

## Ms Fisher's Brazil Essays (updated 2023)

### Primary Economic Activities

Brazil is a subcontinental region I have studied. It has a massive array of natural resources including gold, iron ore, copper, oil and tin which is found across the country. Agriculture is also very important in Brazil.

Both physical and human factors effect primary economic activities in Brazil.

#### *Physical Factors*

- It has a tropical climate with temperatures of more than 26degrees. This provides excellent growing conditions for crops eg soya. 50% of the world's supply of Soya is grown in Brazil and Argentina.
- The fertile terra rossa soil in the Minas Gerais region provides perfect growing conditions for coffee.
- The amazon basin has an equatorial climate with 2000-3000mm of rain each year which makes it unsuitable for agriculture.
- The amazon also has a nutrient poor 'latosol' soil which is heavily leached due to heavy rain, so is unsuitable for agriculture. It depends on the plant litter from the trees above to create an O-horizon on the surface, which is where the trees absorb their nutrients.
- Deforestation for cattle grazing removes the trees and their leaf litter, leaving the latosol soil exposed. It quickly bakes into a hard brick-like laterite soil. And the ranchers soon need to move on and find new fertile soil.
- 19% of Brazil is now covered in cattle ranches. It is the worlds largest herd with approx. 165million cows in Brazil.

#### *Human Factors*

- WWII made Brazilian trade vulnerable. Until the 1940s it heavily depended on sending raw materials to Portugal eg coffee, sugar etc.
- In 1950, the Brazilian Government introduced the (ISI) Import Substitution Industrial Scheme so the country could be more self-sufficient. This encouraged Multi-National Companies (MNCs) to set up in Brazil, so they no longer needed to import from USA and Europe. This made Brazil one of the leading food manufacturers in the world which increased agriculture throughout the country.
- Coffee was once of 60% of Brazil's exports, but today its only 2%. MNCs such as Nestle and Kraft are located in Brazil to meet the high domestic demand. The average Brazilian consumes 4.9kg of coffee per year and the coffee growing industry is worth €9billion annually.
- Sugarcane is grown in Brazil in the southern states. It is processed into bioethanol which is used to fuel cars. Half of all cars in Brazil run on bioethanol creating large demand for sugarcane.
- Eastern Brazil has a train network to transport coffee, sugarcane and soya back to the industrial capital of Sao Paulo for processing.
- Coastal shipping is important for exporting raw materials. There is a well developed road network in the S. East linked to ports, although ports tend to have poor loading facilities with large ships often having to carry their own cranes.

## Secondary Economic Activities

Brazil is a subcontinental region I have studied. It is a Newly Industrialised Country which means it is undergoing rapid industrialisation and foreign investment.

### Physical Factors

- Brazil has a massive array of **natural resources** including gold, iron ore, copper, oil and tin which is processed in factories and plants around the country.
- The tropical **climate** provides excellent growing conditions for crops eg **soya**. 50% of the worlds supply of Soya is grown and processed for human and animal consumption in Brazil and Argentina.
- Optimal growing conditions for crops have lead vast number of **food processing plants** make Brazil one of the world's leading food producers. This industry is worth 563billion Brazilian Real (€101billion) per year
- The tropical climate and **terra rossa soil** also provide perfect growing conditions for **coffee**. MNCs such as Nestle and Kraft are located in Brazil and process the coffee beans to meet the high local demand.
- The average Brazilian person consumes **4.9kg of coffee** per year and the industry is worth €9billion annually.
- The **petrochemical** industry is concentrated in Rio de Janeiro due to the location of 2 large oil fields (the Tupi and Sugar Loaf Field) 250km off the coast. This industry is worth €3.4trillion to the economy.
- **Sugarcane** is grown in Brazil in the southern states as it is geographically close to it's markets. It is processed into bioethanol which is used to fuel cars. Half of all Brazilian cars run on bioethanol.

### Human Factors

- **WWII** made Brazilian trade vulnerable. Until the 1940s it heavily depended on sending unprocessed goods to Portugal eg coffee, sugar etc.
- In 1950, the Brazilian Government introduced the (ISI) **Import Substitution Industrial Scheme** so the country could be more self-sufficient. This encouraged Multi-National Companies (MNCs) to set up in Brazil, meaning they no longer needed to import from USA and Europe. eg Shell and Ford Motors
- **Car manufacturing** is a major industry in Brazil. It is an underdeveloped market with only 1 car per 6.5% of the population. Increased standard of living and disposal income mean there is a high demand amongst Brazilians. Government incentives such as reduced car tax meant car sales increased by 10% in 2010.
- There is a huge domestic **market** in Brazil with over 215million people. Although the wealth is unevenly distributed, there are many very wealthy people who can afford to buy luxury goods. The richest 10% of the population are 85times richer than the poorest 10%. Helicopter ownership in Sao Paulo is the highest in the world as the rich choose to fly over traffic jams.
- The majority of the Brazilian population live in big cities along the East coast. Eg Rio de Janeiro and Sao Paulo. Sao Paulo has over 22mil people making it the biggest city in the southern hemisphere. 2/3 of the country's population is under 30. This provides a huge potential **workforce** for industry.
- **Food processing** is an important industry in Brazil due to the huge amount of crops grown in its tropical climate. Many of the migrant workers who leave Brazil and emigrate to other countries continue this work eg Tuam in Co. Galway has a large Brazilian migrant population who work in food processing plants nearby.

## Tertiary Economic Activities

Brazil is a subcontinental region I have studied. It has a population of over 215million and 40% of its workforce are involved in tertiary economic activities. Tourism and Transport are 2 important tertiary activities in Brazil.

### Tourism

- **Costa de Suipe** is Brazil's largest tourist resort. It is purpose built and can cater for 10,000 tourists.
- **Plano Aquarela 2020** was set up by the government to promote tourism in Brazil in the lead up to the 2014 World Cup and 2016 Olympics.
- Tourism is affected by physical and human factors.
- **Human:**
  - Brazilian **culture** is a major draw for tourists from around the world. Eg The annual 4 day "**carnival**" festival which attracts up to 2million of tourists each yr
  - However, **high crime rates** and Brazil's ranking as no.1 for murders globally, can be a deterrent to tourists.
- **Physical:**
  - There is an abundance of **natural attractions** that attract tourists eg The Amazon Rainforest, Pantanal Wetlands etc
  - The **tropical climate** also attracts tourists. **Beach** holidays are popular eg the Bahia Coastline and Rio de Janeiro
  - But **long distances** for wealthy holiday makers in the USA and Europe, can limit tourism.
  - Brazil's negative image in relation to **deforestation** can also limit tourism.

### Transport

- Transport on a national level is pretty **underdeveloped** in Brazil due lack of investment in infrastructure, especially in the isolated interior of the country.
- There is **low population** density outside of the cities on the SE coast. Therefore, the best **road networks** are found in the SE eg Sao Paulo.
- **Traffic jams** can be a major problem in large cities with some lasting up to 3days. In Nov 2013 one traffic jam stretched for over 192 miles. Helicopter ownership in Sao Paulo is the highest in the world as the rich choose to fly over traffic jams.
- Rail is also poorly developed outside the cities. The government has invested in rail and metro services in the cities to try and reduce air pollution by 20%.
- Ports such as Recife are important for exports but are also poorly developed. Many large ships carry their own cranes for unloading and loading due to this.
- The Trans Amazonian Highway has received massive investment and is the biggest transport project in Brazil. It is hoped it will open-up the isolated interior of the country and connect Brazil to other neighbouring countries.
- However, it has received major backlash on an international level as it is also contributing to deforestation and cutting off large parts of the rainforest. This is having a knock-on effect on the unique flora and fauna of this biome.

## Urbanisation in Brazil

### Urban Population

- **80%** of Brazilians now **live in cities**. The population is unevenly distributed with the majority of the population concentrated along the **SE coast** eg Recife, Sao Paulo and Rio de Janeiro
- - **Recife:** a major port city and is known as the Venice of Brazil.
  - **Rio de Janeiro:** services centre and popular tourist destination
  - **Sao Paulo:** industrial capital of Brazil with over 20k plants. Has over 22million inhabitants, making it S. America's biggest city.
- Wealth is also unevenly distributed. Of the 215 million people living in Brazil, **63million people** live on less than **€3/day. (Appox 500brazilian real per month)**
- There are over 3500 **favelas** (slums) in the big cities of Brazil. **Migrants** from the NE flock to the city for better healthcare, job opportunities and education. Heliopolis is the biggest favela in Brazil.
- **2/3** of the population are **under 30**, which provides a huge potential workforce for Brazil.

### Urban Problems

2 major problems in urban regions in Brazil are traffic and overcrowding.

#### Traffic

- Traffic accounts for 90% of **air pollution** in Brazilian cities.
- **Car manufacturing** is a major industry in Brazil. Increased standard of living and disposal income mean there is a high demand amongst Brazilians. Government incentives such as reduced car tax meant car sales increased by 10% in 2010.
- To combat this the Government has also invested heavily in **metro and rail** with the aim of reducing carbon emissions by 20%
- The government also offers incentives to workers who leave their cars at home 1 day per wk.
- Overcrowding in cities also puts pressure on sewage and water supply.

#### Overcrowding:

- **Pre-1990s** favelas were mainly **ignored** and forgotten about.
- **In the 1990s** local authorities adopted a policy to **evict and demolish**
- **Post 1990s** the **Cingapura** scheme sought to demolish and redevelop favellas, building many **bright high-rises** with better facilities. However, this destroyed local communities.
- Today their policy is to **work with what's there**. A combination of social welfare and improving infrastructure eg water, sewage, electricity and maintaining **a sense of community**