

# Eyes On Brazil

The Brazil You Didn't Know

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« [Cutting back on cutting down  
Romero Britto - Neo-Pop Artist & Painter](#) »

## **Brazilian Coconut Water in the US**

How buying coconut water in the US can benefit those without water in Brazil. I've been a weekly buyer of O.N.E. Coconut Water since it has been on the market. I drink several a week and never paid much attention to the writing on the side of the carton until recently. O.N.E., a health food company out of Los Angeles, donates a portion of its coconut water earnings to social projects in Brazil through [BrazilFoundation.org](http://BrazilFoundation.org)

“O.N.E.<sup>TM</sup> is donating over \$100,000 from sales of its limited-edition Coconut Water, packaged in a carton designed by noted pop artist Romero Britto, to benefit BrazilFoundation projects to bring safe drinking water to the arid Northeast of Brazil. Thousands of people in that region are held hostage by its dry climate and frequent drought conditions, with mothers and children often walking for miles with buckets on top of their heads in search of water. The water they do find is frequently impure, making it a risk to consume.

Resources generated by Coconut Water sales will benefit such BrazilFoundation projects in the Northeast as *Solutions for Life in Semi-Arid Lands*, which is featured on the limited-edition Coconut Water carton. *Solutions for Life* has already helped hundreds of families by providing practical technologies to capture and store rainwater. Their wood-lined water cisterns can hold up to 60,000 liters of water for up to eight months, enough drinking and cooking water for a family of six.

Now, thanks to the partnership between BrazilFoundation, Romero Britto and O.N.E.<sup>TM</sup>, *Solutions for Life* will be able to provide up to 200 new cisterns and related training and support to five communities in the states of Paraiba and Pernambuco. This technological approach represents an excellent example of characteristics that BrazilFoundation looks for in the projects it funds: it is simple, local and cost-effective, empowering community-based organizations to control access to safe drinking water and consequently better health for the community.”



Tags: [agua de coco](#), [brazilfoundation](#), [eyes on brazil](#), [one coconut water](#), [social projects](#)

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