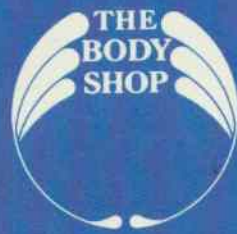


Chief Pukatire of Pukanuv

TRADE  
NOT  
AID



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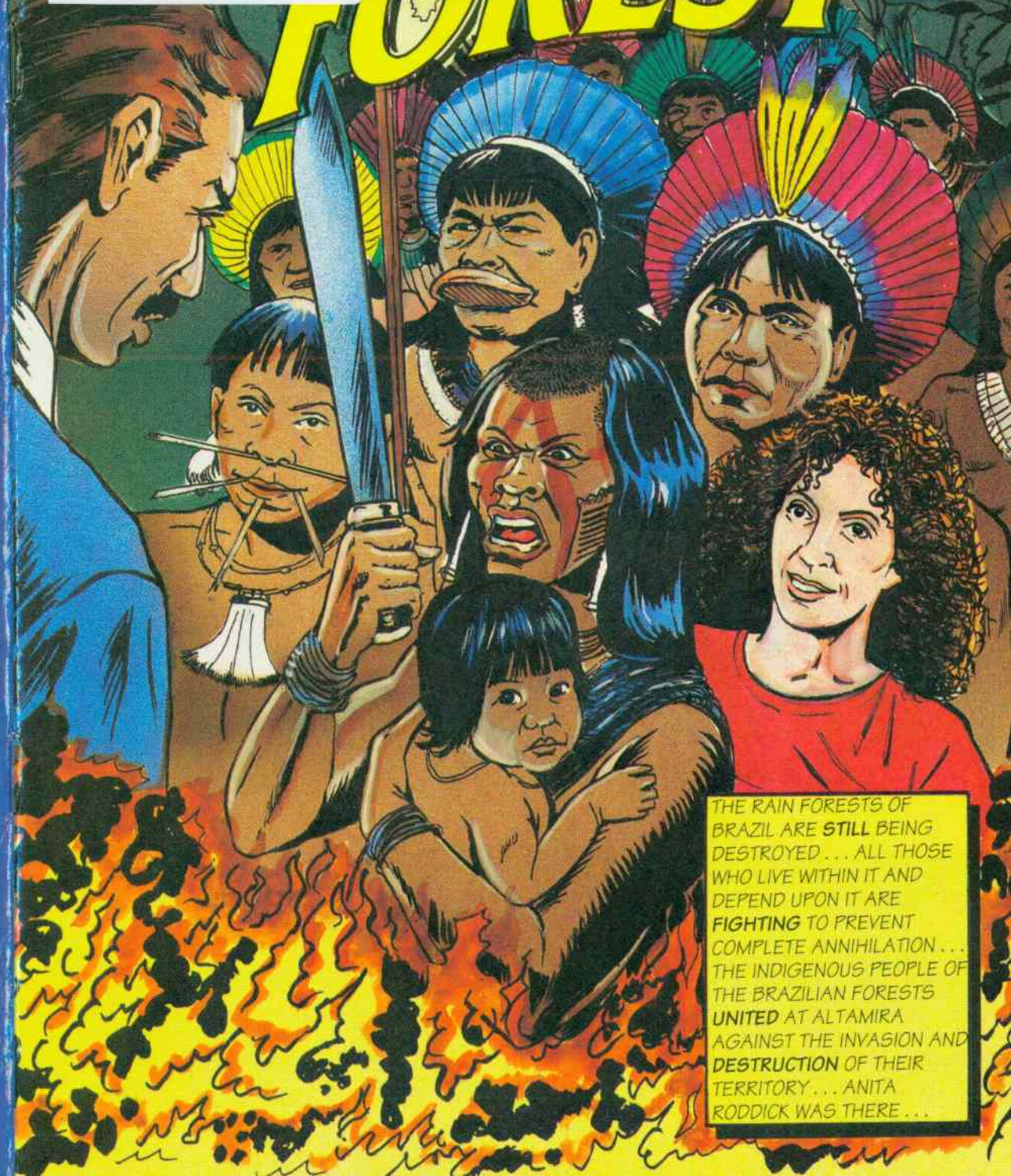
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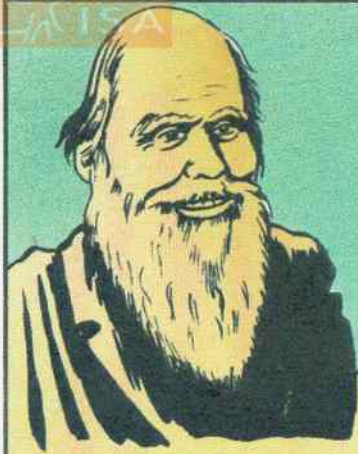
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# FIGHT FOR THE FOREST



THE RAIN FORESTS OF BRAZIL ARE STILL BEING DESTROYED... ALL THOSE WHO LIVE WITHIN IT AND DEPEND UPON IT ARE FIGHTING TO PREVENT COMPLETE ANNIHILATION... THE INDIGENOUS PEOPLE OF THE BRAZILIAN FORESTS UNITED AT ALTAMIRA AGAINST THE INVASION AND DESTRUCTION OF THEIR TERRITORY... ANITA RODDICK WAS THERE...

'DELIGHT IS A WEAK TERM TO EXPRESS THE FEELINGS OF A NATURALIST, WHO FOR THE FIRST TIME, HAS WANDERED BY HIMSELF IN A BRAZILIAN RAIN FOREST.' Charles Darwin 1832



THE FIRST INHABITANTS OF THE AMAZON RAIN FOREST MIGRATED FROM NORTH AMERICA AT LEAST 20,000 YEARS AGO. ESTIMATES VARY ON THE SOUTH AMERICAN INDIAN POPULATION IN THE 16C WHEN EUROPEANS FIRST ARRIVED - PERHAPS IT WAS AS HIGH AS 15 MILLION OR AS LOW AS 2 MILLION. WHATEVER THE INITIAL FIGURE, NOW ONLY 200,000 INDIANS SURVIVE. THE REASONS? ENSLAVEMENT, EVICTION, AND DISEASES BROUGHT BY EUROPEANS.

**FACT**  
A Portuguese expedition to the Brazilian rain forest in 1637 reported the Indians to be "... so numberless that if a dart were to fall from the air, it would strike the head of an Indian and not fall to the ground".

BRESILIA

**FACT**  
Thousands of generations have lived and died in the rain forests leaving scarcely a trace. Most forest people had no knowledge and no need of metal since ultra-hard wood could do the job of iron or steel. But wood no matter how hard rots eventually. Warmth and moisture conspire to break down all organic material so ancient remains are very rare.

**FACT**  
The Amazon Basin contains by far the largest area of tropical rain forest in the world. It covers 2.3 million square miles in nine different countries - 60% in Brazil.



'THE FOREST DOESN'T BELONG TO ME, I BELONG TO THE FOREST.' A Kayapo Elder.

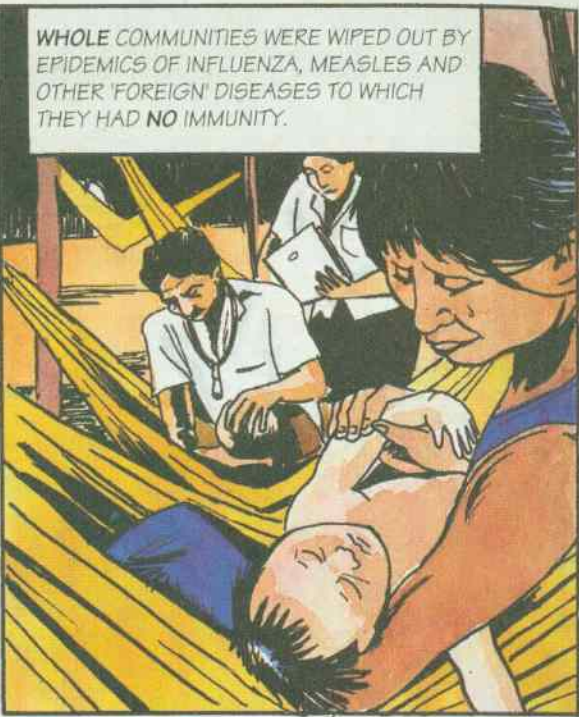
ALTAMIRA, BRAZIL, 1989. THE MEETING PLACE FOR A HUGE GATHERING OF INDIGENOUS INDIANS. FOR THE FIRST TIME THEY ARE ALL UNITED AGAINST THE INVASION AND DESTRUCTION OF THEIR LAND. THEY ARE PROTESTING AGAINST THE PLANS FOR A DAM TO BE BUILT ON THE XINGU RIVER. THE PROJECT WOULD FLOOD THOUSANDS OF SQUARE KILOMETRES OF RAIN FOREST, CONDEMN COUNTLESS PLANT AND ANIMAL SPECIES AND DEVASTATE THE LIVES OF MANY INDIANS - EFFECTIVELY WIPING OUT THEIR HOMES, LIVELIHOOD AND HERITAGE.

THE INDIAN LEADERS RELATE HARROWING TALES OF BRUTALITY, SICKNESS, DISPOSSESSION AND SYSTEMATIC EXPLOITATION OVER HUNDREDS OF YEARS.





SINCE THE EUROPEANS ARRIVED IN THE 16C, GENERATIONS OF INDIANS HAVE PUT UP A FIERCE RESISTANCE TO THE INVADERS, BUT OVER THE YEARS THEY HAVE BEEN DRIVEN DEEPER AND DEEPER INTO THE FOREST TO AVOID BEING CAPTURED AND ENSLAVED.



WHOLE COMMUNITIES WERE WIPED OUT BY EPIDEMICS OF INFLUENZA, MEASLES AND OTHER 'FOREIGN' DISEASES TO WHICH THEY HAD NO IMMUNITY.



RIVERS THROUGHOUT THE AMAZON BASIN HAVE BEEN DAMMED TO GENERATE ELECTRICITY... FOR THE CONVENIENCE OF PEOPLE IN FAR AWAY CITIES.



OIL WELLS ARE SUNK TO KEEP THE CITY ON THE MOVE.

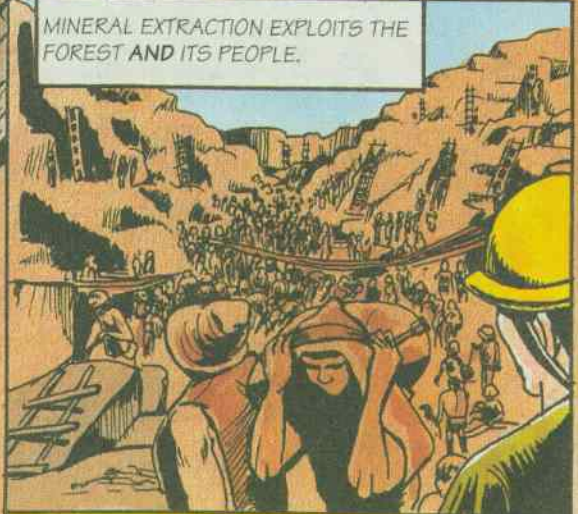
**FACT**  
At least 10% of the rain forests of Amazonia have already been cleared. Tropical deforestation is now said to be responsible for 30% of the build-up of carbon dioxide in the global atmosphere.



ENORMOUS HARDWOOD TREES TAKE MANY HUNDREDS OF YEARS TO GROW... AND ARE CHOPPED DOWN IN 10 MINUTES. TROPICAL HARDWOOD IS USED FOR FURNITURE AND BUILDING.

**FACT**  
The going rate for a single 'top grade' mahogany tree is \$10,000.

**FACT**  
At a conservative estimate, tropical forest is being destroyed at a rate of 1.3 acres a second.



MINERAL EXTRACTION EXPLOITS THE FOREST AND ITS PEOPLE.

**FACT**  
For every kilo of gold extracted, 2 kilos of mercury are released into the environment. There are over half a million people engaged in opportunist gold-mining. A far greater number are exposed to the health risks of mercury poisoning.



MERCURY, USED TO SEPARATE OUT THE GOLD, POISONS THE RIVERS. WATER CONTAMINATED WITH MERCURY HAS CAUSED SEVERE ILLNESS IN THE PEOPLE WHO USE THE RIVER FOR FISHING AND BATHING AND ITS WATER FOR COOKING AND DRINKING.

BAUXITE IS MINED TO MAKE ALUMINIUM, THE MAIN COMPONENT OF MOST THROW-AWAY CANS.



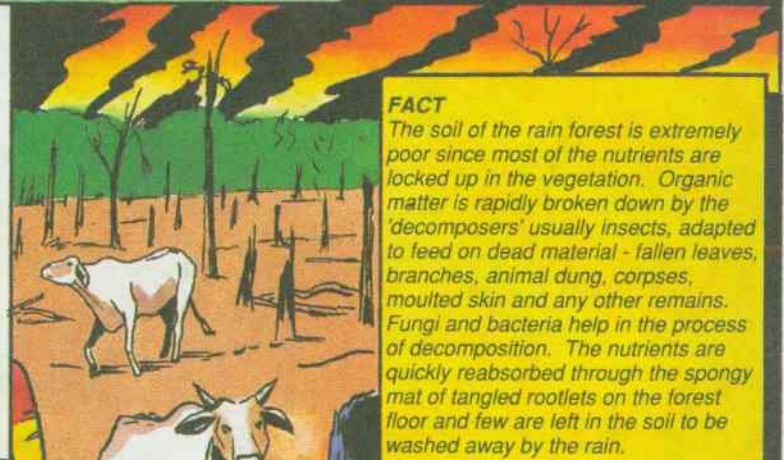
GOLD IS ALWAYS IN BIG DEMAND.



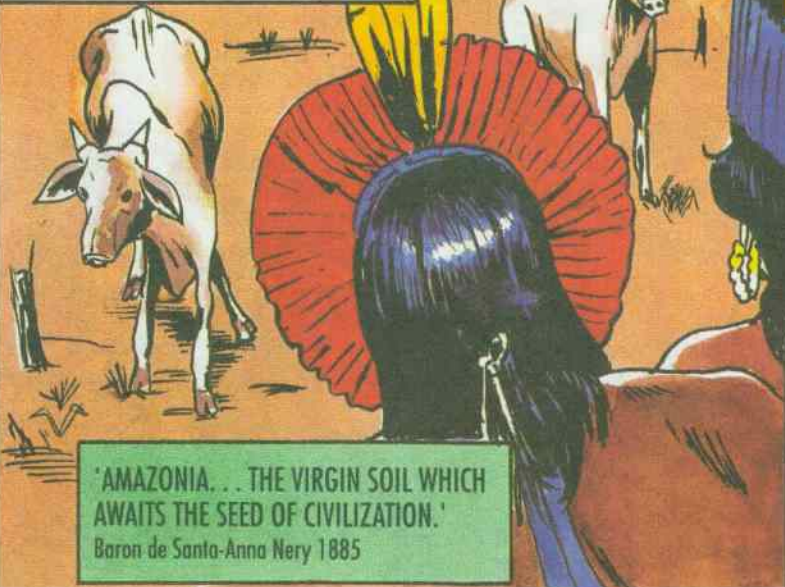
THE LOW GRADE RAIN FOREST BEEF IS USED FOR HAMBURGERS AND DOG FOOD.

'THE GODS ARE MIGHTY, BUT MIGHTIER STILL IS THE JUNGLE.'  
Amerindian proverb

EVERY YEAR THE SKIES OVER WESTERN BRAZIL ARE DARK BOTH DAY AND NIGHT. DARK FROM THE SMOKE OF THOUSANDS OF FIRES AS FARMERS AND CATTLE RANCHERS ENGAGE IN THEIR ANNUAL RITE OF DESTRUCTION: BURNING DOWN THE RAIN FOREST TO MAKE SPACE FOR CROPS AND LIVESTOCK. THE CLEARED LAND CAN JUST ABOUT SUSTAIN CATTLE FOR 3 YEARS, THEN IT IS EXHAUSTED, BARREN AND ULTIMATELY ABANDONED.



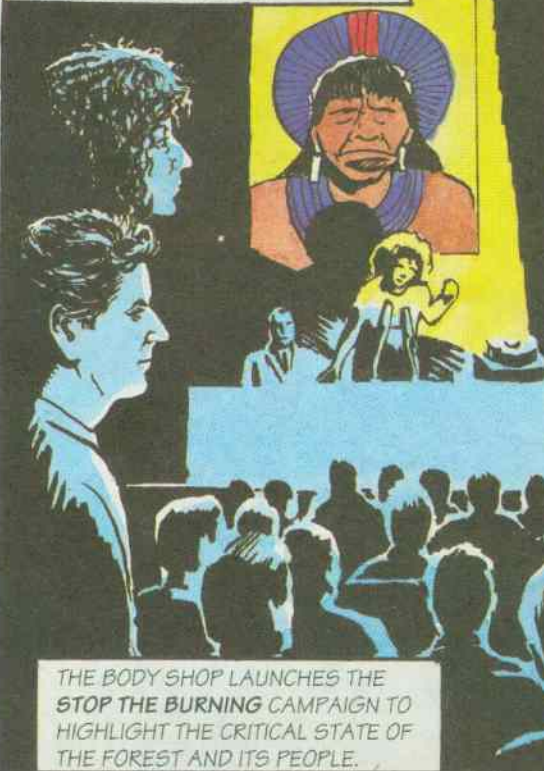
**FACT**  
The soil of the rain forest is extremely poor since most of the nutrients are locked up in the vegetation. Organic matter is rapidly broken down by the 'decomposers' usually insects, adapted to feed on dead material - fallen leaves, branches, animal dung, corpses, moulted skin and any other remains. Fungi and bacteria help in the process of decomposition. The nutrients are quickly reabsorbed through the spongy mat of tangled rootlets on the forest floor and few are left in the soil to be washed away by the rain.



'AMAZONIA... THE VIRGIN SOIL WHICH AWAITS THE SEED OF CIVILIZATION.'  
Baron de Santa-Anna Nery 1885

CONFLICTS BETWEEN MINERS, RANCHERS AND FOREST PEOPLES HAVE RESULTED IN MANY DEATHS. THE INDIANS JUST WANT THE FOREST LEFT INTACT. THEY HAVE A VESTED INTEREST IN CONSERVATION AS THE FUTURE OF THEIR SOCIETY DEPENDS ON IT.

BACK IN THE UK... ANITA RODDICK AND HER DAUGHTER SAM WERE PRESENT AT THE FOREST PEOPLES' GATHERING AND WERE MOVED BY THEIR DESPERATE SITUATION... THEY RESOLVED TO HELP.



AT THE BODY SHOP'S INTERNATIONAL FRANCHISE MEETING, SAM MAKES AN IMPASSIONED SPEECH ABOUT THE INDIANS' FIGHT TO SAVE THE FOREST AND THEIR CULTURE. SHE APPEALS FOR FUNDS THAT ARE DESPERATELY NEEDED FOR LEGAL COSTS TO PROTECT THEIR TERRITORY AND TO BUY WESTERN MEDICINES TO COMBAT WESTERN DISEASES.

THE BODY SHOP LAUNCHES THE STOP THE BURNING CAMPAIGN TO HIGHLIGHT THE CRITICAL STATE OF THE FOREST AND ITS PEOPLE.

FRANCHISEES RESPOND BRILLIANTLY AND £200,000 IS RAISED - THE BASIS OF THE BODY SHOP RAIN FOREST FOUNDATION.



THE BODY SHOP STAFF TAKE TO THE STREETS TO RAISE SUPPORT. IN 2 WEEKS THEY COLLECT AN INCREDIBLE 1 MILLION SIGNATURES TO PROTEST THE BURNING.



ANITA ORGANISES A PROTEST OUTSIDE THE BRAZILIAN EMBASSY IN LONDON.



CHICO MENDES WAS OUTSPOKEN ON THE RIGHTS OF RUBBER TAPPERS AND INDIGENOUS PEOPLES. HE WON INTERNATIONAL ACCLAIM AS THE LEADER OF A NON-VIOLENT CAMPAIGN AGAINST FOREST CLEARANCES.



**FACT** Rubber tappers have been in the forests since the mid-1800s. They earn their living by collecting the latex from the rubber trees growing wild in the forest. Chico Mendes died trying to show that it is possible to generate an income from the forest without destroying it. The income from fruits, latex and other forest products harvested on a sustainable basis can exceed that obtained by logging or ranching. And even more importantly, it is the local people who benefit from the forest used in this way, not foreign logging companies or rich cattle ranchers.



INDIANS, RUBBER TAPPERS AND THEIR FAMILIES GATHER FREQUENTLY TO MAKE HUMAN BARRICADES TO FRUSTRATE THE PROGRESS OF THE BULLDOZERS. THIS IS KNOWN AS AN 'EMPATES'. LITERALLY 'STALEMATE'.

... AS SIGNED PETITIONS ARE DUMPED IN SACKS ON THE EMBASSY STEPS. SUPPORT FOR THE STOP THE BURNING CAMPAIGN IS OVERWHELMING ...



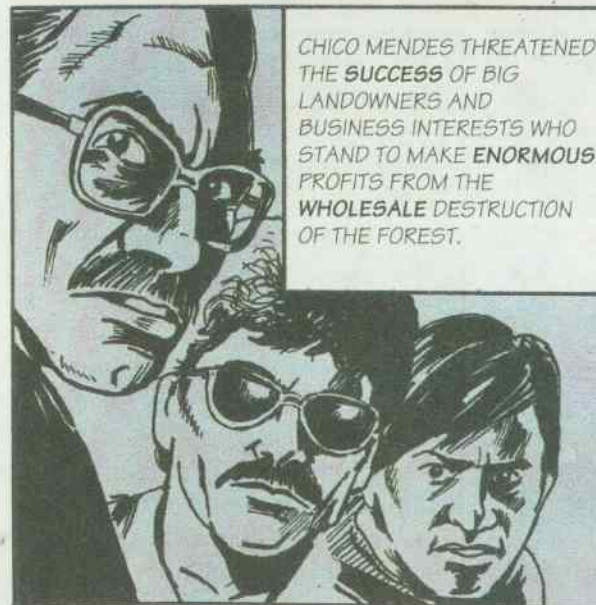
**MEANWHILE ...**

THE RUBBER TAPPERS OF THE AMAZON ARE ALSO FIGHTING TO PROTECT THE FOREST. CHICO MENDES, THE RECOGNISED LEADER OF THE RUBBER TAPPERS, WAS MURDERED ON DECEMBER 22, 1988. THERE IS OVERWHELMING EVIDENCE AGAINST THE PERPETRATORS OF THE CRIME, BUT THE RUBBER TAPPERS NEED FINANCIAL HELP TO PREPARE THE CASE FOR THE PROSECUTION. THE BODY SHOP OFFERS ASSISTANCE.



WORLD MEDIA FOCUSES ON THE BODY SHOP'S EFFORTS ...

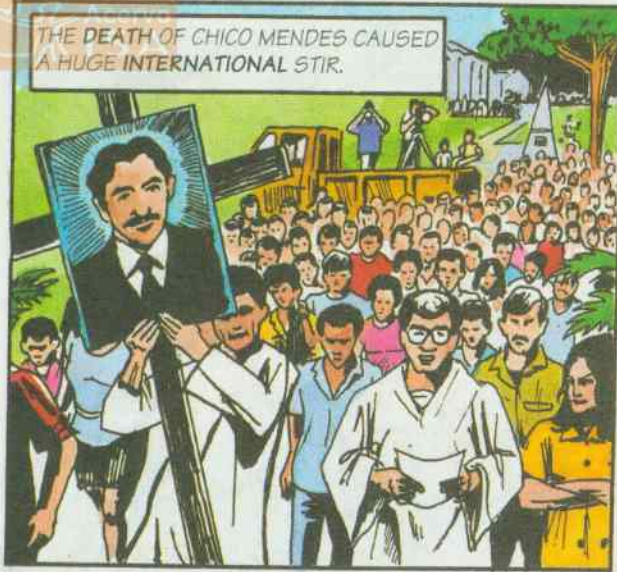
... AND STILL THE SIGNATURES COME IN.



CHICO MENDES THREATENED THE SUCCESS OF BIG LANDOWNERS AND BUSINESS INTERESTS WHO STAND TO MAKE ENORMOUS PROFITS FROM THE WHOLESALE DESTRUCTION OF THE FOREST.



CHICO WAS SHOT DEAD ON THE BACK DOORSTEP OF HIS HOUSE, IN FRONT OF HIS WIFE AND YOUNG FAMILY.

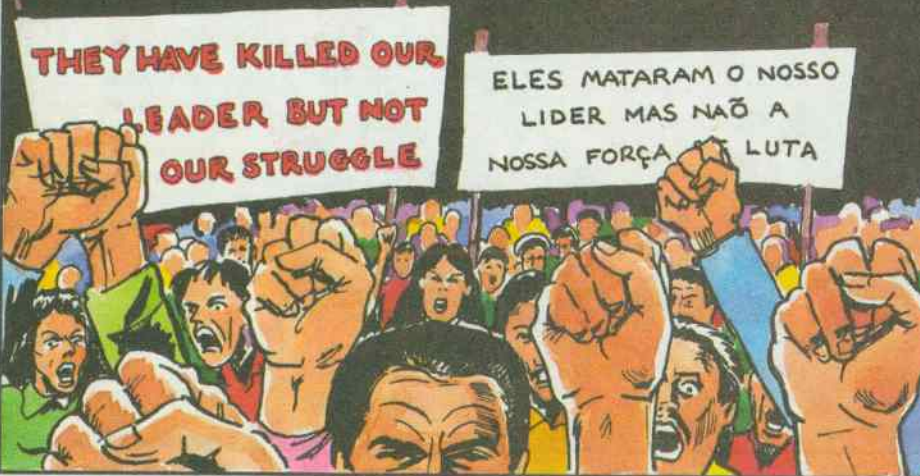


THE DEATH OF CHICO MENDES CAUSED A HUGE INTERNATIONAL STIR.



CLEARLY WHOEVER ORDERED THE ASSASSINATION HAD NOT ANTICIPATED THIS REACTION. A REPORTED 4,000 PEOPLE ATTENDED CHICO'S FUNERAL.

'THE POWERFUL MAY DESTROY ONE, TWO OR THREE ROSES, BUT THEY CAN NEVER HOLD BACK THE SPRING.' Rubber tappers' slogan.



THE MURDERERS CONSIDERED IT THE REMOVAL OF JUST ANOTHER INCONVENIENT OPPONENT, PLANNED FOR THE EVE OF THE CHRISTMAS HOLIDAYS SO FEW PEOPLE WOULD NOTICE. LOCAL POLICE DRAGGED THEIR HEELS OVER HUNTING DOWN THE KILLERS SO AS A RESULT OF INTERNATIONAL PRESSURE, FEDERAL POLICE WERE DRAFTED IN - WITH MORE SUCCESS.



DARLI ALVES DA SILVA, A LOCAL LANDOWNER, AND HIS SONS (ONE OF WHOM CONFESSED TO THE MURDER) WERE EVENTUALLY CAUGHT.

**DECLARATION OF THE PEOPLES OF THE FOREST**  
The traditional peoples... declare their wish to see their regions preserved. They know that the development of the potential of their people and of the regions they inhabit is to be found in the future economy of their communities, and must be preserved for the whole Brazilian nation as part of its identity and self-esteem. **National Council of Rubber Tappers and Union of Indigenous Nations. March 1989.**

**PROJECT HALTED + DAM PROJECT HALTED + DAM PROJECT HALTED + DAM**

AS A RESULT OF THE FOREST PEOPLES' GATHERING AND THE INTERNATIONAL PROTEST THAT FOLLOWED, THE WORLD BANK WITHDREW ITS FUNDING OF A SERIES OF DAMS AND REFUSED TO FINANCE FURTHER ROAD BUILDING THROUGH THE TROPICAL FOREST. THE BRAZILIAN GOVERNMENT HALTED ITS PLANS FOR THE DAM ON THE XINGU RIVER.

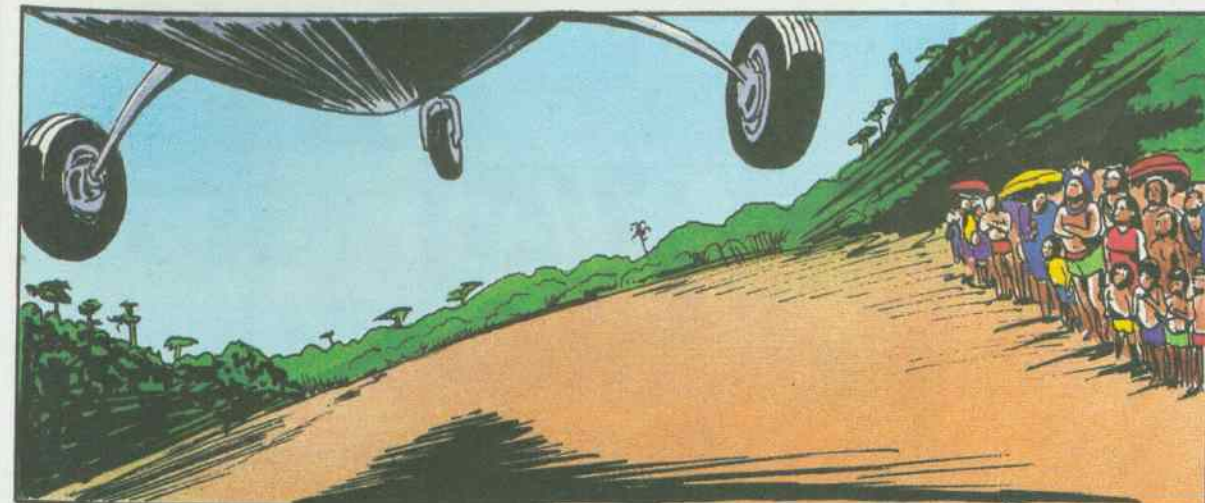


BUT PRESSURE MUST CONTINUE TO BE APPLIED IF FURTHER IRREPARABLE DAMAGE IS TO BE AVOIDED.



THE KAYAPO INDIANS INVITED ANITA BACK TO BRAZIL TO VISIT THEIR VILLAGE OF A-UKRE, DEEP IN THE FOREST OF THE XINGU REGION. FIRST STOP BRASILIA, A MODERN, HIGH-RISE METROPOLIS AND THE CAPITAL OF BRAZIL.

FLYING TO A-UKRE, DEFORESTATION IS CLEARLY VISIBLE FROM THE AIR. THE RIVERS ARE POISONED WITH MERCURY AND POLLUTED WITH SILT AND THE LAND IS BARREN WHERE THE THIN FERTILE TOPSOIL HAS BEEN WASHED AWAY.



AFTER 1 HOUR OF FLYING OVER WASTELAND, THEY SUDDENLY HIT THE LUSH, GREEN CARPET OF THE RAIN FOREST.



JUST 30 MINUTES AFTER SEEING THE EDGE OF THE VIRGIN FOREST, THE KAYAPO VILLAGE OF A-UKRE COMES INTO VIEW.



GIFTS ARE EXCHANGED AS AN EXPRESSION OF RESPECT AND GOODWILL. THE CHIEFS ACCEPT THE PRESENTS AND DISTRIBUTE THEM TO THE HEADS OF THE FAMILIES, WHO ARE THEN RESPONSIBLE FOR SHARING THEM OUT EQUALLY.

**FACT**  
The Kayapo say a good chief is the poorest man in the village. He gives everything away and cares nothing for personal possessions.



MANY MOONS AGO, THE KAYAPO LIVED IN THE SKY.



ONE DAY A KAYAPO INDIAN WAS HUNTING AN ARMADILLO.



HE DUG A HOLE TO TRAP IT THAT WAS SO DEEP IT PIERCED THE SKY. THE ARMADILLO FELL INTO THE HOLE AND THE HUNTER LOOKED DOWN...



HE SAW THE EARTH WITH A GREAT FOREST AND MANY BURITI TREES.



HE BROUGHT HIS VILLAGE TO THE HOLE AND THEY LOWERED A ROPE AND STARTED TO CLIMB DOWN... WHEN ABOUT HALF THE VILLAGE HAD REACHED THE EARTH, A STRANGER CAME ALONG AND CUT THE ROPE, DIVIDING THE VILLAGE.



THEY SAY THE STARS ARE THE EYES OF THE KAYAPO PEOPLE LEFT BEHIND IN THE SKY.

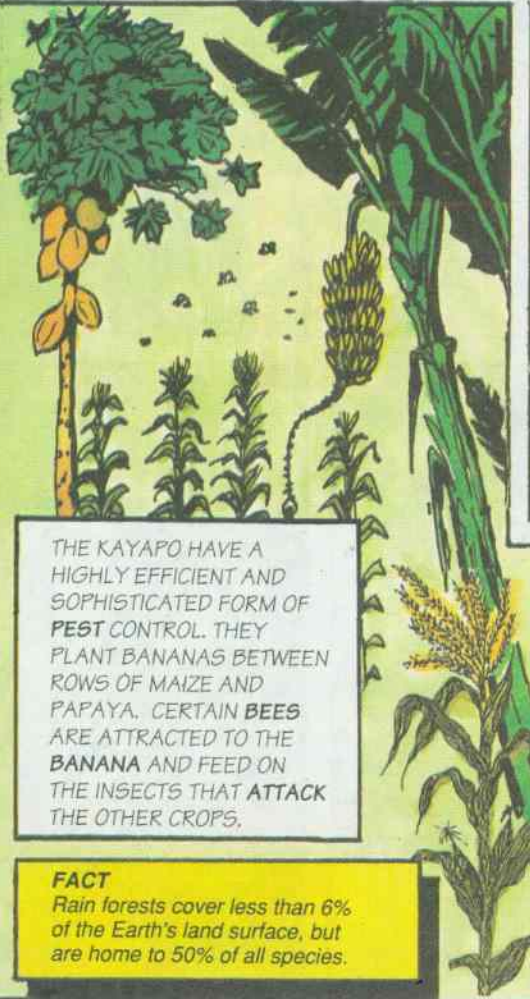


**LIFE IN THE FOREST**  
THE KAYAPO ARE SKILLED HUNTERS WITH BOWS, ARROWS AND SPEARS BUT THEY PREFER USING GUNS.

THE KAYAPO CULTIVATE THEIR OWN BANANAS, SWEET POTATOES, BRAZIL NUTS AND PAPAYA.



THEY HUNT TAPIRS, ARMADILLOS, MONKEYS, TURTLES, DEER, FLYING ANTS, FISH AND BIRDS.



THE KAYAPO HAVE A HIGHLY EFFICIENT AND SOPHISTICATED FORM OF PEST CONTROL. THEY PLANT BANANAS BETWEEN ROWS OF MAIZE AND PAPAYA. CERTAIN BEES ARE ATTRACTED TO THE BANANA AND FEED ON THE INSECTS THAT ATTACK THE OTHER CROPS.

**FACT**  
Rain forests cover less than 6% of the Earth's land surface, but are home to 50% of all species.

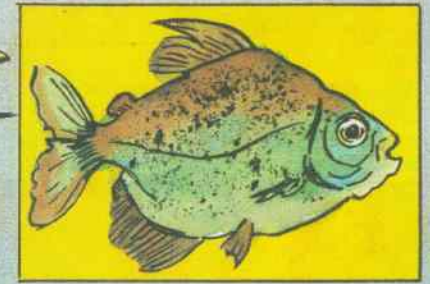


THE KAYAPO ONLY RECKON TO 'WORK' FOR ABOUT 4 HOURS A DAY TO SATISFY THEIR IMMEDIATE NEEDS I.E. CLEANING, HUNTING, GATHERING FRUIT AND VEGETABLES AND COOKING. MOST OF THE TIME IS SPENT CHATTING, PLAYING WITH THE CHILDREN, SWIMMING AND BATHING, MAKING BEADED BRACELETS, FEATHERED HEAD-DRESSES AND WEAVING GRASSES AND VINES INTO MATS, BASKETS, HAMMOCKS AND SLINGS FOR THEIR BABIES.



THE RIVER IS ENORMOUSLY IMPORTANT TO THE KAYAPO. THEY DEPEND ON IT FOR FISH, FRESH WATER, BATHING AND AS THE QUICKEST MEANS OF TRANSPORT AND COMMUNICATION.

THE VILLAGE EATS MASSES OF FISH FROM THE RIVER - PARTICULARLY A TYPE OF PIRANHA FISH.



THE KAYAPO NEVER HUNT OR EAT THE FRESH WATER AMAZON DOLPHIN BELIEVING IT TO BE THE REINCARNATION OF A SPIRIT GOD AND THEREFORE SACRED.



## LIFE IN THE VILLAGE

THE KAYAPO NATION IS MADE UP OF 12 VILLAGES. THE VILLAGE OF A-UKRE EFFECTIVELY HAS CONTROL OF 750,000 ACRES (300,000 HECTARES). THERE ARE 230 PEOPLE LIVING IN THE VILLAGE AND 4 CHIEFS.

### FACT

Their language is called Ge - it is very expressive and melodic, punctuated by sudden high pitched notes. Time is told in moons or the point of the sun in the sky. Age is immaterial to the Kayapo, they know who is the eldest.

### FACT

Single men sleep in the single mens house.

### FACT

The Kayapo dislike body hair and remove what little they have, even their eyebrows. In their opinion the white man is too hairy, more like a monkey.

### FACT

Body painting is extremely important to the Kayapo. The designs are painted by women and it is a highly valued skill. Much care and attention to detail is taken when painting children and it may take 2-3 hours.

### FACT

Jenipapo is mixed with charcoal and applied to the torso, upper arms, thighs and face. It acts as a sunscreen as well as a body paint and takes 2 weeks to fade. The red dye urucum is applied to the feet, calves, forearms, hands and face - particularly around the eyes and is a useful insect repellent.

### FACT

Only Kayapo men and boys have lip plugs. The plug is symbolic of an assertive and eloquent orator.

### FACT

Marriages are arranged between Kayapo children when they are about 10 years old. They marry around 14 and often have their first baby around 15 or 16. Kayapo women have around four babies. They use a selection of herbal plants from the forest to prevent conception.

### FACT

The Kayapo have an intimate knowledge of the rain forest plants. They provide medicine, food, poisons for hunting and building materials.

### FACT

All Kayapo infants have their ears pierced. 'To have a hole in the ear' is their expression for listening and learning. The open holes symbolise the opening to knowledge and growth in the understanding of the world.

### FACT

Kayapo men, women and children have a hair style particular to their tribe. The front part of the head is shaved in a triangular pattern with the base along the forehead and the apex on the top of the head.

WHEN ANITA VISITED THE KAYAPO IN THE VILLAGE OF A-UKRE, SHE NOTICED THEY WORE BEAUTIFUL, BRIGHTLY COLOURED BEADED JEWELLERY.

THE WOMEN MAKE THE JEWELLERY IN BETWEEN THE DAILY BUSINESS OF GATHERING AND COOKING FOOD. THE TINY GLASS BEADS, WHICH ARE MADE IN THE COLOURS OF THE PARROTS, ARE THREADED INTO TRADITIONAL KAYAPO DESIGNS. ANITA'S INTEREST IN THE BEADS EVOLVES INTO A PLAN TO GENERATE AN INCOME FOR THE WOMEN OF THE VILLAGE AND TO SET UP TRADING LINKS WITH THE KAYAPO...



ANITA LEAVES THE KAYAPO WITH IDEAS FOR TRADING SPINNING THROUGH HER HEAD, HER RUCKSACK BULGING WITH EXOTIC SEEDS, NUTS, BEANS, BERRIES, BEADS, LEAVES AND BARK - AND THE WORDS OF PAIAKAN, A KAYAPO CHIEF, RINGING IN HER EARS...

'WE ARE FIGHTING TO DEFEND THE FOREST... WITHOUT THE FOREST WE WON'T BE ABLE TO BREATHE AND OUR HEARTS WILL STOP AND WE WILL DIE.'

Paulinho Paiakan



ANITA WANTS THE BODY SHOP TO HELP THE RAIN FOREST - AND PARTICULARLY THE PEOPLE WHO LIVE THERE IN A WAY THAT WILL BE LONG TERM AND ADHERE TO THE BODY SHOP'S PRINCIPLE OF 'TRADE NOT AID'. SHE CONSIDERS ALL THE OPTIONS CURRENTLY OPEN TO THE KAYAPO...



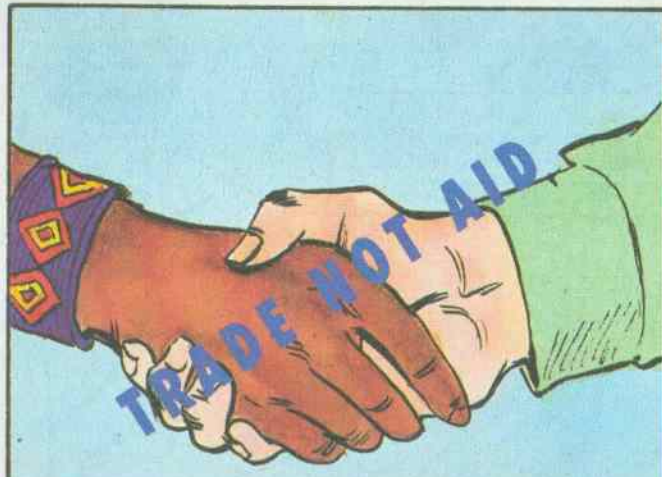
IS IT UNREASONABLE FOR DEVELOPED COUNTRIES TO EXPECT THE BRAZILIANS TO LEAVE THEIR RAINFOREST COMPLETELY UNTOUCHED? ESPECIALLY SINCE IT IS THE DEVELOPED NATIONS WHO DEMAND THE BEEF, THE HARDWOOD, THE RUBBER, THE COCAINE, THE MINERALS, THE HYDRO ELECTRIC POWER AND THE OIL FROM THE REGION.

THEY CAN SELL OFF THEIR LAND TO CATTLE RANCHERS.



THEY CAN SELL OFF THEIR LAND TO MINERAL PROSPECTORS.

THEY CAN SELL OFF ALL THEIR TROPICAL HARDWOOD TO LOGGING COMPANIES.



THEY CAN ESTABLISH TRADING LINKS WITH CONSCIENTIOUS COMPANIES. TROPICAL RAIN FORESTS COULD BE USED AS 'EXTRACTIVE RESERVES' FROM WHICH A WIDE RANGE OF RAW INGREDIENTS CAN BE HARVESTED ON A SUSTAINABLE BASIS AND SOLD IN THE INDUSTRIALIZED WORLD WHERE THERE IS A MARKET FOR SUCH PRODUCTS.



**BACK IN THE BOARDROOM**

ANITA IS BURNING WITH EXCITEMENT AS SHE SPILLS THE ORGANIC WEALTH OF THE RAIN FOREST OUT OF HER RUCKSACK AND OVER THE TABLE.

**Urucum:** the fruit of the annatto tree. The delicate tissue around the seeds is squeezed and releases a brilliant red colour, used daily as a red body paint and believed to fend off evil spirits.

**FACT**  
Fewer than one per cent of tropical rain forest plants have been screened for useful medicinal properties.

**Murumuru:** the shelled, processed kernal of this palm tree has similar properties to cocoa butter.

**Cupuacu:** similar to cocoa and used to make fruit drinks and ice cream.

**Acai:** the small purple fruit of the palm is made into a nutritious drink.

**Brazil nuts:** they contain a rich oil and are very nutritious.

**Babassu:** a palm tree native to Northeast Brazil. The oil of this tree is a soft wax which melts at skin temperature. It is known as the 'tree of life' since every part can be put to some use.

**Piquia:** one of the largest trees in the Amazon forest, the oil is like palm oil.

**Cacao:** the seeds are used to make chocolate.

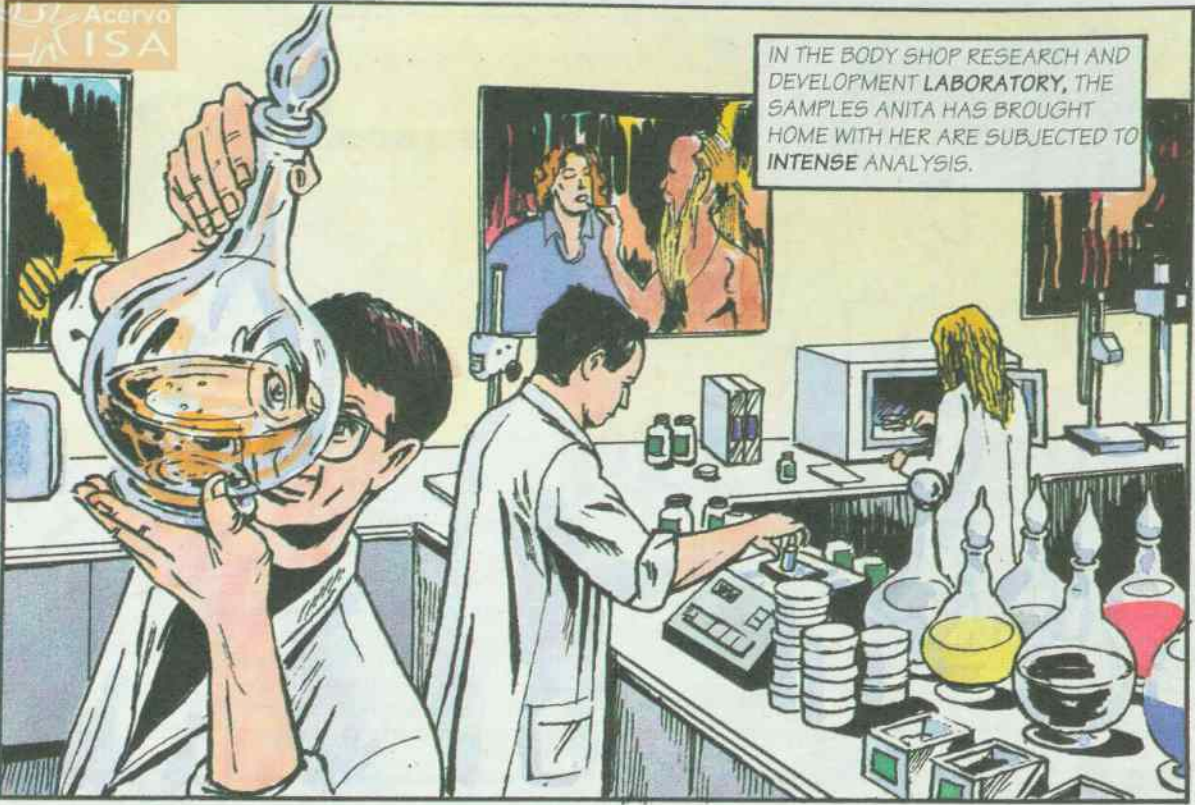
**Curare:** prepared as poison for the tips of darts and used in Western medicine as a muscle relaxant.

**Jenipapo:** the edible lemon-sized fruit of the Jenipapeiro. A black dye can be extracted and is used to paint their bodies in intricate patterns.

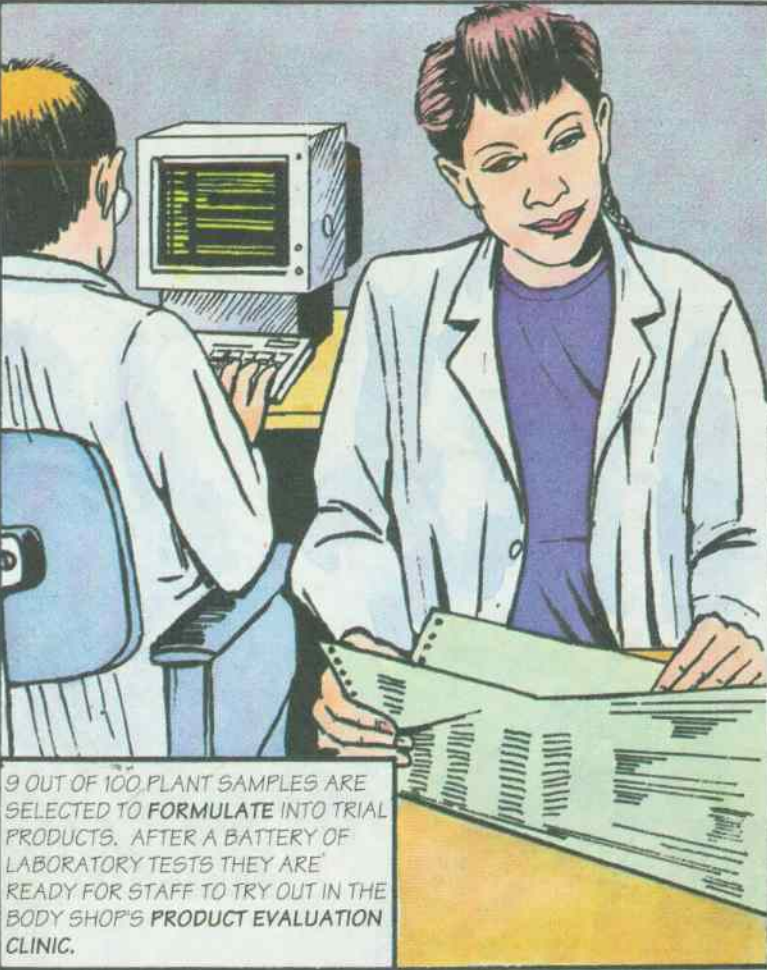
**Inaja:** a large long-leaved palm tree native to the Amazon basin. The kernal contains a pleasantly scented oil which is widely used in cosmetics in Brazil.

**Andiroba:** the seed contains a valuable oil used as antiseptic, a balm for minor cuts, an insect repellent and a skin softener.

RESEARCH FOR EXCITING NEW PRODUCTS IS UNDER WAY...



IN THE BODY SHOP RESEARCH AND DEVELOPMENT LABORATORY, THE SAMPLES ANITA HAS BROUGHT HOME WITH HER ARE SUBJECTED TO INTENSE ANALYSIS.



9 OUT OF 100 PLANT SAMPLES ARE SELECTED TO FORMULATE INTO TRIAL PRODUCTS. AFTER A BATTERY OF LABORATORY TESTS THEY ARE READY FOR STAFF TO TRY OUT IN THE BODY SHOP'S PRODUCT EVALUATION CLINIC.

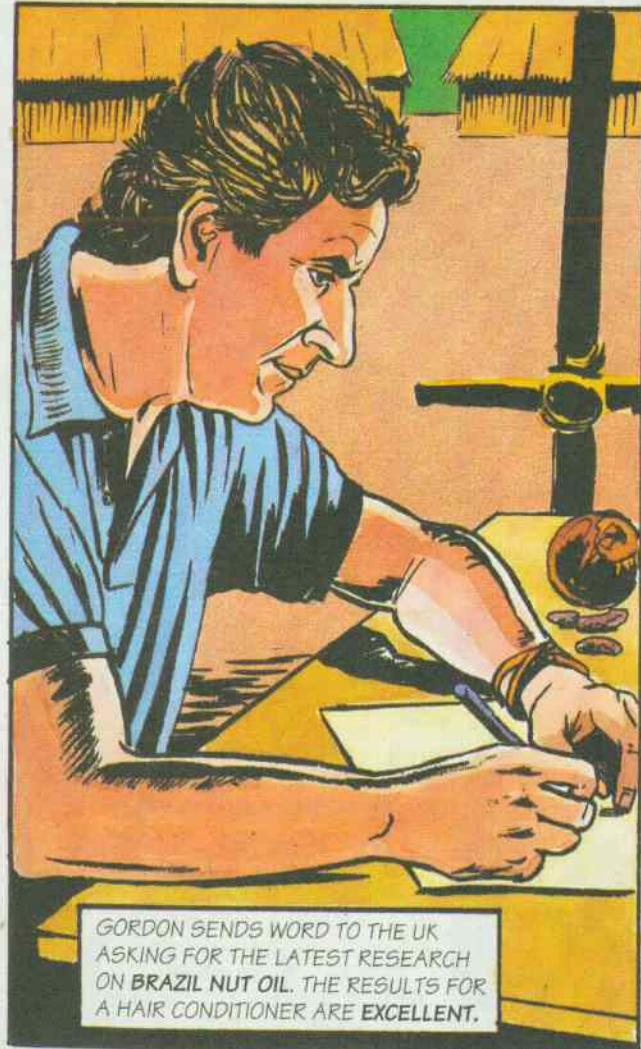


FOR STAFF WHO VOLUNTEER FOR TESTING, IT'S BUSINESS AS USUAL.

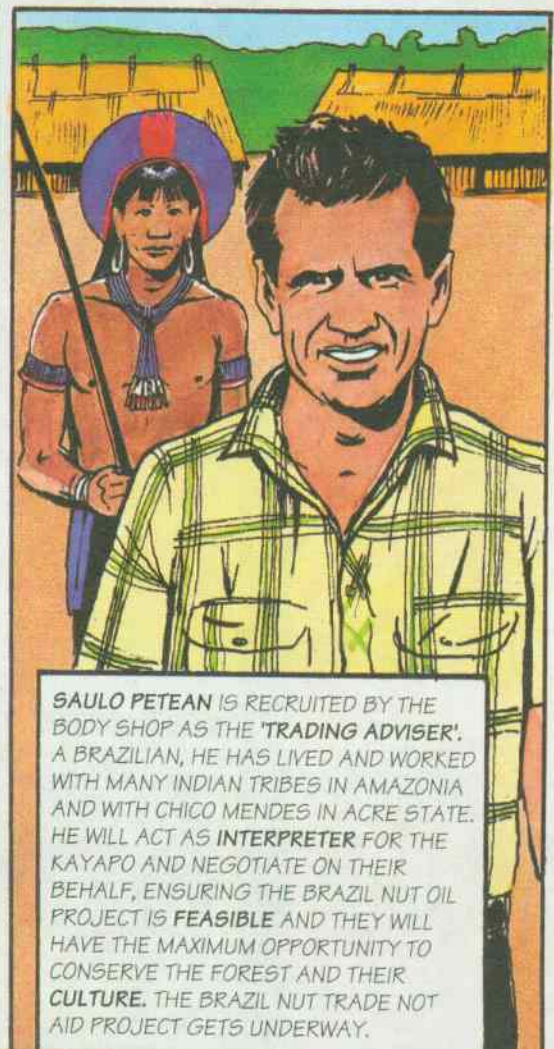


SOON... GORDON RODDICK IS BACK IN THE RAIN FOREST.

THE KAYAPO ARE KEEN TO DEVELOP TRADING LINKS WITH THE BODY SHOP - THEY WANT AN ALTERNATIVE SOURCE OF INCOME TO SELLING LOGGING RIGHTS. IT'S JUST A QUESTION OF FINDING THE WAY TO GENERATE AN INCOME WITHOUT CAUSING TOO MUCH DISRUPTION TO THEIR LIFESTYLE... THEY DISCUSS HARVESTING BRAZIL NUTS.



GORDON SENDS WORD TO THE UK ASKING FOR THE LATEST RESEARCH ON BRAZIL NUT OIL. THE RESULTS FOR A HAIR CONDITIONER ARE EXCELLENT.



SAURO PETEAN IS RECRUITED BY THE BODY SHOP AS THE 'TRADING ADVISER'. A BRAZILIAN, HE HAS LIVED AND WORKED WITH MANY INDIAN TRIBES IN AMAZONIA AND WITH CHICO MENDES IN ACRE STATE. HE WILL ACT AS INTERPRETER FOR THE KAYAPO AND NEGOTIATE ON THEIR BEHALF, ENSURING THE BRAZIL NUT OIL PROJECT IS FEASIBLE AND THEY WILL HAVE THE MAXIMUM OPPORTUNITY TO CONSERVE THE FOREST AND THEIR CULTURE. THE BRAZIL NUT TRADE NOT AID PROJECT GETS UNDERWAY.

**BRAZIL NUT TREE MYTHOLOGY**

LONG AGO THE BRAZIL NUT TREE WAS NO BIGGER THAN ANY OTHER TREE IN THE FOREST AND THE FRUIT GREW SOFT AND VULNERABLE. THEN ONE DAY SOMETHING HAPPENED TO MAKE IT CHANGE. THE SHAMAN, OIROME, AND HIS BROTHER-IN-LAW XOIKEKRO, WENT INTO THE FOREST TO GATHER NUTS.



THEY HAD BOTH CLIMBED A BRAZIL NUT TREE, WHEN XOIKEKRO SUDDENLY NOTICED THAT OIROME WAS BACK ON THE GROUND.

"HOW DID YOU GET DOWN SO FAST, WITHOUT ME NOTICING?" ASKED XOIKEKRO. "I PLACED A BRAZIL NUT LEAF BETWEEN MY TOES AND FLOATED DOWN", SAID OIROME.



XOIKEKRO TRIED TO DO THE SAME BUT HE PLACED AN ENTIRE BRANCH BETWEEN HIS TOES - AND FELL TO HIS DEATH.



WHEN OIROME TOLD HIS WIFE WHAT HAD HAPPENED, SHE WAS SO DISTRAUGHT HE RETURNED TO THE FOREST AND CAST A SPELL TO BRING XOIKEKRO BACK TO LIFE.

XOIKEKRO WAS FURIOUS WHEN HE REALISED WHAT HAD HAPPENED TO HIM.

HE TOOK OUT HIS ANGER ON THE TREE AND STARTED BEATING IT SO HARD THAT TO PROTECT ITSELF, IT SEALED ITS FRUIT IN A ROCK HARD SHELL AND GREW UP AND UP UNTIL IT WAS TALLER THAN ANY OTHER TREE IN THE FOREST.



**BRAZIL NUTS**

THE NUTS GROW HIGH ABOVE THE GROUND. THE TREES ARE OVER 120 FT TALL. ABOUT 15 NUTS GROW INSIDE AN 'OURICO', A COCONUT TYPE SHELL. THIS SPLITS OPEN WHEN RIPE TO REVEAL THE HARD EDIBLE NUTS WITHIN.



**LIFE CYCLE OF THE BRAZIL NUT TREE**

EACH SEED OF THE BRAZIL NUT TREE IS NUTRITIOUS AND OIL-RICH WHICH HELPS NOURISH AND MAINTAIN THE SEEDLING UNTIL IT IS MATURE ENOUGH TO SUSTAIN ITSELF. WITH SUCH A SEED COMES THE PROBLEM OF WARDING OFF HUNGRY SCAVENGERS. THE ANSWER IS TO ENCASE THE SEED IN A ROCK-HARD COAT. HOWEVER IN THE BATTLE OF EVOLUTION, ALMOST EVERY DEFENCE IS OVERCOME AND ANIMALS LIKE THE AGOUTI (A RODENT) AND THE PECCARY (A WILD PIG) HAVE EVOLVED TEETH AND JAWS TO CRACK THE HARDEST NUTS. IRONICALLY THE BRAZIL NUT TREE HAS BATTLED WITH THE AGOUTI FOR SO MANY THOUSANDS OF MILLIONS OF YEARS THAT IT IS NOW DEPENDENT ON IT TO RELEASE ITS SEED FROM THE HEAVILY FORTIFIED CASE IT PRODUCES THE SEEDS ALL AT ONCE WHICH ENCOURAGES THE ANIMALS TO EAT SOME SEEDS AND BURY THE REST. BECAUSE THEY NEVER REDISCOVER ALL THEIR HIDDEN CACHES, QUITE A FEW SEEDS SURVIVE TO GERMINATE.



**HARVESTING THE NUTS**

WHEN THE NUTS ARE RIPE THEY SPLIT AND FALL TO THE GROUND, BUT TO REACH THE NUTS BEFORE THEY ARE RIPE, AN ATHLETIC KAYAPO MAN CLIMBS THE TREE USING THE CREEPERS AROUND ITS TRUNK AND THEN CUTS DOWN THE BUNCHES WITH A MACHETE.



**BRAZIL NUT RECIPES**

THE KAYAPO OFTEN EAT THE FRESH BRAZIL NUTS WHEN THEY ARE HUNTING. THEY GRATE THE UNRIPE NUTS AND EXTRACT A MILK WHICH THEY USE TO COOK DEER, ARMADILLO, PACA AND OTHER GAME AND FISH. THEY ALSO MIX THE MILK WITH MASHED BANANA TO MAKE A COLD PORRIDGE - A FOREST DELICACY.

ANITA AND GORDON RETURN TO THE VILLAGE OF A-UKRE DURING THE BRAZIL NUT SEASON.



PLANS ARE FINALISED FOR COLLECTING, PRESSING AND TRANSPORTING THE OIL.



THEN IT IS TIME TO START HARVESTING THE NUTS. THEY FOLLOW THE RIVER, DEEP INTO THE FOREST TO REACH THE VALUABLE NUT TREES.

'FOR AN UNACCUSTOMED EYE, THE RAIN FOREST MAY SEEM STRANGELY DESTITUTE OF ANIMALS. YOU CAN HEAR CHORUSES OF WHISTLES AND CHIRPS, YELPS AND WHIRRS... BUT THERE IS LITTLE TO BE SEEN OF THE SINGERS. ONLY AS YOUR EYES BECOME MORE ATTUNED ARE YOU LIKELY TO SPOT THE BIRD SITTING MOTIONLESS ABOVE YOU: AND ONLY IF YOU TREAD ON IT ARE YOU LIKELY TO BE AWARE OF THE VIPER THAT LIES CURLED AND CAMOUFLAGED AMONG THE LITTER OF DEAD LEAVES ON THE GROUND.'

David Attenborough



'GOING UP RIVER WAS LIKE GOING BACK TO BEGINNINGS, WHEN VEGETATION RIOTED... AND THE TREES WERE KINGS.'

Joseph Conrad, Heart of Darkness.

WHOLE FAMILIES FROM THE VILLAGE MAKE A CAMP IN ANOTHER PART OF THE FOREST DURING THE BRAZIL NUT HARVEST.



**FACT**  
The favourable conditions of the rain forest has allowed some cold-blooded invertebrates to become giants. The Goliath frog can grow to a length of 32 inches and weigh up to 7 lbs. There are giant millipedes, predatory giant centipedes and giant snails. Tarantulas catch small birds and other spiders eat lizards, tree frogs and even snakes.

'THE PEOPLE WHO LIVE IN THE FOREST MOVE SO EFFICIENTLY. THEY NEVER SLIP, THEY NEVER SEEM TO TIRE, THEY SEE THINGS LONG BEFORE YOU DO AND THEY NEVER GET LOST.'  
David Attenborough

THE GRAPEFRUIT-SIZED FRUIT OF THE BRAZIL NUT TREE RIPENS FROM JANUARY TO MARCH THEN SPLITS AND FALLS TO THE GROUND CONTAINING ABOUT 15 NUTS ENCASED IN ROCK-HARD SHELLS.

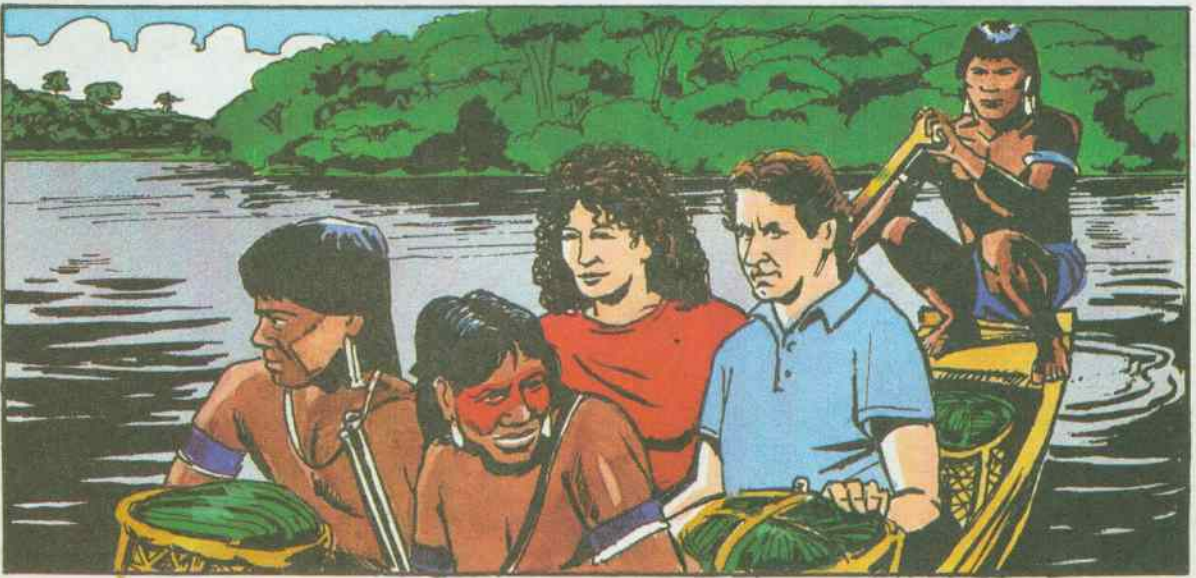
ONCE THEY HAVE BEEN CUT DOWN FROM THE TREES, THE TOUGH OUTER HUSKS ARE SPLIT OPEN WITH A MACHETE TO FREE THE NUTS INSIDE.

THE NUTS ARE THEN CARRIED TO THE RIVER IN BASKETS. AS THEY LOAD THE HARVEST, THE KAYAPO MEN AND WOMEN SING THE BRAZIL NUT SONG:

KARO, KARO TAWA NABE KARO DJA BERERE KARO WABE BARI JAKATIRE ITORUY TE KAJA BERETIRE ITOIABI  
THE WIND ROCKS THE NUTS IN THE TREE TOPS, THE SAP ENVELOPS ME AND LEADS ME TO THE NUTS AND I TOO ROCK WITH THE WIND



THE BASKETS ARE LOADED INTO CANOES TO BE TRANSPORTED BACK TO THE VILLAGE





**Acervo**  
 THE NUTS ARE WASHED IN A DUG OUT AREA OF THE RIVER BANK CLOSE TO THE VILLAGE. THE ROTTEN NUTS FLOAT AND DRIFT AWAY, THE GOOD NUTS SINK INTO THE BASKETS.



WHEN THE BRAZIL NUTS HAVE DRIED OUT FOR TWO MONTHS, THEY ARE SHELLLED WITH A HAMMER AND THE KERNELS ARE GROUND UP.



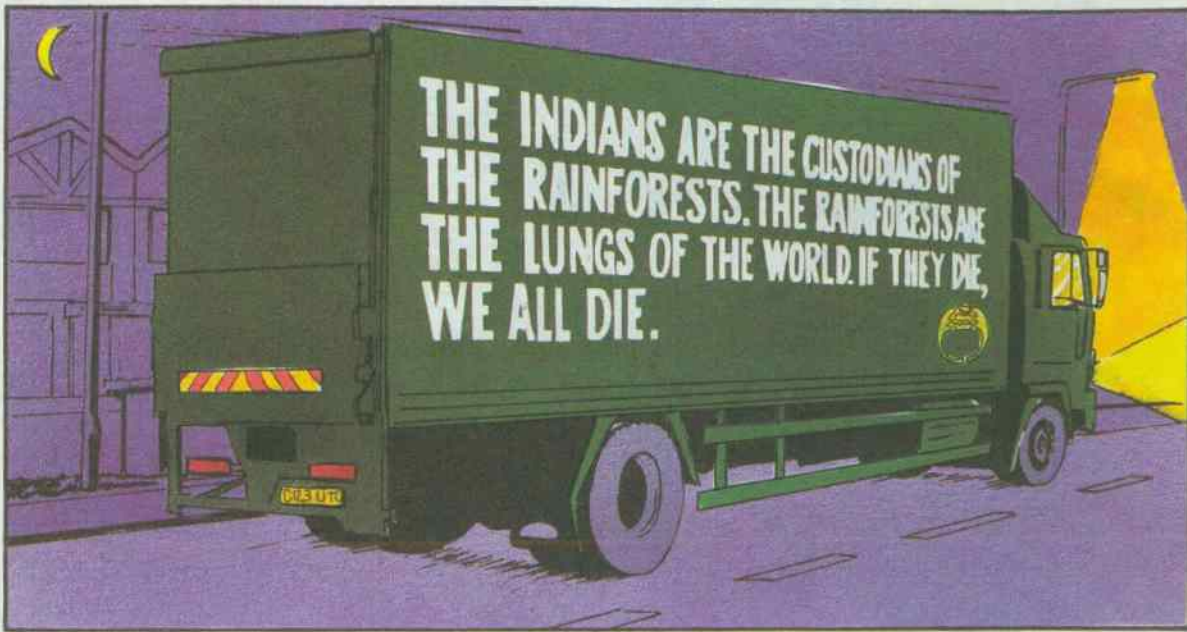
THE RESULTING PULP IS PLACED IN A LARGE VAT OVER AN OPEN FIRE AND HEATED GENTLY BEFORE BEING PRESSED.

USING SIMPLE SCREW TECHNOLOGY, THE VILLAGE CAN PRODUCE AROUND 30 KILOS OF OIL A DAY. THE KAYAPO HAVE SET THEIR OWN REALISTIC PRODUCTION TARGETS.

THE VIRGIN COLD PRESSED OIL IS FILTERED BEFORE BEING PACKED IN DRUMS AND AIR-FREIGHTED TO THE BODY SHOP UK.



ALL THE BRAZIL NUT OIL USED IN THE BODY SHOP'S BRAZIL NUT OIL CONDITIONER IS EXTRACTED BY THE KAYAPO INDIANS.



OTHER VILLAGES IN THE KAYAPO NATION ARE INTERESTED IN THE PROJECT... AS LONG AS THEY WANT TO SUPPLY THE OIL, THE BODY SHOP WILL FORMULATE AND SELL THE PRODUCTS.

TRADE NOT AID IN POLICY AND PRACTICE...

ARTIST: COLIN YEATES DESIGN/COORDINATION: PAUL BUCKLE & ASSOC. PRINT: ABBA LITHO

"Many indigenous groups must find alternative sources of income in order to survive. Unless a new and responsible form of industry arises to help them make stable market links that guarantee just compensation for their knowledge and natural resources, then the growing interest in traditional knowledge and natural products will be nothing more than another neo-colonial attempt to destroy the living treasures that survive on Planet Earth: the indigenous peoples, their cultures and their ecosystems."

THE BRAZIL NUT PROJECT IS NOT JUST ABOUT CREATING ANOTHER PRODUCT FOR THE BODY SHOP. IT IS ABOUT EXCHANGE AND VALUE, TRADE AND RESPECT, FRIENDSHIP AND TRUST. WE HAVE A LOT TO LEARN FROM THE KAYAPO. THEY PROVIDE A LESSON FOR US ALL IN THE TRUE VALUE OF THE RAIN FOREST - THE SINGLE GREATEST BIOLOGICAL RESOURCE ON EARTH.

DARRELL POSEY, DIRECTOR, INSTITUTE FOR ETHNOBIOLOGY OF THE AMAZON.