

Fazenda Paraiso



Location: Barreiras, Bahia

Biome: Cerrado

Area property (ha): 445 ha

Coordinates property: -11.8345, -45.1779

Cleared Area			
101	hectares	Period clearance: 2022-2024	Type of vegetation: Wooded Savanna
4,896	tons of CO ₂		

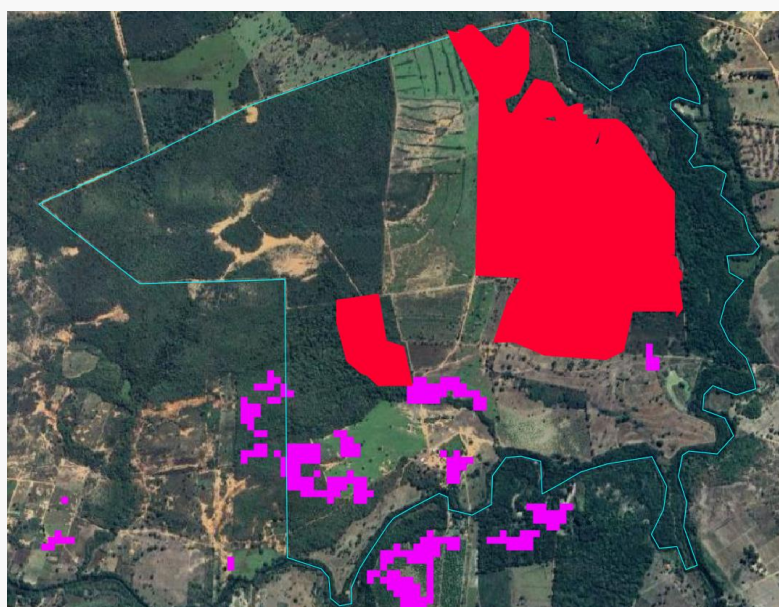


Figure: Fazenda Paraiso (marked with blue line). In purple the coffee area (MapBiomias, 2023), in red the cleared native vegetation area based on Prodes. Source: AidEnvironment.

About 91 ha of the native vegetation cleared area falls into the FAO Forest definition and is non-compliant with the EUDR

March 2021



August 2024



Imagery: Fazenda Paraiso, before and after clearing. Source: AidEnvironment. Imagery ©2024 Planet Labs Inc.

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Ownership & Business relationship

Owner:

Jose Vicente do Nascimento
(SIGEF, 2019)

Francisco Jurandir Araujo
Wanderley & Adeleide de Araujo
Wanderley (SNCR 2021)

Mara ***** (SNCR, 2024)

Company response:

JDE Peet's: In response to these six (February 2025) coffee cases shared with JDE Peet's in March 2025, the company responded that "since the plots in question have undergone deforestation that precludes any possibility of coffee harvesting before 2026, these cases could not be linked to JDE Peet's operations". In turn, AidEnvironment pointed the fact that any clearing of forest after the EUDR cut-off date may involve future risks for coffee companies if coffee beans of the cleared plots would enter the European market from January 2026. Moreover, JDE Peet's indicated that "one of the cases you label as deforested actually relates to restoration of coffee plants" but does not further clarify which case this concerns.

Environmental sanctions

Embargoes: No Not in 2024

Environmental fines: Unknown Owner name is needed to identify environmental sanctions

Case description

Fazenda Paraiso cleared 101 hectares of wooded savanna vegetation between March 2021 and August 2024. Of this amount, 91 hectares are noncompliant with the EUDR, as the clearing is in forest vegetation according to the EU Forest Observatory map (1). The clearing occurred in close vicinity to the farm plot part covered with coffee plants based on Mapbiomas (2023) (2), therefore, there is a risk that these areas will be converted to coffee in the near future. Fazenda Paraiso is located almost fully within the Área de Proteção Ambiental (APA) Bacia do Rio de Janeiro (document available upon request), a state-level Unidade de Conservação (UC), where deforestation is allowed but must comply with zoning rules and other environmental criteria.

Very little further information can be found on this farm case study and its owners. This case highlights some challenges with the identification of farm ownership under the different (and sometimes overlapping) cadaster systems that exist in Brazil (e.g. SIGEF, SNCR, CAR). For this farm, ownership has changed over the past years (see above), and for the latest owner, only the first name (Mara) can be identified, which provides too little information for further identification combined with the very common Fazenda Paraiso farm name in Brazil. Moreover, based on publicly available data sources one can only access linked ownership names in the Rural Cadaster Registry (CAR) in Mato Grosso, Pará, and Tocantins, but not in Bahia. Therefore, also the CAR does not clarify the ultimate ownership of the cleared farm.

(1) EU Forest Observatory map, online: <https://forest-observatory.ec.europa.eu/forest>

(2) <https://plataforma.brasil.mapbiomas.org/> (latest map 2023)