

## BUSINESS PLAN

# ROOTS OF GOOD PROJECT

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## Executive Summary

Roots of good: Cultivating sustainability and flavor, transforming communities with love and responsibility.

The Raízes do Bem Project is a sustainable enterprise located in Uberlândia, MG, focused on agroecological agriculture, artisanal production and social impact. With investments planned for 2029 to 2038, the project aims to produce natural foods such as cheeses, sweets and sausages, in addition to promoting community education and explore export opportunities.

### Mission

Promote sustainable rural development through agroecological agriculture, valuing natural artisanal products and strengthening the local community with education and income generation.

### Problem

Conventional agriculture in the region faces challenges such as environmental degradation, low appreciation of local production and lack of educational opportunities for small producers, which limits the rural socioeconomic development.

### Solution

Adopt innovative agroecological practices to produce high-quality natural and artisanal foods, integrating education and community empowerment to strengthen the local economy and promote environmental sustainability.

### Primary Products and Services

Production of 100% natural artisanal sweets, cheeses and sausages; high-quality milk; educational programs in agroecology for the community; development of channels for exporting products.

## Primary Business Model

Direct sales to local communities and markets specializing in green products, as well as gradual expansion into export markets. The model includes progressive investment, reinvestment of profits, and partnerships for education and community development.

## Industry Overview

The sustainable agriculture and organic products sector has been growing globally, with consumers seeking natural and ethical foods. Brazil has great potential for expansion in this market, especially in artisanal products with social and environmental appeal.

## Main Marketing Activities

Awareness campaigns on the benefits of agroecology; participation in local and international fairs and events; partnerships with social organizations; use of digital media for regional and global reach; quality and sustainability certifications.

## High-Level Financial Goals

Initial investment of R\$550,000 between 2029 and 2032 and a further R\$380,000 between 2032 and 2038, with a projected annual profit of R\$153,450 during this period, ensuring economic sustainability and gradual expansion of the project.

# SWOT Analysis – Roots of Good Project

## Strengths

- Agroecological and artisanal production with growing appeal in the national and international market.
- Integrated business model with social and educational impact.
- 100% natural and traceable products, with potential for sustainable certifications.
- Connection with local communities, strengthening social bonds and generating trust.
- Ability to diversify products (sweets, cheeses, sausages, milk, consultancy).

## Weaknesses

- High initial implementation cost (infrastructure, animals, equipment, labor).
- Expected financial return in the medium/long term.
- Initial dependence on fundraising and partnerships for viability.
- Scalability limited by the initial area of only 3 hectares.

## Opportunities

- Growing global demand for organic and ethically sourced products.
- Support for public policies, rural development notices and ESG initiatives.
- Expansion for export and agroecological e-commerce.
- Partnerships with educational institutions, NGOs and impact investors.
- Rural tourism and immersive experiences (workshops, experiences, fairs).

## Threats

- Adverse weather and extreme climate events that affect production.
- Bureaucracy for certifications and health registration of artisanal products.
- Competition with large producers who charge lower prices.
- Economic and political instabilities affecting the agricultural sector.

# Business Models – Roots of Good

The Raízes do Bem Project can explore different business models to maximize its social, environmental, and economic impact. Below are six viable business models that align with the project's agroecological, artisanal production, and community development mission.

## 1. Production and Direct Sale of Handcrafted Products

Direct sale of 100% natural cheeses, sweets and sausages to local consumers and specialized markets, highlighting the quality and sustainability of the products.

Advantages:

- Total control over the sales process and direct relationship with customers
- Higher margins by eliminating intermediaries
- Immediate consumer feedback for continuous improvement

Challenges:

- Need for investment in marketing and distribution
- Limited production scale initially
- Logistics management for deliveries and storage

## 2. Export Model for Agroecological Products

Focus on exporting artisanal products to international markets that value sustainable and organic foods, taking advantage of the potential for growing demand.

Advantages:

- Access to markets with greater purchasing power
- Possibility of premium pricing due to quality and sustainability
- Strengthening the brand internationally

Challenges:

- Regulatory and bureaucratic barriers to export
- Need for international certifications
- High logistics and transportation costs

### 3. Community Education and Training in Agroecology

Offering courses, workshops and educational programs for local farmers and the community, promoting agroecological practices and sustainability.

Advantages:

- Generates lasting social impact and community engagement
- Can diversify sources of income
- Strengthens the project's image as an agent of local development

Challenges:

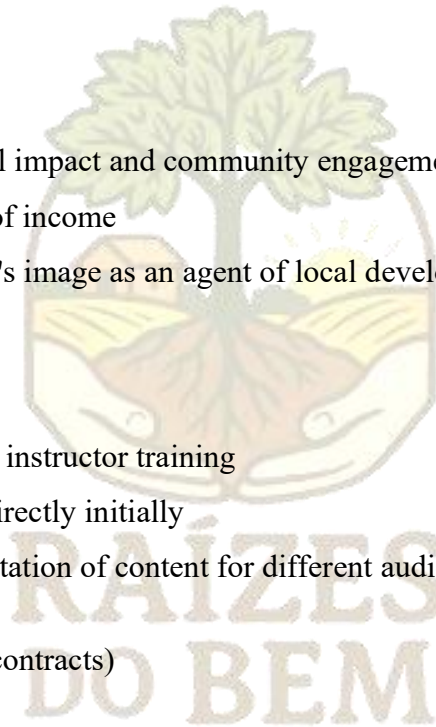
- Requires investment in instructor training
- Difficult to monetize directly initially
- Requires constant adaptation of content for different audiences

### 4. Contract Agriculture (Agrocontracts)

Sign contracts with companies or cooperatives for the agroecological production of specific raw materials, ensuring stable and predictable income.

Advantages:

- Financial security and income predictability
- Establishing long-term partnerships
- Minimizes market and seasonality risks



Challenges:

- Less pricing freedom
- Risk of dependence on few buyers
- Need for strict standardization of production

## 5. Ecotourism and Farm Experiences

Development of rural tourism activities and immersive experiences (agroecological experiences, food in the countryside, harvest days).

Advantages:

- Revenue diversification and increased engagement
- Creates an emotional bond with consumers
- Potential for viral outreach and organic marketing

Challenges:

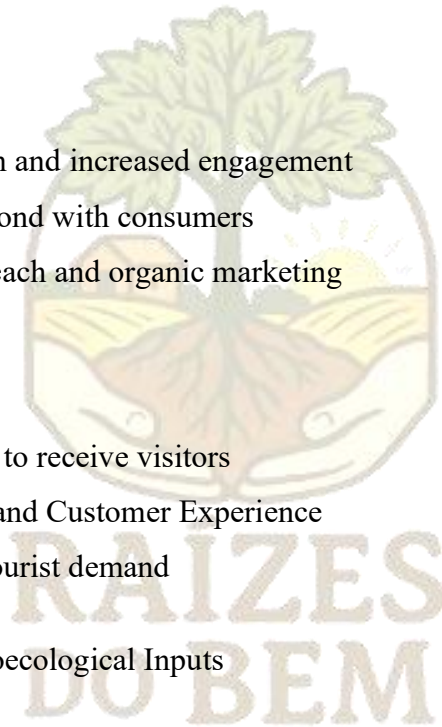
- Need for infrastructure to receive visitors
- Security Management and Customer Experience
- Seasonal variation in tourist demand

## 6. Production and Sale of Agroecological Inputs

Production of organic fertilizers, biofertilizers, native seeds and compost for sale to local farmers and cooperatives.

Advantages:

- Meets growing demand for sustainable inputs
- Complements the project's production chain
- Potential for regional expansion



Challenges:

- Requires specialized technical knowledge
- Need for specific certifications and regulations
- Competition with cheaper conventional inputs





## Feasibility Analysis

The Raízes do Bem Project is viable due to the combination of economic, social and environmental factors that support its sustainable development and positive impact on the rural community of Uberlândia, MG. The initial and future investment foreseen guarantees structuring and expansion, while the annual profit projection of R\$ 153,450 indicates financial sustainability in the medium and long term.

### Economic Sustainability

The project model is based on agroecological practices and high-value-added artisanal production, sectors that have seen a constant increase in demand for healthy, ethical and sustainable food. The diversification of products — including sweets, cheeses, smoked sausages and organic eggs — strengthens the business' resilience by reducing dependence on a single revenue stream and allowing better adaptation to market fluctuations.

### Market Potential

The appreciation of organic and agroecological products in Brazil and abroad has been growing strongly, especially in premium niches that recognize the origin, quality and social impact of products. Raízes do Bem is aligned with this movement, offering traceable, sustainable and socially responsible food, which strengthens its value proposition and opens the way for commercial partnerships, export networks and specialized channels.

### Social and Educational Impact

One of the pillars of the project is the training of farmers and young people from the community, promoting technical training and socioeconomic empowerment. The generation of local knowledge and opportunities encourages families to establish themselves in the countryside, contributes to rural succession and increases the effectiveness of the project as an agent of social transformation. This aspect also facilitates the retention of labor and the strengthening of local identity.

## Strategic Location

Located in Uberlândia (MG), the project benefits from a privileged geographical position. The city has a robust logistics infrastructure, with easy access to highways, distribution centers and proximity to airports and ports to facilitate exports. This contributes to the efficiency of production flow and future expansion into regional, national and international markets.

## Challenges Identified

As with any impactful project, there are challenges to consider:

- Maintaining artisanal quality on a larger scale, requiring well-defined processes and rigorous quality control.
- Efficient investment management in different phases of the project, ensuring balance between expansion and financial sustainability.
- Compliance with regulatory standards and requirements for the export of food products, which involves costs for certifications and sanitary adaptations.

## Conclusion

In short, the Raízes do Bem Project is highly viable, with potential for financial returns and positive social impact. It is anchored in solid foundations, such as the valorization of agroecology, the professionalization of family farming and meeting a growing demand for sustainable products. It is an innovative and replicable model of integrated rural development, ready to attract investors, partners and supporters committed to real transformation.

## Sources Consulted:

- Embrapa Agroecology
- ABAP – Brazilian Association of Agroecology and Organic Production
- IPEA – Institute of Applied Economic Research

## Industry Overview

The agricultural sector in Brazil is undergoing a profound transformation, driven by the increased demand for sustainable, organic and ethical products. In this scenario, agroecological agriculture emerges as a solid alternative to conventional production, integrating environmental responsibility, social value and economic profitability. The Raízes do Bem project is part of this new paradigm, offering natural and artisanal foods with a positive impact, both in the domestic and international markets.

## Industry Trends

- Growth in demand for organic and agroecological products: Consumers are more aware and willing to pay for food that is free of pesticides, has a traceable origin and has a positive socio-environmental impact.
- Valorization of artisanal and regional products: Cheeses, sweets, sausages and preserves with cultural identity and local production gain space in stores, fairs and premium channels.
- Expansion of the dairy and artisanal sweets market: The artisanal food segment has shown constant growth, especially in regions with rural traditions and tourist potential.
- Strengthening local production chains: Projects focused on sustainability, fair trade and productive inclusion have received public and private support.
- Public policies and incentives: Various government initiatives, such as specific credit lines, technical assistance programs and promotion of agroecology, strengthen the sector.

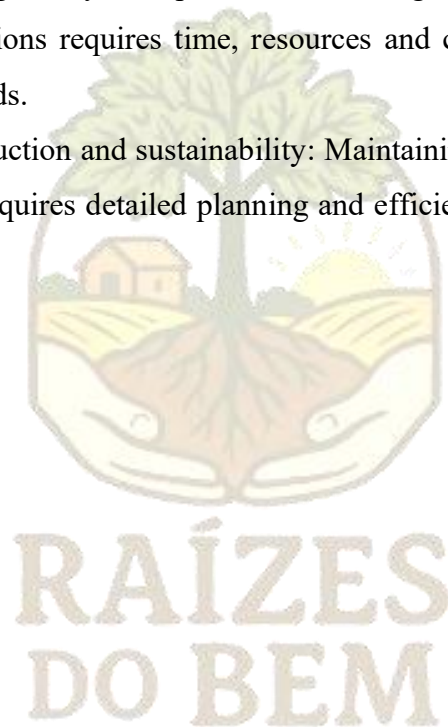
## Opportunities

- Serve premium niche markets: Consumers looking for natural, certified and value-added foods are willing to pay more for high-quality products.
- Exploring export potential: International markets, especially Europe and North America, value products with certifications of organic, artisanal and sustainable origin.
- Agroecological education and social impact: There is a growing demand for educational programs in agroecology, rural entrepreneurship and training of young people in the countryside.

- Strategic partnerships: Collaboration with cooperatives, NGOs, educational institutions and rural associations can expand production, optimize resources and open new markets.

## Challenges

- Technological maintenance and continuous training: Agroecological production requires constant updating of practices and equipment, in addition to technical training of the team.
- Competition with large producers: Despite the difference in artisanal products, the market is still dominated by large players with scale and competitive prices.
- Certifications and regulatory compliance: Obtaining and maintaining national and international certifications requires time, resources and constant attention to health and environmental standards.
- Balance between production and sustainability: Maintaining the production-environment-social impact tripod requires detailed planning and efficient management to ensure long-term success.



# Target Audience

The Raízes do Bem Project targets various segments that share the values of sustainability, agroecology and appreciation of artisanal products. With an integrated approach, the project aims to positively impact consumers from local to international markets, including rural producers, educational institutions and specialized distributors.

## Conscious Local Consumers

### Profile

- Men and women aged 25 to 60
- Sustainable lifestyle
- They value healthy, regional and pesticide-free food

### Frustrations

- Difficulty finding affordable natural foods
- Lack of transparency in the origin of food
- High prices of conventional organic products

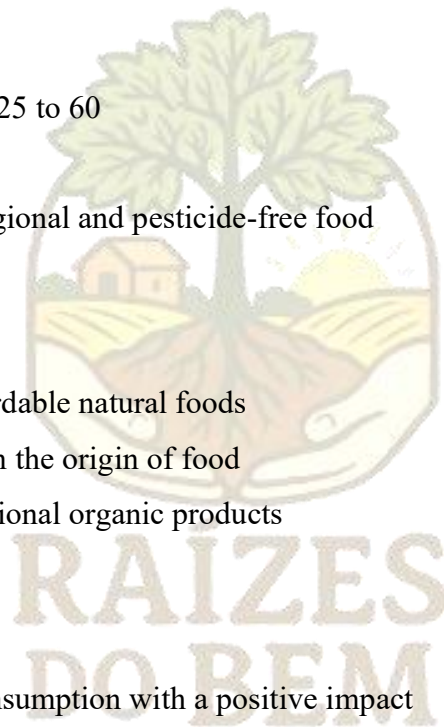
### Goals and Preferences

- Conscious, healthy consumption with a positive impact
- Interest in sustainable packaging and fresh food
- Support for the local economy and family nutrition education

### Behavior

- They value word of mouth recommendations
- Willing to pay more for quality
- Participate in community events and agroecological fairs

### Where to Find



- Local markets and organic fairs in Uberlândia
- Community social networks
- Health food stores

## Specialty and Gourmet Stores

### Profile

- Owners and buyers of grocery stores and delicatessens
- Demanding audience, focused on exclusivity and quality
- Interest in certified products with sustainable origins

### Frustrations

- Shortage of reliable suppliers
- Inconsistency in delivery and quality
- High cost that impacts profit

### Goals and Preferences

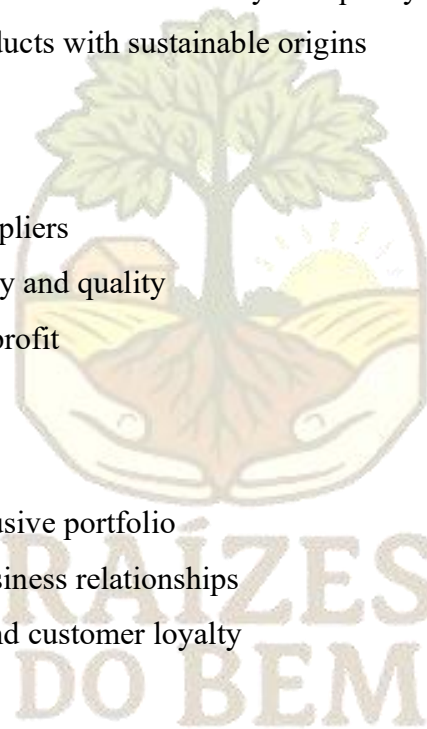
- Differentiated and exclusive portfolio
- Stable and traceable business relationships
- Support in marketing and customer loyalty

### Behavior

- They prefer flexible and transparent negotiation
- They appreciate innovation and products with storytelling
- They seek networking at fairs and specialized platforms

### Where to Find

- Gastronomy and artisanal products events
- Associations and networks of local producers
- Gourmet B2B sales platforms



## Rural Producers and Family Farmers

### Profile

- Small producers from the Uberlândia region
- Interest in agroecological innovation
- Search for sustainable income and technical training

### Frustrations

- Limited access to technologies and capabilities
- Difficulty in reaching differentiated markets
- Dependence on middlemen

### Goals and Preferences

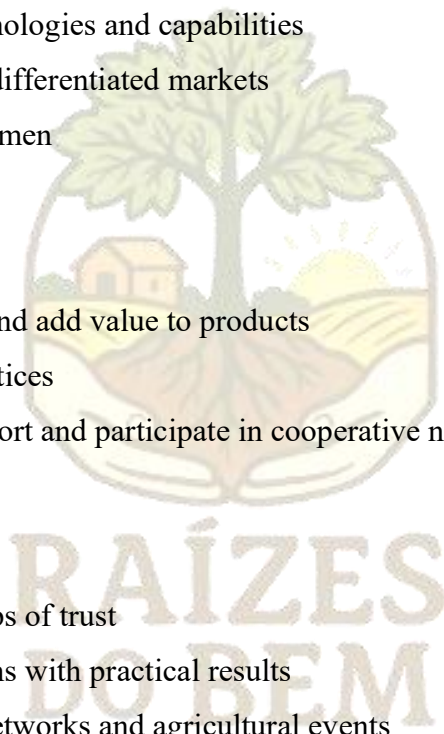
- Increase productivity and add value to products
- Adopt sustainable practices
- Receive technical support and participate in cooperative networks

### Behavior

- They value relationships of trust
- Openness to innovations with practical results
- Involvement in rural networks and agricultural events

### Where to Find

- Rural cooperatives and unions
- Universities and rural extension centers
- Agroecological fairs and technical training



## Educational Institutions and Environmental non-profit Organizations

### Profile

- Schools, universities and socio-environmental NGOs
- Educators and agents of social transformation
- Interest in practical experiences and collaborative projects

### Frustrations

- Lack of financial and material resources
- Little connection between theory and practice
- Low community engagement

### Goals and Preferences

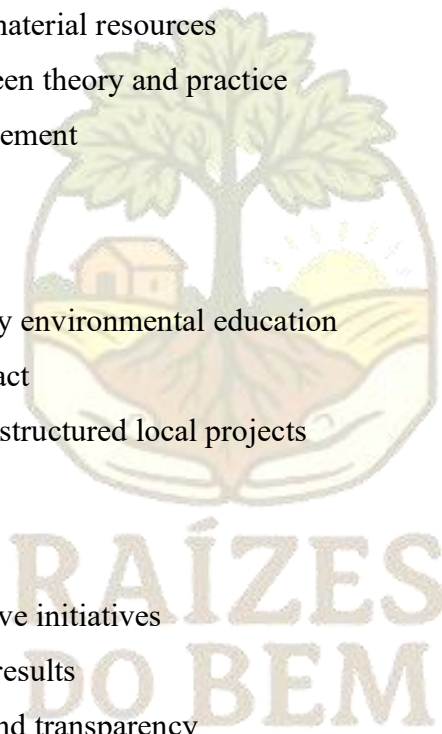
- Strengthen participatory environmental education
- Measurable social impact
- Partnerships with well-structured local projects

### Behavior

- They prefer collaborative initiatives
- Value evidence-based results
- They seek credibility and transparency

### Where to Find

- Universities and schools in Uberlândia
- Environmental congresses and educational forums
- Networks of NGOs and third sector institutions





## International Market and Importers

### Profile

- Organic and gourmet food importers
- Distributors focused on sustainability and fair trade
- Conscious consumers in countries with high ethical standards

### Frustrations

- Logistical and regulatory barriers
- Instability in supply and delivery times
- Lack of certifications and guarantee of origin

### Goals and Preferences

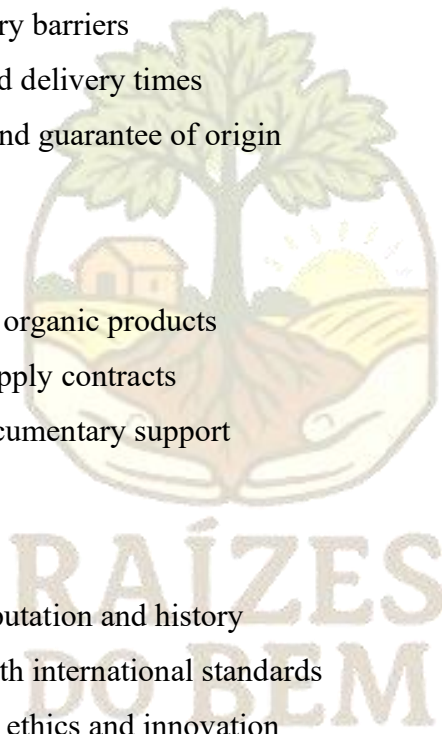
- Portfolio with certified organic products
- Stable and traceable supply contracts
- Clear logistical and documentary support

### Behavior

- Value the supplier's reputation and history
- Require compliance with international standards
- Focus on transparency, ethics and innovation

### Where to Find

- International fairs (Biofach, SIAL, Natural Products Expo)
- Global Chambers of Commerce and B2B Platforms
- Fair trade programs and importer networks



## Market Size and Trends

The agroecological and artisanal products market in Brazil is growing rapidly, driven by a new consumer profile that values sustainability, well-being, the origin of food and the social impact generated by brands. Projects such as Raízes do Bem are strategically inserted into this scenario, offering products and services that directly engage with these emerging trends.

### Growing Demand for Sustainable Food

The preference for natural foods, free from pesticides and produced with environmental and social responsibility, is shaping the future of food. Modern consumers are more willing to pay for products that deliver quality, ethics and traceability.

#### Key points

- Increased environmental awareness and the search for healthy eating
- Preference for organic, agroecological and certified products
- Willingness to pay more for sustainable and ethical food

#### How to make the most of it

- Invest in agroecological and animal welfare certifications
- Clearly communicate the sustainable methods adopted
- Establish partnerships with organic fairs and conscious supermarket chains

### Valuing Artisanal and Local Production

Products such as artisanal cheeses, homemade sweets and natural sausages are gaining ground due to their authenticity, tradition and connection with local culture. Consumers are increasingly interested in the origin and history of what they consume.

#### Key points

- Growing interest in foods with identity and history

- Search for transparency in the production chain
- Purposeful consumption and support for local producers

How to make the most of it

- Create a strong visual identity and engaging storytelling
- Promote local events and participation in regional fairs
- Establish a direct relationship with the end consumer through direct sales or subscription to baskets

## Expansion of the Export Market for Natural Products

International markets such as Europe, the United States, Canada and Japan are increasingly receptive to sustainable, organic products with a strong social and environmental appeal. This represents a great opportunity for scalability and appreciation of Brazilian production.

Key points

- Growing demand for differentiated and certified products
- Enhancement of artisanal foods with traceability
- Opening markets for sustainable exports from Brazil

How to make the most of it

- Obtain international certifications (organic, ARTE Seal, fair trade)
- Participate in international fairs (Biofach, SIAL, Natural Expo)
- Adapt packaging, labeling and branding for the foreign market

## Market Size

The Brazilian sustainable and agroecological products sector generates billions of reais annually, with an average growth rate above that of the traditional food sector. According to data from Organix (Organic Promotion Association), the organic products market grew 30% in 2023 in Brazil, and the trend remains positive.

In the rural setting of Uberlândia (MG) and the surrounding region, there is significant space for direct marketing, at fairs, stores and institutional partnerships, in addition to the growing search for local suppliers for larger networks. At a global level, Brazil is still underutilized as an exporter of agroecological products, which represents a latent potential for projects such as Raízes do Bem.

## Market Trends

Key trends that favor project viability and growth include:

- Conscious and sustainable consumption as a standard of behavior
- Appreciation of artisanal products with local identity
- Increased demand for transparency and traceability in the production chain
- Growing international interest in organic and socially certified foods
- Search for initiatives that combine production, education and positive social impact

Based on this scenario, the Raízes do Bem Project is strategically positioned to take advantage of emerging opportunities, consolidate its presence in the regional market and expand into export markets, generating economic, environmental and social value.



RAÍZES  
DO BEM

## Competitor Analysis

In the competitive sector of sustainable agriculture and artisanal production in rural Brazil, companies with different degrees of environmental commitment, community engagement and focus on quality and innovation coexist. Below, we present a comparative analysis between the Raízes do Bem Project and five relevant competitors:

### Competition Comparison

Environmental sustainability	High– Certified agroecology	Average – Conventional practices with green actions	Low – Intensive use of chemical inputs	High – Agroecology with limited production	Average – Conventional organic farming
Product quality	Premium– 100% natural and handmade	Good – Semi-handmade	Average – Industrialized	Good – Certified Organic	Average – Natural but processed
Price	Competitive– Fair and affordable value	Moderate – Average market prices	Low – Lower quality	High – Prices above average	Moderate – Mid-range price
Community engagement	Strong– Local educational and social programs	Moderate – Occasional participation	Weak – Low involvement	Moderate – Some partnerships	Weak – Limited interaction
Export potential	High– Focus on international markets	Bass – Local performance	Null – No external operation	Moderate – Export to neighboring countries	Low – Sporadic export

## Raízes do Bem Differentiation Strategy

The Raízes do Bem Project stands out from its competitors by uniting, in a harmonious and innovative way:

### 1. Real and traceable sustainability

Implementation of certified agroecological practices, which guarantee the preservation of soil, biodiversity and water, with complete traceability of products — something that many competitors still do not offer consistently.

### 2. Handcrafted quality with added value

Production of 100% natural and artisanal cheeses, sweets and sausages, made with traditional recipes and local raw materials, generating a unique identity for the product and strong appeal among premium consumer niches.

### 3. Social impact as a core value

Implementation of community educational programs, technical training and scholarships for young people, promoting local human and economic development. This factor generates strong community engagement and reinforces the image of a project with purpose.

### 4. Vocation for export

Strategy focused on the international market, taking advantage of the growing demand for food with sustainable origins and a social history. The search for international certifications and adapted design will allow access to demanding markets such as Europe, the USA and Canada.

Raízes do Bem is positioned as a unique and strategic initiative, bringing together the pillars of environmental sustainability, artisanal excellence, social engagement and global scale. In a market where most competitors are limited to the domestic market or conventional production, our proposal represents a new rural business model that is innovative, ethical and highly competitive.

# Central Offers – Roots of Good Project

Raízes do Bem offers a diverse line of products and services focused on sustainable agriculture, artisanal production and community development. Each offering is designed to generate economic, social and environmental value, serving local and international markets.

## 1. Agroecological Production of Artisanal Sweets

Description: Sweets made with organic fruits, free from pesticides and preservatives, preserving flavor and nutritional value.

Target audience: Conscious consumers, health food stores, organic food exporters.

Advantages:

- Natural and local ingredients
- Rescue of regional culture
- Strong appeal to premium markets

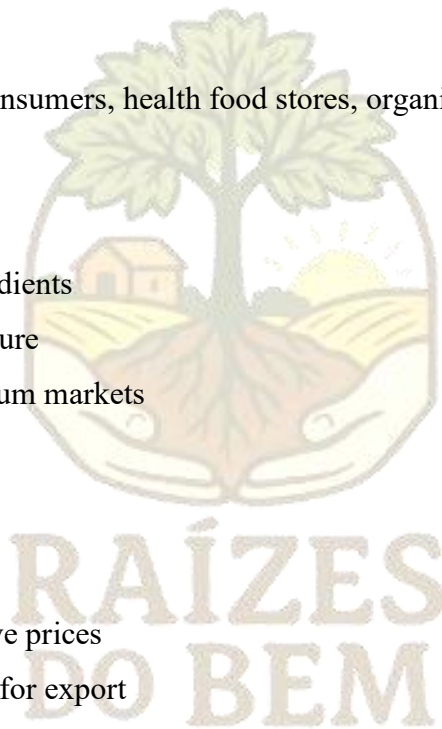
Challenges:

- Fruit seasonality
- Maintaining competitive prices
- Certifications required for export

Pricing Strategy:

- Value compatible with organic products
- Premium price for export
- Volume discounts

Marketing & Promotion:





- Ecological fairs, partnerships with natural emporiums
- Digital campaigns focused on health and sustainability

Execution:

- Training in artisanal production
- Strict quality control

## 2. Production of Sustainable Artisanal Cheeses

Description: Cheeses made with organic milk, combining tradition, flavor and sustainability.

Target audience: Gourmet consumers, specialty stores, restaurants and exporters.

Advantages:

- Ethical and sustainable origin
- Differentiated flavor and quality
- Access to premium niches

Challenges:

- Industrial competition
- Consumer education on added value

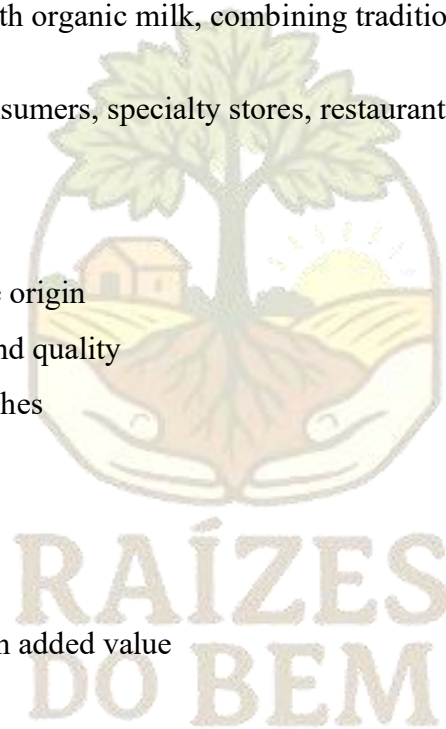
Pricing Strategy:

- Premium positioning
- Promotional kits and seasonal dates

Marketing & Promotion:

- Tastings, gastronomic events
- Collaboration with chefs and influencers

Execution:





- Partnerships with local milk producers
- Investment in equipment and food safety

### 3. Production of Natural Artisanal Sausages

Description: Sausages without preservatives, handcrafted using sustainable processes and natural ingredients.

Target audience: Healthy consumers, gourmet stores, international distributors.

Advantages:

- 100% natural products
- Export potential

Challenges:

- Food safety
- Distribution logistics

Pricing Strategy:

- Differentiated price for artisanal quality
- Special conditions for export

Marketing & Promotion:

- Presence at regional fairs
- Digital marketing focused on health

Execution:

- Rigorously selected suppliers
- Technical training of the team



#### 4. Community Education in Agroecology

Description: Free or affordable courses and workshops to train rural families and young people in sustainable practices.

Target audience: Family farmers, rural youth, NGOs and educational institutions.

Advantages:

- Local income generation
- Social inclusion and technical training

Challenges:

- Ensure continued funding
- Adapting content to different profiles

Pricing Strategy:

- Free for local audiences
- Support from public and private partners

Marketing & Promotion:

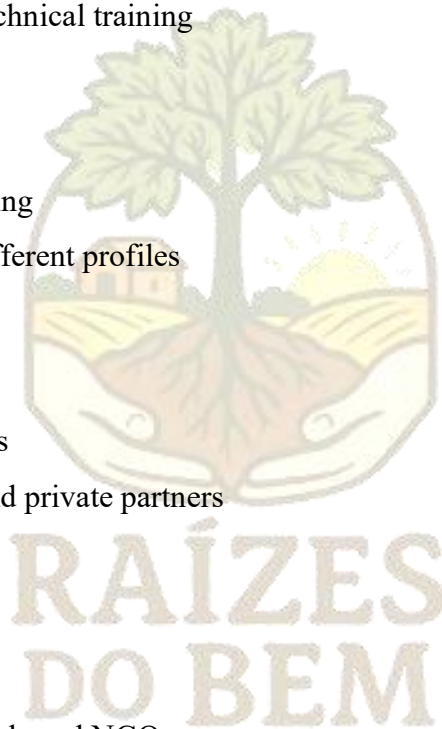
- Community outreach
- Partnerships with schools and NGOs

Execution:

- Practical workshops and adapted content
- Partnerships with universities and local technicians

#### 5. Creation of a Community Garden

Description: Collective space for growing food, promoting food security, education and social cooperation.



Target audience: Vulnerable families, schools, rural youth, environmental institutions.

Advantages:

- Fresh food for the community
- Strengthening local ties
- Teaching sustainable practices

Challenges:

- Ongoing community engagement
- Irrigation needs and technical care

Mitigation Strategy:

- Agricultural planning
- Support from NGOs and volunteers

Marketing & Promotion:

- Real stories on social media
- Participation in local fairs and events

Execution:

- Participatory pilot implementation
- Continuous training and impact measurement



# Expansion Opportunities – Roots of Good Project

Raízes do Bem has great potential for expansion with creative business models aligned with its agroecological and social principles. Below, we present six innovative ideas that expand the project's reach, diversify revenue sources and reinforce its social and environmental impact:

## 1. Online Workshops on Agroecology and Artisanal Production

Description: Digital platform with courses on agroecological techniques, production of cheeses, sweets and sausages, aimed at communities throughout Brazil.

Target audience: Family farmers, students, educators and sustainability enthusiasts.

Advantages:

- National and international reach
- Recurring revenue from subscriptions
- Strengthening agroecological culture

Challenges:

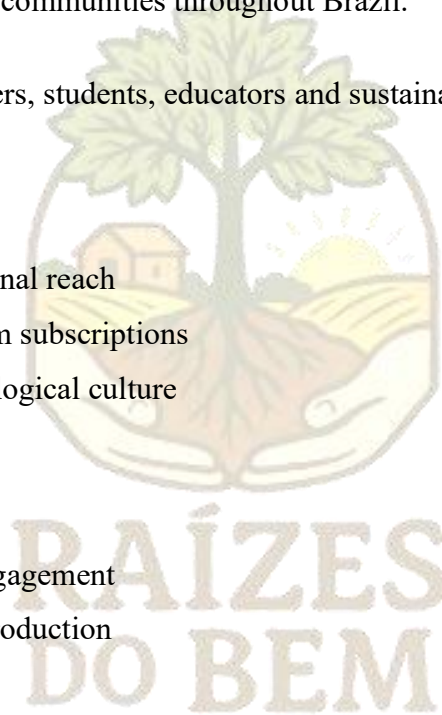
- Continuous student engagement
- Professional content production

Execution:

- Partnerships with universities and NGOs
- Own platform with technical support
- Marketing strategies via networks and webinars

## 2. Functional Products with Natural Probiotics

Description: Development of cheeses, yogurts and sausages enriched with natural probiotics, promoting intestinal health and immunity.



Target audience: Healthy consumers, health stores, clinics and nutritionists.

Advantages:

- Innovation in the artisanal market
- Attracting health and wellness niches

Challenges:

- Quality control and health safety
- Communicating benefits to the consumer

Execution:

- Research with experts in functional food
- Campaigns with nutritionists and influencers

### 3. Sustainable Agriculture Consulting

Description: Technical consultancy service for rural properties on agroecological practices, soil management and sustainable artisanal production.

Target audience: Small producers, cooperatives, NGOs and public bodies.

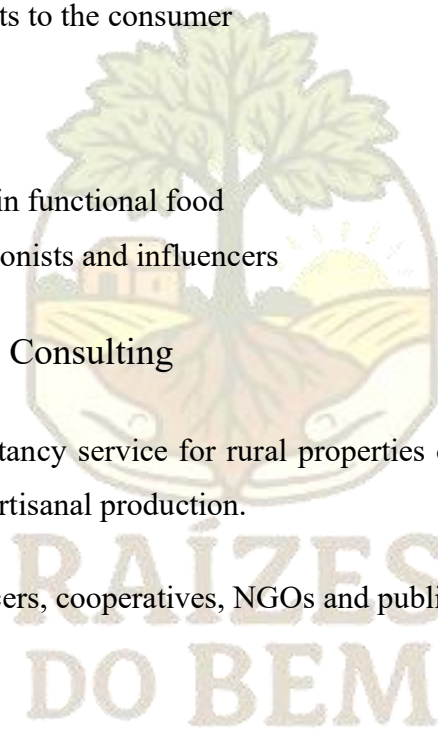
Advantages:

- Expanding the project's impact
- Monetization of technical knowledge

Challenges:

- Building credibility in the sector
- Adaptation to different realities

Execution:



- Trained technical team
- Educational materials and impact reports

#### 4. App for Connecting Producers and Consumers

Description: Application that connects local farmers with consumers and establishments, facilitating orders and deliveries of sustainable products.

Target audience: Rural producers, urban consumers, restaurants and stores.

Advantages:

- Direct sales channel
- Rural modernization and digitalization

Challenges:

- Technological adoption in the field
- Platform maintenance

Execution:

- Development in partnership with startups
- Training for use in the field

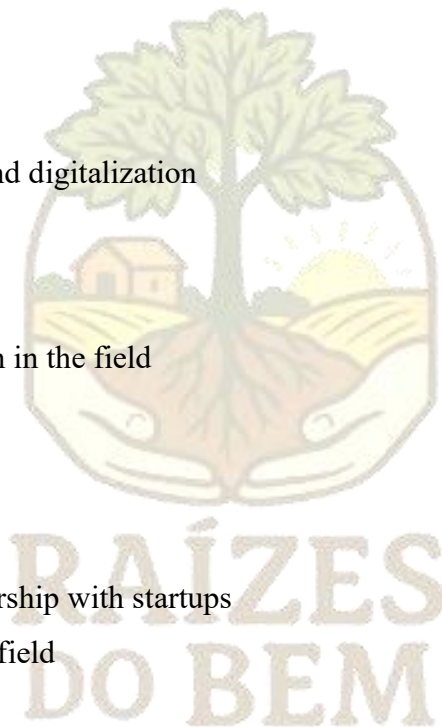
#### 5th Annual Agroecological Gastronomy Festival

Description: Annual event with producers, chefs, workshops, music and culture, celebrating agroecology and local artisanal products.

Target audience: Local community, tourists, chefs, rural youth.

Advantages:

- Strengthening the brand and network



- Revenue generation and engagement

Challenges:

- Event structure and logistics
- Guarantee of participation and sponsorships

Execution:

- Inclusive programming with local attractions
- Partnerships with sustainable brands

## 6. Subscription to Thematic Agroecological Baskets

Description: Monthly baskets with cheeses, sweets, cold cuts and recipes, personalized by theme (parties, health, season, etc.).

Target audience: Urban families, businesses, healthy consumers.

Advantages:

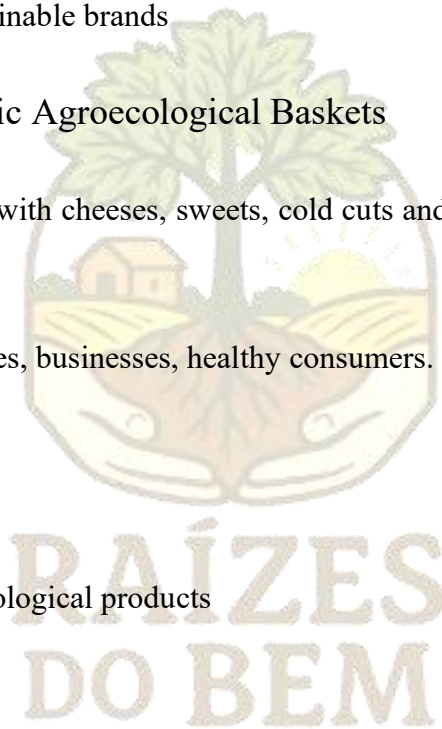
- Customer loyalty
- Valorization of agroecological products

Challenges:

- Efficient delivery logistics
- Variety and seasonality of products

Execution:

- Flexible subscription plans
- Sustainable and creative packaging
- B2B Referral and Partnership Program



## Secondary Offerings – Roots of Good Project

In addition to its main products, such as sweets, cheeses and artisanal sausages, the Raízes do Bem Project diversifies its operations with complementary offerings that increase its social and ecological impact, strengthen its relationship with the community and add value to the brand. Learn about the main ones:

### 1. Agroecology Courses for Local Farmers

Description: Practical and theoretical training in agroecological techniques to strengthen family farming in the region.

Target audience: Family farmers, rural youth and community organizations.

Advantages:

- Promotes sustainable practices and income generation
- Strengthens local agriculture and sense of belonging

Challenges:

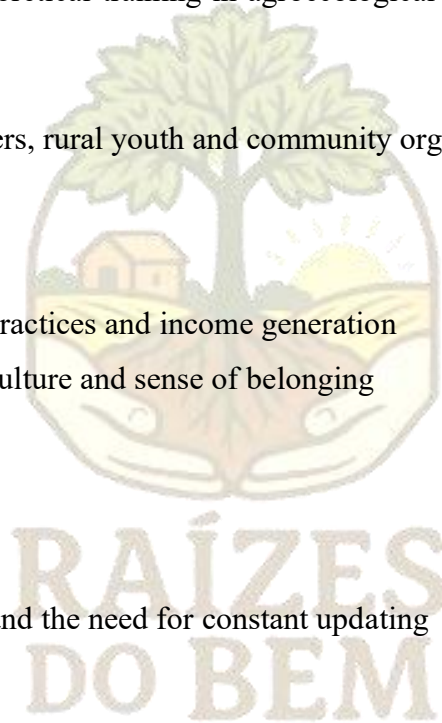
- Low initial adherence
- Logistical difficulties and the need for constant updating

Execution:

- Partnerships with public bodies and NGOs
- Local experts and adapted materials
- Use of project spaces for classes

### 2. Agroecology Consulting for Small Farms

Description: Personalized technical consultancy for implementing efficient agroecological systems on small farms.





Target audience: Family farmers, new producers, cooperatives.

Advantages:

- Improved productivity and sustainability
- Reduction of environmental and operational costs

Challenges:

- Resistance to change
- Constant monitoring required

Execution:

- Customized plans by property
- Practical and remote monitoring
- Dissemination via rural associations

### 3. Vegan Sausage Workshop

Description: Creation of artisanal vegan sausages with natural ingredients and innovative techniques.

Target audience: Vegetarian/vegan consumers, natural and organic stores.

Advantages:

- Innovation with a focus on sustainability
- Serving expanding niches

Challenges:

- Conservation and logistics
- Consumer education on product value



Execution:

- Recipe research and market testing
- Presence at vegan events and specialized stores

#### 4. Environmental Education Program for Schools

Description: Classes, workshops and guided tours to teach sustainable practices to children and teenagers.

Target audience: Public and private schools, educators and NGOs.

Advantages:

- Generating lasting social and environmental impact
- Youth engagement with agroecology

Challenges:

- Pedagogical adaptation
- Limited resources in educational institutions

Execution:

- Partnerships with education departments and NGOs
- Interactive teaching materials and practical workshops

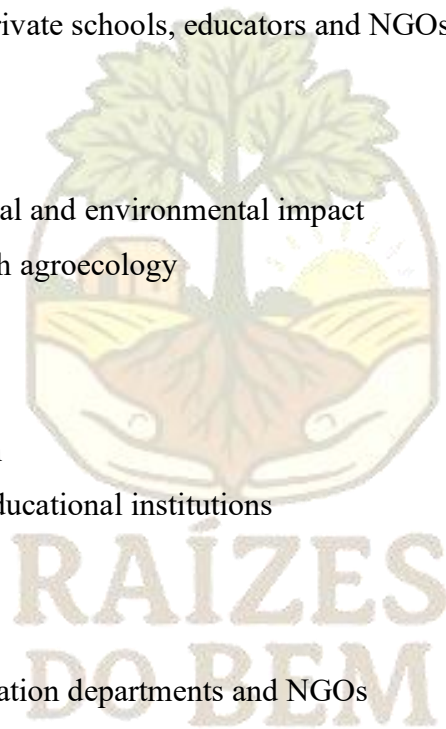
#### 5. Direct Sales of Seasonal Farm Products

Description: Marketing of fresh seasonal foods directly to consumers, prioritizing agroecology.

Target audience: Local consumers, small traders, organic fairs.

Advantages:

- Fresh, nutritious and sustainable products



- Direct relationship with the customer and strengthening of local commerce

Challenges:

- Seasonality management
- Logistics and freshness conservation

Execution:

- Participation in fairs and markets
- Loyalty with weekly/monthly baskets

## 6. Sale of artisanal milk products

Description: Production and sale of cheeses, yogurts and other dairy products using sustainable practices and without chemical additives.

Target audience: Conscious consumers, restaurants and stores.

Advantages:

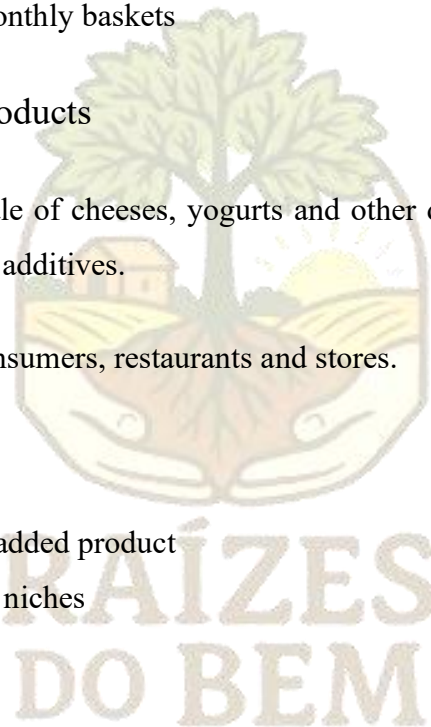
- High quality and value added product
- Positioning in premium niches

Challenges:

- Cold chain control
- Competition with big brands

Execution:

- Compliance with health standards
- Eco-friendly packaging and process storytelling
- Local and e-commerce distribution



## Brand and Identity

### Color Palette

The visual identity of the Raízes do Bem Project reflects its agroecological, natural and community essence. The color palette is composed of tones that evoke the earth, nature and human warmth:

Coror	Código	Simingado	Secuensão
Fern	4E944F	Vitalidade vegetal, conexão com a natureza	
Inch Worm	A1C349	Crescimento, energia e otimismo	
Olive Green	D9BF77	Estabilidade e rusticidade rural	
Sepia	734222	Tradição, raízes e terra	
White	F2EFEA	Simplicidade, leveza e clareza	

### Logo Idea

The logo represents a stylized root integrated into an open hand, symbolizing human care and connection with the earth. The organic lines and simple design evoke feelings of welcome, trust and authenticity. The look should be minimalist, ideal for use on labels, websites and institutional material.

## Typography

- Main source: Source Serif 4 — Conveys tradition, solidity and elegance.
- Source for titles: Oswald — Modern, striking and easy to read.
- Secondary source: Open Sans — Clean, versatile, ideal for digital texts.

## Image & Photography

Visual communication should prioritize real and spontaneous photos of:

- Rural environments and living nature
- People working with the land
- Artisanal production (cheeses, sweets, sausages)
- Community actions and learning moments

Photos with natural light, organic composition and soft color palette reinforce authenticity and purpose.

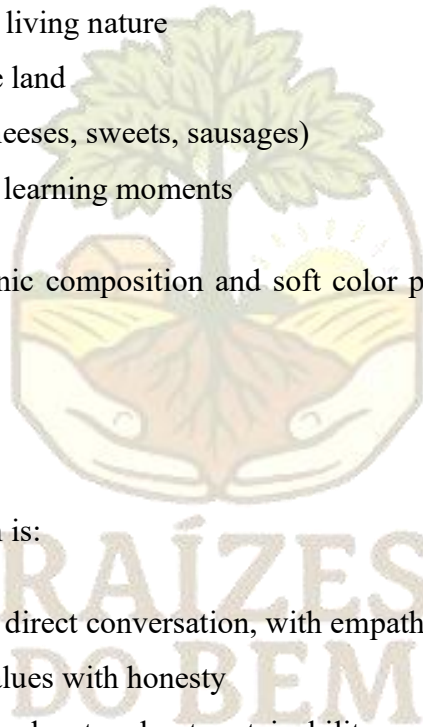
## Brand Voice

The language of Raízes do Bem is:

- Welcoming and human: direct conversation, with empathy
- Transparent: conveys values with honesty
- Inspiring: mobilizes and educates about sustainability

## Brand Values

- Environmental sustainability
- Positive social impact
- Handcrafted quality
- Community education
- Connection with nature



## Brand Personality

Authentic, trustworthy, engaged, innovative, welcoming, responsible.

## Customer Promise

"Delivering natural, artisanal and sustainable foods that nourish people, communities and the planet."

## Customer Retention

Loyalty is essential for long-term success. See below the main strategies:

### 1. Loyalty Program

Offers: Points, freebies, early access.

- Challenges: Simple management system, constant benefits
- Execution: Digital platform, online and trade fair advertising, periodic analysis of membership

### 2. Workshops and Educational Events

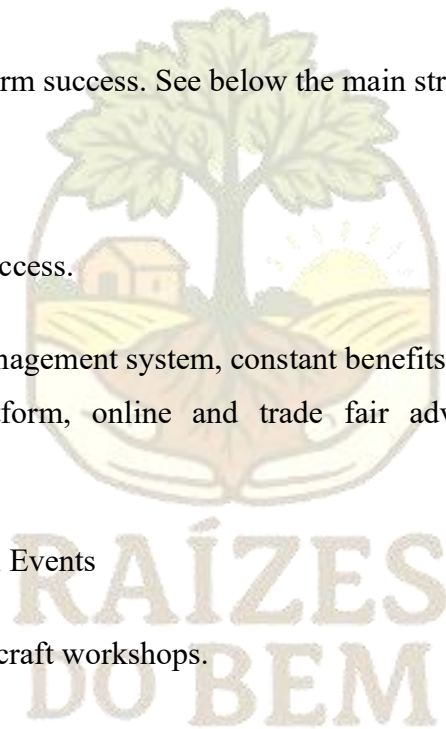
Offers: Agroecology and food craft workshops.

- Challenges: Logistics and relevance of topics
- Execution: Thematic calendar, local partnerships, satisfaction survey

### 3. Subscription to Handcrafted Products

Offers: Monthly baskets with a variety of products from the project.

- Challenges: Logistics and variety
- Execution: Flexible plans, sustainable packaging, management via e-commerce



#### 4. Feedback Channel and Personalized Support

Offers: Humanized service via WhatsApp, social media and email.

- Challenges: Rapid response and data analysis
- Execution: Team training, feedback management system

#### 5. Referral Program

Offers: Discounts and rewards for customers who refer new buyers.

- Challenges: Simplicity and control
- Execution: Digital registration system, themed promotions, targeted campaigns

#### 6. Continuous Communication

Offers: Informative content via newsletter, blog and social media.

- Challenges: Frequency and relevance
- Execution: Monthly editorial planning, use of real stories, metrics analysis

### Customer service

The Raízes do Bem Project understands that customer relationships go beyond sales. They are the basis for trust, loyalty and sustainable growth. Therefore, customer service is treated as a strategic priority, integrating values such as respect, active listening, empathy and readiness.

#### Transparent Communication

We maintain open and accessible channels for customers to ask questions, share feedback or get updates on our agroecological processes. Our representatives are continually trained to provide clear, empathetic and informative responses.

Available channels:

- WhatsApp and email
- Social networks (Instagram, Facebook)
- Service at fairs and points of sale
- Contact forms on the website

## Valuing Customer Experience

We believe that consumers must understand the value of agroecology. Therefore:

- We promote education about products and their origins
- We carry out guided tours and workshops on the farm
- We encourage customer participation in community decisions

## Agile Response and Effective Solutions

Our commitment:

- Respond to requests within 48 hours
- Solving problems with transparency and respect
- Monitor customer satisfaction with frequent surveys

## Result

Raízes do Bem positions itself as more than a natural food supplier: it is a reliable, educational partner committed to the well-being of the community and its customers.

## Marketing Overview

The Raízes do Bem Project's marketing strategy focuses on expanding impact, strengthening the brand and creating lasting connections with local and international audiences. We follow the customer journey with five strategic steps:



## Attention

Objective: Attracting new audiences

Tactics:

- Educational content on social media
- Participation in organic events and fairs
- Targeted digital advertising
- Partnerships with NGOs and local influencers

## Interest

Objective: Stimulate curiosity and engagement

Tactics:

- Explanatory videos about agroecology
- Free samples and tastings
- Testimonials from producers and consumers
- Educational visits to the property

## Desire

Objective: Create an emotional connection with the products

Tactics:

- Storytelling about the origin of products
- Packaging with sustainable and informative design
- Exclusive promotions on special dates
- Impact marketing with a focus on sustainability



## Action

Objective: Encourage the purchase and subscription to services

Tactics:

- Online store with regional delivery
- Sales at agroecological fairs
- Loyalty and subscription programs
- Personalized service at points of sale

## Loyalty

Objective: Turning customers into brand advocates

Tactics:

- Newsletter with news and discounts
- Exclusive events for loyal customers
- After-sales support and feedback channels
- Creating an online community of supporters

## Budget and Investment

- Initial marketing will be allocated 10% of the annual investment
- Priority for measurable, low-cost, high-impact actions
- Focus on strengthening regional presence and activating export channels



## Online Presence

To ensure reach, visibility and connection with different audiences, the Raízes do Bem Project will have a strategic digital presence on specific platforms focused on sustainability, artisanal products and community relations. Below are 10 recommended platforms, as well as complementary networks, that will support the project's marketing, education and brand building:

### Strategic Platforms

Platform	Description and Application	Importance for the Project
Elo7	Marketplace specializing in artisanal and sustainable products. Ideal for selling the project's sweets, cheeses and sausages.	Reach conscious consumers who value artisanal origin and quality.
Online Street Market	Platform focused on organic, agroecological and sustainable products.	Direct alignment with the agroecological and eco-conscious target audience.
Google My Business	Free service that allows you to manage your business's local presence on Google Search and Maps.	It increases local visibility, attracts visitors and strengthens the regional image of the project.
Buy Rural	Platform that connects the countryside to the city, promoting products and services from rural areas.	It reinforces the rural origin and creates bridges with urban consumers and retailers.
Free Market	Latin America's main e-commerce, with space for artisanal and regional foods.	Large sales scale, brand recognition and logistical ease.
Buscapé	Price and product comparison platform.	Positions the project in a competitive environment and allows for price/benefit

		attraction.
Natura Brazil Marketplace	Space for sustainable and positive impact brands.	Excellent showcase to establish the project as a reference in natural products.
Sharpener	Local business guide with consumer reviews.	It supports local SEO and attracts consumers looking for conscious shopping in the region.
iFood Market	Delivery and sales channel for regional and artisanal products.	It facilitates local consumers' access to fresh and natural products.
Slow Food Brazil	Platform that promotes good, clean and fair food.	Aligns the project with international principles of food sustainability.

### Complementary Platforms (with strategic function)

Platform	Function	Relevance
Instagram	Visual dissemination of the project: behind the scenes, products, people and harvests.	Strengthens relationships with the community, attracts new followers and promotes sales.
Facebook	Institutional page for events, live broadcasts, promotions and educational content.	Useful for local engagement, participation in agroecological groups and community campaigns.
YouTube	Channel of educational videos about agroecology, workshops and real stories.	It reinforces the authority of the project and multiplies the educational impact.
LinkedIn	Institutional profile to connect with partners,	Focus on strategic networking and attracting

	investors and institutions.	support and sponsorship.
TripAdvisor / Reclame Aqui	Evaluation and reputation channels.	It strengthens trust, promotes transparency and reinforces the commitment to quality.
Alibaba / Mercado Livre International	Export-oriented channels.	Expand the global reach of sustainable artisanal products.

## Digital Integration Strategy

- Objective: Use multiple platforms that communicate with each other, respecting the specificities of each audience.
- Focus: Sustainability, authenticity, social impact, education and agroecological products.
- Approach:
  - E-commerce for sales (Elo7, ML, iFood)
  - Institutional positioning and community (Instagram, YouTube, Google)
  - B2B relationship and expansion (LinkedIn, export marketplaces)
  - Reputation and trust (Apontador, TripAdvisor)

RAÍZES  
DO BEM

# Social Media

Social media will be a fundamental pillar in the marketing strategy of the Raízes do Bem Project. It will allow us to create authentic connections with the public, promote our sustainability values, strengthen the social impact of the project and boost sales of artisanal products.

## Content Types

Content Type	Objective
Community Stories	Emotionally engage the audience with real stories.
Educational content	Inform and inspire about agroecology and sustainability.
Recipes and usage tips	Encourage consumption of products.
Testimonials and social impact	Show transformation generated by the project.
Campaigns and promotions	Increase sales and engagement.
Behind the scenes of production	Generate proximity and transparency.
Infographics and visual data	Facilitate understanding of project concepts.

Content Type	Objective
Community Stories	Emotionally engage the audience with real stories.
Educational content	Inform and inspire about agroecology and sustainability.
Recipes and usage tips	Encourage consumption of products.

Testimonials and social impact	Show transformation generated by the project.
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## Platforms and Strategies

Platform	Strategy
Facebook	Share community stories, local events, and host workshops. Ideal for more diverse audiences and regional engagement.
Instagram	Focus on high-quality images and short videos showcasing products, behind-the-scenes footage, stories and impact. Ideal for organic reach and visual branding.
YouTube	Educational videos about agroecology, behind the scenes, workshops, interviews and documentary series. Ideal for strengthening authority and deep engagement.
LinkedIn	Connection with institutions, investors, NGOs and sustainability professionals. Reinforcement of the seriousness and institutional vision of the project.
Twitter	Quick updates, project news, event coverage and interaction with thought leaders.

WhatsApp	Direct service, personalized support and communication with customers and rural communities. Ideal for local relationships and sales.
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## 15 Creative Social Media Ideas

1. “From the Field to the Table” Series  
Weekly videos showing the complete cycle of artisanal production.
2. Lives with Experts  
Monthly meetings with agronomists, chefs, nutritionists and social partners.
3. Community Hashtag Challenges  
Encouraging participation with #RaizesSustentaveis to showcase public actions.
4. Recipes with Raízes do Bem Products  
Posts with healthy recipes that use our sweets, cheeses and sausages.
5. Behind the Scenes of the Project  
Stories and reels with scenes from everyday life on the farm, production and harvest.
6. Beneficiary Testimonials  
Short videos or posts with real stories from the impacted community.
7. Seasonal Campaigns  
Promotions on Earth Day, Sustainable Christmas, Environment Week, etc.
8. Educational Infographics  
Simple visual explanations about composting, agroforestry, and circular economy.
9. Partnerships with Local Influencers  
Micro-influencers with an affinity for the project for organic promotion.
10. Sweepstakes and Contests  
Agroecological baskets, themed kits and experiences on the farm as prizes.
11. Thematic Highlights on Instagram  
Categories such as “Products”, “Education”, “Impact”, “Revenues” and “Fairs”.



#### 12. Multilingual Content (PT/EN)

Posts in Portuguese and English for brand internationalization.

#### 13. Integrated Newsletter

Calls on social media to sign up for a newsletter with exclusive content.

#### 14. Time-lapse videos

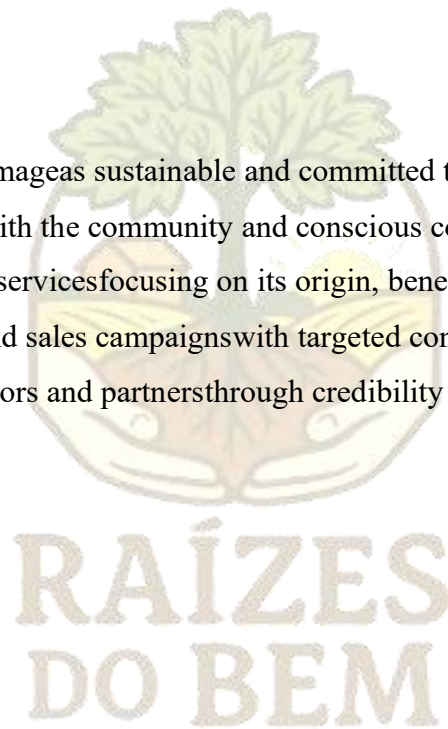
Accelerated registration of processes such as planting, harvesting and artisanal production.

#### 15. Q&A Sessions with Followers

Open questions and answers in stories or live with experts.

### Social Media Goals

- Strengthen the brand image as sustainable and committed to social impact.
- Increase engagement with the community and conscious consumers.
- Promote products and services focusing on its origin, benefits and differences.
- Support educational and sales campaigns with targeted content.
- Attract potential investors and partners through credibility and transparency.



## SEO and Content

The Raízes do Bem Project's SEO (Search Engine Optimization) and content marketing strategy is a fundamental tool for increasing online visibility, educating the public, strengthening brand authority and generating sales and partnership opportunities.

### Topics in Clusters (Content Clustering)

Content production will be structured into four strategic macro themes, which reflect the project's pillars and meet users' search demands.

Theme	Content Weight	Objective
Agroecology and Sustainable Techniques	30%	Educate about agroecological practices and inspire adoption by other farmers.
Community Education and Rural Development	15%	Show how the project empowers communities and strengthens the countryside.
Market and Export of Organic Products	20%	Present trends, opportunities and internationalization cases.
Social Impact and Economic Sustainability	10%	Communicate social results, inclusion, income generation and success stories.

### Keyword Strategy

Below are selected keywords to guide on-page and off-page SEO, based on search volume and competition level:

Keyword	Difficulty	Monthly Surveys
agroecology	Average	5,000
artisanal production	High	3,200
natural products	Average	4,500
artisanal cheeses	High	2,800
natural sweets	Average	1,900
artisanal sausages	High	1,500
sustainable agriculture	High	6,000
dairy production	Average	3,000
community education	Low	900
rural social impact	Low	700
organic products market	High	4,200
food export	Average	2,300
rural entrepreneurship	Average	1,800
rural development	Average	2,700
agroecological production	Average	3,400
environmental sustainability	High	5,500
ecological products	Average	2,600
family production	Low	1,200
agricultural training	Low	1,000
artisanal sweet production	Average	1,100

## Blog Post Ideas

- How agroecology transforms family farming in Uberlândia
- The health benefits of 100% natural artisanal products
- Step by step guide to producing sustainable artisanal cheeses
- Social impact of the Raízes do Bem Project in the local community
- Sustainable dairy production techniques for small producers
- Community education in agroecology: empowering for the future

- The potential for exporting Brazilian ecological products
- Traditional recipes with natural sweets from the Raízes do Bem Project
- Environmental sustainability in the production of artisanal sausages
- How to invest in sustainable agriculture: the Raízes do Bem model

## Backlinking Strategies

Establish strategic partnerships and collaborations with high-authority websites related to the project's mission:

- Blogs and portals on agroecology and sustainable agriculture
- NGOs and rural development and environmental education initiatives
- Directories and marketplaces for organic and ecological products
- Social entrepreneurship and rural innovation magazines and websites
- Artisanal gastronomy and natural food fairs and events
- Universities and agroecological research institutes
- E-commerce and physical stores of certified sustainable products
- Healthy, vegan and traditional cooking blogs
- Forums and social networks of agroecological rural producers
- Fair and solidarity trade platforms (Ex: FairTrade)

## SEO and Content Strategy Objectives

- Increase qualified organic traffic for the project website and blog.
- Generate authority and recognition as a reference in agroecology and social impact.
- Educating consumers and farmers about the project's differentials.
- Support sales and customer loyalty with useful and inspiring content.
- Earn high-quality links to improve search rankings.

# Digital Marketing

Digital marketing will be a fundamental pillar for the success and growth of the Raízes do Bem Project, connecting the social and ecological purpose of the business to different audiences, local and international, through efficient, creative and measurable channels.

## Email Marketing

Strategy: Build an engaged and targeted contact base to nurture relationships, educate audiences and drive sales.

Tactics:

- Create a monthly newsletter with project news, recipes with artisanal products and content about agroecology.
- Segment lists for different audiences: consumers, exporters, educators.
- Automate welcome emails, birthdays, and seasonal promotions.
- Encourage signups with freebies, coupons, or samples.
- Monitor KPIs (open, click and conversion rate) for adjustments.

## Affiliate Marketing

Strategy: Form a network of digital promoters aligned with the project's sustainable purpose.

Tactics:

- Recruit sustainability influencers and blogs.
- Offer commissions for sales made via a single link.
- Create digital kits with images, texts and samples.
- Organize exclusive events for affiliates.
- Monitor performance and reward the most effective.

## SEM – Search Engine Marketing

Strategy: Leverage paid search to attract customers interested in sustainable and healthy products.

Tactics:

- Research and select high-impact keywords.
- Create campaigns targeted by location, interest and behavior.
- Optimize landing pages with a focus on conversion.
- Use A/B testing with ads in different formats (text, video, banners).
- Monitor ROI and adjust campaigns based on data.

## Digital Public Relations

Strategy: Strengthen the project's reputation through editorial content and visibility on specialized portals.

Tactics:

- Write press releases about social impact, agroecological practices and real stories.
- Conduct interviews with founders and team members.
- Participate in podcasts, fairs and online events.
- Collaborate with universities, NGOs and niche media.
- Monitor and respond to brand mentions.

## Online Advertising

Strategy: Increase brand awareness through paid advertising on social platforms and video channels.

Tactics:

- Create visual campaigns focused on agroecological storytelling.
- Produce videos for YouTube highlighting behind-the-scenes stories and social impact.

- Use retargeting to impact website visitors and social media engagement.
- Target ads to green consumers and international shoppers.
- Evaluate performance metrics (CTR, cost per acquisition, ROI).

## Community Involvement

The Raízes do Bem Project places the community at the center of its mission, promoting inclusion, education and co-responsibility. Its work goes beyond food production, promoting social transformation and appreciation of the territory.

## Community Education

Objective: Empower farmers and rural youth with agroecological practices and sustainable knowledge.

Initiatives:

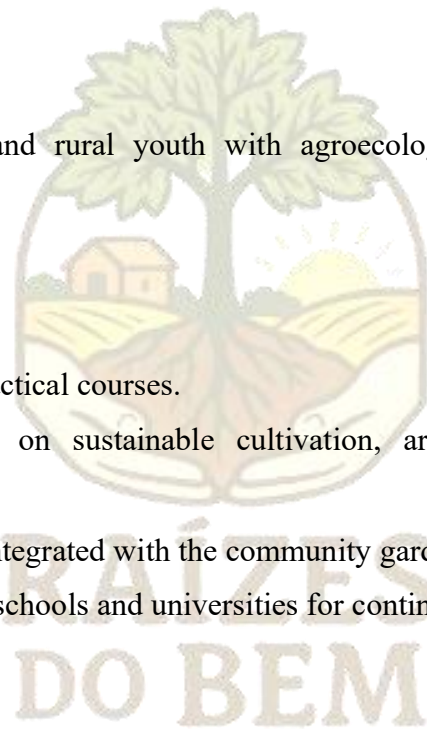
- Free workshops and practical courses.
- Lectures with experts on sustainable cultivation, artisanal agroindustry and rural management.
- Educational activities integrated with the community garden and local production.
- Partnerships with rural schools and universities for continuing education.

## Social Inclusion

Objective: Create real opportunities for income, protagonism and dignity for residents of the region.

Initiatives:

- Job creation in the local production chain (vegetable garden, cheese factory, sausages).
- Prioritizing women, young people and people in vulnerable situations for qualification and hiring.
- Encouraging community participation in project decision-making.



- Ongoing support for local social enterprises.

## Local Partnerships

Objective: Establish a strong, collaborative network to expand the project's reach and positive impacts.

Initiatives:

- Cooperation with schools, producer associations, universities and public entities.
- Agreements with cooperatives and fair trade networks.
- Joint actions with NGOs for family farming, reforestation and environmental education.
- Integration of products in regional markets and fairs with institutional support.





## Revenue

The revenue forecast for the Raízes do Bem Project reflects the progressive growth in sales, driven by the diversification of channels (direct sales, subscription and consultancy) and gradual entry into the export market.

Revenue Source	2029	2030	2031	2032	2033
Sale of handmade sweets	R\$ 25,000.00	R\$ 45,000.00	R\$ 70,000.00	R\$ 90,000.00	R\$ 120,000.00
Production and sale of cheeses	R\$ 20,000.00	R\$ 35,000.00	R\$ 50,000.00	R\$ 70,000.00	R\$ 90,000.00
Agroecological consulting services	R\$ 5,000.00	R\$ 10,000.00	R\$ 15,000.00	R\$ 20,000.00	R\$ 25,000.00
Monthly product subscription	R\$ 60,000.00	R\$ 120,000.00	R\$ 200,000.00	R\$ 280,000.00	R\$ 350,000.00
Export of cheeses and sausages	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 100,000.00
Estimated Total Revenue	R\$ 110,000.00	R\$ 210,000.00	R\$ 335,000.00	R\$ 460,000.00	R\$ 685,000.00

## Adjusted Net Income by Year

Year	Total Revenue	Expenses	Net profit
2029	R\$ 110,000.00	R\$ 902,281.00	R\$ -792,281.00
2030	R\$ 210,000.00	R\$ 650,000.00	R\$ -440,000.00
2031	R\$ 335,000.00	R\$ 700,000.00	R\$ -365,000.00
2032	R\$ 460,000.00	R\$ 750,000.00	R\$ -290,000.00
2033	R\$ 685,000.00	R\$ 800,000.00	R\$ -115,000.00

## Expenses

Expenses are concentrated in the year 2029, corresponding to the structural implementation phase of the project. The following years will focus on operations and working capital.

### Initial Operating Expenses (2029)

Category	Value (R\$)
Cost of Goods Sold (COGS)	R\$ 50,000.00
Agricultural Inputs	R\$ 20,000.00
Tractor Rental	R\$ 8,000.00
Working capital	R\$ 30,000.00
General Operating Expenses	R\$ 5,000.00
Rural Insurance	R\$ 2,000.00
Operational Subtotal	R\$ 115,000.00

### Capital Expenditure (2029)

Category	Value (R\$)
Installation of Simple Irrigation System	R\$ 25,000.00
Used Utility Vehicle	R\$ 45,000.00
Purchase of Small Rural Land	R\$ 180,000.00
Construction of House/Office/Production Room	R\$ 100,000.00
Manual Milking Corral	R\$ 20,000.00
Pigsty	R\$ 8,000.00
Coop for 100 chickens	R\$ 10,000.00
5 Inseminated Heifers (Girolando)	R\$ 40,000.00
50 Birds (for laying)	R\$ 3,000.00
3 Pigs (1 male + 2 females)	R\$ 4,000.00
Drilling of 1 Artesian Well	R\$ 20,000.00

Fixed Capital Subtotal	R\$ 455,000
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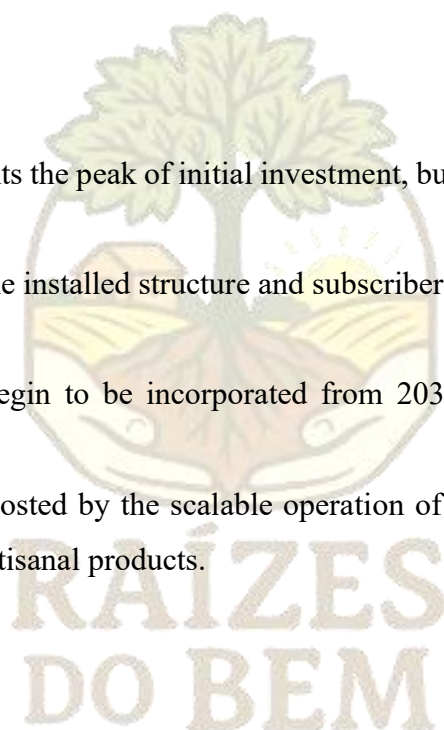
## Total Expenses - 2029

| Total Expenses in 2029 | R\$570,000|

*Note: Expenses for subsequent years (2030–2033) are expected to focus on ongoing operating costs, staff expansion, maintenance, new equipment, and marketing, but have not been detailed at this stage.*

## Strategic Considerations

- The year 2029 represents the peak of initial investment, but it also begins the generation of recurring revenue.
- From 2030 onwards, the installed structure and subscriber base will guarantee exponential growth.
- Export revenue will begin to be incorporated from 2033, with the potential to further increase profits.
- Profitability will be boosted by the scalable operation of the subscription model and the margins of premium artisanal products.



# Financing

## Initial Investment

The initial investment required for the full implementation of the infrastructure and start of operations of the Raízes do Bem Project is:

R\$570,000

This amount covers:

- Purchase of land
- Construction of headquarters, office and production structures
- Agricultural infrastructure (chicken coop, corral, pigsty, artesian wells)
- Equipment and vehicles
- Initial working capital
- Installation of irrigation systems

## Source of Resources

- Private Investors
- Crowdfunding Platforms (Ex: GoFound)

The project will seek partnerships with crowdfunding platforms focused on social impact and sustainability, as a form of engagement and decentralized fundraising.

## Profit and Loss Statement (2029–2033)

The projection below shows the financial evolution of the operation based on revenue growth, expense control and consistent profit margins:

Year	Revenue	COGS (Direct)	Gross Margin	% Gross	Operating	EBITDA	Depreciation and	EBIT	Interest /	EBT (Earning	Income Tax	Net profit	% Net
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		et Cost )	gin	Ma rgi n	Exp ense s		Amor tizatio n		Fina ncin g	s Befo re Tax)	(20 %)		Pr of it
2029	R\$ 110,000.00	R\$ 50,000.00	R\$ 60,000.00	55%	R\$ 30,000.00	R\$ 30,000.00	R\$ 5,000.00	R\$ 25,000.00	0	R\$ 25,000.00	R\$ 5,000.00	R\$ 20,000.00	18%
2030	R\$ 210,000.00	R\$ 94,500.00	R\$ 115,500.00	55%	R\$ 40,000.00	R\$ 75,500.00	R\$ 5,000.00	R\$ 70,500.00	0	R\$ 70,500.00	R\$ 14,100.00	R\$ 56,400.00	27%
2031	R\$ 335,000.00	R\$ 150,750.00	R\$ 184,250.00	55%	R\$ 50,000.00	R\$ 134,250.00	R\$ 5,000.00	R\$ 129,250.00	0	R\$ 129,250.00	R\$ 25,800.00	R\$ 103,400.00	31%
2032	R\$ 460,000.00	R\$ 207,000.00	R\$ 253,000.00	55%	R\$ 60,000.00	R\$ 193,000.00	R\$ 5,000.00	R\$ 188,000.00	0	R\$ 188,000.00	R\$ 37,600.00	R\$ 150,400.00	33%
2033	R\$ 685,000.00	R\$ 308,250.00	R\$ 376,750.00	55%	R\$ 70,000.00	R\$ 306,750.00	R\$ 5,000.00	R\$ 301,750.00	0	R\$ 301,750.00	R\$ 60,300.00	R\$ 241,400.00	35%

## Conclusion

- The Project presents high profitability from the first year of operation (2029).
- Net profit remains above 75% until 2033, which demonstrates operational efficiency and a sustainable business model.

- The return for investors can be progressively scaled based on the subscription and export model expected from 2033.



## Balance Sheet (2029–2033)

Assets = Liabilities + Equity in all years.

Account	2029	2030	2031	2032	2033
Current Assets	R\$ - 400,000.00	R\$ - 323,600.00	R\$ - 210,200.00	R\$ - 49,800.00	R\$ 201,600.00
Non-Current Assets	R\$ 450,000.00	R\$ 450,000.00	R\$ 450,000.00	R\$ 450,000.00	R\$ 450,000.00
Total Assets	R\$ 50,000.00	R\$ 126,400.00	R\$ 239,800.00	R\$ 400,200.00	R\$ 651,600.00
Current Liabilities	R\$ 30,000.00	R\$ 50,000.00	R\$ 60,000.00	R\$ 70,000.00	R\$ 80,000.00
Non-Current Liabilities	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 0.00
Total Liabilities	R\$ 30,000.00	R\$ 50,000.00	R\$ 60,000.00	R\$ 70,000.00	R\$ 80,000.00
Net worth	R\$ 20,000.00	R\$ 76,400.00	R\$ 179,800.00	R\$ 330,200.00	R\$ 571,600.00
Total Liabilities + Equity	R\$ 50,000.00	R\$ 126,400.00	R\$ 239,800.00	R\$ 400,200.00	R\$ 651,600.00

## Cash Flow (2029–2033)

Cash flow	2029	2030	2031	2032	2033

Operational Flow	R\$ 30,000.00	R\$ 70,000.00	R\$ 100,000.00	R\$ 140,000.00	R\$ 160,000.00
Investment Flow	R\$ - 570,000.00	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 0.00
Funding Flow	R\$ 600,000.00	R\$ 0.00	R\$ 0.00	R\$ 0.00	R\$ 0.00
Starter Box	R\$ 0.00	R\$ 60,000.00	R\$ 130,000.00	R\$ 230,000.00	R\$ 370,000.00
Net Cash Change	R\$ 60,000.00	R\$ 70,000.00	R\$ 100,000.00	R\$ 140,000.00	R\$ 160,000.00
Period End Cash	R\$ 60,000.00	R\$ 130,000.00	R\$ 230,000.00	R\$ 370,000.00	R\$ 530,000.00

✚ Note: The beginning cash of each year is equal to the ending cash of the previous year. The net change is the sum of the operating, investment and financing flows of each year.



## Financing Plan

The Raízes do Bem Project Financing Plan was designed to ensure the efficient, sustainable and progressive execution of the planned productive and social activities, guaranteeing that each phase of the project is supported by adequate and well-allocated resources.

Initial Investment (2029–2032): R\$557,000

The initial contribution will be allocated to:

- Acquisition of agroecological inputs
- Equipment for artisanal production (sweets, cheeses, sausages)
- Infrastructure for milk production and animal management
- Implementation of irrigation and composting systems
- Development of the first community educational programs
- Purchase of land
- Purchase of animals

## Sources of Funding

Capital will be obtained through combined sources such as:

- Founders' own resources
- Government development programs (PRONAF, BNDES Agro, etc.)
- Partnerships with environmental and social development NGOs
- Investors
- Crowdfunding platforms like GoFound for collaborative fundraising

Future Investment (2032–2038): R\$ 380,000

After the structuring phase, additional investment will be directed to:

- Expansion of artisanal and agro-industrial production

- Infrastructure modernization for scalability
- Logistics and documentation structuring for export
- Expansion of education and community inclusion programs
- National and international certifications (Organic, Artisanal Seal, Animal Welfare)

## Financial Management and Return

Resource management will be carried out using cash flow control, budgeting and results analysis tools, ensuring:

- Transparency in the use of capital
- Traceability of social investments
- Reinvestment space for continued innovation and impact

Annual profit projection: R\$ 153,450 (2029 to 2038) — signaling the economic viability of the project combined with its mission of social and environmental transformation.

## Risk Mitigation

The plan includes:

- Diversification of production to dilute climate and market risks
- Artisanal quality with ecological differentiation for premium niche attractiveness
- Community technical training, increasing local management capacity
- Cash reserve for unforeseen events and maintenance of working capital

## Summary:

The Raízes do Bem Project financing plan is solid, scalable and aligned with its pillars of agroecology, social inclusion and economic viability. It establishes a secure foundation for the initiative to become a national and international reference in sustainable rural production, directly benefiting the Uberlândia region and neighboring communities.

## Team and Functions

The Raízes do Bem Project will initially be led by the founder and her family, with direct involvement in all production and administrative fronts. As the project becomes financially sustainable and new partnerships are established, it will be possible to expand the team with strategic professionals. Below, we describe the essential roles planned for the project's growth phase, detailing responsibilities, desired profiles, estimated costs, and motivating factors.

### Sustainable Agriculture Manager

Responsible for: Planning, coordination and supervision of agroecological practices.

#### Responsibilities

- Develop agroecological cultivation plans
- Monitor soil quality, planting and harvesting
- Coordinate the agricultural team and local suppliers

#### Desired Profile

- Proactivity, leadership and systemic vision
- Committed to sustainable practices
- Good communication and management skills

Estimated cost: R\$ 60,000/year

Motivators: Socio-environmental impact, rural innovation, connection with the land

### Specialist in Artisanal Production

Responsible for: Production of 100% natural sweets, cheeses and sausages.

#### Responsibilities

- Create and test artisanal recipes

- Control the quality and hygiene of production
- Train new employees in manual techniques

#### Desired Profile

- Creativity, attention to detail
- Passion for artisanal cuisine
- Collaborative spirit

Estimated cost: R\$ 48,000/year

Motivators: Preserving traditions, valuing regional knowledge, artisanal authenticity

#### Community Education Coordinator

Responsible for: Development of educational programs focusing on agroecology and social development.

#### Responsibilities

- Plan and execute workshops, lectures and courses
- Assess the impact of educational actions
- Engage and mobilize the local community

#### Desired Profile

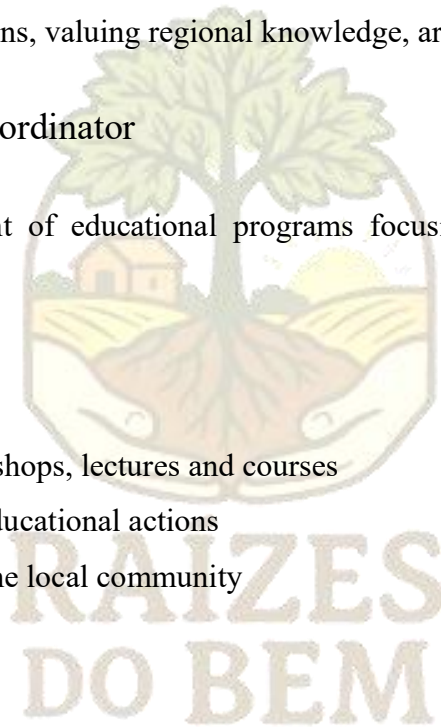
- Empathy, didactics and active listening
- Clear communication and social sensitivity

Estimated cost: R\$ 42,000/year

Motivators: Social transformation, community inclusion, citizenship training

#### Financial Manager

Responsible for: Planning, control and financial analysis of the project.



## Responsibilities

- Prepare budgets and accounting reports
- Manage cash flow and profitability
- Ensure the economic health of the business

## Desired Profile

- Analytical rigor and focus on results
- Ethics, organization and skills with numbers

Estimated cost: R\$ 70,000/year

Motivators: Economic sustainability, positive impact through efficient management

## Export and Marketing Specialist

Responsible for: Expand the national and international market presence of products.

## Responsibilities

- Define business strategies
- Establish sales and export channels
- Manage logistical and documentary aspects

## Desired Profile

- Proactivity, strategic vision
- Effective communication, negotiating profile

Estimated cost: R\$ 65,000/year

Motivators: Sustainable brand growth, fair trade, international recognition

## Administrative and Logistics Assistant

Responsible for: Operational support, inventory control, logistics and administrative routines.



## Responsibilities

- Keep organized records
- Assist in delivery and storage logistics
- Support for daily activities

## Desired Profile

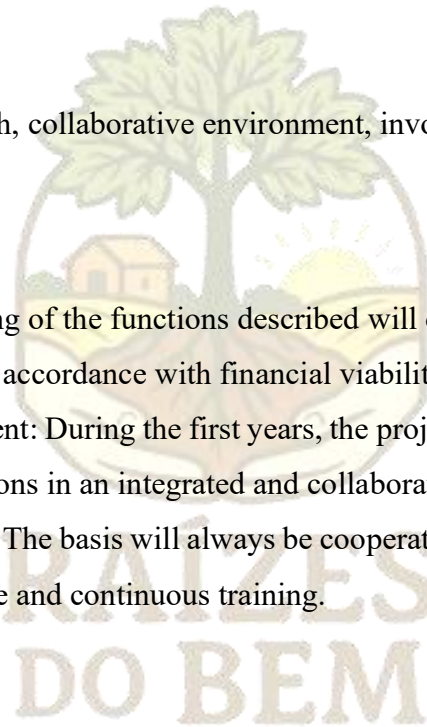
- Organization, responsibility, initiative
- Ease of learning and support in various areas

Estimated cost: R\$ 24,000/year

Motivators: Professional growth, collaborative environment, involvement with social causes

## Important Notes

- Hiring Stages: The hiring of the functions described will occur gradually, after the start of profit generation and in accordance with financial viability and future partnerships.
- Early Family Involvement: During the first years, the project developer and her family will perform multiple functions in an integrated and collaborative way.
- Organizational Culture: The basis will always be cooperation, mutual respect, appreciation of traditional knowledge and continuous training.



## Options for continuity:

1. Implementation Plan– detailed schedule of activities and implementation phases.
2. Risk Management– identification, analysis and mitigation strategies for operational, climate, financial and regulatory risks.
3. Key Performance Indicators (KPIs)– metrics to monitor efficiency, social impact, productivity and profitability.
4. Sustainability and Governance– ethical governance approach, environmental responsibility and commitment to the SDGs.
5. Conclusion and Final Considerations– summary of the proposal, vision of the future and call to action for partners and investors.



# Risk Analysis

The Raízes do Bem Project, despite its strong potential to promote environmental sustainability and generate positive social impact, is exposed to a series of risks that may affect its operation, profitability and continuity. This analysis is essential for the development of effective mitigation strategies, aiming to ensure the resilience of the project throughout its investment and operation cycle.

## Operational Risks

The project relies on agroecological practices and artisanal food production, activities that are sensitive to external factors such as climate and soil management. Extreme weather events — droughts, heavy rains or frosts — can compromise crops, pastures and the quality of natural inputs.

There are also risks related to the sanitary control of the production of cheeses, sweets and sausages. The loss of a batch due to sanitary failure or contamination can cause economic losses and damage to reputation. Mitigating these risks involves ongoing training, good management practices and periodic inspections.

## Financial Risks

The initial investment of R\$570 will be used to structure the farm and start operations. The estimated annual net profit of R\$153,450 will only be achieved with strict control over costs, prices and sales. Factors such as inflation, exchange rate fluctuations (relevant for exports) and difficulty in accessing credit may put pressure on cash flow.

Delays in expected revenue, default or low product turnover can compromise liquidity in the short term. Therefore, it will be essential to maintain a minimum financial reserve and plan fixed and variable expenses month by month.

## Market Risks

Entering the agroecological and artisanal products market, although promising, is highly



competitive and requires continuous differentiation. Success will depend on the acceptance of the products both in Brazil and abroad, requiring certifications, effective branding and efficient logistics.

Changes in consumption profiles, economic crises and increased competition can also impact sales volumes and prices charged.

## Regulatory and Environmental Risks

The project is subject to Brazilian legislation in the areas of health, environment, labor and taxes. Any regulatory changes may alter operational costs or require new legal and structural adaptations. Artisanal production and export require specific certifications, failure to comply with which may render markets unviable.

Responsible use of natural resources will also be monitored. Inappropriate use of water or soil may result in fines and compromise the image of the project.

## Social and Community Risks

One of the pillars of the project is the engagement of the local community. However, low participation in educational activities, resistance to agroecological practices or social conflicts may weaken the expected social results.

Partnerships with public bodies, schools and NGOs require political coordination and mutual trust, which may vary depending on the political context of the region.

## Technological Risks

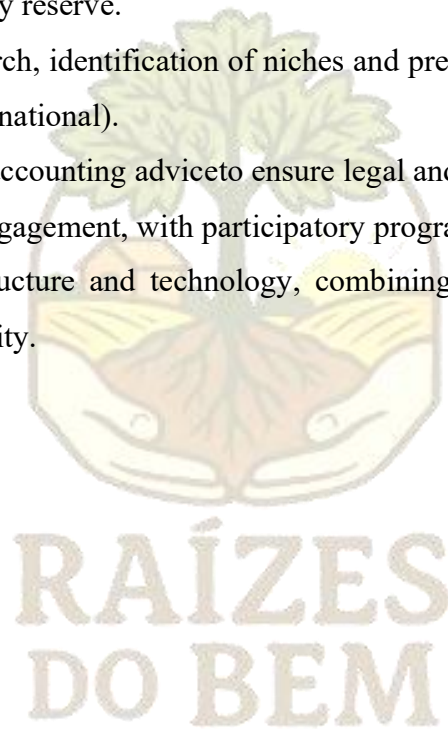
The project operation requires equipment suitable for agroecological production, artisanal processing and administrative management. Technological gaps, lack of training in equipment handling or technical failures can affect product quality and productivity.

Furthermore, access to technologies for sales management, export and digital communication will be essential to ensure competitiveness and scalability.

## Mitigation Strategies

To reduce exposure to the aforementioned risks, the Raízes do Bem Project will adopt:

- Climate monitoring and adaptive agricultural planning, with crop rotation and input reserves.
- Continuous technical training of the team, focusing on good sanitary, agroecological and artisanal practices.
- Strict financial management, with revenue diversification (consulting, subscriptions, exports) and emergency reserve.
- Constant market research, identification of niches and presence in multiple sales channels (local, digital and international).
- Specialized legal and accounting advice to ensure legal and tax compliance.
- Active Community Engagement, with participatory programs and inclusive actions.
- Investment in infrastructure and technology, combining innovation and tradition with operational sustainability.



## Regulatory Compliance

The Raízes do Bem Project is firmly committed to legal and regulatory compliance in all its areas of operation — from agroecological agriculture to artisanal food production and community education. Recognizing its long-term nature (2029–2038), legal requirements will be met in a staggered manner, as stages of growth and professionalization are achieved.

### Environmental Licensing

As an agroecological enterprise, the project will follow the principles of the National Environmental Policy (Law No. 6,938/1981). Upon starting agricultural production, the Rural Environmental Registry (CAR) and environmental licenses will be obtained from the State Forestry Institute (IEF-MG), with the possibility of IBAMA acting in areas of federal interest.

This will ensure:

- Proper soil and water management;
- Prevention of environmental impacts;
- Control of agricultural residues.

### Health Registration and Enrollment

With the start of the production of artisanal sweets, cheeses and sausages, the project will seek registration and enrollment with the Municipal Health Surveillance of Uberlândia, in accordance with the Good Manufacturing Practices (GMP) required by ANVISA and Law No. 8,918/1994.

A progressive plan will be followed to:

- Adaptation of facilities;
- Food hygiene and safety control;
- Product traceability and labeling.

State and federal certifications will be obtained as production expands and enters foreign markets.

## Labor Legislation and Occupational Safety

As employees are hired, the project will comply with the Consolidation of Labor Laws (CLT), respecting specific standards for the rural sector. Regulatory Standards (NRs) on occupational safety will be followed, ensuring:

- Adequate training;
- Provision of PPE;
- Safe and healthy work environment.

During the initial phase (2029–2032), with activities led by the founding family, formal compliance with legislation will occur as the team grows.

## Regularization of Rural Property

The land will be duly registered at a notary's office, with updated documentation, and registered in the CAR, in accordance with the Forest Code (Law No. 12,651/2012). This regularization guarantees:

- Access to development programs;
- Compliance with environmental conservation rules;
- Possibility of tax incentives.

## Export Regulations

According to the international expansion plan from 2033, the project will meet the requirements of:

- MAP(Ministry of Agriculture, Livestock and Food Supply),
- SECEX(Secretariat of Foreign Trade),
- and the Siscomex system (for export control).

Specific certifications will also be sought, such as:

- Art Seal(for handmade products);
- National and International Organic Certification;
- Traceability and bilingual labeling.

## Community Education and Social Compliance

Community education will be conducted in partnership with public agencies and NGOs, respecting the guidelines of the National Environmental Education Policy (Law No. 9,795/1999). The programs will be based on:

- Social inclusion and equal access;
- Valuing local knowledge;
- Training of sustainability multiplier agents.

## Regulatory Monitoring and Update

The project will have specialized legal and accounting advice to ensure constant updating in the face of changes in federal, state and municipal legislation.

Furthermore:

- A progressive compliance system will be implemented;
- Operational practices will be audited internally;
- Certifications will be obtained according to the maturity of the operation.

Regulatory compliance will be built in a staggered and responsible manner, aligned with the expansion of the Raízes do Bem Project. This commitment ensures:

- Legal and reputational security;
- Consumer and investor confidence;
- Long-term ethical, social and environmental sustainability.

With a solid foundation and alignment with current legislation, the project positions itself as a modern, transparent initiative committed to transforming the Brazilian rural environment.

# Pre-Launch: Strategic Implementation Checklist

After the official launch of the Raízes do Bem Project, a critical phase of implementation and monitoring begins. This checklist serves as a guide for strategic actions to ensure that the project achieves its operational, social and financial sustainability as planned.

## Initial Monitoring and Operational Adjustments

### Verification of production processes

- Review the entire agroecological production chain, from soil preparation to harvesting.
- Adjust artisanal production methods based on feedback from early consumers.
- Check whether inputs and practices follow the defined agroecological principles.

### Quality control

- Implement weekly quality inspections on products (sweets, cheese, sausages).
- Establish traceability and food safety protocols.
- Document nonconformities and implement improvements.

## Financial Management and Investments

### Budget management

- Monitor the use of the R\$550,000 initial investment (2029–2032).
- Prepare monthly cash flow reports and feasibility analysis.
- Validate operating costs with margins and projections.

### Planning for new investment

- Evaluate the ideal time to invest the additional R\$380,000 (2032–2038).
- Map notices, credit cooperatives and rural development programs.
- Start networking with potential investors and industry partners.

## Marketing and Sales

### Launching products on the market

- Develop visual materials highlighting the project's unique features.
- Create packaging with ecological appeal and information about origin.
- Make products available at fairs, local markets and digital platforms.

### Target audience engagement

- Hold community events with tastings and cultural activities.
- Launch social media campaign focusing on “real stories from the land.”
- Collect and use testimonials to increase confidence in the project.

## Education and Community Engagement

### Training programs

- Start practical workshops on composting, agroecological production and sustainable techniques.
- Create knowledge exchange groups between residents and experts.

### Social impact monitoring

- Define social indicators: number of participants, satisfaction, income generated, etc.
- Apply impact assessments to each training cycle.
- Adjust educational programs based on collected feedback.

## Logistics and Infrastructure

### Productive infrastructure

- Perform preventive maintenance on agricultural and production equipment.
- Ensure adequate storage conditions (cold, ventilation, hygiene).



- Create a planting/harvesting schedule coordinated with artisanal production.

#### Supply chain adjustments

- Sign agreements with local suppliers of agroecological inputs.
- Establish sustainable logistics routes for regional deliveries.
- Develop inventory strategies to avoid losses and supply shortages.

#### Compliance and Regulation

##### Regularization and certifications

- Ensure that records are updated in CAR, IEF, Health Surveillance, etc.
- Start the processes to obtain:
  - National organic certification.
  - Art seal and certification of origin.
  - Sustainable and fair trade labels.
- Document all legal requirements and maintain an annual compliance checklist.

With this implementation plan and post-launch checklist, the Raízes do Bem Project will be prepared to consolidate its operation, strengthen its sales networks, expand its social influence and achieve its sustainability goals set by 2038. The success of this project will depend on disciplined execution, community engagement and continuous adaptation to market and environmental needs.



# Post-Launch: Immediate Implementation Checklist

After launching the Raízes do Bem Project, it is crucial to execute a structured plan to ensure the sustainability of the business, community engagement and the achievement of financial and social goals. This step aims to consolidate the foundation of the enterprise, adjust processes and strengthen partnerships.

## Initial Organization and Structuring

- Formalization of the work team
  - Hire and integrate local collaborators and experts in agroecology.
  - Define clear roles and responsibilities for each team member.
- Establishment of the operational base
  - Prepare facilities for artisanal production (kitchen, dairy, sausage area).
  - Organize agricultural space for agroecological practices, with adequate infrastructure.

## Community Training and Education

- Plan and launch courses and workshops on:
  - Agroecology.
  - Sustainable management.
  - Artisanal production.
  - Rural entrepreneurship.
- Define schedule and participatory methodology.
- Engage local partners and educational institutions for support and collaboration.

## Production and Logistics

- Implement agroecological techniques in the field:
  - Soil preparation.
  - Sustainable planting and management of crops.

- Start artisanal production:
  - Test recipes.
  - Standardize processes.
  - Implement strict quality control.
- Define and structure the logistics chain:
  - Storage under ideal conditions.
  - Efficient transportation to points of sale and regional distribution.

## Marketing and Sales

- Launch the brand and develop consistent visual communication.
- Create sustainable packaging and attractive promotional materials.
- Define dissemination strategies:
  - Local promotion at fairs and events.
  - Active presence in digital media and social networks.
- Establish sales channels:
  - Physical points in the community.
  - Business partnerships for sales in ecological markets.
  - Plan future export.

## Monitoring and Evaluation

- Implement a production and sales monitoring system.
- Assess social and environmental impact:
  - Community improvement indicators.
  - Sustainability of processes.
- Carry out periodic review of financial planning.
- Control initial investments and monitor profit projections.

## Financial and Legal Management

- Organize detailed financial records.
- Control cash flow, expenses and income.
- Ensure regularization and compliance with health and environmental standards.
- Keep licenses and certifications up to date.
- Plan to raise future investments for expansion.

By following this post-launch checklist, the Raízes do Bem Project will be prepared to consolidate its operation, create strong ties with the local community, promote sustainable production and initiate a virtuous cycle of economic, social and environmental growth.



## 5-Year Plan — Roots of Good Project

Following launch, structured implementation over the next five years will be essential to ensure sustainable growth, market expansion and strengthening social and environmental impact. Below is the detailed checklist for years 2 to 5, focusing on operational, commercial, educational and management development.

### Year 2

#### Operational

- Evaluate initial production of artisanal sweets, cheeses and sausages.
- Adjust agroecological processes to optimize productivity and quality.
- Start crop diversification based on soil and market studies.
- Establish local partnerships to supply natural inputs.

#### Commercial

- Consolidate sales channels in Uberlândia and nearby cities.
- Participate in local fairs and events to promote the brand.
- Start market studies for export.

#### Education and Social Impact

- Implement educational programs in agroecology for the community.
- Conduct workshops and training for local farmers.
- Create teaching materials and environmental awareness campaigns.

#### Management and Finance

- Review budget and cash flow based on first year results.
- Plan additional infrastructure investments.
- Monitor social and environmental impact indicators.



## Year 3

### Operational

- Expand production according to demand and installed capacity.
- Invest in technological improvements for artisanal production.
- Ensure organic and agroecological certifications.

### Commercial

- Start exporting to selected markets.
- Develop branding and packaging suitable for export.
- Establish partnerships with national and international distributors.

### Education and Social Impact

- Expand educational programs to regional schools and institutions.
- Create community center for ongoing training.
- Assess social impact and adjust actions based on feedback.

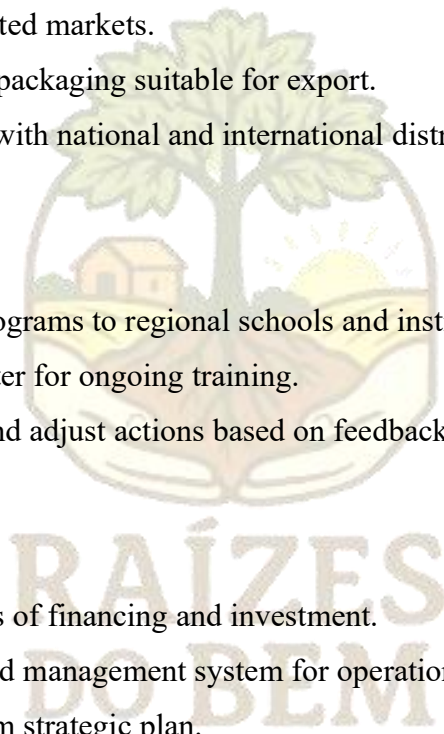
### Management and Finance

- Seek additional sources of financing and investment.
- Implement an integrated management system for operational control.
- Develop a medium-term strategic plan.

## Year 4

### Operational

- Consolidate production and product diversification.
- Implement sustainable technology to reduce waste.
- Expand cultivated area and seek new agroecological techniques.



## Commercial

- Strengthen presence in export markets.
- Develop online sales channels and e-commerce.
- Participate in international fairs and business events.

## Education and Social Impact

- Promote exchanges with other sustainable communities.
- Intensify environmental and social education campaigns.
- Document and disseminate success stories and best practices.

## Management and Finance

- Review and optimize operating costs.
- Evaluate financial and social returns in detail.
- Plan future expansion and complementary investments.

## Year 5

### Operational

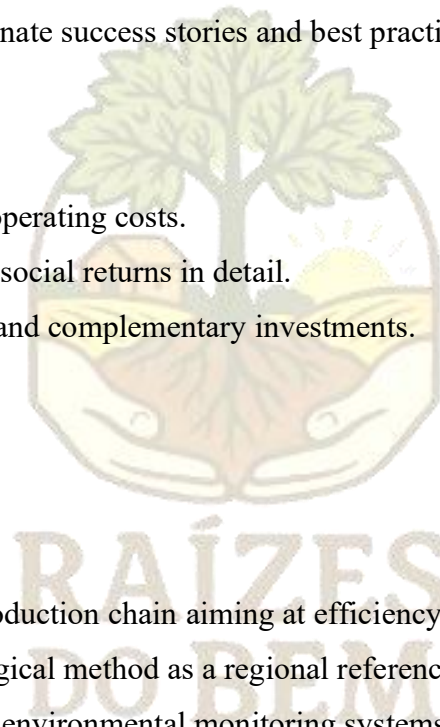
- Optimize the entire production chain aiming at efficiency and sustainability.
- Consolidate agroecological method as a regional reference.
- Implement continuous environmental monitoring systems.

### Commercial

- Expand international markets and explore new niches.
- Strengthen relationships with customers and end consumers.
- Develop sustainable and innovative marketing campaigns.

### Education and Social Impact

- Institutionalize the educational project as part of the community.



- Promote regional and national events on agroecology.
- Assess long-term impact and plan for continuity.

#### Management and Finance

- Consolidate a sustainable and replicable business model.
- Seek international social responsibility certifications.
- Plan the next phase of investment and expansion.

This detailed plan ensures that the Raízes do Bem Project evolves in a structured and sustainable way, maintaining its values of sustainability, social impact and economic viability over the years.



## Conclusion

The Raízes do Bem Project represents an exemplary synthesis between economic viability, social responsibility and environmental commitment. Structured based on principles of agroecology, artisanal production and community education, the project is strategically positioned in a global scenario that demands sustainable, ethical and inclusive solutions for the food, ecological and social challenges of the 21st century.

With a solid business plan, anchored in realistic financial projections, progressive investments and well-defined risk management, the project demonstrates not only operational capacity, but also institutional maturity. The planned performance in cycles, investments in human capital, strategic partnerships and focus on national and international certifications give the enterprise a high potential for scalability and replicability, both regionally and globally.

Raízes do Bem's competitive edge lies in the harmonious integration of innovation and tradition: modern management and marketing techniques are combined with local knowledge, agroecological practices and excellent artisanal production. This combination strengthens the bond between producers, consumers and communities, promoting fairer, more conscious and resilient production chains.

More than just a promising business, Raízes do Bem is a transformation project. Transforming the land, through the regeneration of soil and ecosystems. Transforming the local economy, through income generation and appreciation for small producers. And transforming people, through education, empowerment and reconnection with nature.

This business plan is the first step in a journey that aims to position Raízes do Bem as a national and international reference in sustainable rural development. May it inspire, connect and mobilize all those who believe in a fairer, healthier and greener future.





**RAÍZES  
DO BEM**