



PLATAFORMA  
SINERGIA



F  ME  
SOLUTION FOR HUNGER

According to United Nations:



About **60% of food** is wasted in Brazil:  
250,000 tons/day

19,500 tons methane/day

According to United Nations:



deaths:

1 child at every 10 seconds  
1 adult at every 15 seconds

8,600 children and 7,000 adults per day

**1 billion people** suffering from hunger



# Solutions presented by FOME: Solution for Hunger:



- **Environmental solution**

**250,000 tons of food wasted per day**



- **Social solution**

**1 billion people suffering from hunger**

**FARINATA**  
ALIMENTO NUTRITIVO

**FOME**  
SOLUTION FOR HUNGER

CERCA DE 13% DA POPULAÇÃO MUNDIAL PADECE DA FALTA DE ALIMENTOS.

ALÉM DO SUPERIMENTO A DEFICIÊNCIA PROFUNDA SOBRE OS CARBOS CONSEQUÊNCIAS SOCIAIS, AMBIENTAIS E ECONÔMICAS EM ESCALA GLOBAL.

SINERGIA

DiveToga

FARINATA - high quality food to be **donated** to people who suffer from hunger

**Launch of the pilot plant  
march 2012**

**F**  **ME**  
**SOLUTION FOR HUNGER**





# Launch of the pilot plant - march 2012



**Dr Gilberto Natalini**

**Dr Fabio Vitta**

**Dr Luiz Carlos Rusilo**

**Dr Thiago Aguiar**

**Cardinal Archbishop of São Paulo,  
Dom Odilo Scherer**



**Drs José Valverde, Charles Yamaguchi e  
Antônio Luis Aulicino (observing the plant)**



**Drs Ricardo Rose e  
Ives Muller**



**Rosana Perrotti**



**Dr Jose Valverde**



**Dr Leda Aschermann**



**Degustation of the Farinata bread**



**National hymn**



**Dr Tatiana  
Tucunduva**



**Renata Bolanho**

# OBJECTIVES/ BENEFITS of the RESEARCH & DEVELOPMENT PLANT



- Continuous improvement of the integrated system of food processing;
- Shelf life prolongation of the food;
- Food safety of FARINATA in relation to microorganisms and toxins;
- Nutritional quality to attend the various demands of hunger;
- Adaptability to any kind of food: solid, liquid, unprocessed or industrialized;
- Development of packaging for better logistics performance;
- Adequacy to the environmental and solid waste requirements and regulations.



## How to collaborate:



## Beneficiating the food to avoid the waste

for companies with non commercialized food – like supermarkets, food industry, etc;

How: Transforming the cost of wasting into cost of beneficiating

## Supporting the Campaign to avoid food wasting and hunger

to raise the level of awareness and consciousness of the opportunities to avoid the environmental impacts from the waste of food and the benefits of attacking the hunger

## Supporting R&D

for continuous improvement of the technologies and the nutritional aspects of the *farinata* to attend all the demands of the hunger such as catastrophes, diseases, poverty, etc





O ESTADO DE S. PAULO



GRUPO BRASANITAS



DEVIVO  
WHITAKER  
CASTRO  
GONÇALVES  
ADVOGADOS

CONTROLE  
Soluções Compartilhadas



Supporters



**Institutional video:** [http://www.youtube.com/watch?v=h8OW6lIMy\\_M](http://www.youtube.com/watch?v=h8OW6lIMy_M)

**Interview with our partner at FAO/UN** – about food waste:

TV GLOBO - Jornal Nacional: <http://globotv.globo.com/rede-globo/jornal-nacional/v/estudo-do-reino-unido-conclui-que-metade-da-comida-produzida-no-mundo-acaba-no-lixo/2338806/>

**Main spontaneous media:**

TV Globo – <http://www.youtube.com/watch?v=qZze0e6aa7E>

TV Cultura - [http://www.youtube.com/watch?v=Mmh\\_KnTi1C8](http://www.youtube.com/watch?v=Mmh_KnTi1C8)

Record News – <http://www.youtube.com/watch?v=N2lsFf60dIq>

Tv Cantareira – <http://www.youtube.com/watch?v=0G28e2noV84>

Tv Câmara – 9/04/2012

Rádio Boa Nova

Rádio Tupi AM/FM

Rádio Nacional de Brasília

Jornal “O Estado de São Paulo”

Jornal “O São Paulo”



# Plataforma **SINERGIA**

Plataforma SINERGIA is moved by and from the premise that the need for action at the social and environmental levels, in Brazil and the rest of the world, is so crucial that isolated initiatives alone will not easily procure any form of effective result and which would lead to securing the perennity and quality of Life on Earth.

Consequently, we consider sustainability as a sovereign moving force in its own right, bearing an imperative invitation for us all to unite our forces in the search for effective solutions for a sustainable development and through which will arise a new manner and style of undertaking business and addressing social and environmental issues, based upon dialogue and the need for shared solutions.

Conecting **SOLUTIONS**,  
generating **SINERGY**,  
enabling **SUSTAINABILITY**.

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