



Transforming little-known Brazilian native fruits  
into extraordinary food and  
ingredients to innovative culinary opportunities!

The Jatobá case

Latitude 21 Native Fruits and Regional Products is a socioenvironmental enterprise that promotes innovations with native fruit Jatobá from low-tech and high-tech perspectives, from biodiversity regeneration to production of food and ingredients to extraordinary culinary.

It contributes with additional economic income to family-based guardians, collectors and processors of the fruits, while investing in bioeconomy and making itself as a platform for research on socio-biodiversity conservation.

It is headquartered in Adamantina, a rainforest area in the state of São Paulo/Brazil and is part of a technical, scientific, solidarity and commercial cooperation networks.



Jatobá (*Hymenaea sp.*) is a tree species found in several Brazilian biomes. It has great importance in natural ecosystems and immense potential for communities socioeconomic strengthening and conservation businesses. The pulp, bark, resin, sap, leaves and wood are used from this species.

Jatobá flour is the main input for preparing gluten-free and rich in nutrients foods. It naturally incorporates calcium, magnesium, potassium, natural sugars and fibers to culinary.



Healthy, exotic and delicious foods: cakes, shortbread cookies, creams, liqueurs, breads, cereal bars, seasonings and an infinite number of recipes. The novelty is the original and only Jatobá vinegar.

Inspiration in ceramics, crafts, embroidery, natural shampoos and a range of creative economy products.



Great potential for R&D, such as plastic-free packaging, already in test edible packages made with cassava starch and enriched with peel flour and flour from Jatobá seeds and other vegetables. Use of resin for industrial purposes.



Great potential for traditional and creative products



Acceptability test with schoolchildren for the introduction of Jatobá flour into children's healthy diets.



It develops the pedagogical aspect of studies of the native Jatobá fruit and promotes reforestation in degraded areas.



It avoids fruit waste and generates work and income for the elderly, young people, women and indigenous communities.



## Contact

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Founder and leader of the initiative

“After 40 years dedicated to research and professorship in Geography and Regional Development, I am extremely honoured and delighted to lead an initiative that contributes to nature conservation, biomes regeneration and the socioeconomic strengthening of communities.”

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You can find ready-to-consume Jatobá and community-based products at

[www.emporioflamejante.com.br](http://www.emporioflamejante.com.br)

Research and communities help us improve products day after day!