

UTOPIA DEL SUR



EL POTRERO

ANNUAL REPORT 2024



## EL POTRERO RESERVE

El Potrero is a project that promotes the coexistence between production and conservation, with a model of sustainable development over time.

With an area of 30,000 ha, our project destines 68% of its total extension (more than 18,000 ha) to the conservation of valuable ecosystems, which are home to numerous native species.

We know that there is still much to be done, but we are working to make this corner of Entre Ríos a model of sustainability that can be replicated in all areas of our country.

2024 has been a year of great challenges for the whole team, in all the projects we carry out.

An invitation to continue dreaming that building a better world is possible, if we do it together.



An aerial photograph of a dense, lush green forest. The trees are packed closely together, creating a textured canopy of various shades of green. At the bottom of the image, a wide, calm river flows, its water a muddy brown color. The word "CONSERVATION" is overlaid in white, uppercase letters on the right side of the forest.

CONSERVATION





## ENVIRONMENTAL REGENERATION

At El Potrero Reserve we work on the restoration of natural environments in areas that have been degraded by old agricultural and forestry practices, or by the introduction of invasive exotic species that compete with native species, impoverishing soils, contributing to the loss of biodiversity and deteriorating ecosystem services.

In 2022 we signed a WORK AGREEMENT TOGETHER WITH ONE TREE PLANTED to generate a large-scale joint action of ecological restoration and enhancement of some 40 ha of degraded areas of natural environments in the El Potrero Reserve.

The project includes not only the planting of native species, but also the production of the specimens to be planted in a nursery and the involvement of members of the community through volunteering and environmental education.

THE GOAL IS TO PLANT 20,000  
NATIVE TREES BETWEEN 2024 AND 2025.





Our NATIVE NURSERY is a space destined to reproduce specimens of native species with seeds collected in the Reserve, for subsequent planting in the areas to be recovered.



## VOLUNTEER PROGRAM

In May 2024, 3 UADER students (Ángela, Soledad and Claudia) joined the project as volunteers, assisting every Friday at the native nursery to collaborate in the repotting of seedlings from trays to larger pots. In October, 3 new volunteers (Candela, Valentina and Pilar) joined the work in the nursery and plantings, which had been underway since September.







## 2024 PLANTATIONS

At the beginning of September 2024, and once we had achieved the production of a good number of good-sized specimens, we started planting. Seventeen planting days were carried out together with El Potrero team, volunteers, schools and civil organizations (Banco de Bosques, Red Solidaria, Asociación Promover and Entrelazarse).



**10.000**  
native trees were  
planted during 2024



With all of this year's plantings, we reached the number of 10,000 NATIVE TREES PLANTED, which means that we have reached 50% of the restoration project's goal.





## WILDLIFE REHABILITATION

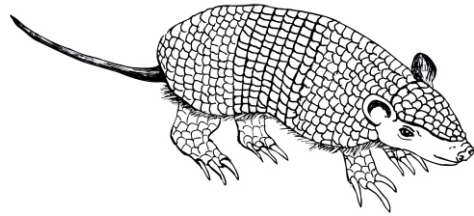
We work together with different organizations and institutions in the rehabilitation and reinsertion of native animals rescued from illegal trafficking or accidents in the field or on the road, or from voluntary surrender of domestic possession, to return them to their life in freedom.

Processes and times depend on each individual and each story. Reinsertion implies a long process of different stages (quarantine, veterinary controls, cures and readaptation), to guarantee a successful reinsertion and the survival of the animal in its natural environment by its own means.

IN AUGUST 2024, EL POTRERO RESERVE  
WAS DECLARED “REFUGE FOR WILD ANIMALS”  
BY THE DEPARTMENT OF NATURAL RESOURCES  
AND CONTROL OF ENTRE RÍOS.

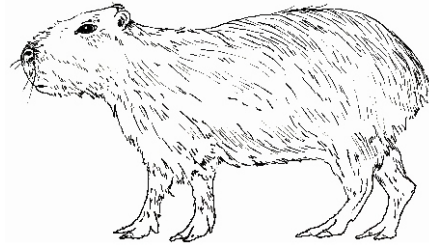


## THE PROJECT IN NUMBERS



32

rehabilitated animals  
during 2024



379

released animals  
since we started

During 2024 we received 32 specimens of native fauna that could be released in our Reserve, once they were rehabilitated.

Among the animals received were: 1 Gray brockets, 1 Geoffroy's cats, 2 South American gray foxes, 3 Burrowing owls, 1 Southern long-nosed armadillo, 18 wild birds of different species, 1 nutria, 4 capybaras and 1 snake.



^ Some of the specimens we received at the Reserve during 2024.





## REPOPULATION OF THE GRAY BROCKET

This project was born in 2007 as a commitment to return this native deer to our mountains, after years of absence.

The program is developed in several stages: individuals that arrive recovered from illegal possession or by voluntary surrender undergo their quarantine and adaptation stage in a first refuge corral. Once they have passed this first stage, they are transferred to the pre-harvest site (13 ha) where they are monitored with camera traps to evaluate their progress in an environment that maintains the wild conditions of their natural habitat.

In December 2023 our Gray Brocket Reintroduction Plan was finally approved by the Directorate of Natural Protected Areas of Entre Ríos, which allows us to move forward with the definitive release of the specimens in wooded and semi-open areas of the Reserve, when we consider that the conditions for their survival are in place.



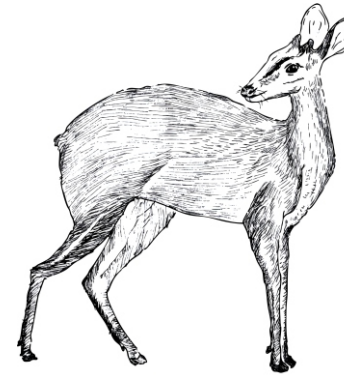
## FIRST RELEASE

For management reasons, on May 10, 2024 we carried out the first definitive release of one of the project's brockets for life in the wild.

The specimen was monitored as it left the pre-release site with the use of camera traps, and is currently being followed up to observe its adaptation. Since its release, we usually find it in the gallery forest near La Verde stream and the pre-release pen, where it lived during the time prior to its release.



## THE PROJECT IN NUMBERS



24

specimens live today  
in El Potrero Reserve



8

are the records of  
births in the Reserve

\*The numbers are estimates, as there may be unregistered births.

IN 2024, A NEW GRAY BROCKET WAS INCLUDED  
FROM DOMESTIC POSSESSION, AND WE  
RECORDED THE BIRTH OF A NEW SPECIMEN.





## SAFFRON-COWLED BLACKBIRD PROJECT

El Potrero Reserve is one of the few nesting areas of the Saffron-cowled blackbird, so we add our effort every year to help its conservation, collaborating with monitoring, searching for colonies and nests, and providing logistical support to researchers working with this species.

For several years, the NGO Aves Argentinas, together with CECAL CONICET and other local organizations, has been carrying out the Saffron-cowled blackbird Project with the aim of protecting the last wild populations in the provinces of Corrientes and Entre Ríos to save this species categorized as “Endangered”.

In 2024 the Aves Argentinas team visited El Potrero in the hope of finding a breeding colony in our area, but none was detected. However, on a positive note, the colonies that were detected in other fields had a very successful campaign.

Anyway, as every year, it is possible that at the beginning of 2025 part of the flock will return to the Reserve and we will be able to observe young fledglings and adults that come to spend the rest of the year in El Potrero.



## YELLOW CARDINAL PROJECT

El Potrero Reserve has the privilege of being within the distribution area of this endangered species. That is why some years ago we collaborated with organizations and institutions in the conservation of the Yellow Cardinal, to protect the populations of Entre Ríos, helping mainly in the rehabilitation of individuals confiscated from illegal trafficking for their eventual release.

The Yellow Cardinal Alliance Entre Ríos, formed by Temaikèn Foundation, Aves Argentinas Association, Directorate of Natural Areas of Entre Ríos, INTA Diamante and El Potrero Reserve, works as a network to rescue, rehabilitate and strengthen the wild populations of this species.

In April 2024, the Directorate of Natural Protected Areas of Entre Ríos province approved the Yellow Cardinal Reintroduction Project in El Potrero Reserve, presented within the framework of the 2021 - 2026 Management Plan.

Finally, today the Reserve will also have the possibility of making releases within its own extension to reintroduce this species and strengthen the populations present in the area.







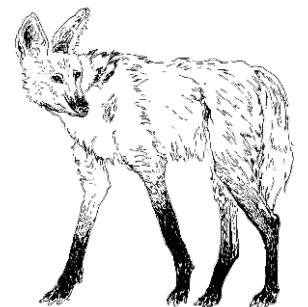
## MANED WOLF REINTRODUCTION PROJECT

On December 5, 2024, the Directorate of Natural Protected Areas of Entre Ríos Province approved the Maned Wolf Reintroduction Project in El Potrero Reserve.

A project that we have been developing since the beginning of 2024, together with expert consultants in this species, evaluating the feasibility of the Reserve's environments for this reintroduction; and that was born at the end of 2023, when we received in El Potrero a female specimen of Maned wolf rescued near Paraná, which was found with a fractured leg.

Since then, the Reserve has been in charge of her care, veterinary controls, feeding and rehabilitation, until she could be released back into her natural environment.

< “Chamarrita”, the female Maned wolf that has been in the El Potrero Reserve since 2023, in the quarantine pen.







In April 2024 we made an adaptation inside the pre-release enclosure to be able to move “Chamarrita”, the Maned wolf found in the Reserve, there. The idea was that it could have a larger space to provide it with more comfort and gradually begin its adaptation to the natural environment.

The improvements included the installation of a 3-hectare mesh pit, buried at the foot of the olympic mesh to prevent the Maned wolf from digging underneath.

## RELOCATION OF “CHAMARRITA”

On May 11, 2024, we moved the Maned wolf to the specially adapted area in the pre-release enclosure. Here it continues to be monitored to evaluate its progress, verifying its ability to fend for itself and feed by its own means, while it continues to be controlled and supplemented with food if necessary.

Its release, already approved by the Directorate of Natural Protected Areas of Entre Ríos, now depends on the steps to be followed in the Reintroduction Project, which foresees the consolidation of a breeding pair to ensure that they become established in the area.



< Relocation of “Chamarrita” to the specially adapted area in the pre-release enclosure for its rehabilitation.





< Images from the record of the Broad-snouted caiman clutch detected by Daniel at El Potrero Reserve.

## BROAD-SNOUDED CAIMAN BROOD

Between the end of April and the beginning of May 2024, we detected a Broad-snouted caiman (*Caiman latirostris*) nest in El Potrero Reserve.

This is an extremely important event because, although this species was known to be present in our area, until now we had no records of reproduction or breeding, so this is the southernmost birth of this species in the Uruguay River.

At first sight, up to 15 hatchlings could be counted at the site, but there is a suspicion that there could have been more.

This finding was presented in October 2024, within the framework of the XXIV Argentine Congress of Herpetology, by biologist Gerardo Vega through a scientific poster on the southernmost record of the continent of a Broad-snouted caiman nesting and hatching.

The authors of the poster are Gerardo Vega and Daniel Ávalo, who did the registration inside the Reserve.





## BINATIONAL CORRIDOR

Protecting rivers is a commitment for the present and the future of the next generations. That is why we strongly support the creation of the Binational Corridor for the Conservation of the Uruguay River, a project carried out by Butler Conservation and WCS Argentina, together with the governments of Uruguay and Argentina, to increase the protection of both banks of the river and consolidate a biocultural corridor of sister protected areas.

In November 2024, the signing of the deed by which Gilbert Butler, American philanthropist, donated 2,965 hectares (of three islands) to the province of Entre Ríos took place. With this donation, the process of creation of the Provincial Natural Park Islas y Canales Verdes del Río Uruguay (Islands and Green Channels of the Uruguay River) culminated. A protected area on the lower stretch of the river, which seeks to protect its valuable ecosystems and conserve its biodiversity, favoring the development of tourist, scientific and educational activities for the community and its visitors.

A project that began in 2021 thanks to the work of WCS and Banco de Bosques, and that was dreamed up during a visit by Gilbert Butler to El Potrero Reserve a few years ago.



# WE ARE B CORPORATION

After more than a year and a half of intense work, in November 2024, El Potrero obtained the certification as a B Corporation, being the first company with agricultural and forestry activities to be certified in Argentina.

Our project dedicates 68% of its extension to the conservation of natural environments, while the remaining 32% is dedicated to the agricultural, forestry and beekeeping sectors, in a model of positive impact that integrates production and conservation.

Companies that are certified as B Corporation assume a commitment to continuous improvement and place their socio-environmental purpose at the center of their work model, allowing for a detailed review of all their areas, in order to help identify possible points of improvement and opportunities to become agents of change, enhancing the triple impact.







# EDUCATION





## SCHOOL VISITS

Environmental Education is one of the pillars of our work, therefore, in our Visitor Center La Victoria, we make visits to promote learning from experience and contact with nature.

El Potrero Reserve carries out an environmental education program with special emphasis on educational institutions of all levels. We try to make these meetings much more than just a day out in nature for the students, and that they take away from this experience an approach to wildlife and the conservation projects that we carry out.

1274 students from different levels  
visited us in 2024

32 educational institutions  
we receive in 2024



## VISITAS ABIERTAS

Although El Potrero Reserve is not a tourist project, the open visits to all public are also a tool to make known the richness of our natural environments and to sensitize the community on the importance of preserving them.

Through knowledge, observation and the exchange of experiences, we aspire to build a more loving look at nature and wildlife.

During 2024, open visits were held once a month, from March to December, with announcements made through social networks and prior registration of those interested.

**264** people took part in the monthly open visits

**145** people visited us as part of other Initiatives





## EDUCATIONAL ACTIVITIES FOR THE COMMUNITY OF EL POTRERO

To conserve our natural, historical and cultural heritage, we must first begin by learning about it and valuing it. That is why, at El Potrero Reserve, we believe it is important that those who live here are the first to learn about its richness in order to be able to defend and protect it.

During 2024 we also organized some educational and recreational activities for the community of El Potrero, especially for the children of those who work here.

- In February and December we planned interpretative tours in Cerrito Indio, in the northern part of the Reserve. This is a sector of sand dunes, which thousands of years ago were a seashore and where there are traces of human occupation (presumably from the Chaná Culture).

- In August, together with the students of School n°64 Rivera Indarte, we visited the Temaikèn Biopark, as part of the tour of Argentina by Dr. Jane Goodall, one of the greatest defenders of wildlife and Messenger of Peace of the United Nations (UN).





- In August, Ariel Amoroso visited the Rivera Indarte School No. 64 to give the children a talk on the Gray Brocket Repopulation Project. They were taken on a tour of the beginnings of this initiative, telling the story of each of the deers that arrived at the Reserve and the births that took place. After listening to these true stories that are so close to them, they enriched their imagination with a fable in which a deer and other animals appear, called “El monte era una fiesta” (The forest was a party).

- At the beginning of September, we held the first planting day of the environmental regeneration project, with the participation of all the areas of El Potrero and the Rivera Indarte School No. 64, which is attended by the children of the families who work here, in a relaxed and committed atmosphere.

- In November, together with the Nicolás García Uriburu Foundation, we held a workshop at School No. 107 “Supremo Entrerriano”. Inspired by Nicolás' work, especially his series on endangered species, the students created drawings that reflect the importance of these species in our environment.







COMMUNITY





## AGROECOLOGY & FOOD SOVEREIGNTY

At El Potrero we know that building a respectful bond with nature also implies moving towards more sustainable food. In 2018 we began to give shape to the idea of producing our own food, creating a garden space that would allow us to work communally. We held workshops on biodynamic cultivation, a technique that allows us to obtain organic products with greater production and balance than with traditional techniques. Since then, we have been harvesting all kinds of vegetables and greens for our own cooking and that of those who work at El Potrero.

In 2020 we added a space for planting vegetables and seeds that required more land, and more than 150 fruit trees were planted, among the varieties best adapted to the area.

During 2020 and 2021 we implemented a campaign of agroecological production of vegetables and grains on a small scale. This project had the purpose of supplying all the families in the Reserve. During the time that this project was active, we helped the community kitchens in our area, through the social area.







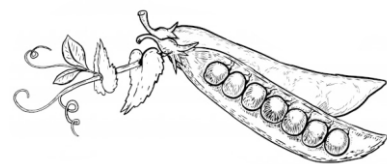
## 2024 TRAININGS

At the beginning of September 2024 we received the visit of the engineer Fernando Pía, director of CIESA, and professional who has been advising us since 2018 with the organic orchard of the Reserve and the biodynamic cultivation technique.

On this occasion he came to give us training on pruning fruit trees and planning the orchard for next year.

During these days we pruned peach, quince, citrus, plum, etc, that had not been pruned a couple of years ago, with the aim of promoting proper branching, ensuring the quality and size of the fruit, and improving the health of each fruit tree.

The planning of the orchard (what to plant and how much to plant) was done based on last year's consumption, and thanks to the meticulous records kept by Victor Aranda, who is in charge of production in our Reserve.







## PROJECT IN THE PENAL UNIT N°9

Since the beginning of the operation of Penal Unit No. 9 in 2014, El Potrero Reserve approached to provide support through different lines of work, offering cultural and recreational activities, which serve as a tool for the reintegration of inmates, both from the social and labor point of view.

In 2019, we learned about the work of the Espartanos Foundation in other penitentiary units, and we called them to take their program there, which seeks to transform the lives of people deprived of liberty with the practice of rugby. Since then, we have accompanied the Foundation to implement its project inside the prison, collaborating with the creation of the first field and organizing weekly training sessions for the inmates, which are carried out with volunteers from Club Central Entrerriano, from Gualeguaychú.

The next objective is to build a new court and its own pavilion, with the commitment to become a long-term project that will help change the reality of all these people and give them hope for a better future.



## FIRST EXTRA-MURAL MATCH

Finally, after many months of planning and work, on December 7, 2024, this sporting event full of emotions took place: the first extra-mural match of the rugby team of Penal Unit No. 9, Los Caranchos.

This match was the crowning achievement of the hard work and perseverance of the volunteers, the penitentiary institution, the Espartanos Foundation and the El Potrero Reserve to sustain over time a proposal to improve the lives of these people.

It was a different day beyond sports, in which they were able to enjoy the solidarity and support of the community, with the company of their families who came to watch them play and hug them.

At the closing there were special thanks from the players of Los Caranchos to the teachers and players of Club Central Entrerriano for their support and accompaniment throughout the year. They valued the effort and time dedicated to sustain this activity, and asked that we continue accompanying them during the next year.





## WASHING AND SPINNING OF SHEEP'S WOOL BY HAND

A project that began in 2020 with the objective of carrying out the entire production process of the wool obtained from the Reserve's sheep in a sustainable way. This means not only the shearing but also the subsequent treatments of washing, scouring and spinning of the same, to reach a final product ready to be used in needle and loom weaving.

We are especially excited about this initiative because it allows us to link the community work we do (which aims to support sources of work that are often the only support for families in our area), while promoting the intergenerational transmission of these techniques and artistic languages, so important in the preservation of our culture and traditions.

The wool obtained from the sheep of the estancia is washed by hand, through ecological and environmentally friendly processes, by women from Gualeguaychú, and is then carried to Buenos Aires to be spun by hand and form part of the woven garments of Milagros Pereda's collection.





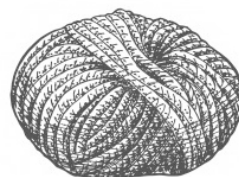
## THE PROJECT IN 2024

In August 2024, Daniela Goette, head of the Reserve's social extension area, contacted Marcela Mendoza, a 37-year-old neighbor from Gualeguaychú who needed a job and wanted to learn how to wash wool in order to earn a second income.

Marcela has two daughters and is eager to grow and learn trades that will give her a job that will allow her to support her household. She has also studied furniture restoration, and wants to work in this field in the short term.

During these months she learned to wash wool with great care and responsibility. From August to December we brought her different bags of wool for washing, which she delivered in due time and form, once the process was finished.

We estimate that in these 5 months, 20 large bags were washed by Marcela.



Marcela, in front of her house >  
in Gualeguaychú, in December 2024,  
with the last bags of washed wool of this year.





## CHILDCARE PROJECT TOGETHER WITH PROMOVER ASSOCIATION

At Reserva El Potrero we continue working together with local organizations and institutions supporting the development of projects with a positive impact on our community. Such is the case of the Promover Association, which works in the prevention and treatment of malnutrition in early childhood in Gualeguaychú, and whom we have been accompanying in various projects since 2019 with donations of materials and training.

Since 2023 we are especially committed to support the Childcare project carried out by its professionals, which seeks to reinforce breastfeeding by training and providing care tools to all mothers attending. To this end, they give talks, workshops and family meetings on different topics related to breastfeeding, and assist mothers during pregnancy and postpartum, transmitting the importance of this natural food, not only from a nutritional point of view but also to strengthen the maternal bond.

In 2025 we hope to continue with this project that has a huge impact on the women of our community.



## EL POTRERO RESERVE

Director  
AZUL GARCÍA URIBURU

Reserve Coordinator  
ARIEL AMOROSO

Field Leader  
DANIEL ÁVALO

Native Nursery  
HERNÁN REYES

Agroecological Project  
VÍCTOR ARANDA

Social Extension  
DANIELA GOETTE

Communication & Design  
ROCÍO LANDÍVAR

