Last 3 years

- First approach to producers and others
- Conversation among stakeholders, formal meeting initiated
- Regular meeting and definition of Objectives, Mission, Vision

- Founded: October 2017
- Sectors: producers, processors (industries – slaughterhouses), NGO’s, retailers and restaurants, suppliers and services
- Members: 21
21 Members
Initial challenges:

- **Build trust:** participation, coordination among sectors, confidence
- **Formal structure:** ensure the continuity of the initiative
- **New model** based on sustainability *introduced to the Paraguayan beef production.*
The MPCS recognizes that the current laws in Paraguay are adequate to meet the criteria of sustainable production.
# Objectives

<table>
<thead>
<tr>
<th>Image</th>
<th>Coordination</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project a positive and unified image of our production that is economically profitable, socially fair, environmentally correct, capable of changing the current negative image.</td>
<td>Come to an agreement about the meaning of sustainable beef at a local scale, to establish a cooperation with institutions, according to national and sectorial plans</td>
<td>Let the world know about the benefits and quality of our beef, produced following sustainable criteria through the systematization of information and pilot projects that reveal and demonstrate these benefits.</td>
</tr>
</tbody>
</table>
Muchas gracias