Argentinean Roundtable for Sustainable Beef

Mesa Argentina de Carne Sustentable - MACS -
ARGENTINA in numbers

Population
43 MILLION

80% DOMESTIC MARKET

Average of last 3 years
58.4 kg/hab/year
43.8 kg/hab/year
13.0 kg/hab/year

STOCK
~ 54 Mill cattle

~ 13 Mill annual slaughter
~ 3 Mill tn carcass (2017)

EXPORTATION
62% vs 2017

Source: Senasa / Secretaria de Agroindustria
Some background...

GRASS AND FORAGE PRODUCTION

CATTLE DENSITY

~ 80% extensive production based on native grasses and legume based pastures

COW-CALF

GROWING AND FATTENING

Breeds in Argentina
CREA is a non-profit civil association integrated and directed by agricultural producers.

- **18 CREA Regions**
- **227 Groups**
- **+2000 producers**
- **5-7% production**

Admin & Systems // R&D // Method & People Development
Community Integration // Marketing & Communication
Some tools developed

LEGAL MAP
Mapa Legal CREA
Agrochemical application
Agrochemical containers management
Native forest law (NFTO)
Waste water

GHG INVENTORY
82% Beef livestock

GOOD AGRICULTURAL PRACTICES NET

ENVIRONMENTAL MANAGEMENT GUIDELINE

Working on a guideline
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2017

Initiated

+ 50 organizations

- Mission, Vision, Sustainable beef definition and Principles validated
- Will be legally constituted by the end of 2018

5 technical working groups (focused on the five principles)

Quarterly plenary meetings

Interim Committee
We are not starting from zero...

- Soil Conservation
- Good Agricultural Practices Net (+70 organizations)
- CREA + Rural Education
- Forest Law
- National Plan “Forest Management with Integrated Livestock (MBGI)”
- Handbooks of Good Practices
- University Curricula
- INFORMATION SHARING
- RENSPA
- Food labelling
IMPACT – Producers Engagement with the MACS

- **↑ awareness** that sustainable beef demand will increase in the short-term.

- **Export markets**: sustainability as a non-tariff barrier in the future.

- **Synthetic meat as a threat** Vs. Sustainable beef as a strength and opportunity.

- **Environmental problems**: ↑ floods frequency associated with land use/land cover change. Beef livestock production and GHG emissions.

- McDonald’s = MACS driver
CONSUMERS TRENDS in our region

↑ sustainable demand: study on responsible consumer behavior in Latin America

Source: INTA

Source: IPCVA

Source: Mercado Libre
CHALLENGES

- Achieve the **articulation of the tools developed** by governmental, non-governmental and private organizations.

- **↑ members** throughout the country (greater representativeness).

- **↑ awareness locally about responsible consumption.**

- Work on the legal gaps of Territorial Management of Native Forests Law (yellow zones).

- **Align domestic sanitary requirements** with export markets requirements

- **↑ awareness on animal welfare** among cattle transportation
THANK YOU

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