Proteger a natureza é preservar a vida.
Sustainable Beef: Changing the Production Chain

Brazil is the world's second largest beef producer with a herd of 200 million heads.

Extensive livestock production was considered one of the main responsible for 80% of deforestation in the Amazon Rainforest.

International markets and consumers demand a change in behavior.
From Field to Table: A Model for a Sustainable Livestock Production

- Environmental Compliance, Restoration of degraded pasture and forests.
- Intensification: Increase in productivity
- Tracking and Scalability.
- Zero Deforestation
Project: São Félix do Xingu (SFX)
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The Conservancy, Walmart, Marfrig and supporters as Norad, BNDES (Fundo Amazonia) and Moore have been working together in SFX since 2012.
Main focus
São Félix do Xingu (SFX)

- Creation of **Business Plan Model** for sustainable intensification of livestock production
- Development of a production **traceability model**.
- Producers applying **Best Practices** and following **Brazilian Roundtable on Sustainable Beef - GTPS** indicators.
- **Sustainable supply** to meet industry demand.
- Development of a model of **rural credit operations**, that is attractive to and adjusted for the region.
SUSTAINABLE BEEF
From Farm to Fork

Coordination
Institutional Link
Management and Monitoring:
- Good Practices Dissemination Plan
- Restoration and Environmental Compliance Plan
- Sustainable Ranching Business Plan

Advisory Council
Periodic meetings with project partners

Integrated Strategies and Actions
1. Sustainable Intensification
2. Tracking and Monitoring
3. Efficiency and Incentives to the Productive Chain

Government
Environmental Regularization - PRALand Planning
Economic Tools and Credit
Technology Transfer

Walmart
Source Assurance
Meet Global Sustainability Goals

The Nature Conservancy
Protecting nature. Preserving life.

SEBRAE
Prefeitura Municipal
São Felix do Xingu
Ranchers
Property Management
Rural Good Practices
Improve Efficiency

Sustainability
Risk Management/Credibility

MANHIG
GROUP

Embrapa
Project: São Félix do Xingu (SFX)

Public agreements to make SFX a model for sustainable agriculture in Pará State and other Amazon regions.

Registered

2.8 million hectares in the environmental registry - a record in Brazil

✓ Pact to End Illegal Deforestation

✓ Environmental Observatorium (deforestation monitoring)
Progress in SFX Toward Zero Deforestation

Deforestation baseline
1999-2008 = 1,080 Km² per year

83% Deforestation Reduction
Pilot Project: São Félix do Xingu

Animals raised in São Félix do Xingu: 2.3 million

Demonstration Units - Farms: 16

Monthly slaughter rate: 500 animals

Beef in supermarket shelves: 70 tons a month
From Field to Table: Reaching the Triple Bottom Line

Environmental

Social

Economic
From Field to Table: Environmental Aspects

- **Zero Deforestation:** Intensification of already-cleared land, which eliminates the need to deforest new areas.

- **Environmental Compliance:** Implementation of the Rural Environmental Registry (CAR)

- **Infrastructure:** Fences and water supply facilities

- **Restoration of pasture and forests:** 18 Environmental Restoration Plans; 120 hectares of Permanent Protection Areas (APPs) and 1,010 hectares of pasture undergoing restoration.
From Field to Table: 
Social Aspects

- Capacity-building and training for more than 250 producers and 40 technicians
- Development of a Business Plan for southeastern Pará, increasing access to credit linked to sustainability and connecting small and medium producers to the Market
- Founding of the Producers’ Association: implementation of Good Agricultural Practices (GAP) concepts
- Better working conditions for rural workers
- Animal welfare practices and improved animal nutrition
From Field to Table: Economic Aspects

- Intensification costs are lower as compared to farms in Mato Grosso and Pará States.
- Establishment of the Rural Poupa Tempo (Save Time) in São Félix do Xingu: land tenure task force, first municipal rural credit Low-Carbon Agriculture (ABC) program in Brazil.
- 54% increase in the number of animal units/hectare in pilot farms.
- Launching of the Rebanho Xingu seal, recognition and value of deforestation-free beef.
- 143 producers as members of the Association.

* A Portuguese or Spanish custom unit of weight, mass or volume equal to 32 pounds (14.7 kg) in Portugal, and 25 pounds (11.5 kg) in Spain.
Walmart começa a vender carne bovina produzida na Amazônia...
From Field to Table: Phase II 2016-2018

Expected Results

Expansion of our model to low-productivity pasture areas undergoing moderate intensification in the Amazon and Cerrado biomes:

- Expansion to the southeastern region of Pará, home to 12 million head of cattle as of 2016
- Inclusion of regions of Mato Grosso that have both Amazon and Cerrado biomes: alliance with Roncador Group & The Netherland’s Sustainable Trade Initiative (IDH)
The Project’s Differential

Improved **tracking system** from the breading stage to the final deforestation-free product. Help to implement a low-cost system has an integrated, accessible and public platform: CAR, electronic Transport Note (e-GTA), and the Amazon Monitoring System (PRODES)

Complete coverage of the value chain: **indirect and direct suppliers**, 

**Three rural Poupa Tempo** hubs implemented in partnership with the Brazilian Association of Beef Exporters (ABIEC), Brazilian Confederation of Agriculture (CNA) and the Ministry of Agriculture to disseminate and implement good practices, environmental compliance and rural credit through the Sustainable Farming Protocol
From Field to Table: Phase II 2016-2018

Expected Results

- Addition of over 300 farms: 170,000 hectares undergoing intensification
- Rural *Poupa Tempo*: expansion from São Félix do Xingu to Redenção and Marabá in Pará, and in the Araguaia region in Mato Grosso state
- 100 producers with access to ABC credit to invest in sustainable production by December 2017
- 900 producers with Environmental Restoration Plans by 2018
Sistema de Rastreabilidade da carne

**Fazendas**
- Pilotos Integrantes da Associação

**Análise do Rebanho**
- ADEPARÁ
- Fichas Sanitárias
- GTAs

**Análise/Cruzamento**
- PRODES
- IBAMA
- Ministério do Trabalho

**Rebanho**
- Linha base

**Animais para Frigorífico**

**Cortes Cárneos**

**Identificação/Monitoramento/Rastreabilidade de origem**
- Marca de Fogo/ Chip
- GTA
- CAR

**Identificação**
- Selo Pecuária Sustentável
- Código de Barras ou QR Code

**CARNE LIVRE DE DESMATAMENTO**
Thank you!

https://youtu.be/eeOAK7bS5_o