

IRSA - CONGRESSO MUNDIAL DE SOCIOLOGIA RURAL (01/10/2025 A 20/01/2026) - IRSA 27 - FOOD BIODIVERSITY AND INDIGENOUS PEOPLES AND LOCAL COMMUNITIES (IPLCS): INCLUSION IN PUBLIC POLICIES AND THE VALORIZATION OF SUSTAINABLE FOOD SYSTEMS

JUÇARA AS A SOCIO-ENVIRONMENTAL HERITAGE OF THE ATLANTIC FOREST

Eduardo De Ávila Coelho (eduardo.coelho@meioambiente.mg.gov.br)

Henrique Geissler Delgado (henriquettu@yahoo.com.br)

Arthur Chiacchio Petruccelli (a.pretrucelli@tnc.org.br)

Solano De Souza Braga (solano@ufop.edu.br)

Thiago Duarte Pimentel (thiago.pimentel@ich.ufjf.br)

Why does juçara (*Euterpe edulis*) not hold, for rural populations of the Atlantic Forest, the same importance and meaning that açaí does in the Amazon? The three main species of the genus *Euterpe* may be referred to locally as juçara, but why does *Euterpe edulis* face local resistance to being called açaí? *Euterpe oleracea* has just been recognized as the national fruit by Law No. 15,330, of January 7, 2026, but why did the law not include the species *E. precatoria* and *E. edulis* as açaí? These questions lead us to others that are even more profound: how did the colonization process interfere with the transmission of

knowledge about the uses associated with juçara? When and how, in the history of the colonial occupation of the Atlantic Forest, was Indigenous knowledge about the use of juçara fruits diminished or completely lost? Can the recognition of juçara (*Euterpe edulis*) as a socio-environmental heritage of the Atlantic Forest restore its symbolic, cultural, and nutritional significance by valuing the traditional knowledge associated with its management and the use of its fruits? These are some of the questions that the AMA Juçara Project – Açaí of the Atlantic Forest seeks to answer, while also aiming to raise awareness of the importance of juçara for rural and urban populations of the Atlantic Forest. Created by the Minas Gerais State Forest Institute (IEF-MG) and launched in the surroundings of Ibitipoca State Park, the project also carries out mapping of natural occurrence areas, an assessment of local knowledge, workshops on harvesting and processing, seedling production and planting aimed at the productive regeneration of rural properties, environmental education in schools, among other activities. Its overarching goal is to remove juçara from the list of endangered species and, enabling increased income for rural producers.

Palavras-chave: açaí; biocultural heritage; brazilian atlantic forest; community; ancestry.