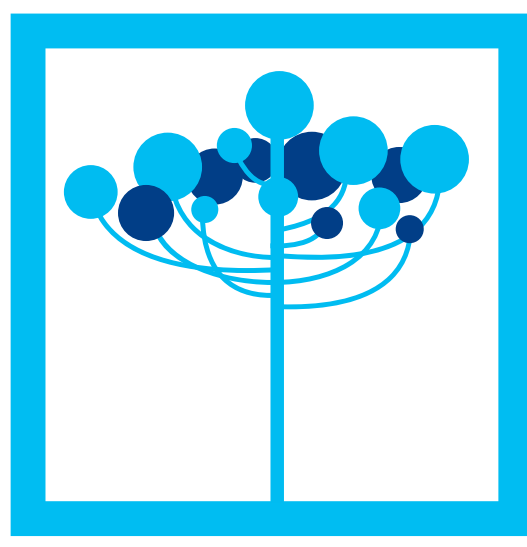


# The Araucaria



# Conservation Programme

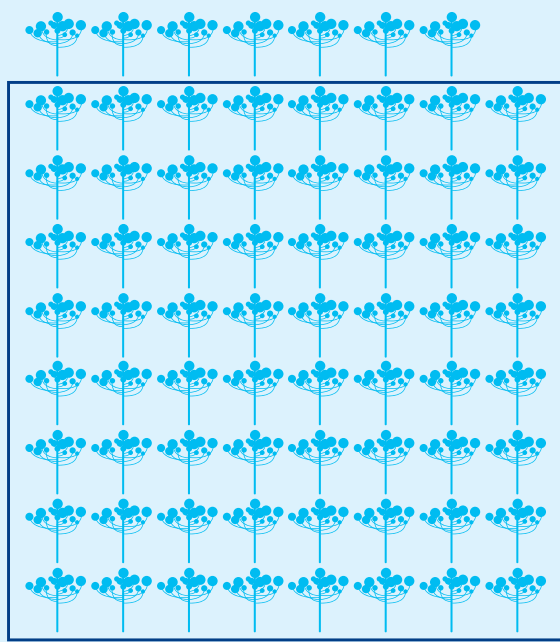
An initiative to **restore** up to **7,000 hectares** of Mata Atlantica, focusing on the **Forest of Araucarias** by 2030

## See how the first year of the project went

### Restored Area

Restored  
**+87**  
Hectares

equivalent to  
**136** football pitches

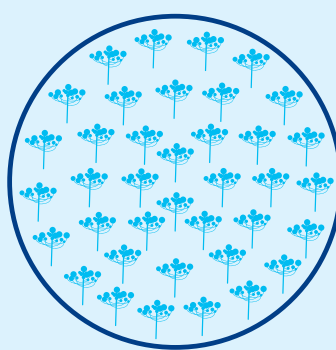


Original goal  
**80**  
Hectares

### Planting

**38** thousand tree seedlings

**100** seedlings per day



### Location

Brazil



State of Santa Catarina  
City of Urubici

### Objectives



Restore and conserve biodiversity



Combat climate change



Generation of jobs, income, and certification for carbon sequestration

## For healthy seedling growth

### Maintenance and Monitoring

> 3 years

Irrigation

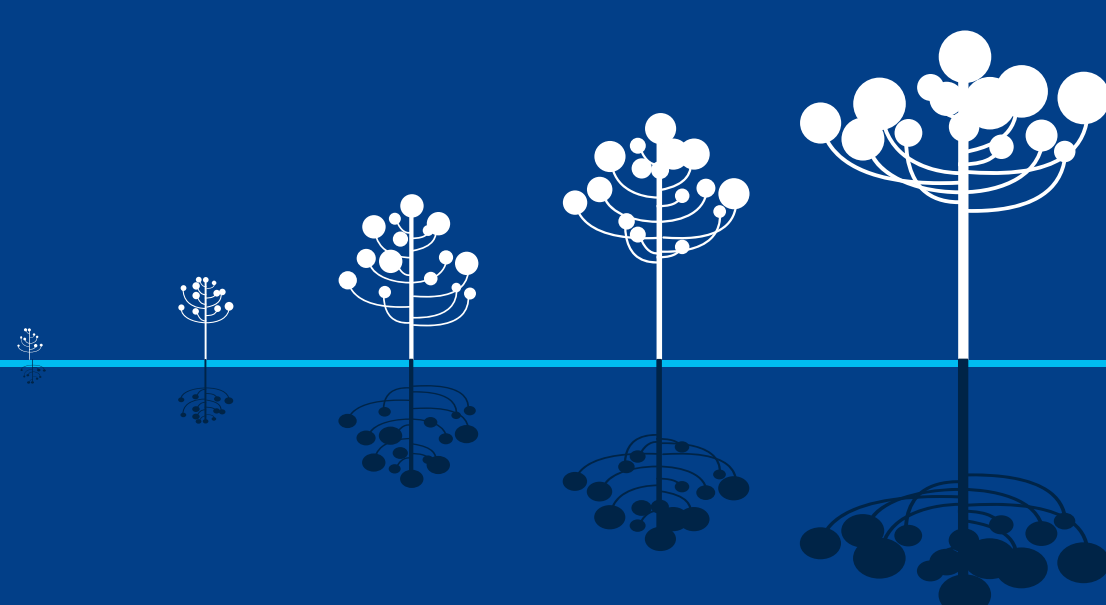
Fertilising

Pest control

Control of competing plants

Fencing

Replanting



## Why the Forest of Araucarias?

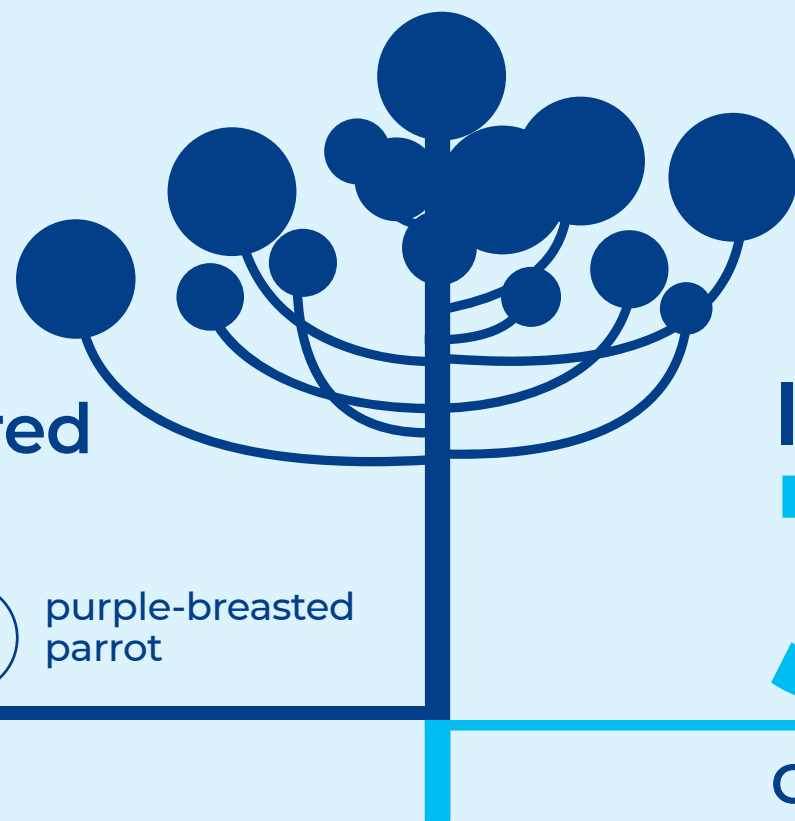
It is home to endangered species



pampas deer



purple-breasted parrot



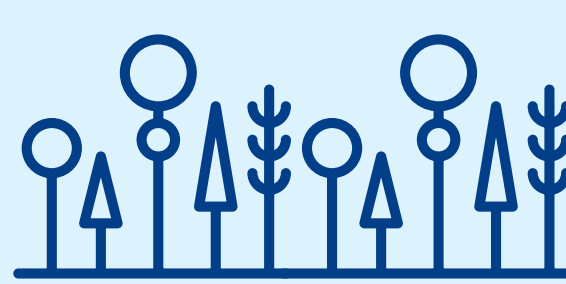
It has only  
**3%**

of its original coverage preserved

## What's next?

### Early 2023

**+70** hectares of restoration in **3** new areas



Mapping of additional **rural areas** for restoration



[tetrapak.com/landrestoration](https://tetrapak.com/landrestoration)



\*Source: Apremavi