



International Temperate  
Rice Conference

# ITRC

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PELOTAS . BRAZIL

# PROCEEDINGS

## Brazil Certificate - Rice export value added

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### ABSTRACT

The rice produced in Rio Grande do Sul (RS) has quantity (productivity + technologie) that contributes to food security, quality (organoleptide + food safety + varietal identification) that contributes to value addition and positive image and meets safety, requirements environmental (environmental licensing + rural land register) that contribute to the preservation of the Pampa Biome. All these positive aspects are the basis for an official certification of the Brazilian government whose identification label is Brazil Certificate: Quality Agriculture. The rice industry in RS also has technology to focus the concept of quality with consumers and associate positive image, enabling innovation for a market that requires traceability and certification. The challenges faced by Brazilian rice exporters include overcoming phytosanitary and environmental barriers, consolidating sales to newly conquered markets and ensuring customer loyalty. In this context, an internationally recognized certification, such as the Brazil Certified: Quality Agriculture, which has National Institute of Metrology, Quality and Technology as the certifying agency provides confidence to the markets and, consequently, transparency for consumers. This Brazilian seal is required through the voluntary adoption of the Specific Technical Standard (NTE) for Integrated Rice Production (PIA), published in the Federal Official Gazette on November 14, 2016 (Normative Instruction N° 42, Ministry of Agriculture and Food Supply). For the producer, NTE Arroz represents the rationalization of the use of inputs; the reduction of production costs; the reduction of environmental risks and the responsible use of water and soil resources. The PIA is a modern system based on good farming practices that research institutions and Brazilian law advocate. The PIA encompasses technologies that prioritize natural regulatory mechanisms in Integrated Pest Management. In addition, technologies that are in line with the Sectoral Climate Change Mitigation and Adaptation Plan for the Consolidation of a Low Carbon Economy in Agriculture.

**Key words:** quality, security, *Oryza sativa* L., sustainable economy.

# Brazil Certificate - Rice export value added



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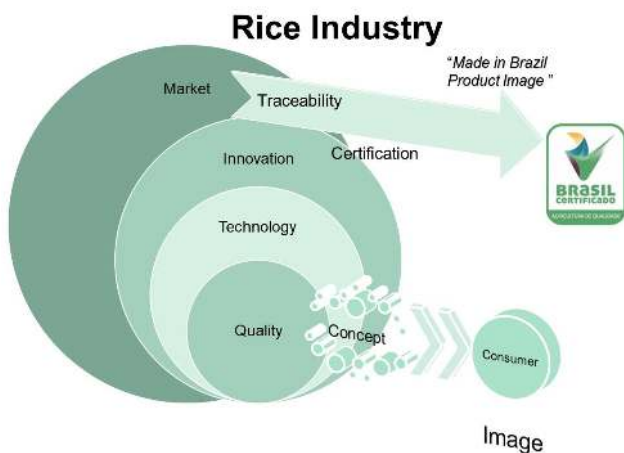
## Introduction

The rice produced in Rio Grande do Sul (RS) has:

- ❖ quantity (productivity + technologie): that contributes to food security
- ❖ quality (organoleptide + food safety + varietal identification) that contributes to value addition and positive image and meets safety;
- ❖ requirements environmental (environmental licensing + rural land register) that contribute to the preservation of the Pampa Biome



- ❖ All these positive aspects are the basis for an official certification of the Brazilian government whose identification label is **BRAZIL CERTIFICATE: QUALITY AGRICULTURE**



## Results

- ❖ The challenges faced by **Brazilian rice exporters** include overcoming phytosanitary and environmental barriers, consolidating sales to newly conquered markets and ensuring customer loyalty

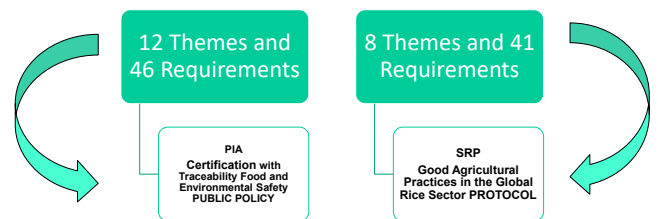


Internationally recognized certification, such as the **BRAZIL CERTIFIED: QUALITY AGRICULTURE**, which has National Institute of Metrology, Quality and Technology as the certifying agency provides confidence to the markets and, consequently, transparency for consumers.

- ❖ Brazilian seal is required through the voluntary adoption of the
- ❖ Specific **Technical Standard (NTE) for Integrated Rice Production (PIA)**, published in the Federal Official Gazette on November 14, 2016 (Normative Instruction N° 42, Ministry of Agriculture and Food Supply);
- ❖ For the producer, NTE Arroz represents the rationalization of the use of inputs; the reduction of production costs; the reduction of environmental risks and the responsible use of water and soil resources.

### TECHNICAL STANDARD FOR INTEGRATED RICE PRODUCTION

- ❖ Harmonization with the UN Sustainable Rice Platform (SRP) and Private Protocols (EurepGap / European Retailers / BPA)



## Conclusions

- The PIA is a modern system based on good farming practices that research institutions and Brazilian law advocate;
- The PIA encompasses:
  - technologies that prioritize natural regulatory mechanisms in Integrated Pest Management.
  - technologies that are in line with the Sectoral Climate Change Mitigation and Adaptation Plan for the Consolidation of a Low Carbon Economy in Agriculture.