



Three more Marfrig units receive the Rainforest Alliance Certified™ seal

With the most rigorous requirements internationally, the certification attests to Marfrig's sustainable production processes and products that respect the environment, social conditions and animal welfare

São Paulo, October 10, 2013 – Another three production units of Marfrig Beef, the beef business segment of the Marfrig Group, received approval to process beef and beef products with certification from Rainforest Alliance Certified. The certification attests that the production units maintain processes that ensure the effective tracking of the raw materials used in the processing of products, demonstrating that they come from farms that are certified by the Sustainable Agriculture Network (RAS), which comply with rigorous international standards for environmental conservation, respect for workers and local communities, and animal welfare. The company remains the only one in the world industry to have been awarded the seal.

The three plants just certified are Pampeano in Rio Grande do Sul and Promissão I and II in São Paulo, while the Tangará da Serra plant in Mato Grosso had its certification renewed. The products that can be sold bearing the seal include fresh, cooked, frozen or canned beef, special cuts and beef jerky.

In 2012, the Tangará da Serra plant became the first food manufacturer to be approved for production of Rainforest Alliance Certified™ beef. As was the case on that occasion, the audits of the plants certified this year were conducted by the Forestry and Agriculture Management and Certification Institute (Imaflora), which is the only organization officially accredited to grant the Rainforest Alliance certification in Brazil.

The requirements for obtaining certification were established by RAS, an international body formed by independent conservationist organizations that is responsible for the certification standards that allow companies to use the Rainforest Alliance Certified seal

For now, the raw materials used to process the products bearing the seal come from the farms of São Marcelo in Tangará da Serra, which is the only agricultural company engaged in the entire cattle production cycle to have received this certification to date. To achieve certification, the farm complied with 136 social and environmental criteria that range from reducing greenhouse gas emissions to implementing animal welfare practices and assuring good social conditions for employees and their families.

"We hope to have more certified suppliers going forward. Some properties that have attained the highest level in our relationship program Marfrig Club already comply with the requirements of Rainforest Alliance Certified, and we are going to encourage them to obtain the seal. In addition to the recognition, this certification represents an important step towards capturing business opportunities around the world, since clients and consumers are increasingly concerned with buying products that respect the environment, society and animal welfare," said Andrew Murchie, CEO of Marfrig Beef Brazil.

Brazilian consumers can already buy certified beef. In June, Carrefour became the world's first hypermarket chain to sell beef bearing the Rainforest Alliance Certified seal, which was produced by Marfrig Beef.

Marfrig's sustainability and quality

The production units of the Marfrig Group that received certification from Rainforest Alliance Certified are global references in sustainable beef production. The plants adopt the latest technologies for its processes and equipment and are authorized to export to the European market.

In addition to Rainforest Alliance Certified, the plants are also certified by the standards ISO 14001 (Environmental), ISO 22000 (Food Safety), OHSAS 18001 (Health and Safety) and SA 8000 (Social Responsibility). These certifications form the foundation of the Integrated Management System of Marfrig Beef, which, in a pioneering initiative, was implemented at all of its industrial units in Brazil. The model is unique worldwide, since it contemplates the key processes of the food industry that can be monitored: food quality assurance and safety, relations with the environment and society, workers' physical and mental integrity, and continuous improvement in processes, projects, services and products.

Committed to encouraging the adoption of best sustainability practices throughout the entire beef production chain, Marfrig also regularly assesses its cattle suppliers based on social and environmental criteria. The Company's purchasing system only allows cattle acquisitions after verifying the farm's environmental licensing, checking to see whether the producer appears on the list of properties banned for environmental practices published by Brazil's environmental protection agency Ibama and for slave labor practices published by the Ministry of Labor, and consulting satellite images of the suppliers' properties located in the Amazon biome, which are used to verify the occurrence of new deforestations and/or invasions of indigenous lands and environmental conservation units.