



RAÍZES
DO BEM

Raízes do Bem

*Family and
community farming*



*Cultivating
Sustainable
Futures*



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www.reallygreatsite.com

About the Project

What is the Roots of Good project?

An agroecological and social initiative to develop a sustainable farm in Minas Gerais. We will produce vegetables, eggs, milk, cheese and much more, while empowering families and young people in the community.



It is estimated that the commercialization of family farming products can increase family income by up to 7.84%, and that around 28.81% of production is commercialized.



What are we going to build?

Sustainable infrastructure:

- Agroecological garden and organic orchard
- Chicken coop, pigsty and corral with milking
- Headquarters and training center
- Composting and irrigation system
- Equipment for artisanal production



Nutrient Management

Pollution Reduction

Local Food Systems

Water Conservation

Climate Resilience

Technological Innovations in the Sustainable Field

Our project combines tradition and technology to increase productivity, reduce environmental impacts and empower the community with modern and accessible practices.



Solar Energy



Integrated E-commerce Platform



Smart Irrigation



Composting with Digital Monitoring



Production Management Application



Online Courses and Educational QR Codes

Why does this matter?

Impact beyond rural production



Each seed grown generates not only food, but also empowerment, education and income for the rural community. We want to be an example of a viable, humane and ecological model.

The "Raízes do Bem" project has the potential to directly benefit these approximately 570 local families.





Where does your donation go?

Initial Investments (2027–2029):

- Land purchase: R\$ 150,000
- Headquarters and office: R\$80,000
- Chicken coop: R\$ 15,000
- Pigsty: R\$ 20,000
- Corral/milking: R\$ 25,000
- Irrigation system and vegetable garden: R\$ 18,000
- Composting and waste management: R\$5,000
- Agroecological orchard: R\$ 7,000
- Acquisition of animals: R\$ 45,000
- Manual and electrical equipment: R\$ 30,000
- Operational (inputs, feed, maintenance for 5 years): R\$ 100,000
- Legal reserve/reforestation: R\$ 10,000
- Subtotal: R\$ 505,000

Where does your donation go?

Future Planned Investments (2029–2033):

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- Classroom and educational infrastructure: R\$ 30,000
- Community garden (infrastructure + seeds): R\$ 15,000
- Teaching materials and instructors: R\$25,000
- Construction of agroindustry (modular): R\$ 150,000
- Equipment (tanks, smokers, cold room): R\$ 120,000
- Brand design, packaging and visual identity: R\$25,000
- E-commerce and branding development: R\$ 10,000
- Subtotal: R\$ 375,000



Results projection

Sustainability and social return:

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

Revenue Projection (post-implementation):

- **Estimated annual revenue from 2033: R\$400,000–600,000**
- **Estimated gross margin: 40–55%**



How you can help

Donate and share!

Your donation is part of the change!

- Contribute on GoFundMe*
- Share with friends and social networks*
- Tell us about the project and help us plant more hope*

Donation link:

<https://www.gofundme.com/f/o/projetoraizesdobem>



Thanks

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Donate **<https://www.gofundme.com/f/oprojetoraizesdobem>**

