



ONÇAFARI MONTHLY NEWSLETTER ONÇANEWS #04.24



PHOTO: GOWANS LITE

The month of April was full of exciting news for Onçafari, and **expansion** is the focus for recent developments! This was the month when we took the first step toward international funding, participating in events and making new hires to develop this area, with the goal of acquiring and protecting large natural areas in Brazil.

In April, we expanded our operational bases. We now have 15 bases across Brazil, with the most recent addition being Fazenda Queixo D'anta in São Francisco Xavier, São Paulo, where we will begin wildlife monitoring efforts.

Promoting our activities, achievements, and results is an integral part of our expansion strategy, for it allows us to showcase our daily efforts in environmental conservation. As a result, we are increasing our digital communication channels, including TikTok and Pinterest, and collaborating with RZK Digital to display our content in high-traffic public areas, such as bus terminals in São Paulo.

Our work was featured in the series "Defenders of Biomes" on the Melhor da Noite show on Band TV. The six episodes, recorded at the Caiman Pantanal, Legado das Águas, and Pousada Trijunção bases, highlight the work of our field teams and share the beauty and challenges of preserving Brazilian species and biomes.

Another highlight of the month was Onçafari's participation in the 20th edition of SP-Arte, invited by Vivo. The event provided an excellent opportunity to share our conservation mission, not only for Brazil's big cats but also for tropical forests and the ecological corridors that connect and sustain these unique ecosystems.


Mario Haberfeld
CEO and Founder

SP-ARTE AND VIVO

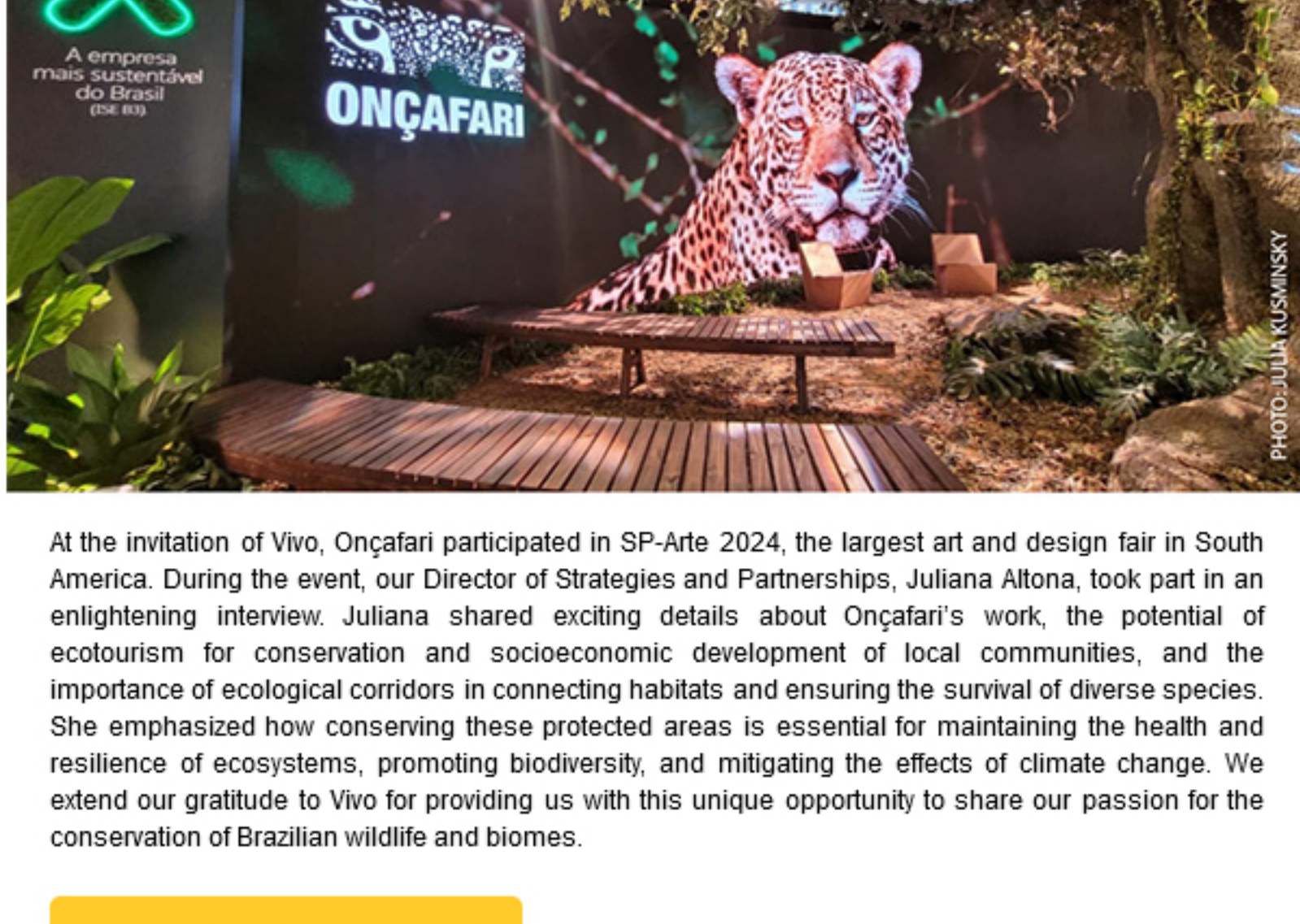


PHOTO: JULIA KUSWINSKY

At the invitation of Vivo, Onçafari participated in SP-Arte 2024, the largest art and design fair in South America. During the event, our Director of Strategies and Partnerships, Juliana Altona, took part in an enlightening interview. Juliana shared exciting details about Onçafari's work, the potential of ecotourism for conservation and socioeconomic development of local communities, and the importance of ecological corridors in connecting habitats and ensuring the survival of diverse species. She emphasized how conserving these protected areas is essential for maintaining the health and resilience of ecosystems, promoting biodiversity, and mitigating the effects of climate change. We extend our gratitude to Vivo for providing us with this unique opportunity to share our passion for the conservation of Brazilian wildlife and biomes.

[WATCH THE FULL INTERVIEW](#)

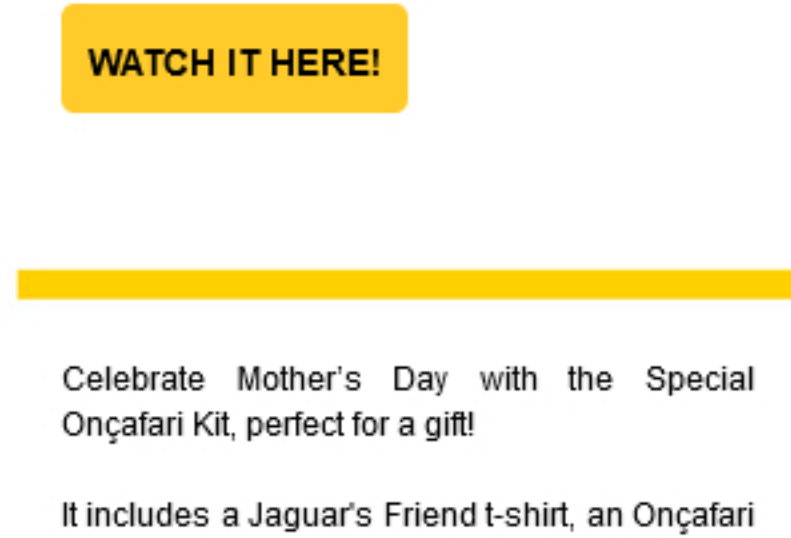
DEFENSORAS DOS BIOMAS ON BAND TV



Onçafari made an appearance on the "Melhor da Noite" show on Band TV, with the series "Defensoras dos Biomas", that showcases the beauty and challenges of the work carried out by our biologists Lilian Rampim, Bianca Machado, Isabela Meniz, and their teams in the Pantanal, Atlantic Forest, and Cerrado!

Episodes 1 and 2 show the adventures of the reporter as she accompanies Lili and her team in Caiman Pantanal. They embark on a quest to find jaguars and, along the way, reveal behind-the-scenes of the work of monitoring and preserving these wild felines!

Episodes 3 and 4 feature Bárbara Guimarães, who joins our team in the Atlantic Forest. The team is led by biologist Bianca Machado, coordinator of the base at Legado das Águas. The reporter hikes through the forest and experiences the unique opportunity of paddling at night in search of tapirs!



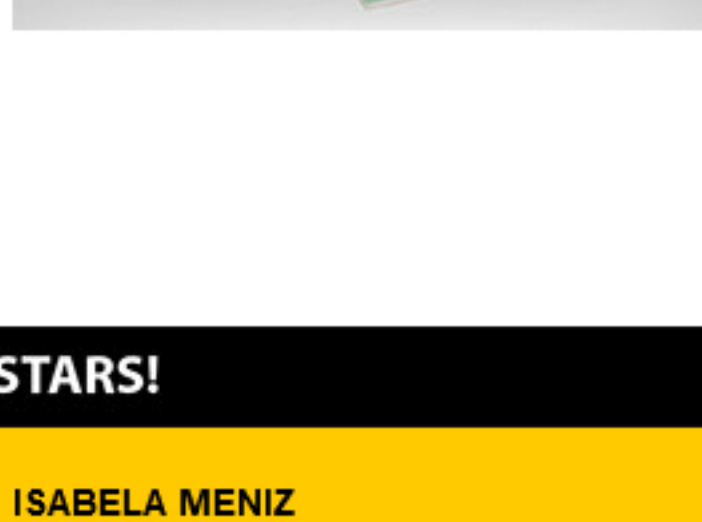
Episodes 5 and 6 focus on the maned wolf! The reporter shadows our field team in the Cerrado, at our base in Pousada Trijunção, under the coordination of biologist Isabela Meniz. Together, they follow tracks and other signs of the maned wolves, trying to locate Savana, the dominant female in the area.

[WATCH IT HERE!](#)

MOTHER'S DAY

Celebrate Mother's Day with the Special Onçafari Kit, perfect for a gift!

It includes a Jaguar's Friend t-shirt, an Onçafari pencil and an A6 notepad featuring an adorable tapir and its offspring. A unique gift that combines fashion, conservation and maternal love.



[GIFT YOUR MOTHER!](#)

TEAM OF STARS!



ISABELA MENIZ
Biologist and Base Coordinator at Pousada Trijunção

Biologist graduated from the Mackenzie Presbyterian University. Early in college, she volunteered with ICMBio in Chapada dos Guimarães, which ignited her passion for the Cerrado biome, and she decided to work towards its conservation.

For two years, she served as an environmental monitor at Parque Ibirapuera, under the Secretaria do Verde e Meio Ambiente de São Paulo (UMAPAZ). There, alongside academic activities and social work, she honed her skills in public engagement and outdoor guidance, alongside academic activities and social work. During her internship at the Plant Ecology Laboratory at the Institute of Biosciences - USP, she developed an educational game about exotic invasive species in Cerrado. Today, Isabela is the coordinator at Pousada Trijunção base. She also works as a bilingual biologist and guide, finding herself accomplished by living in the heart of the Cerrado and working with maned wolves. She contributes to biodiversity conservation and shares her love for nature with others.

NEW ON OUR STORE

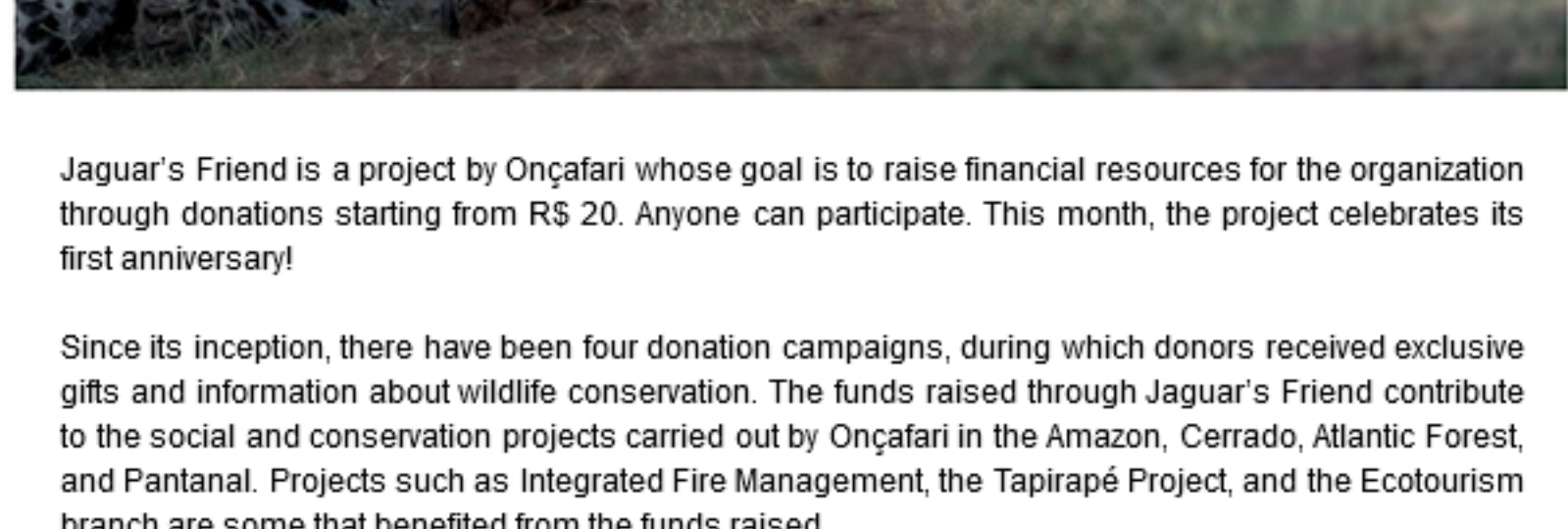
Take home the Onçafari notepad and support Brazilian wildlife conservation!

These unique notepads are inspired by the efforts to protect jaguars, maned wolves, and blue macaws. Available in models with 50 or 100 pages, each measuring 14.8 x 21.0 cm (A5).



[I WANT MINE!](#)

1 YEAR OF PROJECT JAGUAR'S FRIEND



Jaguar's Friend is a project by Onçafari whose goal is to raise financial resources for the organization through donations starting from R\$ 20. Anyone can participate. This month, the project celebrates its first anniversary!

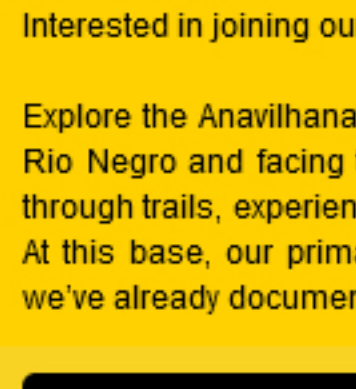
Since its inception, there have been four donation campaigns, during which donors received exclusive gifts and information about wildlife conservation. The funds raised through Jaguar's Friend contribute to the social and conservation projects carried out by Onçafari in the Amazon, Cerrado, Atlantic Forest, and Pantanal. Projects such as Integrated Fire Management, the Tapirapé Project, and the Ecotourism branch are some that benefited from the funds raised.

Be a friend of the jaguar and help protect nature!

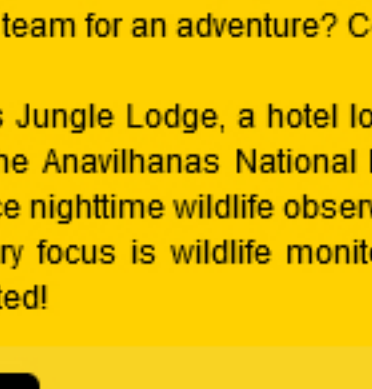
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ECOTOURISM WITH ONÇAFARI

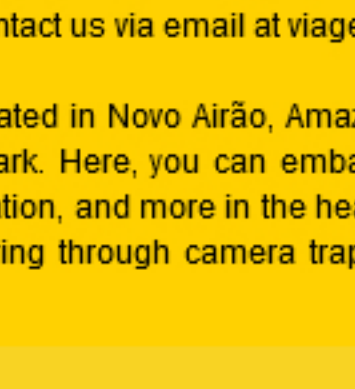
BOOK YOUR TOUR!



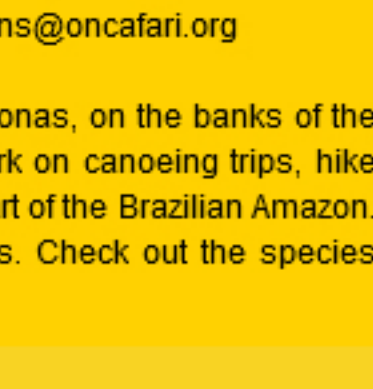
CAIMAN PANTANAL



POUSADA TRIJUNÇÃO



LEGADO DAS ÁGUAS



ANAVILHANAS JUNGLE LODGE

Ecotourism is one of Onçafari's main areas of operation, and you can book guided tours with our team at three operating bases. In Caiman Pantanal, join us for safaris designed to spot jaguars in their natural habitat. At Pousada Trijunção, our safaris for sighting maned wolves amidst the unique Cerrado landscape. In Legado das Águas, experience the Atlantic Forest with an immersive forest trail and night kayaking.

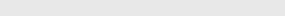
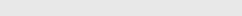
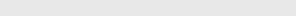
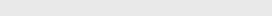
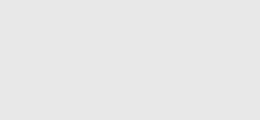
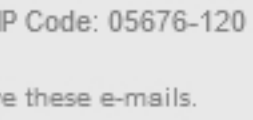
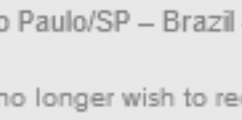
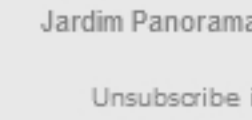
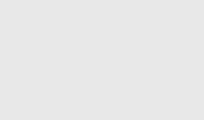
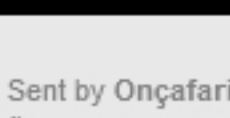
Interested in joining our team for an adventure? Contact us via email at viagens@oncafari.org

Explore the Anavilhanas Jungle Lodge, a hotel located in Novo Airão, Amazonas, on the banks of the Rio Negro and facing the Anavilhanas National Park. Here, you can embark on canoeing trips, hike through trails, experience nighttime wildlife observation, and more in the heart of the Brazilian Amazon. At this base, our primary focus is wildlife monitoring through camera traps. Check out the species we've already documented!

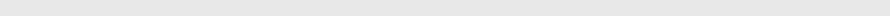
[WATCH THE VIDEO](#)

SEE YOU NEXT MONTH!

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