



THE NEW YORK BOTANICAL GARDEN

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## **New Book Highlights the Story of the International Boom in Amazon's Açaí Fruit**

**Announcing the Publication of**

***The Amazonian Caboclo and the Açaí Palm: Forest Farmers in the Global Market***

**By Eduardo S. Brondízio**

This remarkable monograph tells the story of the boom in the açaí (*Euterpe oleracea* Mart.) fruit economy—from a rural staple to a chic health food delicacy in national and international markets—and examines the development of the production systems and commodity chains required to supply the burgeoning demand for this fruit. It also carefully reconsiders the contested and stigmatized history of the social identity of caboclos. The Amazonian caboclos who inhabit the Amazonian estuarine floodplains are, in a very real sense, forest farmers. They have been transforming their forest environment, sometimes imperceptibly, for generations. The boom in açaí provides an invaluable window through which the society, ecological knowledge, and economic life of those who produce the fruit can be viewed.

The book is published by The New York Botanical Garden Press. Charles Peters, editor of the Press' series *Advances in Economic Botany*, comments, "Author Eduardo S. Brondízio's treatment of caboclos and açaí sets a new standard in the study of people and plants. His monograph goes beyond description to provide key insights into why things unfolded the way they did in the Amazon estuary and what this means for the future forests and farmers of the region. For that reason, this is an important work."

Brondízio's research contributes greatly to the broader understanding of rural development, globalization, and the role of small-scale farmers and local resources in the sustainable development of Amazonia.

### **About the Book's Author**

Eduardo S. Brondízio is Associate Professor and Chair of the Department of Anthropology at Indiana University, Bloomington. He is the Associate Director of the Anthropological Center for Training and Research on Global Environmental Change (ACT), and is on the faculty associated with the Center for the Study of Institutions, Population, and Environmental Change (CIPEC) and the School of Public and Environmental Affairs. He is also a faculty member associated with the Center for Latin America and Caribbean Studies.

### **About The New York Botanical Garden Press**

The New York Botanical Garden Press ([www.nybgpress.org](http://www.nybgpress.org)) has one of the largest publishing programs of any independent botanical garden in the world and provides a means for communication of research carried out by scientists at The New York Botanical Garden and elsewhere. Begun in 1896, the program focuses on advances in knowledge about the classification, utilization, and conservation of plant life.

*The Amazonian Caboclo and the Açaí Palm* is volume 16 of the *Advances in Economic Botany*, a series published at irregular intervals since 1984. The series is an international forum for the publication of original book-length research papers, collections of papers, and symposia dealing with the use and management of plants.

**PRODUCT DETAILS**

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**INQUIRIES AND ORDERS**

*The Amazonian Caboclo and the Açai Palm* can be purchased at The New York Botanical Garden's Shop in the Garden or online at [http://www.nybg.org/press/books\\_advances.php](http://www.nybg.org/press/books_advances.php).

Orders can also be placed with:

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**The New York Botanical Garden is a museum of plants located at Bronx River Parkway (Exit 7W) and Fordham Road. It is easy to reach by Metro-North Railroad or subway. For more information, please call 718.817.8700 or visit our Web site at [www.nybg.org](http://www.nybg.org)**

**The New York Botanical Garden is located on property owned in full by the City of New York, and its operation is made possible in part by public funds provided through the New York City Department of Cultural Affairs. A portion of the Garden's general operating funds is provided by The New York City Council and The New York State Office of Parks, Recreation and Historic Preservation. The Bronx Borough President and Bronx elected representatives in the City Council and State Legislature provide leadership funding.**

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