

Joint Working Group on Forests “Investing in Smart Production”

Global Conference on Sustainable Beef
São Paulo, Brazil
November 5, 2014
8:30 AM – 1:00 PM



The workshop will begin promptly at **8:30 AM in the Chagal Room** of the WTC Events Center, Avenida das Nações Unidas, 12551
For more information, please contact: Ryan Sarsfield, sarsfieldr@nwf.org

As part of the Global Conference on Sustainable Beef, the Joint Working Group on Forests (JWG), in collaboration with the Tropical Forest Alliance 2020 (TFA 2020), will host a half day workshop on financial incentives and investment opportunities to support best management practices, moderate intensification and deforestation-free cattle production.

Welcome to the JWG workshop - Ryan Sarsfield, Moderator (*National Wildlife Federation, Washington, D.C., United States*)
Framework and objectives - Bernardo Strassburg (*International Institute for Sustainability, Rio de Janeiro, Brazil*)

Session 1: Progress towards deforestation-free supply chains

Meatpacker deforestation monitoring systems, results of recent research and efforts to strengthen deforestation-free cattle supply chains in the Amazon.

Mathias Almeida (*Marfrig Global Foods, São Paulo, Brazil*)

Holly Gibbs (*University of Wisconsin-Madison, Madison, United States*)

Session 2: Can moderate intensification support forest protection?

Ranching intensification, including examples from the field, as well as a discussion of market dynamics, incentives and pathways to avoid future forest loss.

Eduardo Trevisan (*Imaflora, Piracicaba, Brazil*)

Avery Cohn (*Tufts University, Medford, United States*)

João Shimada (*Earth Innovation Institute, San Francisco, United States*)

Session 3: Smart finance – Avoiding indirect forest loss

Progress towards sustainable finance and investment in the Brazilian cattle sector as well as a discussion of the role of private and international finance in agricultural intensification.

Bernardo Strassburg (*International Institute for Sustainability, Rio de Janeiro, Brazil*)

Chris Wells (*Banco Santander, São Paulo, Brazil*)

Luiz Amaral (*Rabobank, São Paulo, Brazil*)

Session 4: Panel discussion with all presenters

A discussion with the audience and all presenters, including additional speakers and ranchers (TBD) to foster innovative ideas that will help address the challenges involved in merging the three themes of the day:

(1) deforestation-free commitments, (2) moderate intensification, and (3) sustainable investment.

Lunch

Please note, the Brazilian Roundtable on Sustainable Livestock (GTPS) will hold its General Assembly at 2:00 PM in the same room.

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