

Joint Working Group on Forests

“Advancing Zero Deforestation Beef Production”



As part of the Global Conference on Sustainable Beef, the GRSB-GTPS Joint Working Group on Forests (JWG) will host a breakout session, focusing on work being done in South America to support forest conservation and to advance the sustainability of beef production. Leading experts will discuss recent advancements as well as challenges and opportunities associated with supply chain traceability and zero deforestation beef production.

Introduction

*Welcome to the JWG breakout session
Introduction and overview of the JWG*

Addressing Deforestation at the Country Level

Representatives from Brazil, Argentina, and Paraguay will present on national-level efforts to address deforestation and promote zero deforestation cattle production.

- ◆ **Francisco Beduschi Neto**, *President of the Brazilian Roundtable on Sustainable Livestock (GTPS) and Coordinator of Sustainable Livestock at Instituto Centro de Vida (ICV)*
- ◆ **Marcos Medina**, *Vice Minister of Livestock, Ministry of Agriculture and Livestock, Paraguay*
- ◆ **Nicolás Lucas**, *Environmental Management and Natural Capital, Ministry of Agroindustry, Argentina*

Zero Deforestation Commitments and Sourcing in Action

Representatives from meatpacking companies, retailers, and NGOs will present examples of coordinated supply chain support for zero deforestation beef, including successful examples of commitments and sourcing in action.

- ◆ **Mathias Almeida**, *Sustainability Manager, Marfrig Beef*
- ◆ **Ignacio Blanco-Traba**, *Senior Director, Sustainable Sourcing, McDonald's*
- ◆ **Giovana Baggio**, *Sustainable Agriculture Manager, The Nature Conservancy*

Thursday, October 6, 2016
Breakout Session C and D

VI. “Advancing Zero Deforestation Beef Production”

Session C: 10:00AM - 12:00PM

Session D: 1:15PM - 3:15PM

The Fairmont Hotel,
Banff Springs, Alberta, Canada

For more information or to get more involved in the Joint Working Group (JWG), please contact:

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Visit the JWG website

www.GRSBeef.org

(under Who We Are - Technical Working Groups)