

FRONT PAGE (Headline)

NGO's from Espírito Santo and Uruguay work for rising unemployment in the Curvelo Township

Supported by international interests, Non Governmental Organizations elaborate erroneous report against Plantar S/A and try to block resources that would be invested in the township.

Against all social and economical interests of the Curvelo Township and also against serious attitudes in favor of the environment, the NGO FASE-ES, based in Espírito Santo State, supported by the NGO WRM, based in Montevideo, Uruguay, elaborated and issued a report that contains numerous accusations against Plantar S/A, a company established in Curvelo for more than 30 years, which has been fulfilling its working, tributary and environmental duties. In the “document”, which is “supported” by other entities and organizations that consider themselves “concerned” about social and environmental issues, the NGO FASE accuses Plantar of causing unemployment in Curvelo, of having expelled *Guarani* and *Tupiniquim* indigenous tribes from the region, declares itself alarmed by the company's mistreatment to its employees and advises the PCF representatives not to invest in The Plantar's Project in the region. The main local leaders rejected the report and witnessed in favor of the worthy company.

PAGE 9 – MAIN REPORT

NGOs from Espírito Santo and Uruguay want to see Curvelo's population unemployed

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At first, showing complete ignorance of the local reality, the FASE report accuses Plantar of causing unemployment in Curvelo and of mistreating its thousands of employees. A bit forward, making clear that there are obscure international interests beyond its actions, the Non Governmental Organization gets to the outrageous point of creating historic facts that never existed. Among other nonsenses, the “document” says that, when trying to establish itself in Curvelo on the 60's and 70's, “ Plantar expelled *Tupiniquim* and *Guarani*

indigenous people from the region”. Obviously disrespecting Curvelo’s citizens’s intelligence.

But the nonsenses expressed in the report are not only the ones above. Calling themselves “entities, movements, politicians, churches and citizens from Brazil” the “environmentalists” accuse Plantar of degrading the environment and of offering “dangerous work conditions in its area”, but they clearly contradict themselves in many opportunities. First, they admit Plantar as being “one of the largest companies of the eucalyptus industry in Brazil”. This is true. Second, and this is the greatest contradiction, they literally declare that “our intention (FASE’s intention) is to promote economic activities that respect the interests of the local communities”.

Considering all those freaky declarations, it is not too much to include some questions in this news report:

- How can “one of the largest companies of the eucalyptus industry in Brazil”, in this case Plantar S/A, great job and income provider in Curvelo, work only for its own interests?
- Can’t we also consider job and income providers as being the mentioned “economic activities that respect the interests of the local communities”, so well expressed by the Non Governmental Organization in its festive and sensationalist report?

Confuse and incoherent, but making clear – crystal clear – that the only consequence of the report is to increase the unemployment figures in Curvelo, the NGO FASE commits another deadly sin when it declares to be favorable of “job creation”. Creating jobs this way? Working against companies like Plantar, that has more than 1.200 direct jobs and so many other indirect ones only in the Curvelo township? Authenticity, seriousness and responsibility do no harm to anyone. Therefore, it would be at least more plausible if the NGO FASE could speak out its model for “creating jobs”.

Despite the erroneous terms and expressions in the NGO FASE report, the above mentioned entity also commits another unforgivable mistake, or, another terrible and tragicomic error. Their words: “We can never accept the argument that one activity is less harmful than another”. This means, obviously in the NGO FASE’s distorted point of view whose report does not show any signature from Curvelo’s entities or organizations, that all economical activities in Brazil are harmful. Can we take that seriously? May the reader reach its own conclusions.

PAGE 9 – INTERVIEW WITH 92 YEARS OLD HISTORIAN

Indigenous people in the region? asks a respectful historian form Curvelo

After so many absurd and false declarations stated by the NGOs FASE and WRM, the first one established in Espírito Santo State and the second in Uruguay, *Folha de Curvelo* newspaper decided to act, not as a Plantar “assignee”, but as a communication organization that deeply knows the company’s history of honesty, loyalty, and of good principles. Through its 16 years of existence, *Folha de Curvelo* never, in any occasion received any complaint whatsoever of misconduct from the esteemed company. On the contrary, it has

already had the opportunity of registering on its pages the most expressive and latent manifestations of esteem and consideration, great part of them from authorities of great knowledge, as the Federal Congressman Ronaldo Vasconcelos, member of the National Congress' Commission for Protection of the Environment, during a visit to the Buenos Aires Forestry Park II (H-02), in June last year, for the celebrations of the Environment Week. In that opportunity, talking to hundreds of guests, authorities and children, employees's children, so he spoke: "In every aspect Plantar is a model of seriousness for Brazil".

Still on the subject, especially the part where FASE NGO accuses Plantar of having expelled *Guarani* and *Tupiniquim* indigenous people from Curvelo region, the *Folha de Curvelo* thought it would be good to listen to someone with great knowledge in this field. It interviewed professor and historian Juvenal Pereira Soares, 92 years old, member of the Writing Academy of Curvelo and author of numerous books, among them the "Synthesis of Curvelo's History", in which he tells about the municipality's existence, since its foundation in the 17th Century, until the present day. The first reaction to the news, not surprisingly, was astonishment: "Indigenous people in Curvelo region? – he asked. And then he emphatically concluded: "It is a statement that does not deserve any credibility, something that could only come from someone who does not know our true history!" According to the distinguished professor, the only register of indigenous people in the region is from before the foundation of Curvelo, when people from Bahia and São Paulo came here for gold and precious stones, farming and cattle activity. "In that time, 16th and 17th Centuries, before Curvelo had been discovered, there were *Guaianases* indigenous tribe in this region", concludes the historian, stating not to know anything that could harm Plantar's image in the central region of Minas Gerais.

PAGE 10 – INTERVIEW WITH SENIOR COUNCILMAN

Health, leisure, environmental education and transport are some of Plantar's marks in the region, emphasizes Councilman Edson Eugenio da Silva

It is clear in the numerous interviews conducted by *Folha de Curvelo*, that the fake reports of the NGOs FASE and WRM, the first one based in Espirito Santo State and the second in Uruguay – caused unanimous revolt and repulse in all active sectors of Curvelo. For the Councilman Edson Eugênio da Silva, member of the Curvelo Town Council for many years, the entities and organizations that signed the document "should be sued for lying". "These are people trying to disrupt our routine, people who do not know our reality and, most of all, who do not know the important work that Plantar develops in all areas such as health, leisure, environmental education and transportation. It is one of the companies which largely contributes to the progress and development of Curvelo". About expelling farmers from the areas where Plantar acts – another FASE accusation – the councilman could not help calling "irresponsible and liars" those that signed the document. "What happens is" – said the councilman – "farmers or not, those who live close to Plantar have great esteem and consideration for the company", concludes.

PAGE 10 – INTERVIEW WITH THE TOWN COUNCIL PRESIDENT

The Town Council disapproves letter sent by the NGO FASE to The World Bank

The Curvelo Town Council, a secular organization of the township ,has also disapproved the report issued by FASE NGO to the World Bank. Through the official letter numbered 541/2003, the president Marcos Dupim Matoso recalls that Plantar, in more than 30 years in the township and in the region, has been showing to be a transparent and careful company when concerning social and environmental aspects, as well as when fulfilling its labor and tributary duties. “ Besides the excellency in the services provided, like permanent maintenance of the access roads, in association with the City Hall, we can witness that Plantar offers more than 1.100 direct jobs and other 300 indirect ones in Curvelo township”, highlights the president, clearly expressing the Curvelo’s Legislative disapproval to the content of the letter sent by the Non Governmental Organization to the World Bank’s Prototype Carbon Fund investors, disrupting the company’s image and against the project that is being developed in the municipality. “We cannot allow an entity from Espírito Santo and another from Uruguay to interfere in our economy”, states Dupim.

PAGE 10 – INTERVIEW WITH CURVELO’S MAYOR

Plantar is one of the greatest employers of the region, says Curvelo’s Mayor

Manifesting his support to Plantar and also disagreement about the issues raised by the NGO FASE in its letter sent to World Bank’s Prototype Carbon Fund investors, Curvelo Mayor Maurilio Soares Guimarães, reinforces historian Juvenal Pereira Soares’s words, stating that “there are no historic records of any indigenous or afro-Brazilian communities in the company’s area or even in the Curvelo municipality”. The chief of Curvelo’s Executive Branch noticed that the central part of Minas Gerais is not economically dependant of *cerrado* products and that the road detour made inside Plantar’s land was made with proper authorization from the City Hall. “This detour did not harm the population at all, on the contrary, they were benefited by it once it extended the road in 2400m, improving its quality and eliminating an extremely dangerous bridge”. According to Maurilio, all of this contributed to increasing the number of employees, from 140 to some 460, 96% of whom are women. “Only in Curvelo region, The Plantar Group has around 1.000 direct employees and 300 indirect ones and they all have transportation, meals, uniform, food supply kits and are paid every 5th day of each month, as determines the Law”, he says. Continuing, the mayor recalls, “the City Hall has a partnership with Plantar, aiming at the improvement of the municipality’s roads, once we do not have enough resources to do it”. He stresses that having the company in Curvelo since the 60’s is beneficial for the municipality, increasing the amount of taxes, as well as providing a substantial rise in the job offers in the region. “We can assure that Plantar is, if not the biggest, certainly one of the biggest employers in the region”, concluded the mayor.

PAGE 10 – INTERVIEW WITH THE PRESIDENT OF THE RETAILERS ASSOCIATION.

“Resources for Curvelo’s economy”

“ A short time ago I had the chance to visit Plantar S/A’s – H02, and I could see, *in loco*, how much its 1.200 employees are satisfied, spontaneously stating that they get food supply kits, uniforms, transportation and other benefits that are only given by socially committed companies”. The statement is from the president of Curvelo’s Retailers Association, businessman Antonio Carlos da Silva, best known as “Pimenta”. According to him, these are not the only good works of Plantar in the region. The company monthly injects substantial resources in at least 178 stores and service suppliers established in Curvelo, becoming one of the greatest supporters of the local economy. “I do not doubt of the seriousness of Plantar concerning social aspects, as well as environmental issues. It is a company that deserves our respect, support and consideration”, said “Pimenta”, calling of opportunist the report issued by the NGO FASE-ES, together with the NGO WRM, from Montevideo, Uruguay.

PAGE 11 (BOTTOM LEFT) - RERUN OF AN INTERVIEW WITH CONGRESSMAN RONALDO VASCONCELOS

In June 2002, during celebrations of the Environment Week, carried out by Plantar in Horto 02, Federal Representative Ronaldo Vasconcelos gave the following interview to FOLHA DE CURVELO:

FOLHA: How do you see Plantar’s concern with environmental issues?

CONGRESSMAN: I am one of those who defend that companies, governmental and non governmental institutions should celebrate the Environment Week. Therefore, I see this Plantar initiative as a meritorious one, worthy of praise, even more when you see all these children here in the Buenos Aires Farm taking part of this important event.

FOLHA: How do you analyze Plantar’s actions, concerning social issues?

CONGRESSMAN: We know that Plantar, for its undeniable qualities, holds the “Company Friend of Children” certification, an accomplishment that reflects the whole company and its concern with social issues and the development of future generations.

FOLHA: Concerning economical matters, how do you see Plantar’s role in the development of Minas Gerais and Brazil?

CONGRESSMAN: Plantar is a company that provides jobs for more than 6 thousand people in different parts of the Brazilian territory and this is an enormous contribution to our Country’s economy. Besides, great part of the jobs provided by Plantar are concentrated in rural areas, which is a very relevant aspect.

FOLHA: What is the image of Plantar for the Representatives from Minas Gerais in the Congress?

CONGRESSMAN: The 53 Congressmen from Minas Gerais, among them many environmentalists, see Plantar as a company which has gone beyond every obstacle in the State of Minas Gerais and in Brazil, surely because of its credibility and seriousness.

FOLHA: Plantar was created thanks to the courage, audacity and detachment of Soares and Alves de Moura brothers. Do you know the history of the family?

CONGRESSMAN: Yes, I do, especially Geraldo and Dr. Gualter, but I have excellent relations with all of the company's directors and I know part of the beautiful story of this honorable family throughout the years. It is, above all, a family model, an example for Brazil.