



**mercado
livre**

Biomes in a Click:

driving the sociobioeconomy
in Latin America



Foto: Valéria Mourão, Deveras Amazônia.

Introduction

In the regions that are home to the greatest biodiversity in Latin America, thousands of small producers, associations, cooperatives, and SMEs help preserve ecosystems by sustainably producing unique products that are full of color, flavor, and history. These include foods, cosmetics, crafts, fashion, and décor items that provide income for thousands of families while helping to keep the forest standing.

By integrating traditional knowledge with science, design, and technology, Latin America is uniquely positioned to lead the shift toward more just, regenerative, and low-carbon economic models, promoting nature-based solutions to tackle global climate challenges.

This transformation has the potential to gain momentum as the region makes progress toward overcoming structural hurdles, such as limited infrastructure, unequal access to technology and credit, and shortcomings in entrepreneurial education. Strengthening these foundations and increasing the value of sociobiodiversity products can boost positive socio-environmental impacts.

Guided by the purpose of democratizing trade and financial services, Mercado Libre has, since its founding, bet on entrepreneurship as an essential driver of socioeconomic development. In addition to being the largest e-commerce platform in Latin America, our ecosystem includes Mercado Pago, which offers simple and accessible financial products and services, and Mercado Envios, a delivery service that handles over a billion packages annually, 70% of which are delivered in less than 48 hours.

In this way, we bridge geographic gaps, promote digital and financial inclusion, and support the growth of small and medium-sized businesses. In 2024, 5.8 million entrepreneurs and SMEs used Mercado Libre and Mercado Pago in Brazil, Mexico, and Argentina. Of the Brazilian SMEs on our marketplace, 59% rely on Mercado Libre sales as their primary income source, and 67% accessed their first credit via Mercado Pago.

Based on this structure and all the experience accumulated over 25 years of history, since 2020 we have developed a pioneering support program for sociobioeconomy businesses: Biomes in a Click. This initiative drives the sale of sociobiodiversity products: in Brazil alone, 341 businesses have generated R\$17.7 million, sold over 123,000 products, and benefited more than 47,000 producers¹. Of these, over 50% had never sold on a marketplace and over 30% had never sold through online channels.

This document outlines what we have done to achieve these results, outlining the lessons learned and the ongoing challenges. Believing in the transformative power of collective effort, we hope to inspire and support other stakeholders in the sector to work together and create paths to grow and strengthen this movement.

¹ *Data collected from 2019 to July 2025

The bioeconomy: opportunities and challenges

Rooted in ancestral knowledge and practices, the bioeconomy is a strategic response to some of humanity's key challenges, including climate change, the growing loss of biodiversity, depletion of natural resources, and the urgent need for more sustainable and inclusive production and consumption.

While definitions of bioeconomy differ, the Scientific Panel for the Amazon adopted the term “sociobioeconomy” to refer to “activities that preserve cultural diversity and multifunctional productive landscapes, while promoting added economic and social value from biodiversity and agrobiodiversity” — covering ecosystem conservation and restoration, as well as diversified production of native plants, medicines, and fish².

Today, the sector is considered vital for global climate and ecological balance, as well as an alternative for job creation, economic diversification, and income generation in biodiversity-rich regions such as the Brazilian Amazon, home to nearly 28 million people³. In 2019, activities linked to the value chain of 30 bioeconomy products generated US\$ 1.4 billion and employed 224,600 workers in the region. It is estimated that, with investments

in sociobioeconomies, Brazil could generate US\$ 8.2 billion annually by 2050. Globally, a report by the World Business Council for Sustainable Development (WBCSD) identifies a potential of US\$ 7.7 trillion in sector-related business by 2030⁴.

This perspective has drawn attention from governments, development banks, and both the public and private sectors. At the regional level, first-time events like the Amazon Summit and the Pan-Amazon Bioeconomy Conference in 2023, along with the formation of the Latin American Bioeconomy Network, signal a growing consensus on the relevance of the topic in Latin America. Brazil has distinguished itself with the creation of the National Secretariat for Bioeconomy (2023), the National Bioeconomy Strategy, and a dedicated Commission (2024). The country also launched the [Eco Invest](#) program, targeting external private investment for ecological transformation, and took the agenda to the international stage with the G20 Bioeconomy Initiative (2024)⁵.

² [Policy Brief: Supporting sociobioeconomies for healthy forests and flowing rivers in the Amazon](#), Science Panel for the Amazon, 2023.

³ [Legal Amazon in Datas](#).

⁴ [A business opportunity contributing to a sustainable world](#), WBCSD, 2020.

⁵ [National Secretariat of Bioeconomy](#), Ministry of the Environment and Climate Change (MMA). [Federal government creates National Bioeconomy Strategy](#). MMA, 2024. [G20 Bioeconomy Initiative: Where knowledge meets nature](#). G20 Brazil, 2024.

Combined with innovative financial mechanisms — including biodiversity bonds and payments for ecosystem services — these initiatives create a stronger foundation for the region to drive solutions that balance shared prosperity, environmental protection, and social equity.

Promoting these value chains can create a range of systemic benefits:

- ▶ **Creating jobs and economic opportunities:** industries such as family farming, biomaterials and bioenergy production, tourism, and creative economy ventures, among others, can benefit.
- ▶ **Climate change mitigation:** lowers greenhouse gas emissions by generating new revenue streams that protect standing forests and by substituting fossil fuel-based products and processes with renewable alternatives.
- ▶ **Food security:** optimizes land use by combining conservation with agricultural production and developing new ways of producing food.
- ▶ **Innovation and competitiveness:** by combining ancestral knowledge with science, they drive research and the development of new technologies and products, boosting the competitiveness of companies and countries⁶.
- ▶ **Circularity:** promotes production processes that close the loops of production and consumption, reduce waste, and use natural resources efficiently.

⁶ [Re-imagining bioeconomy for Amazonia](#). Inter-American Development Bank (IDB), 2024.

While reinforcing the sociobioeconomy in the Amazon is key to fostering development models that align with environmental conservation, the sector continues to face several structural and operational challenges. Research by the IDB⁷ and Idesam has identified some of these challenges:

- ▶ Access to financing: a lack of funds for research and development along the value chain limits the adoption of innovative technologies and the use of enhanced processing methods that increase product value.
- ▶ Logistics and infrastructure challenges: working in the region requires access to remote communities. Beyond the long distances needed to move products, poor infrastructure — such as unreliable electricity, internet, and transport — raises transport, storage, and operating costs (the “Amazon Cost”), making it harder for local businesses to compete.
- ▶ A general shortage of skilled labor and limited technical support: insufficient human capital with the technical and managerial expertise required for sociobioeconomy operations; limited access to digital tools, making it harder to engage in e-commerce, and to use management systems and marketing strategies that improve efficiency and visibility.

- ▶ Limited integration among knowledge, projects, and social actors: the lack of collaborative spaces results in fragmented, inefficient investments and makes it harder to scale bio-businesses. The region’s territorial and productive diversity calls for tailored solutions, yet high adaptation costs and local governance barriers limit resource sharing. There is also a major gap between the industry and other parts of the sociobioeconomy.

Approaches to tackling these challenges — such as improving the efficiency of logistics, investing in business management skills, and supporting the creation of sales strategies — involve broadening access to solutions already offered by the private sector and organizations that foster the sociobioeconomy. Mercado Libre contributes by providing logistics support, commercial benefits, training, and visibility to help local entrepreneurs reach the market.

⁷ [ESPECIAL IDESAM | BIOHUBS: Avanço da bioeconomia requer integração em rede](#). Idesam, 2025.

Biomes in a Click: taking the sociobioeconomy further with the digital economy

As a pioneer in Latin America, Biomes in a Click leverages Mercado Libre's ecosystem — marketplace, logistics, and fintech — to overcome the obstacles that sociobioeconomy businesses encounter, particularly in the Amazon. The program connects traditional communities, cooperatives, and small entrepreneurs to the national market, providing strategic training, logistics assistance, discounted or waived fees, and market visibility.

Products from the eight biomes included in the program are available in a dedicated section on the platform in Argentina, Brazil, and Mexico. They include cosmetics, crafts, and foods such as Assisi chili sauce produced by Waiwai women, agroforestry coffee from southern Amazonas, and chocolates

made with wild cocoa collected by riverside communities, among other items that can now be delivered to consumers nationwide within 48 hours.

In this way, Mercado Libre — the largest e-commerce platform in Latin America — drives sustainable value chains, generating income and valuing local knowledge, while meeting the growing consumer demand for products with positive social and environmental impacts. By multiplying the transformative effects of its ecosystem, Mercado Libre contributes to the democratization of commerce and financial services, levels the playing field for market access, and bridges geographic gaps, making environmental conservation a source of innovation and economic opportunity.

Awards



Responsible Business Awards 2023, organizado pela Thomson Reuters, na categoria Biodiversity Champion Award



Prêmio ECO 2023 da Câmara Americana de Comércio - Amcham Brasil

Biomass a Um Clique: impulsionando a sociobioeconomia na América Latina



Foto: Regina de Souza Ramos, Sapopema biojoias.





The path to the future lies in combining economic development with environmental conservation and social justice, strengthening the sociobioeconomy. In doing so, we can create jobs and opportunities, while boosting our competitiveness in key sectors of the global economy.”

Laura Motta,
senior sustainability manager
at Mercado Libre, Brazil.



I have no doubt that Mercado Libre is one of the most important partners for the bioeconomy and the standing-forest economy since this area started receiving organized attention in 2019. Tangible results are already visible, thanks to the support programs and solutions offered by Mercado Libre. It wouldn't be an overstatement to say that ASSO BIO itself owes its existence to Mercado Libre's work in promoting the standing-forest economy in the Amazon.”

Paulo Reis,
president of the Association of
Sociobioeconomy Businesses of the Amazon
(ASSOBIO).





Foto: Negócio: Taberna da Amazônia - Empreendedora: Anne Karoline Mello

A movement in constant growth

In order to keep expanding in Brazil, new Biomes in a Click members are chosen each year through a process that involves technical and strategic partners (see [page 32](#)), all bioeconomy leaders in the country. Partnering with these market players helps maximize efforts to guarantee traceability, sustainable production, ethical commercialization of regional products, and the initiative's visibility.

Selection criteria:



Be a small, registered business (with an active CNPJ).



Operate in one of the program's biomes.



Make a positive social and environmental impact by selling sociobiodiversity products.



Have market-ready products (with labels and packaging).



Have established sales channels.

Mercado Libre's support ecosystem in Brazil

In addition to gathering, selling, and delivering the best of Brazil's biomes, Biomes in a Click provides a comprehensive support ecosystem for these sellers. Over the last five years, this offering has been enhanced through ongoing collaboration with key organizations and sector entrepreneurs, resulting in a support model that is genuinely transformative.

Year after year, we refine the benefits provided to supported businesses, ensuring they have the tools and knowledge to succeed on the Mercado Libre, Mercado Pago, and Mercado Envios platforms. The package includes mentoring and training in e-commerce, sales strategy, logistics, and digital marketing, along with fee benefits and visibility on the platform. Below are the main benefits offered to these enterprises in Brazil.



Logistics support

To meet the growing consumer demand for fast deliveries and provide the best buyer experience, Mercado Libre has built a strong logistics network with 308 distribution centers across Latin America – 22 of them opened in 2024 alone. To support the sale of bioeconomy products, Biomes in a Click participants are granted access to Full, Mercado Envios' fulfillment service.

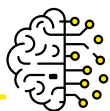
Through this service, sellers outsource the logistics process — including inventory storage, picking, packaging, transportation, and, in some cases, after-sales. They also benefit from more flexibility on when goods enter the warehouse and are exempt from minimum weight or volume requirements. These measures have made shipping costs and delivery times manageable, serving as a key sales boost.

To give participants closer access to its operations and infrastructure, Mercado Libre organized a guided tour of one of its distribution centers in 2024, offering a bigger-picture view of how its logistics and business strategies work.



Sales benefits

Participants benefit from a 40% reduction in the sales commission and are exempt from the fixed fee for products priced below R\$79. Sellers needing long-term storage in Full (over two months), because they sell low-turnover or seasonal items, also receive a storage fee waiver.



Training in business intelligence

To help strengthen participants' skills, Biomes in a Click developed a training program designed to address the real challenges faced by forest entrepreneurs and producers, combining traditional knowledge with market expertise. The program offers 8 hours of training and 16 hours of group workshops, as well as individual mentoring and Q&A sessions to help participants develop sales strategies suited to their context and location.

This know-how has been organized and shared with the ecosystem through tools like the guide *Commercial Strategy Journey: A Guide for Impact Businesses*, created in partnership between Mercado Libre and ICE — Innovation in Corporate Citizenship.



Network

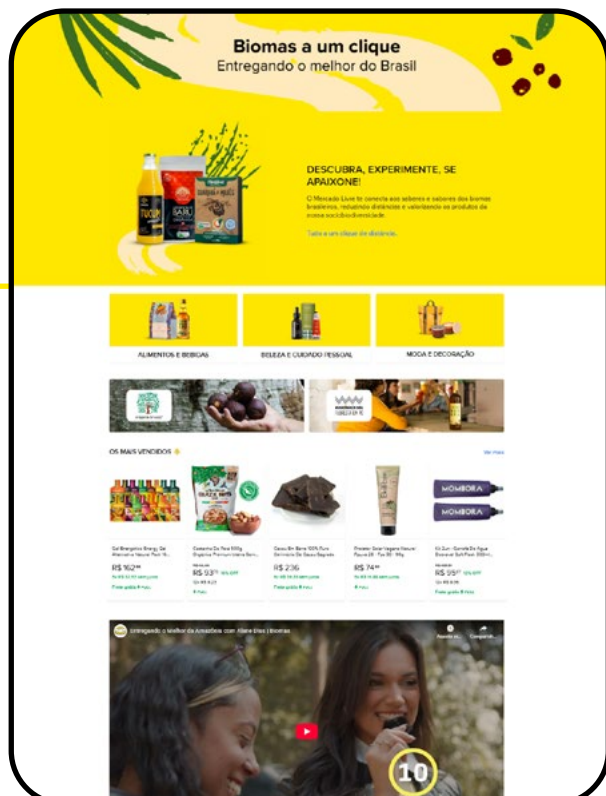
Strengthening the network of sociobiodiversity entrepreneurs is one of the program's most strategic fronts. There is continuous and varied interaction among participants: through a WhatsApp group with over 311 active members, participation in major ESG, climate, and bioeconomy events, in-person gatherings like lunches and happy hours, and collective efforts for campaigns and commercial opportunities. These spaces encourage experience sharing, collaboration, and the strengthening of bonds among businesses with shared challenges and purposes. This ongoing collaboration led to the creation of ASSO BIO — the Association of Sociobioeconomy Businesses of the Amazon — in 2023.

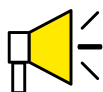


Visibility

Participants take part in annual branding awareness campaigns designed to raise public awareness of the initiative and support sales for these entrepreneurs on the platform. Since 2020, these campaigns have involved major influencers and chefs such as Bela Gil, Carla Pernambuco, and Thiago Castanho, drawing the attention of consumers in large urban centers who are not familiar with these products. A notable example was the São Paulo street event in September 2024 with influencer Alane Dias, a native of Belém do Pará, who presented a tasting menu to people walking along Paulista Avenue in the center of São Paulo, inviting them to try typical flavors from the Amazon region.

A group of strategic partners also supports the initiative by promoting the program and the landing page for biome product assortments. Key highlights include the Origens Brasil activation, in collaboration with Mercado Libre, and the ASSO BIO showcase, which were featured at TEDxAmazônia in 2024.





Branding

Since 2022, the program has partnered with LIBRA Design to help create visual identities, labels, and packaging designs, and to provide technical support for packaging improvement.





Financial inclusion and support for business formalization

Mercado Pago, in turn, helps expand access to capital through development programs, partnerships, and microcredit options. It also offers financial management tools and payment methods — like card readers, payment links, and tap to pay — that help make transactions safe and accessible both online and offline, supporting formalization and building financial records that open doors to new investments.



Society's approach to consumption has evolved, and the retail sector is recognizing its role in fostering practices that encourage more conscious consumption. We are part of the consumer's everyday life and understand our responsibility in this matter, which is why we want to promote discussions on the topic, offer more information to consumers, and showcase products and entrepreneurs working toward more sustainable solutions."

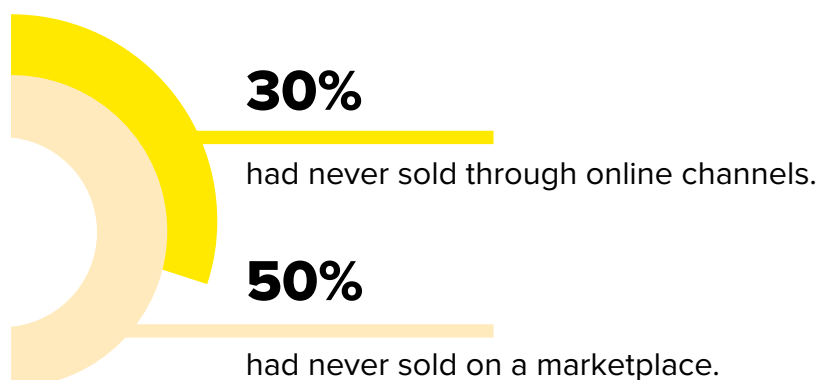
Laura Motta, senior sustainability manager
at Mercado Libre, Brazil.



Cumulative impacts in Brazil

(Data collected from 2019 to July 2025)

341 enterprises trained



1,950+

biodiversity-based Brazilian products available.



123,000+

products sold.



47,000+

producers benefited.



R\$6.7 million

in Mercado Libre sales.



R\$17.7 million

in total transactions.



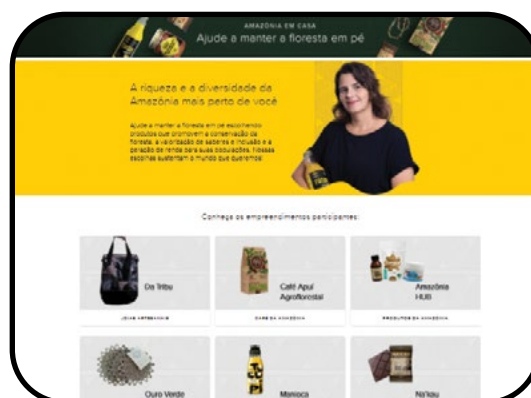
Our journey

2019


- ▶ Sustainable Products Category launched on Mercado Libre.
- ▶ Participation in innovation labs and sales workshops, working with key regional stakeholders to help build the business strategy.

2020

- ▶ Pilot: mentoring 12 Amazon-based businesses.
- ▶ Creation of a Mercado Libre page dedicated to sociobiodiversity products.
- ▶ “Amazônia em Casa, Floresta em Pé” campaign in partnership with PPA, Idesam, and Climate Ventures.



2021

- ▶ Launch of the  **EMPREENDER COM IMPACTO+ Biodiversidade**
 - Open call in collaboration with eight partners.
 - 89 businesses selected and trained from the Amazon, Cerrado, and Atlantic Forest biomes.
- ▶ Launch of the publication *Commercial Strategy Journey: A Guide for Impact Businesses*, in partnership with ICE — Innovation in Corporate Citizenship.
- ▶ Campaign: “From the Amazon to You”.

2022

- ▶ Expansion to Argentina and Mexico and the inclusion of Brazil’s Caatinga biome.
- ▶ 34 new businesses selected and trained in Brazil.
- ▶ The Biomes in a Click campaign launched, giving the program its new name.

⋮

2023

- ▶ Featured at the 2023 Responsible Business Awards, in the Biodiversity Champion Award category, and at the ECO Award.
- ▶ 28 new enterprises selected and trained in Brazil.
- ▶ Partnership with the Origens Brasil network.
- ▶ Participation in major events in the Amazon and in-person activations, including TEDxAmazônia.
- ▶ Our Biomes Are Arriving campaign.

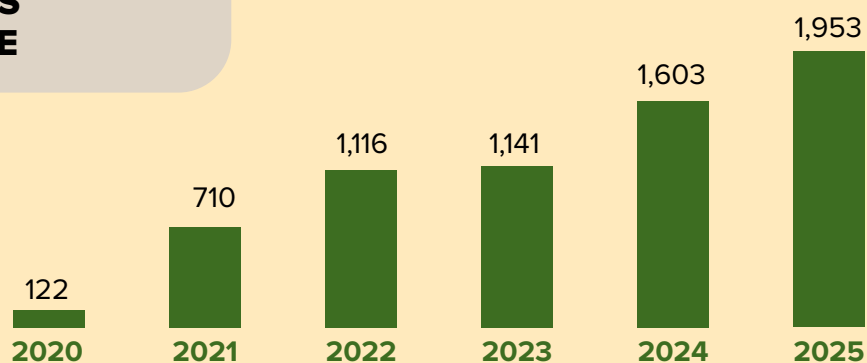
2024

- ▶ 96 new enterprises selected and trained in Brazil.
- ▶ Delivering the Best of Brazil campaign – 1,603 products available.
- ▶ Participation in major events and in-person activations, including TEDxAmazônia and FIINSA.

2025

- ▶ 82 new enterprises selected and trained in Brazil.
- ▶ Biomes in Network: partnered with Escola Creators Flint to train entrepreneurs in content creation, boosting reach and sales.
- ▶ Amazon Day campaign.
- ▶ Participation in major events and in-person activations, including TEDxAmazônia and COP 30, both in collaboration with ASSO BIO.

PRODUCTS AVAILABLE



Success stories

D'AMAZÔNIA ORIGENS

Produced by hand by small producers, the authentic guaraná from Maués by D'Amazônia Origens takes over 24 hours by boat to reach Manaus. Thanks to easy access to Mercado Libre's Full service, these products can now reach consumers in major cities within a day. This advantage led to a 1,000% increase in sales of items stored in Full (May 2022 to March 2025 comparison).



"The program was very beneficial for us, for several reasons, especially its format. Being remote, it enabled us — micro and nano entrepreneurs from the interior of Amazonas — to access training and meet well-prepared people, getting information easily."

Luca D'Ambros, CEO of D'Amazônia Origens.

DEVERAS

Combining traditional knowledge with science, Deveras' victoria-régia jelly is made in Alter do Chão, Pará. To meet the demand of consumers in large cities for faster delivery, the brand adjusted its processes to ensure entry into Full. This led to a 95% increase in sales (October 2022 to March 2025 comparison).



"For Deveras, the Biomes program significantly boosted the visibility of our products. We benefited from fast and reliable shipping, special rates, and the exemption from storage fees for items kept over two months was crucial, since forest products have different timelines, and Mercado Libre understands that. We hope this partnership continues for a long time and brings success to all of us, especially in protecting the forest and the businesses that rely on it."

Cláudio Monteiro, Deveras entrepreneur.



AMAZÔNIA AGROFLORESTAL AND IDESAM

Produced 22 hours from Manaus, in Apuí, Café Apuí Agroflorestal is the result of a partnership between the company Amazônia Agroflorestal and Idesam. As the first 100% organic Robusta coffee cultivated in an Amazonian agroforest, the beans grow among native trees in the unique Amazon terroir, giving it a unique aroma. Its production fosters a sustainable, inclusive, and regenerative value chain, generating income for 134 families and helping to protect 108,350,000 m² of forest.



"Joining Mercado Libre's Biomes in a Click was key to boosting the production of agroforestry coffee and growing our business. Beyond the training and operational support, like the Full program benefits, we got access to online sales and marketing tools that were crucial for promoting Café Apuí and enhancing the brand. Plus, being part of the largest e-commerce platform in Latin America boosts our reputation and reach."

Jônatas Machado, sales director at Amazônia Agroflorestal.

Lessons learned along the way

For more than five years, Mercado Libre has been committed to driving the sociobioeconomy in Latin America, linking traditional communities, entrepreneurs, partner organizations, and consumers. By breaking down major geographic and socioeconomic barriers and widening market access, this initiative supports sustainable income and highlights the value of national biodiversity.

This journey has demonstrated that efforts need to go well beyond just opening a new sales channel: developing the sector requires building an integrated support ecosystem that blends research, innovation, logistics, technology, and capacity building. Here, we share the key learnings and insights gained along the way, particularly in Brazil, where the results have been significant.

Market and consumer behavior

One key lesson was realizing that sociobiodiversity products – such as flours, oils, nuts, and native fruits – require specific market development strategies. Since many of these items are still unfamiliar to consumers in other parts of the country, it is important to raise awareness and spark interest through initiatives that link the products to existing demand and, most importantly, help consumers imagine how to use them in their daily lives.

To make these products appeal to consumers in major urban centers, it is important to invest in design, packaging, marketing, curation, portioning, and storytelling. In this process, sharing the products' origin and the stories of

those who produce them, along with traceability and transparent impact communication, has become a key competitive advantage. Another essential point is translating product attributes into terms consumers understand, using comparisons that make adoption easier – for example, presenting black tucupi as “the Amazon’s low-sodium soy sauce”.

Therefore, it is crucial to shift the perception of value – products should be appreciated not just for their price, but for the socio-environmental impact they represent.

Positive Impact Online Shopping Trends

In 2025, Mercado Libre released the 5th edition of the Online Consumption Trends with Positive Impact study, analyzing consumption data from the Sustainable Products section and sharing survey results from users across six countries.

Year after year, the study shows that embracing a healthier, more sustainable lifestyle is becoming a growing trend among Latin American consumers.

[See the results](#)

Digitalization

The program highlighted that digitalization is a major challenge. Prior to joining the program, 30% of active businesses did not sell through any online channel, and 52.7% had never operated in marketplaces. This required hands-on training in logistics, pricing, and inventory management. Beyond occasional workshops, it became clear that fostering network collaboration and offering tailored training, with real-life cases and continuous mentoring, was key to supporting their growth over the medium and long term.

In this process, it is essential to balance cultural identity with market requirements, making sure that the traditional knowledge behind each product is preserved while adapting it to basic e-commerce standards like labels and barcodes.

Logistics and operations

A smart approach to logistics proved to be a decisive factor for scaling. Consumers are not willing to wait long periods to receive their products, and integration with fulfillment services was fundamental to accelerate deliveries.

However, shipping costs remain a barrier and require subsidies or special logistics solutions to avoid driving consumers away. In this context, partnering with local players to set up consolidation points proved crucial for managing decentralized inventory, which raises costs and delivery times. Another challenge was managing seasonal production, which affects supply predictability and calls for coordinated planning between producers and the platform.

Partnerships and strategy

Finally, the program showed that no one can advance this agenda alone: in a scenario with multiple initiatives happening at once, the impact is greater when each organization contributes what it does best. In this sense, Mercado Libre chose to integrate with established support and development networks — such as NGOs, incubators, and regional associations — that work on mapping, preparing, and monitoring local entrepreneurs. The program, therefore, acts as a B2C solution for these businesses, providing marketplace infrastructure, logistics, training, and visibility to help scale initiatives already rooted in the region.

This is a long-term process, progressing through successive cycles of learning. Every call for applications, round of mentoring, and logistical innovation helps refine the program and establish sociobioeconomia as a key driver of sustainable development in Brazil.

Challenges

A central point was understanding that community engagement relies on a clear understanding of financial benefits, which in turn supports preservation. Each product sold reinforces that keeping the forest standing and the biomes alive generates real economic value.

Even so, the question remains of how to scale while maintaining local identity and protagonism, authenticity, and community roots — a challenge that requires both traceability and balancing standardization with cultural diversity.

The lessons from this journey reveal only part of the way forward. There are still many other challenges, but through collective action — grounded in dialogue and collaboration — we can continue to make progress. May these learnings inspire new actors and help consolidate the bioeconomy as a new frontier for sustainable development in Brazil.



Strategic partners

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