



The Nature
Conservancy 

Proteger a natureza é preservar a vida.

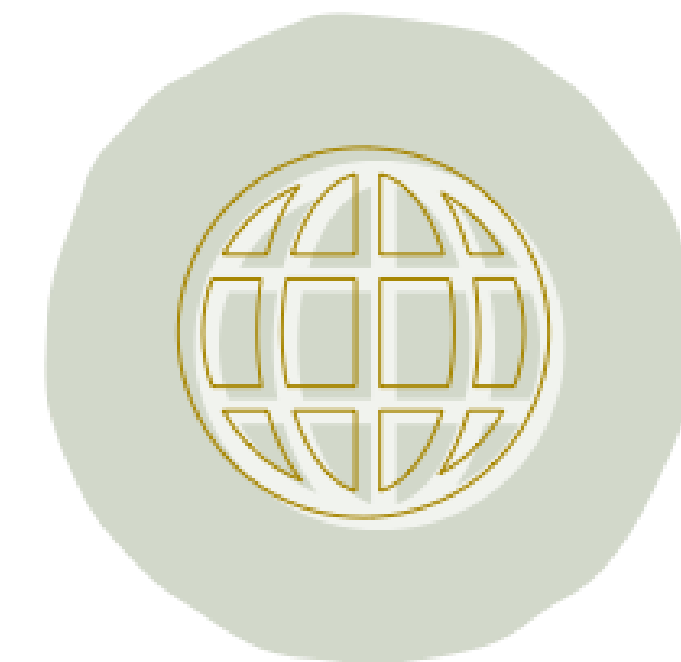
Sustainable Beef: Changing the Production Chain



**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**

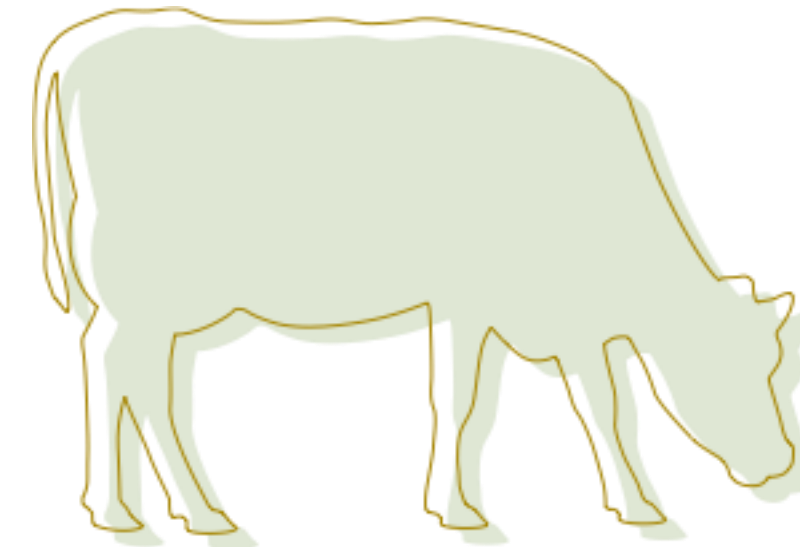


**International
markets and
consumers demand
a change in behavior**

From Field to Table: A Model for a Sustainable Livestock Production



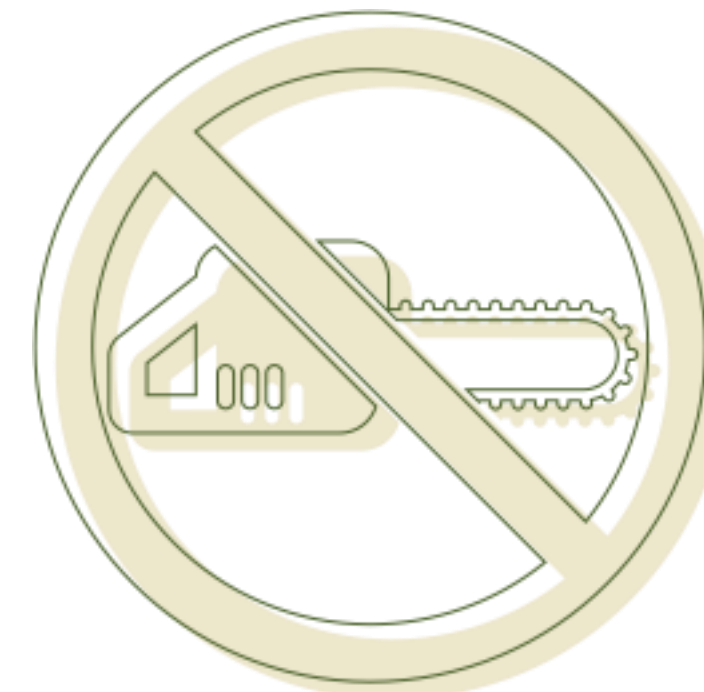
**Environmental
Compliance,
Restoration of
degraded pasture
and forests.**



**Intensification:
Increase in productivity**

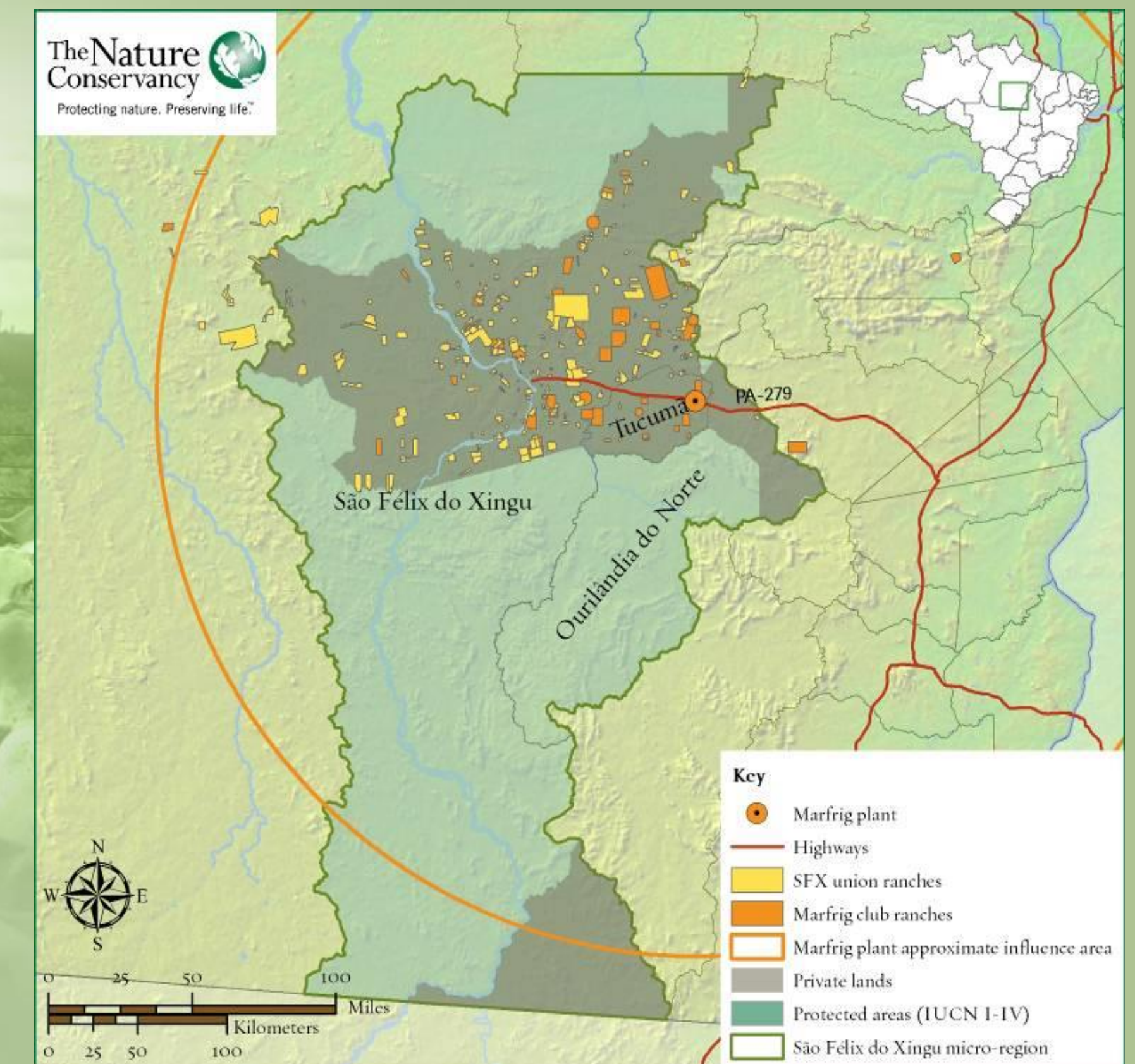
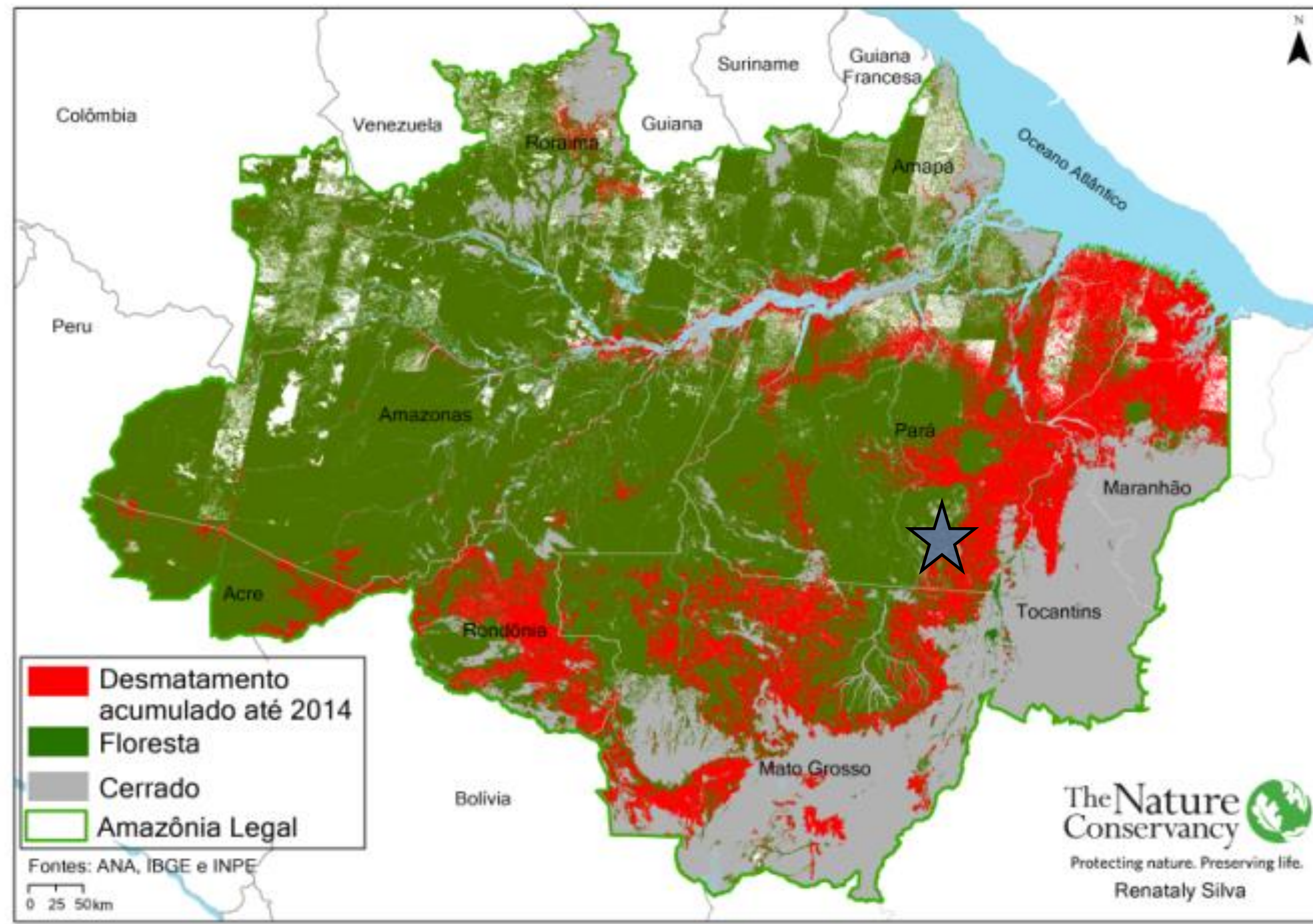


**Tracking and
Scalability.**



**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

The Nature Conservancy 
Protecting nature. Preserving life.™

 Prefeitura Municipal
São Félix do Xingu

Ranchers
Property Management
Rural Good Practices
Improve Efficiency

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

   **Embrapa**

Government
Environmental Regularization - PRA
Land Planning
Economic Tools and Credit
Technology Transfer

Advisory Council
Periodic meetings with project partners


**MARFRIG
GROUP**

Sustainability
Risk Management/Credibility

Integrated Strategies and Actions

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


Walmart
Brasil

Source Assurance
Meet Global
Sustainability Goals

Project: São Félix do Xingu (SFX)



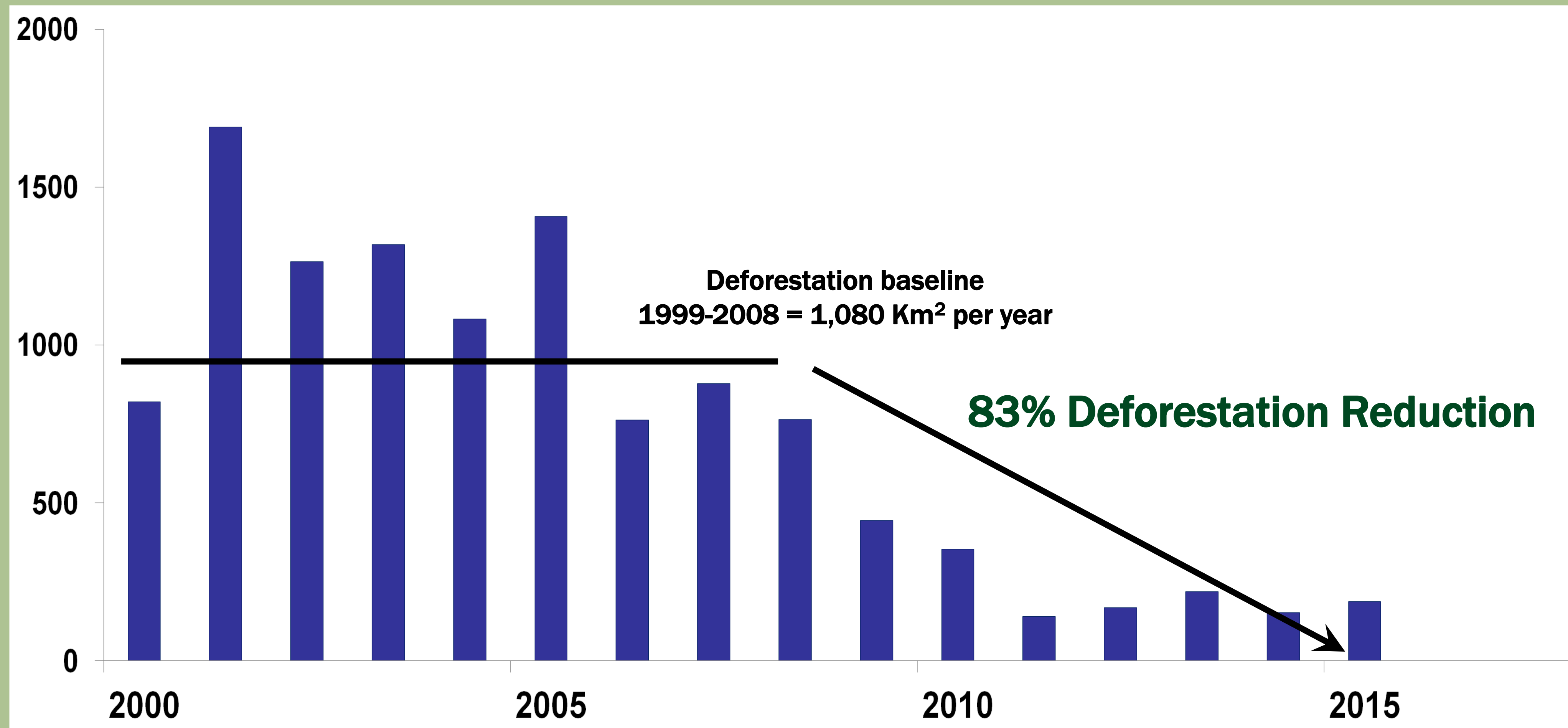
Public agreements to make SFX a model for sustainable agriculture in Pará State and other Amazon regions.

✓ **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



Pilot Project: São Félix do Xingu



Animals raised in São
Félix do Xingu

2.3
million



Demonstration
Units - Farms

16

46 thousand
hectares



Monthly
slaughter rate

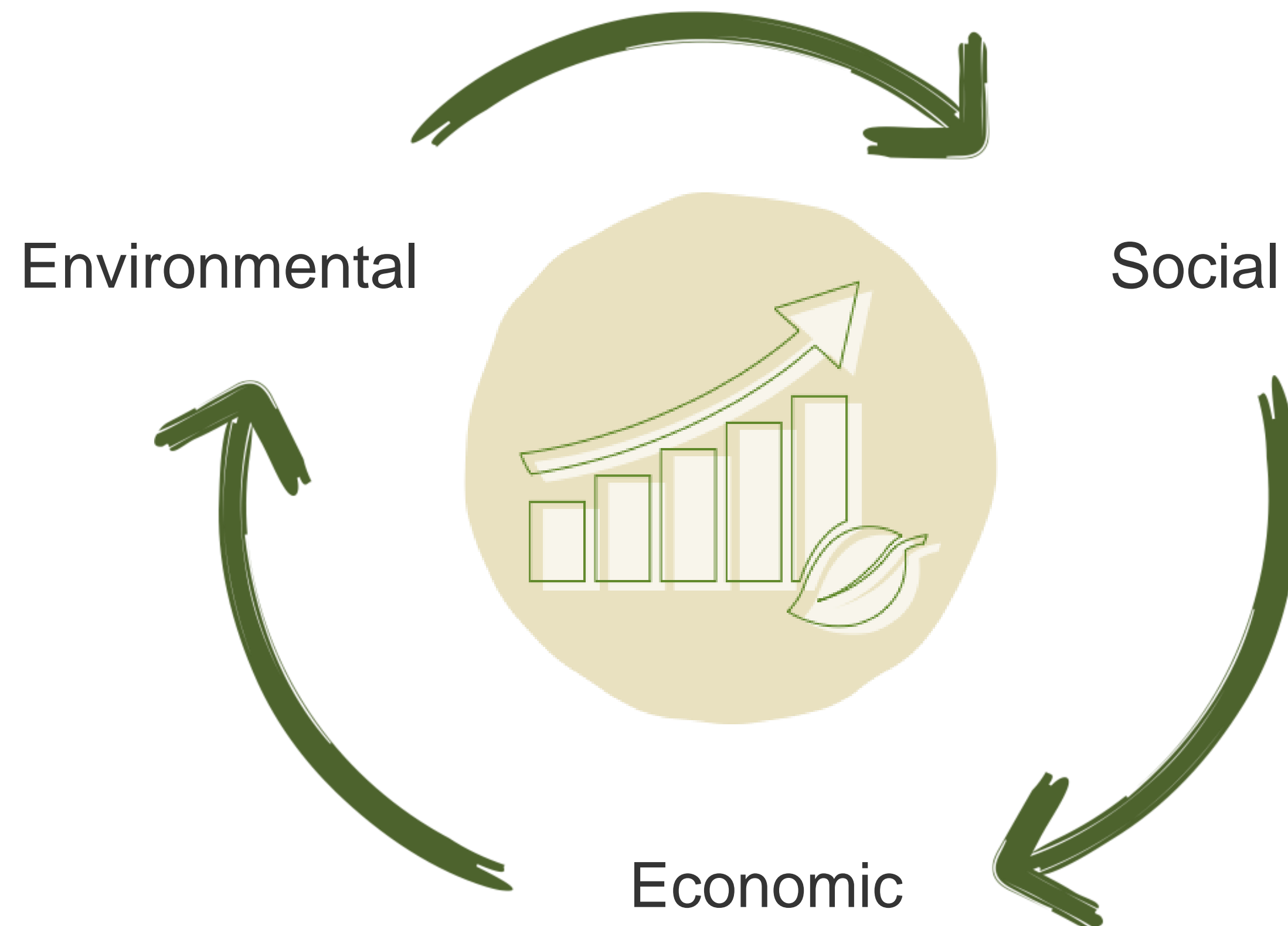
500
animals



Beef in
supermarket
shelves

70
tons a month

From Field to Table: Reaching the Triple Bottom Line



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.

100 mm

550 mm



Rebanho
XINGU
Pecuária Responsável

*Melhores práticas socioambientais
na pecuária da Amazônia*



**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)



From Field to Table: Phase II 2016-2018

The Project's Differential



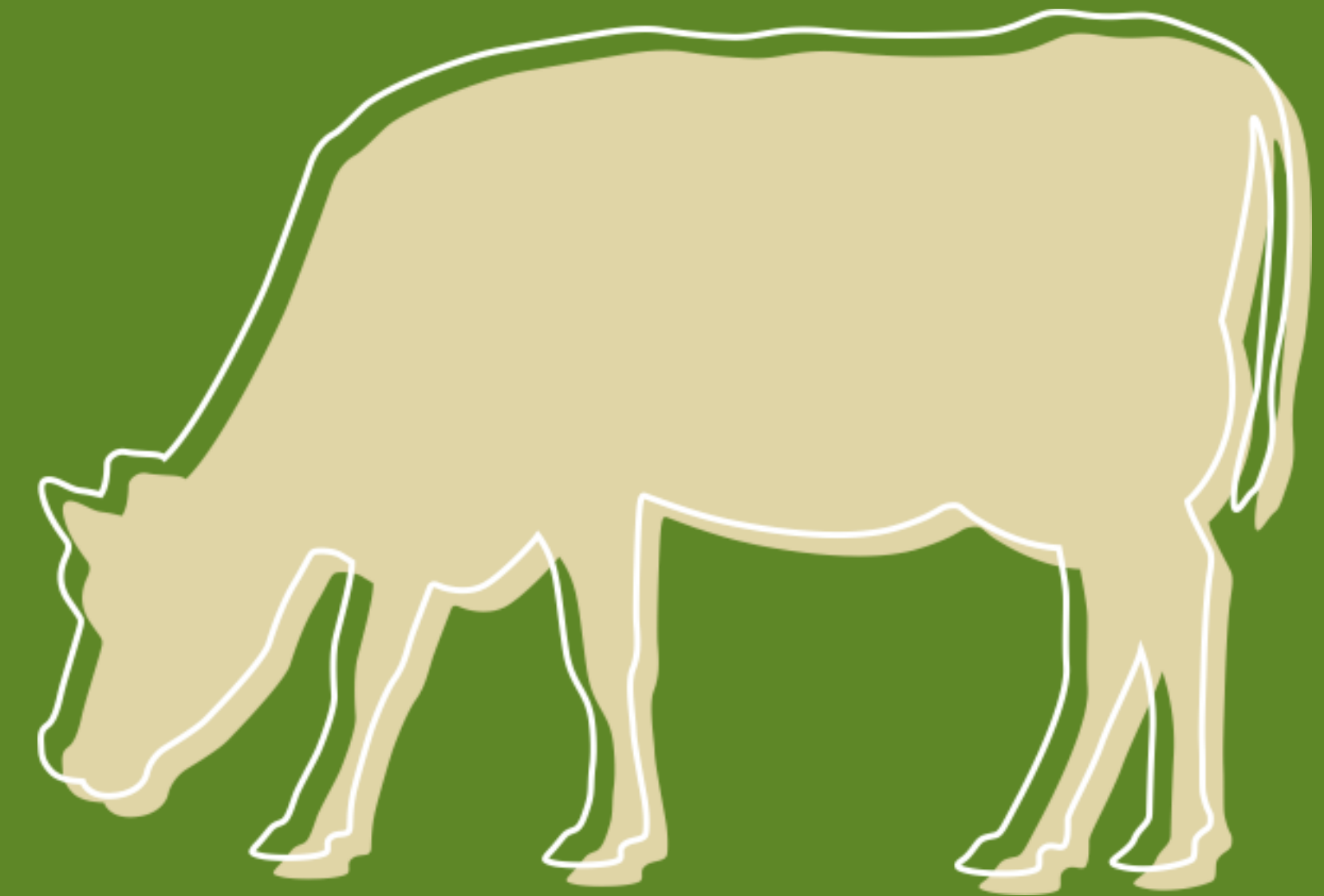
Improved **tracking system** from the breeding stage to the final deforestation-free product. Help to implement a low-cost system has an integrated, accessible and public platform: CAR, electronic Transport Note (e-GTA), and the Amazon Monitoring System (PRODES)



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

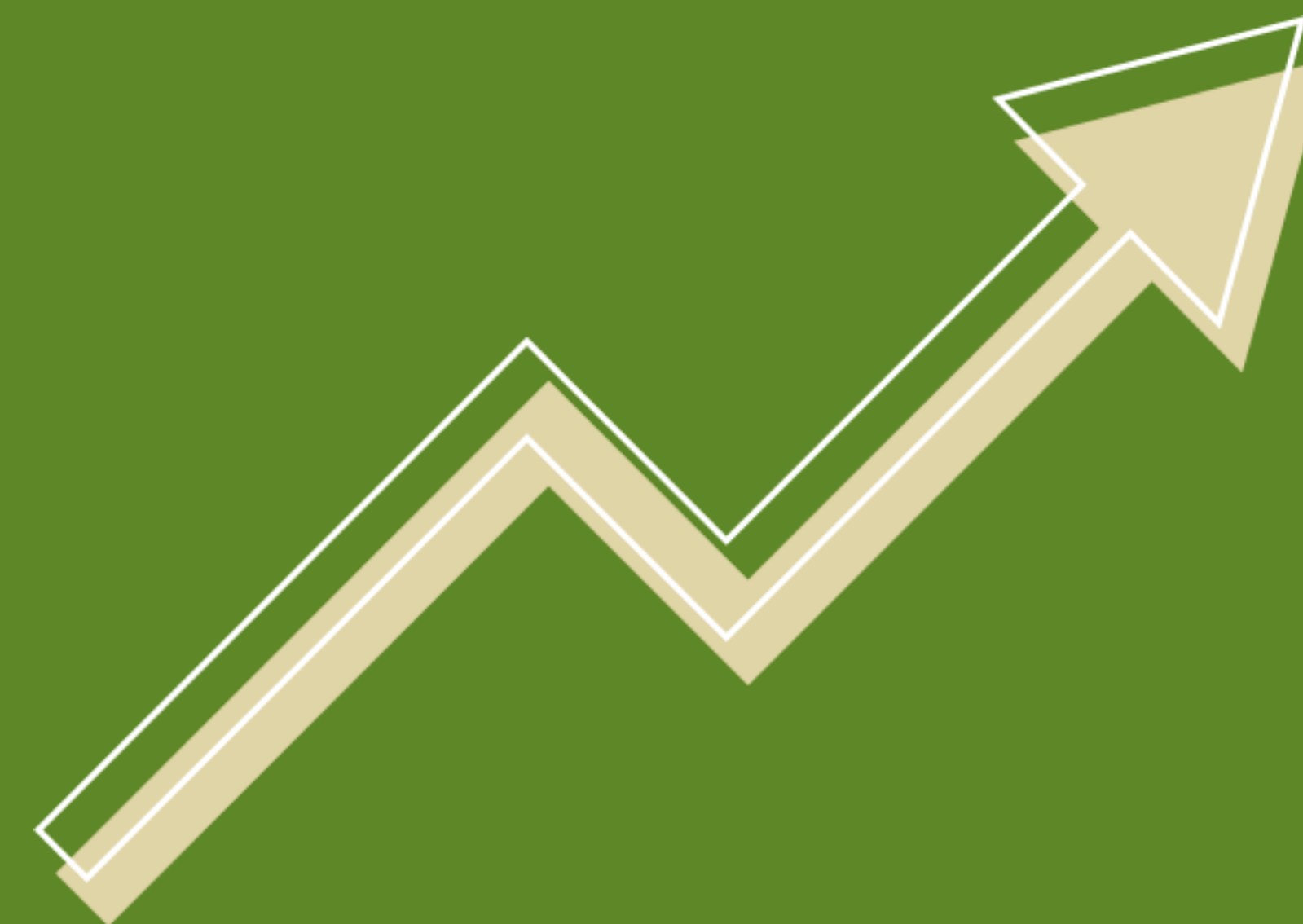


From Field to Table: Phase II 2016-2018

Expected Results



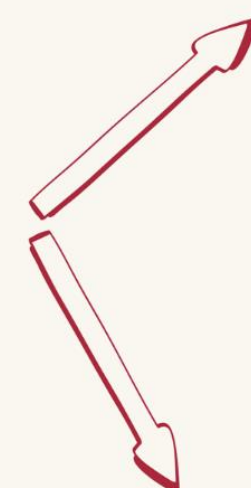
- ✓ Addition of over 300 farms: 170,000 hectares undergoing intensification
- ✓ Rural *Poupa Tempo*: expansion from São Félix do Xingu to Redenção and Marabá in Pará, and in the Araguaia region in Mato Grosso state
- ✓ 100 producers with access to ABC credit to invest in sustainable production by December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



Sistema de Rastreabilidade da carne



Pilotos
Integrantes da Associação



Análise do Rebanho

ADEPARÁ
Fichas Sanitárias
GTAs

Análise/Cruzamento

PRODES
IBAMA
Ministério do Trabalho



Rebanho
Linha base

Identificação/ Monitoramento/ Rastreabilidade de origem

Marca de Fogo/ Chip
GTA
CAR

Animais para Frigorífico

Cortes Cárneos

Identificação
Selo Pecuária Sustentável
Código de Barras ou QR Code



Thank you!



https://youtu.be/eeOAK7bS5_o



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