Sustainable Beef Cattle Production in Mato Grosso do Sul

GTPS and GRSB meetings

Campno Grande, October 28 to November 1st, 2014

Program organizers:
Ezequiel R. do Valle e Urbano Gomes P. e Abreu
ABPO - Brazilian Association of Organic Farming
Field Day: October 29 and 30, 2014

Pousada Aguapé, Fazenda São José, Aquidauana/MS.
Pantanalan state of conservation is directly related to how extensive the local livestock production is. Cattle ranching in Pantanal are developed in extensive ranches with management features guided by the flooding system. In this system the animals are kept almost exclusively of extensive native pasture on sandy soils which allows selective grazing and water use.

In most farms in the Pantanal region the cattle farming is an activity with a reduced supply of external inputs and that maximizes the use of natural resources. In order to add value to their production, some ranchers have chosen to certify their properties as organics.

The Brazilian Association of Organic Farming (ABPO) was created in 2001 by ranchers in the Pantanal region that is recognized by the Certified Organic Farming as a promising sustainable (socially, economically and environmentally activity) production systems.

Embrapa Pantanal in partnership with WWF-Brazil and ABPO is developing the Validation and Technology Transfer project for Organic Farming in the Pantanal. They focus mainly on encouraging the production of organic beef cattle in the Pantanal, through the generation and transfer of technology and information that result in increasing the total number of organic farms in the region.

The implementation of this alternative production brings the real possibility of adding value to the meat from Pantanal by improving the profitability of the livestock business, associated with low socio-environmental impacts, ensuring the maintenance of the environment, its biodiversity, the conservation and sustainability of the "Pantaneiro Man" culture and his family.
Proposed Program

October 28 (Tuesday)

12h44 - Flight TAM JJ 3138. Congonhas/SP to Campo Grande/MS.

Arrives in Campo Grande 13h33.

Transportation available to Hotel Grand Park, Av. Afonso Pena 5282.

October 29 (Wednesday).

07h30 – Leaves Hotel Grand Park to Pousada Aguapé in Aquidauana/MS.

11h00 - Arrives at Pousada Aguapé, at Fazenda São Jose

12h00 – “Pantaneiro” lunch at Fazenda São José.

14h00 – Opening of the event

19h00 – Barbecue with Pantanal Organic Beef.

Overnight – Pousada Aguapé (details in the end of this document)

October 30 (Thursday).

07h30 – Field Day will be divided in two stations. The first one will cover the cow-calf breeding system program and its productive achievements. The second will cover certified calf production program.

11h30 - Lunch at Fazenda São José.

14h00 – Presentation of 3 views from Pantanal beef cattle production.

16h00 – End of the event

16h30 – Transfer to Hotel Grand-Park in Campo Grande.
NOVILHO PRECOCE MS
Association of Young Steers Producers from Mato Grosso do Sul

Program: October 31 to November 1st.
Association of Young Steers Producers from Mato Grosso do Sul

Mato Grosso do Sul has the largest pasture area and one of the largest beef herd of the country. Therefore, it is considered the Brazilian leader in the beef cattle industry. No wonder 50% of the beef exported by Brazil is produced here. In the last few years, investments in technology, animal health and labor qualification have transformed this natural potential into great business opportunities.

The alliances between research institutes, federal and state governments have enabled advances in the livestock genetic improvement, resulting in high quality beef and better carcass yields. In addition, the beef producers associations have been encouraging productivity and competitiveness. The results are there. They can be seen in even more productive farms, better animals and alliances being made with several niches of market, that prizes food safety and products of superior quality.

On July 25, 1998 a few beef producers met for the first time and founded the Association of Young Steers Producers from Mato Grosso do Sul (Novilho Precoce MS) with a commitment to offer consumers high quality beef and leather from sustainable production farms. Since its foundation, the “Novilho Precoce MS” has been doing more than recognizing the beef producer's work. The Association guides and help them to obtain better values for their products, by making alliances with the best food processors and retailers. Today, “Novilho Precoce MS’ is composed by 340 associated farmers.

This proves that union and organization are the best ways to operate in a competitive market. Our goal for the future is to expand even more; by offering new business opportunities to our associated producers, and to consolidate the position of Mato Grosso do Sul as the best producer of high quality beef and leather.

To ensure food quality and safety, the domestic and international meat markets requires the implementation of quality control processes from their suppliers, to guarantee that the
products being offered meet the regulations and demands of these markets. Other demands are also being met, such as animal welfare and sustainable productive systems.

The full acceptance of Brazilian beef in the world economy and its impact on the domestic market will depend on the assimilation of these concepts by the different links of the productive chain and their promptness in meeting these new demands in due time. The adoption of quality control systems, such as the Good Agricultural Practices - Beef Cattle (BPA) from Embrapa, being implemented by our producers, besides ensuring the production of safe food with the quality standards demanded by the market, is also a management tool resulting in more competitive production systems, thus increasing the possibilities of reaching new markets.

Proposed Program

October 31 (Friday).

07h30 - Leaves Hotel Grand Park to “Novilho Precoce MS”

08h00 - “Novilho Precoce MS“ program, by Carlos Vanderlei Furlan, President.

08h45 - Good Agricultural Practices - Beef Cattle Program (BPA), by Ezequiel do Valle, Embrapa Program Coordinator and “Novilho Precoce MS” Sustainability Director.

09h30 - Coffee break

10h00 - First results from the farms that are adopting BPA, with the support from GTPS by Klauss Machareth, Executive Director of Novilho Precoce MS

11h30 - Lunch - Rest. Bezerro de Ouro (At your own expense)

14h00 - Partners:
  a) FAMASUL - Federation of Agriculture from Mato Grosso do Sul, Eduardo Riedel, President.
  b) SENAR/MS - Rogerio Beretta, Superintendent.
  c) ZOETIS, Sebastião M. Fernandes Neto.
  d) MACAL, Renan Forti
e) ALIANÇA Consulting, Márcio Wasilewski de Castro

15h00 - Visit to FAMASUL/SENAR facilities

16h00 - End of the activities

17h00 – Confraternization barbecue at “Novilho Precece MS”

22h00 – Transfer to Hotel Gran Park

**November 1st (Saturday).**

07h00 – Leaves the Hotel to visit Agropecuaria União (check-out and take your bags)

08h30 – Arrival at Agropecuaria União, Dois Irmãos do Burity. Property of Mr. Sergio Luis B. Porto, one from the eight farms that are implementing BPA with GTPS support.

12h00 – Confraternization barbecue

15h00 – Transfer to Campo Grande Airport

16h30 – Arrival at Campo Grande Airport.

18h07 – Flight TAM JJ3593 leaves to Guarulhos Airport, São Paulo. Estimated time of arrival 20h45.

- the attendees are responsible for booking their own travel (flights and lodging) and individual payment from their own food (excepted those included in the Program).

**Additional information**

a) **Flights** (Prices quoted in August 15)

**October 28** – From São Paulo (Congonhas) to Campo Grande

TAM flight JJ 3138, departs at 12h44 and arrives at 13h33.
Prices ranges from R$ 226,00 to 404,00

**November 1st.** – From Campo Grande to São Paulo (Guarulhos)
TAM flight JJ3593, departs at 18h07 and arrives at 20h45.
Prices ranges from R$ 116,00 to 296,00

b) **Hotels** *(Prices quoted in August 15, 2014)*

Hotel **Grand Park**, Av. Afonso Pena 5282, Campo Grande/MS. Fone (67) 3044.4444.
Special rates for Embrapa Guests : R$ 305,00 (double) and R$ 249,00 (single) including breakfast.

Pousada Aguapé, Fazenda São Jose, Aquidauana/MS. They have 15 double apartaments that could be arranged as triple, if necessary. Rates: R$ 380,00/person, all included.
Fone: (67) 9963.0181 e 9986.0351 com Joana Murano
Email: [administração@pousadaaguape.com.br](mailto:administração@pousadaaguape.com.br)