

## **Rio Grande do Sul to be first state to try Marfrig cuts certified by Alianza del Pastizal**

*The seal encourages sustainable cattle raising on properties that conserve the native plains of the pampas biome. The cuts will be sold in Carrefour stores in Porto Alegre.*

**Porto Alegre, May 19** – Marfrig Global Foods, which is the world’s third largest beef producer and is internationally recognized for promoting sustainable cattle raising, is launching this month, in partnership with Carrefour, products that will help value and conserve the native plains of Brazil’s South. Bearing the seal of Alianza del Pastizal, a program to foster sustainable cattle raising in the pampas biome of the Brazilian state of Rio Grande do Sul as well as in vast areas of Uruguay, Argentina and Paraguay, the new line not only offers consumers beef cuts of exceptional quality, but also fosters the conservation of the natural habitats of these regions.

Initially, the twenty cuts certified by Alianza del Pastizal will be offered only to consumers in Rio Grande do Sul, at Carrefour hypermarkets located in the state capital of Porto Alegre. The seal will allow consumers to identify and opt for cuts whose production is aligned with the conservation of the important natural grass plains that are home to endangered indigenous plant and wildlife species. Consumers will also be able to take home meat cuts of exceptional tenderness and flavor, which is the result of the rigorous production process adopted.

The choice of the state for the launch reflects not only its proximity to production areas, but most importantly the sophistication of the state’s premium beef consumers. “Certifications such as Alianza del Pastizal give consumers the confidence that they’re purchasing a responsibly sourced product,” said Mathias Almeida, Sustainability Manager at Marfrig. “Meat from Rio Grande do Sul is known for its high quality which, combined with sustainability attributes, meets the needs of the state’s demanding consumers, who appreciate not just the product’s culinary characteristics, but also the seriousness and commitment adopted in the production process,” he added.

The same vision is shared by Carrefour. “The partnership follows strict social and environmental control criteria that are consistent with Carrefour’s global commitment to reach zero deforestation by 2020. In addition to the important efforts to preserve the region’s native plains, the Alianza del Pastizal program respects sustainable cattle raising and biological diversity,” explained Paulo Pianez, Director of Sustainability at Carrefour.

Alianza del Pastizal was created in 2006 by the UK-based organization BirdLife International, jointly with its respective representatives in Uruguay, Argentina, Paraguay and Brazil, which, in the case of the latter, is SAVE Brazil. “By combining agriculture and livestock production with biodiversity conservation, Alianza del Pastizal creates a strategy that is capable of fostering social development, economic growth and environmental conservation by protecting biological diversity and reducing greenhouse gas emissions,” said the coordinator of Alianza del Pastizal for Brazil, Agronomic Engineer Marcelo Fett Pinto. According to him, these results are achieved by adopting good management practices and conserving water resources and will help value the cultural identity of the gauchos, as the people of Rio Grande do Sul are known.

Today, in the four countries in which it operates, various organizations share the vision of Alianza del Pastizal, which includes manufacturers, rural trade unions, research institutions, universities and rural producer associations. “Marfrig believes this is an opportunity to

promote a product of guaranteed origin that values the work and traditions of the pampas and encourages good practices for conserving the biodiversity of such an important biome for Brazil and that is found only in the state of Rio Grande do Sul,” said Mathias.

“Consistent with Marfrig’s sustainability strategy, the Alianza del Pastizal seal is aligned with our commitment to sustainable production practices and to high-quality final products that, in this case, feature the desired levels of Omega 3 for beef,” he noted. The seal is granted after assessing and certifying production processes on rural properties that are members of Alianza del Pastizal, based on the guidelines set by the Board of Pastizal Beef Certification (CCCP).

In Rio Grande do Sul alone, 110 properties have already joined the program, which corresponds to 12,000 hectares (80,000 hectares of native plains). Considering the four countries participating in the program, the total number of properties reaches 400.

In addition to being home to nearly 3,000 plant species, which are yet to be studied for their pharmacological properties, the pampas are home to 500 bird species, 15 of which are considered endangered globally. Some of them are migratory birds that every year travel from the prairies of the United States to the pampas of South America.

### **About Marfrig**

Marfrig Global Foods is one of the world’s largest producers of food products made from beef, lamb, poultry and fish. With production, sales and distribution units located in 11 countries, Marfrig is also one of Brazil's most international and diversified food companies. Every day its products, which are sold to large restaurant and supermarket chains, reach the tables of millions of consumers in approximately 100 countries.

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