



2018 Report

Onçafari



Message from the President

Dear friends, supporters and partners,

With Onçafari's growth this year, huge challenges had to be overcome. We began new projects in the Cerrado and the Amazon, hired new collaborators and created consultative and fiscal boards for the association.

Onçafari keeps growing. And with the arrival of the board members, many things began being managed in a more professional and controlled manner. This year we went from being a NGO managed by me and became a more professional administration. Personally, I'm very happy with the new management model, since today I can count on some of the best professionals in the marketplace to manage, give opinions and debate how our project is doing.

In 2018, Onçafari also created new forms of operation. Besides Ecotourism, Science and Reintroduction, we also started acting more effectively on social and education fronts and began planning very arduously for Onçafari Forests, which aims to preserve forests and influence the creation of other protected areas in Brazil.

We did all that without sidestepping our foundational basis: Ecotourism and Science. As time went by, Onçafari became known in the conservation medium, made several discoveries and became a reference when it comes to reintroducing jaguars. Due to the success, through collaborations with other partners, of the reintroduction of jaguars Isa and Fera at the Caiman Ecological Refuge, we were invited to participate in the International Wildlife Reintroduction Conference, in Chicago (IL-USA). Not only did we successfully reintroduce jaguars for the first time in history, but we also discovered this year that both of them had cubs, which shows us once more the triumph of this process.

At the Caiman Ecological Refuge, our main base and where Onçafari came to be, we keep learning a lot about the habits and behaviors of jaguars. To that end, we won a research grant from National Geographic to study their habits when they are on trees. The guests who take part in our activities leave increasingly satisfied as well. It's through reintroduction that we expand Onçafari into the Amazon biome. Just like we did in the Pantanal, our idea is to test methods of reintroduction in very a different area, with taller and denser forests. Two female jaguar cubs are there right now, in a giant enclosure of around 15.000 square meters (around 50.000 square feet) built for them.

Message from the President

We began this year with a partnership with a new inn – Trijunção – built in the heart of the Cerrado. The idea is to offer guests, in cars, sightings of maned-wolves in their natural habitat. It's a habituation process very similar to what we did with jaguars in the Pantanal.

At Onçafari we always believe that divulging our results, photos, news and information is of the utmost importance. Maybe that's one of the main drives for our quick growth. We understand that the general population should have access to information we gather in our several bases so people can engage with the conservation of the species and biomes we work with. With that goal in mind, in 2018 we formed a partnership with GreenBond, a company that specializes in environmental causes marketing. We hope to have a growing number of people engaged with actions that defend the environment.

The year 2019 will be grand for Onçafari, because we will keep growing and amplifying our ecological footprint. Many challenges are still to come.

I feel honored to have a team of such competent, hardworking, focused people, passionate about they do. People that have done, in only seven years, much more than I could have dreamed of when we began Onçafari.

I want to give my thanks to all our board members, who come from different sectors, for making themselves available to help our association with all of their experience. Thank you for volunteering your time and for engaging with our purpose.

I also want to thank our partners and all who follow us. I'm counting on you to do more and more for Brazil's flora and fauna.

Warmly,

Mario



Message from the Board

7 years of innovation in conservation

By allying ecotourism and preservation, Onçafari has reached 7 years in 2018 reaping the rewards of what was planted a long time ago and innovating by cultivating new seeds.

Its beginning came from an uncommon and quite innovative idea: to habituate jaguars in the same way leopards and lions, in Africa, and tigers, in India, were habituated to safari vehicles. There was no registers or even tryouts for that with this kind of feline here in the Americas.

Today, the project that began in the Caiman Ecological Refuge, in the Miranda Pantanal, is a great success. When it began, less than 5% of inn guests saw a jaguar. Last year, this number rose to over 75%.

Moreover, the Onçafari team monitored, via tracking collars, over two dozen jaguars in that period and identified, through camera traps, over a hundred animals that live or have passed through the Caiman farm. It's a spectacular work of data capture and storage, knowledge of the specie's habits and territories, and demystification of several theses that no longer seem to make sense.

No less interesting is that, in the same period of time, Onçafari went beyond the Miranda Pantanal area, where the Caiman inn is located. From a regional tourism project, it went to other regions and other biomes in Brazil, performing several activities beyond tourism. It went to the Amazon's south, on the São Benedito River, in partnership with Pousada Thaimaçu. And it went to the Cerrado, to Pousada Trijunção. It performed different activities:

In the Amazon, in partnership with CENAP/ICMBio, the NEX Institute and the Brazilian Air Force, it took 2 female jaguars to be reintroduced into nature. Before that, however, on the shores of São Benedito, it realized a large mapping of the fauna with dozens of camera traps that captured the rare bush dog, giant anteaters, giant armadillos, black jaguars and even maned-wolves in the Amazon jungle.

Now they will reintroduce both female jaguars in the same way it was done at Caiman years ago. This area of activities at Onçafari, called "Rewild", has as its goal to create a standard reintroduction and release formula for animals born or that went into captivity and replicate it in areas where the jaguar is extinct or close to extinction, like the Caatinga or certain parts of the Atlantic Forest. Due to "Rewild", Onçafari got closer to Tompkins Conservation. One of the most recognized, serious and respected conservation institutions in the world, Tompkins is reintroducing jaguars in the Iberá, the Argentinian Pantanal, in spectacular fashion and has established partnerships with South American countries where the jaguar is less threatened.

At the Trijunção Inn, located in the Brazilian Cerrado biome, where the state lines of Bahia, Goiás and Minas Gerais meet, Onçafari innovated once more and is successfully performing the habituation of maned-wolves! That means that inn guests can already experience a safari that includes sightings of maned-wolves habituated by the project – something unthinkable a few years ago! Besides habituation, it also conducted a broad mapping of local fauna with camera traps, an activity that uncovered a healthy wild population at the margins of the Grande Sertão Veredas National Park, where the inn stands.

Besides these established activities, Onçafari sporadically helps other projects throughout Brazil, such as Onças do Rio Negro, Rede do Amolar, SOS Pantanal and IHP, all in the Pantanal; Amigos da Onça in the Caatinga, and Panthera Brasil.

Mario Haberfeld, founder and creator of Onçafari, became a board member of SOS Pantanal and Panthera and has actively sought out to amplify the project's areas of activity. The perennially entrepreneurial idea comes from the principle that conserving nature can also be good business! He doesn't do it for money, but for passion... Everything the project gets from donations is reinvested in Onçafari itself and that's how it will always be!

In time, I believe this innovative and entrepreneurial vision will bear even more fruits for the preservation and the study of nature and the forests in Brazil!

Long live the Onçafari!

Alexandre Bossi - Board Vice-President

Summary

6. Onçafari

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Onçafari

The Onçafari Association was created to promote natural conservation and to contribute to socioeconomic development in regions where it's active through ecotourism and scientific studies.

We work to preserve biodiversity in several Brazilian biomes, with emphasis on jaguars and manned-wolves.

Founding: 2011

Non-profit association

Biomes of activity: Pantanal, Cerrado, Amazon, Atlantic Forest

Structure: Headquarters in the Pantanal, Reintroduction Enclosure for Large Mammals in the Pantanal, Reintroduction Enclosure for Large Mammals in the Amazon, Cerrado Base, 3 safari vehicles, 3 research support vehicles

Our mission: To conserve Brazilian fauna and natural habitats through ecotourism, contributing to the country's socioeconomic development.

This project is committed to the following
Sustainable Development Goals



Ecotourism

Onçafari Ecotourism works to habituate animals like the jaguar and the maned-wolf to the presence of vehicles. As the animals get used to the safari cars, they stop thinking of them as threats and become more at ease, which makes developing regional ecotourism easier.

Pantanal - Caiman

JAGUAR SIGHTING

537
SIGHTINGS

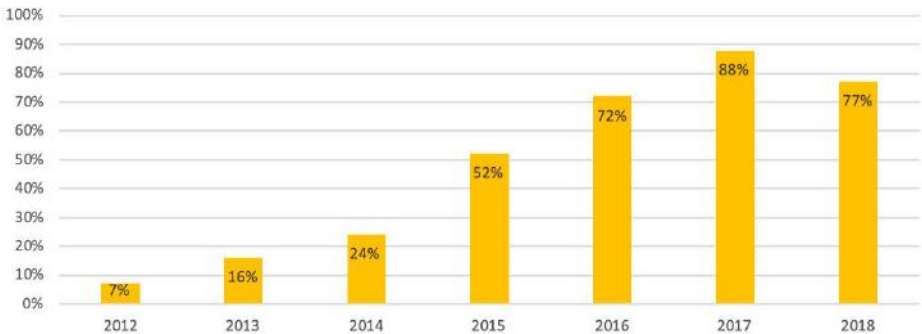
% OF JAGUAR SIGHTINGS BY GUESTS

77%

NUMBER OF REGISTERED INDIVIDUALS SIGHTED

38
INDIVIDUALS

INDEX OF SIGHTINGS OVER THE YEARS



Science

Onçafari Science has as its goals: to monitor the behavior of jaguars and manned-wolves around touristic activities; to constantly evaluate the animals' health; and to develop ecology and physiology research to broaden scientific knowledge about these species, fortifying their protection.

Pantanal - Caiman

QUANTITY OF JAGUARS REGISTERED
BY CAMERA TRAPS

62

INDIVIDUALS

Trijunção - Cerrado

QUANTITY OF JAGUARS REGISTERED
BY CAMERA TRAPS

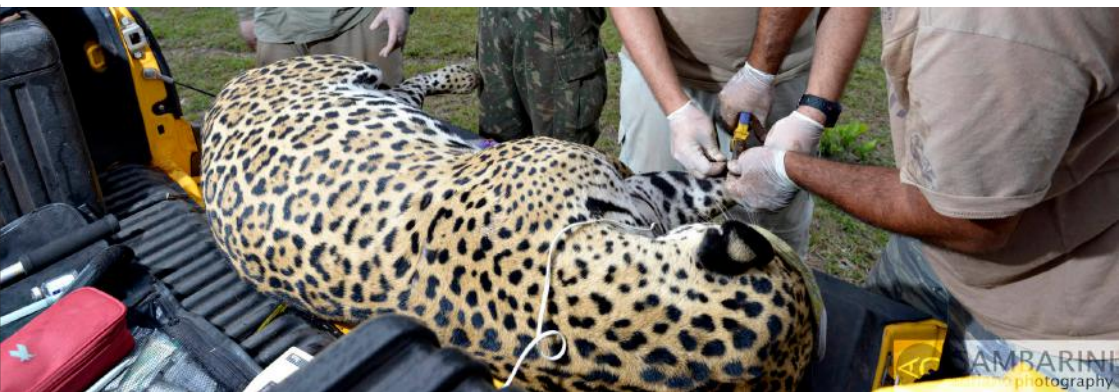
48

INDIVIDUALS

TOTAL REGISTERS OF MANNED-
WOLVES BY CAMERA TRAPS

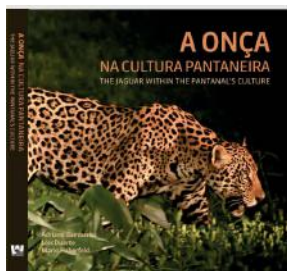
313

REGISTERS



Education

Onçafari Education's goal is to create popular awareness about the importance of preserving biodiversity. It does so through lectures, field activities, events and by offering support for film and documentary recordings.



QUANTITY OF LECTURES

15

LECTURES

QUANTITY OF BENEFITTED SCHOOLS

7

SCHOOLS



Rewild

In partnership with CENAP/ICMBio, Onçafari Rewild has structured research projects to reintroduce jaguars into their habitats, an important tool for the recovery of populations threatened by extinction.

NUMBER OF RECORDINGS OF
PANDHORA AND VIVARA

86

RECORDINGS

SLAUGHTERED SPECIES

PACA
DOMESTIC PIG
NINE-BANDED ARMADILLO
ALLIGATOR
WHITE-LIPPED PECCARY
CAPYBARA
COLLARED PECCARY

NUMBER OF SLAUGHTERED SPECIES

8

SPECIES

SLAUGHTERED PREY

46

PREYS



Social

Onçafari Social acts directly in the communities where our projects are.

SCHOOLS: We offer uniforms, books and teaching materials to students and teachers, as well as talks about new professional possibilities that promote social mobility. On occasion, we also help with school maintenance.

COMMUNITIES: Sporadically, we make medical and dental care available to some communities. In partner farms, we neuter and vaccinate domestic animals, such as cats and dogs.

Pantanal - Caiman

QUANTITY OF BENEFICIARIES

205

BENEFICIARIES

QUANTITY OF LECTURES

5

LECTURES

QUANTITY OF TOURS

2

TOURS



Forest

Onçafari Forests has as a goal to preserve ecological interest areas.

We act mainly on two fronts:

Properties with native or regenerating forest areas are donated by philanthropists to the Onçafari Association. We start to protect them, guaranteeing shelter and passage for wildlife. We take part in creating new conservation units, either private (Private Natural Heritage Reserves - RPPNs, in Portuguese) or public (on a federal, state or city level) by offering technical studies that make them viable and engaging all the stakeholders in the process.

We also have advanced in the planning for our Forests front, which is our initiative to preserve forests. We took part in a large study about the expansion of the Pantanal National Park, which created a conservation mosaic. We also conducted a mapping of areas of high biological value and, for now, low economical value. We hope to acquire lands in order to preserve them in 2019.

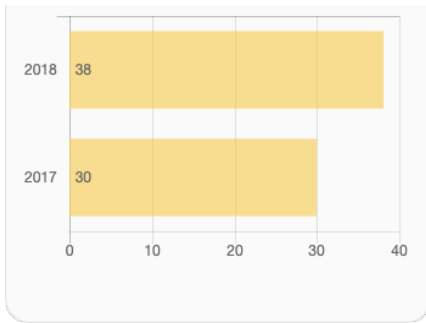


Partners

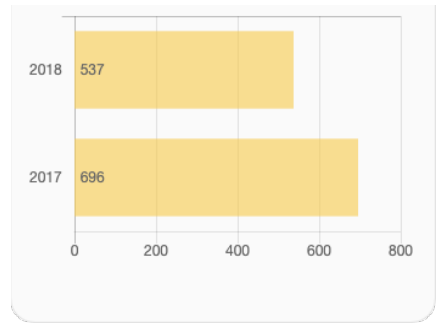


2017/2018 Comparative

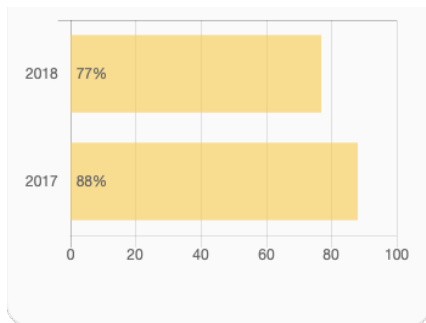
Number of registered jaguar sightings



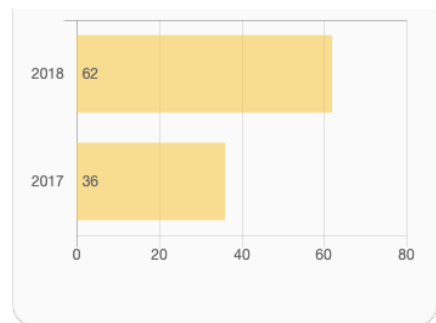
Total number of jaguar sightings



% of sightings by guests



Number of registered jaguars on camera traps





Media presence

Results:

AVERAGE INSTAGRAM
STORY INTERACTIONS

926

INTERACTIONS

TOTAL INTERACTIONS ON
INSTAGRAM

321123

INTERACTIONS

NUMBER OF FACEBOOK
FOLLOWERS

379000

FOLLOWERS

REACH ON INSTAGRAM

1486365

PEOPLE

www.oncafari.org



@Oncafari



@Oncafari



@Oncafari

Media presence

Clippings:



Estado de São Paulo -
Pioneering work shows the initiative's viability



American Way - *Saving Brazil's Jaguar*

National:

El País - "When we're hunters"

Conversa com Bial - July 3, 2018

Fantástico - "Big operation will give 2 jaguars back to the jungle"

Terra da Gente - "Giant anteater faces a jaguar"

Motorsport - "The F1 test driver who now saves jaguars in Brazil"



Brazilian articles

International:

Wanderlust - *Queen of the Pantanal*

Grand Angle - *Sa majesté des marais*

Clarín - *Una historia insólita de manejar un Fórmula 1 a salvar jaguares en Brasil*

WISSEN/TECHNIK - *Der Jaguar*

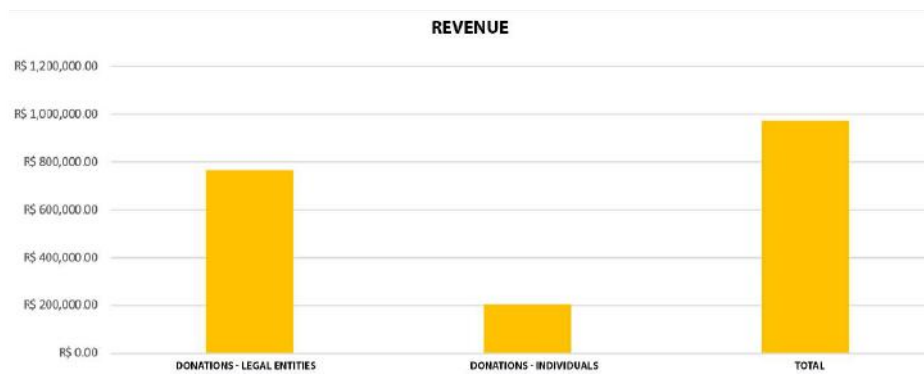
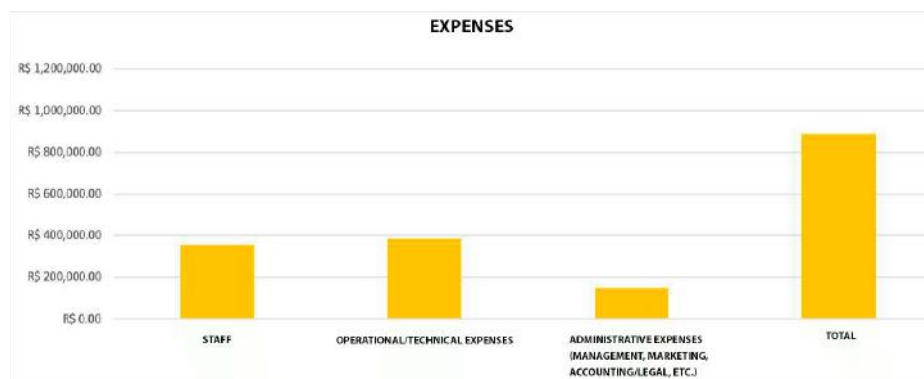
Natur&Kosmo - *Ninjas der Sumpfe*

Motorsport - *The f1 test driver who now saves jaguars in Brazil*



International articles

Financial results



Conclusion

Despite its young age, Onçafari has conquered excellent results in its practice areas. Until the end of 2017, there were three main activity fronts: Ecotourism, Science and Reintroduction. As time went by, Onçafari also got involved with several other fronts and in 2018 three new lines of work were created: Education, Social and Forests.

About Ecotourism: it is general knowledge that the jaguar represents a highly relevant flagship species for the Pantanal biome, meaning many tourists that visit it wish to see and register a wild jaguar. The Caiman Ecological Refuge, Onçafari's main base in the Pantanal region, obtained significant growth in guest reservations and that's due mainly to the constant presence of the team that habituates several individual local jaguars, considerably growing the chances of quality sightings of this magnificent feline. Almost 50% of guests who visited Caiman had some sort of activity with the Onçafari team and that's expected to rise even more in future years. The written feedback and verbal compliments that guests offer during their stay reflect even more the excellent work Onçafari does at Caiman. The same goal is expected to be achieved in the Cerrado biome, where the iconic and mysterious maned-wolf is key to improve regional tourism.

About Science: working with this species guarantees that the team will have a lot of data to publish, much of it still unknown or even exclusive. Behavioral and spacial information are collected and organized in such a manner as to make them public in renowned publications. During this last year, the team was present in an important event, the International Wildlife Reintroduction Conference. It also participated in national events such as the traditional meeting of ABRAVAS (Brazilian Association of Wild Animals Veterinaries), as well as being fundamental in two articles published in highly relevant outlets, like Biotropica and Journal of Zoology, among other publications in that same year.

The front that includes the Reintroduction theme is extremely promising and represents notable relevance when it comes to conservation and protection of the jaguar, which is still very threatened in several biomes. That's due to Onçafari's proof, through the birth of three wild cubs, that reintroduction of these large carnivores is possible. In 2016, Onçafari received two orphaned female jaguars created in captivity with the duty of giving them back to their natural habitat, both perfectly able to hunt and survive in the wild. After one year of intense monitoring in a one hectare enclosure, the jaguars were reintroduced and established their territories in the lands of the Caiman Ecological Refuge. That made their post-release monitoring even more viable. Both were accepted by the already established jaguar population, have hunted over 10 different species of prey and had their first cubs in 2018, a fact that reinforces the success of this action. The same process is underway with two Amazon jaguars. Hopefully, they will win their freedom in 2019.

Our Education front concerns itself with disseminating information acquired through the work, and not only in academic circles and scientific articles. Onçafari does lectures and activities outside the Pantanal biome in order to transport these concepts and experiences to those who live far from such a reality, in international talks (in the US, for example) as well as in São Paulo. The public varies from schoolchildren to companies that support our cause. In that same publicity vein, we also tend to the press directly, which results in several types of stories, such as interviews for newspapers and high impact magazines as well as stories for TV programs and even national and international documentaries.

In 2018, we also released a book in two languages entitled “The jaguar in the Pantanal culture”, which unites extraordinary photographs, legends, stories and a lot of information in the form of a very pleasant reading. And keeping up with technology, we also have a social media presence, where we publish highly relevant information in a slightly informal tone in order to reach our significant variety of followers.

Besides carrying knowledge all the way from the Pantanal wetlands, the zeal with which we undertake local communication is very present. The team puts a great deal of effort in trying to change the old mentality many pantaneiros (how the locals are known) have about the jaguar. That’s our Social front, which brings educational talks about the jaguar and its habits, as well as the benefits of ecotourism, to field laborers. Still in 2018, not only the laborers were benefitted, but also their sons, daughters, grandsons and granddaughters who go to the farm’s school or nearby schools. The team disseminates knowledge to children through these lectures as well as through activities in or outside the classroom.

In our preservation front, called Forests, we made plenty of advance in its planning. We took part in a broad study regarding the expansion of the Pantanal National Park and mapped areas of high biological value. We hope to acquire lands in order to preserve them in 2019.

Lili Rampim



Team:

Mario Haberfeld
Simon Bellingham
Lili Rampim
Leonardo Sartorello
Joares May
Edu Fragoso
Mário Nelson Rodrigues
Adauto Ferreira (Chipa)
Cynthia Lebrão
Jéssica Martins Silva
Wellyngton Espíndola
Valquíria Cabral
Diego Arruda
Gustavo Figueirôa

President of the Board
Co-founder
Executive Director
Coordinator Onçafari Rewild
Veterinary
Coordinator Onçafari Science
Onçafari Guide
Onçafari Guide
Onçafari Guide
Onçafari Guide
Onçafari Biologist
Onçafari Biologist
Marketing & Communications
Marketing & Communications

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Alexandre Bossi - Vice-President
Ana Cristina M. Haberfeld
Arri Coser
Fernando von Zuben
Marina Courrol
Pedro Camargo
Robert Betenson
Robert Kozmann
Roberto Klabin

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Fabio Prada
Rafael Fuganti