EUCALYPTUS IN BRAZIL

by

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Pulpas, papeles y productos maderables de Eucalyptus

La estrategia brasileña para valorar la diferenciación

Celso Foelkel
HISTORY

• Eucalyptus were introduced in Brazil in the late 1890’s coming from Uruguay
• Commercial plantations started in early 1900’s to supply wood to the railroads, thanks to work of Mr. Edmundo Navarro de Andrade, who brought seeds from Australia
The use of eucalyptus for pulping and papermaking started in 1930’s, in a sulphite mill (Gordinho Braune / Jundiaí).

The great success came with Cia Suzano in the mid 1950’s, in a new kraft pulp and paper mill in São Paulo state.
In 1967, the Brazilian Federal Government launched a program to incentive the plantations of forests, based on taxation exemptions: eucalyptus and pines became the dominant forest species in the program.
Thirty years ago, the forest-based industry and the University of São Paulo created the IPEF, the most successful example of cooperative research program in Brazil.
TRADICIONAL EUCALYPTUS

- Till 1970: *Eucalyptus saligna*, *E. alba*, *E. citriodora*, *E. paniculata*, *E. robusta*, *E. tereticornis*, *E. grandis*, *E. viminalis*

- Early 70’s: Improved seeds from Australia, Rhodesia, Timor and from seed orchards: *Eucalyptus grandis*, *E. urophylla*, *Eucalyptus saligna*
CLONAL FORESTRY

- The canker and the threat of survival
- Tropical eucalyptus
- Hibridation / Controlled crossings
- Cloning and all advantages associated with the technique
CLONAL FORESTRY

• The present and the future: Hibrids and cloning
  Back crossing / Tri-cross / etc.
• New species: Eucalyptus dunnii, Eucalyptus globulus, E. maidenii
• High yield, low lignin, high quality
• Tailor made pulps and papers
BRAZILIAN ECONOMICAL MIRACLE

• Explosive growth of the pulp and paper industry: Klabin, Suzano, Champion, Ripasa, Simão, Votorantin, Igaras, etc
OPENING INTERNATIONAL DOORS

- GT EUCA
- Market Pulp Seminars : PPI
$ In 1974, the Brazilian Government decides to promote market pulp production with export purposes, including this priority in the PND (National Program of Development).

$ PNPC: National Program of Pulp and Paper (very ambitious)
Along the 70’s, several world class mills started up production: Riocell, Cenibra, Aracruz, Jari.

Along the 80’s, Bahia Sul, and a great increasing in capacity in most of the mills, both domestic and exported-oriented.
## DEMANDA GLOBAL POR PRODUTOS FLORESTais E MADEIRA (milhões de unidades)

<table>
<thead>
<tr>
<th>Produtos</th>
<th>1989</th>
<th>2010</th>
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<tbody>
<tr>
<td>Papel e Papelão (t)</td>
<td>230</td>
<td>443</td>
</tr>
<tr>
<td>Celulose (t)</td>
<td>153</td>
<td>283</td>
</tr>
<tr>
<td>Painéis de madeira (m³)</td>
<td>129</td>
<td>313</td>
</tr>
<tr>
<td>Madeira Serrada (m³)</td>
<td>501</td>
<td>745</td>
</tr>
<tr>
<td>Madeira Industrial (m³)</td>
<td>1.677</td>
<td>2.674</td>
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<tr>
<td>Madeira para Energia (m³)</td>
<td>1.785</td>
<td>2.395</td>
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<tr>
<td><strong>Total (m³)</strong></td>
<td>3.462</td>
<td>5.069</td>
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</tbody>
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**FAO**
BRAZILIAN FOREST SECTOR

- Total sales
  - US$ 17 billions
- Exports
  - In 1997, US$ 3,3 bilhões (7% Brazilian total exports)
  - Taxes
    - US$ 2 billions
- 2.2% GDP
BRAZILIAN FOREST SECTOR

Participation in the international commerce
- 2 % in the forest products commerce
- 2 % in the international paper trading
- 9 % in the market pulp trading
- 1,2% in saw timber/lumber international market
- 47% in the world eucalyptus pulp production
A recognition to the eucalyptus as source of sustainable development