Balancing the Three Pillars of Sustainability: Environmental Sound, Social Responsible & Economically Viable

Ricardo Sánchez, Director. Sustainable Food Security, Latin America. rsanchez@tnc.org

SUSTAINABLE BEEF: BUILDING A VISION FOR OUR FUTURE

Nov. 2-5 | Sao Paulo, Brazil | WTC Events Center

Co-hosted by: Global Roundtable for Sustainable Beef & GTPS – Brazilian Roundtable on Sustainable Livestock
Virtuous Circle & GRSB+: Beyond Pilot Projects, Fundraising & CSR

P.S: It’s not the cow’s fault!
Can we close the agricultural frontier?

LAR Sustainable Cattle Strategy: Productivity, “Conservativity”, Profitability

Private Sector

Public Sector

Science and Information

Better efficiency in:

- Markets (Importance of Roundtables)
- Supply Chain (Post UN?)
- Nutrition
- Health
- Genetics
- Welfare
- Traceability
- Management
- Consumers?

Development of sustainable production

- Financial and Risk Management
- Environmental Framework
- SPS & TBT Measures (OIE)
- Less direct subsidies, more public goods.
- Soil Policy (Red/Green = Brown)

Disseminate solutions

- Scientific knowledge management — (e.g.: Sustainable Cattle Farming Guide). Interaction with CIAT, ILRI, CIMMYT, Embrapa (s), Produce (s)
- Adoption of model farms (public and private) to be benchmarks
- Go and no Go Zones
- Big and Small Data
- NZ
Glocal Solution: The 3 Pillars: already taking place

Roundatbles act like « #10 ».
GTPS and Brazil “Doers”

How to « desamazonizar » the debate?
Virtuous Circle & GRSB
Beyond Pilot Projects, Fundraising & SCR

Marfrig, Walmart & TNC
✓ 10 Year Plan – GRSB + Driven (Closing Efficiency Gaps, Natural Grasslands, Waste to Worth)

- Sustainable Livestock Fund
- Taking Deforestation out of Major Supply Chains. What else is needed? Beyond Climate Summit/CGF/TFA
- Forestry. 20/24 m Tons from tropical zones. Cattle and Forest can co-exist.
- New generation of producers?
SUSTAINABLE BEEF: BUILDING A VISION FOR OUR FUTURE

Nov. 2-5 | Sao Paulo, Brazil | WTC Events Center

Ricardo Sánchez, Director. Sustainable Food Security Latin America
rsanchez@tnc.org