email to [info@amazonconservation.org](mailto:info@amazonconservation.org) with the subject line "[APPLICANT NAME] - Study on Brazilian Demand for Brazil Nuts and Açaí."

Questions may be submitted by email to [info@amazonconservation.org](mailto:info@amazonconservation.org) until **Friday, January 23, 2025**, with the subject line "Brazil Nuts and Açaí Study Questions."

[www.amazonconservation.org](http://www.amazonconservation.org)

