



GTPS

Brazilian Roundtable on
Sustainable Livestock

"GLOBAL SUSTAINABILITY IMPACTS - A MULTI-COUNTRY PERSPECTIVE"

Brazil, Colombia and Europe

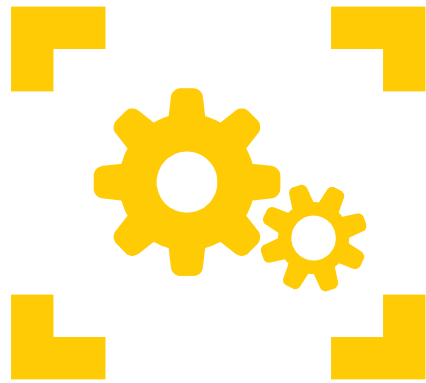
Global Conference on Sustainable Beef - October 2018

Kilkenny - Ireland

Structure and areas of work

What is actually working?

- Articulation and engagement of Value Chain
- Information
- Continuous improvement



Engagement

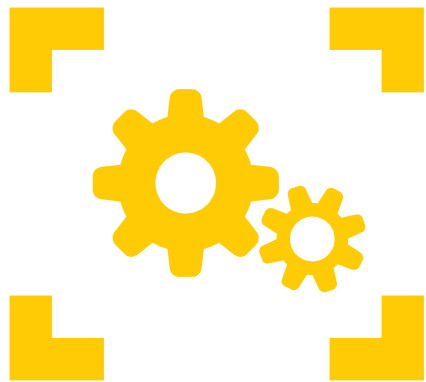


Content



Communication

WHAT ARE THE RESULTS/IMPACTS IT'S GENERATING?



**Engagement for
Continuous
Improvement**

Actions for dissemination and use
of tools to support continuous
improvement

- GIPS
- Manual of Practices
- Multiplier Training



RESULTS/IMPACTS



Web
www.gips.org.br



App
Google Play or App Store



Support
Reference material for consultation and guidelines to fill out the GIPS

ENGAGEMENT

DISSEMINATION



8 Projects using GIPS partially or integrally



Filling out of **423 GIPS** in the Platform so far



Intercorte Circuit

Campo Grande - MS
Ji-Paraná - RO
Araguaína - TO
São Paulo - SP



Livestock Rally 2018

60.000 km
20 Regional Events
3000 technicians and producers
150 Farms visited



30 animated videos

on the GIPS Principles and Criteria

MULTIPLIERS TRAINING

3 Groups of potential GIPS multipliers:

Professionals from companies and institutions associated with GTPS

Extensionists

Students from Universities and Technical Schools



15 Institutions



+300 Technicians
trained to apply the GIPS



5 Categories



6 States
AM, MS, SP, MG, PA, MT

WHAT ARE THE RESULTS/IMPACTS IT'S GENERATING?



**Content and
Advocacy**

To promote discussions on subjects of importance for the value chain and still demand studies, relevant content, consensus, position.

- Workshops
- Studies



GTPS

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TOPICS OF INTEREST

Pastures Management	Water Footprint	Carbon Footprint
Private Commitments	PES – To value the forest	GHG Emissions
Traceability	Production and Yield	LCA
Sustainable intensification	Brazilian Land Use and <i>Forest Code</i>	<i>Animal Welfare</i>

WHAT ARE THE RESULTS/IMPACTS IT'S GENERATING?



Actions for sectoral communication that strengthens positive messages

- Member's communication alligned
- Interest topics for media schedule
- Frequent content on social media
- Partnerships with diferent communication vehicles reaching diferente publics
 - Producers (TV programs)
 - Professionals (techinal magazine)
 - Ordinary/urban people (multi-topics magazine)
- Videos GIPS
 - P&C concepts
 - Social media communication

RESULTS/IMPACTS

MEDIA OVERVIEW 2018

Monthly Reach
+110K

Total Clipping
↑25% (17-18)

Interviews
17

Articles
11

SOCIAL MEDIA 2018

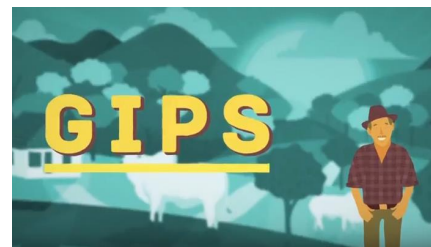
Total Reach
+13K

Reach Increase
↑16% (17-18)

Highlight
Instagram Reach
↑392%

Posts
Frequency
↑40% (17-18)

GIPS VIDEOS



+12K
Views



GTPS Pecuária Sustentável

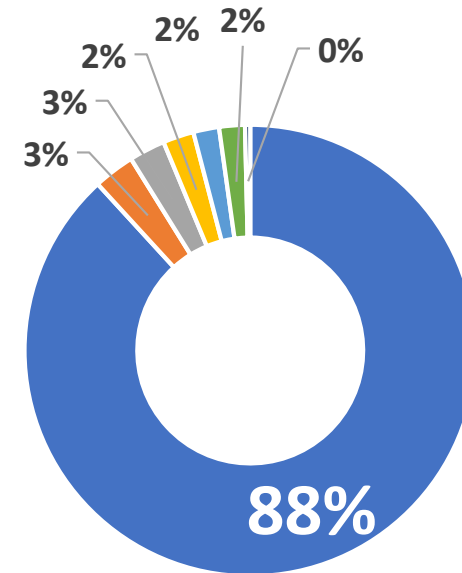
WHAT'S NOT WORKING AND WHAT WE CAN LEARN FROM THAT?

- Leave PILOTS and reach business as usual – scale is a challenge on Brazilian dimension and diversity
- Improve our IT system

PRODUCERS! HOW IS THE WORK IMPACTING OR NOT IMPACTING PRODUCERS?



- GIPS Platform numbers
- GIPS allow producers to see their own farm “with world’s eyes”
- Access projects that can support the technology implementation with better Market condition (inputs buying “pool”, technical assistance, credit access...)



**GIPS/Constituency
(Platform entries)**

- Producers
- Civil Society
- Inputs and Services
- Financial Institution
- Industries
- Producers - Entities
- Retailers and Restaurants



- Criteria resistance/bad comprehension
- “Sustainability Speech” comprehension

GIPS Platform
423 entries
22/27 States of Brazil
244 Producers

WHAT LESSONS HAVE YOU LEARNED ABOUT PRODUCER ENGAGEMENT?

- We need to aim for benefits and short to medium and long term
- What is the “carrot” for – it is important for engagement
- What **does** work?
 - Partnerships with companies that farmers know and rely on – High potential for Inputs and Services companies

BRAZIL: AGRO ENVIRONMENTAL POTENCY

- We can do
 - GTPS is a representative and engaged group
 - We have ready and available tools to support sector improvement
 - Capacity of production and conservation, both, on LARGE SCALE
- We want to do
 - Public and Private commitments with sustainable development
 - Encouraging and engaging partners for continuous cooperation
- We'll do it!

Brazil is able to support the world on both future challenges – food safety and environment conservation!

Challenge: to make it economically feasible on a continental scale!

FOLLOW US



@GTPS Pecuária
Sustentável

THANK YOU!! 😊
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