

Singapore's Selva partners with SOS Amazonia for sustainability

19 April 2024 | News

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Selva, a leading açai supplier in Singapore, is excited to announce a new partnership with non-government organisation SOS Amazonia to replant native Amazonian trees in the region. With this move, the brand aims to support forest preservation efforts while raising public awareness of the role of açai consumption in conserving the Amazon rainforest.

While some believe that açai harvesting leads to deforestation and loss of biodiversity, Selva's extensive research and collaboration with local communities prove otherwise. The consumption of forest fruits like açai berries not only helps preserve the rainforest's biodiversity but also provides local communities with a steady stream of income, incentivising them to remain on their land and protect the forest against cattle ranchers. By announcing their partnership with SOS Amazonia, Selva hopes to highlight their commitment to sustainable harvesting methods, community-supported ecosystems, and Amazon rainforest conservation efforts. Selva will also work with SOS Amazonia to restore areas negatively impacted by deforestation and illegal mining and extraction.

Incorporated in 2015, Selva specialises in supplying single-origin açai wholesale to Singapore and other countries in the Southeast Asian region, including Malaysia, Thailand, Brunei, and Vietnam. Notably, Selva directly sources açai berries that are wild harvested. These fruits grow naturally in their native habitat, amidst other native trees like bacuri and bacaba, and are free from human interference.