



Cattle Traceability: Regional Leadership

May 19–20 | São Paulo, Brazil

MEETING DETAILS

Format: In-person, two-day regional convening

Organizers: Global Roundtable for Sustainable Beef (GRSB) and Bezos Earth Foundation (Bezos)

Facilitation: Olab

Location: Novotel São Paulo Morumbi, Rua Min. Nelson Hungria, 577, Vila Tramontano, São Paulo

Meeting Objective: Identify the requirements, barriers and opportunities for implementing traceability systems within cattle supply chains that effectively reduce deforestation

Meeting Goals

- Share and compare state of the art for traceability of beef and leather in Latin America
- Identify policy, technology, finance, and market levers and barriers to scale traceability
- Promote regional exchange that supports the strengthening of national traceability systems

Geographic Scope: Argentina, Bolivia, Brazil, Colombia, Paraguay, Uruguay

Languages: English, Portuguese, Spanish (with simultaneous translation)

Day 1 | May 19

08:00–08:45 **REGISTRATION & WELCOME COFFEE**

09:00-10:00 **WELCOME AND SCENE-SETTING**

09:00-09:20 **OPENING REMARKS**

Welcome from GRSB & Bezos leadership
Josefina Eisele and Andy Jarvis

Convening objectives, agenda and 'combinados'
James Allen, Olab

09:20–09:40 **SCENE SETTING: THE IMPORTANCE OF TRACEABILITY FOR
GRSB AND LATIN AMERICA**

Opening presentation from GRSB
Justin Sherrard, GRSB Chair and Sebastian Olaso

Words from Mesa Brasileira de Pecuaria Sustentavel
Ana Doralina

09:40-10:00 **PARTICIPANT ENGAGEMENT**

An opportunity for engaging with peers in the room
James Allen and Pedro Limeira, Olab

THE STATE OF THE ART OF TRACEABILITY TOOLS AND TECHNOLOGIES

Language: English (with simultaneous translation)

10:00–11:00 **PANEL 1 | STATE OF THE ART: TOOLS & TECHNOLOGIES FOR LIVESTOCK TRACEABILITY**

Objective: Showcase practical tools already being implemented and technological innovations supporting deforestation-free supply chains. Have an honest discussion about what has worked, what not, and lessons learned. Discuss the challenges of coordination among ministries, data exchange and accuracy and interoperability and scale; and of shifting from private to public systems.

Theme	Speaker	Organization
Moderator	Nathalie Walker	NWF
Brazil – an overview of private and public traceability tools	Isabella Freire	Coalizao
Argentina – National and private-sector traceability tools	Josefina Vecino	WISEC
Paraguay – Private and public sector tools	Francisco Parceriza/Paula Durruty	SITRAP/Agroportal
Colombia – Advances in new national traceability system	Manuel Gomez	Fedegan

11:00 – 11:15 **PARTICIPANT DYNAMIC**

11:15–11:45 **COFFEE BREAK**

THE ROLE OF PUBLIC POLICIES

Languages: Spanish and Portuguese (with simultaneous translation)

11:45-12:45 **PANEL 2 | PUBLIC SECTOR DRIVERS AND CHALLENGES – POLICY REGULATION & COORDINATION**

Objective: Provide an overview of different public policies on traceability and monitoring in the region, exploring regional coordination needs and relationship between policy and markets

Theme	Speaker	Organization
Moderator	Gabriel Delgado	IICA
SNIG/ Sistema Nacional de información ganadera Uruguay	Ing Gabriel Osorio Gilard	Min Ganaderia
AgroBrasil+Sustentável, Brazil	Bruno Leite	MAPA (Brazil)
Local pathway, Argentina	Gladys Alleva/Florencia Meclazcke	Subsecretaria Ganaderia/SENASA
Experience of Colombia	Edersson Cabrera	IDEAM
RETSA Carnes, Paraguay	Andres Gines	RETSA/ Min. Ind. y Comercio

12:45 - 13:00 **PARTICIPANT DYNAMIC**
Pre-lunch: Pitches for afternoon sessions

13:00–14:00 **LUNCH BREAK**

THE ROLES OF TECHNOLOGY AND FINANCE IN ESTABLISHING EFFECTIVE TRACEABILITY AND MONITORING SYSTEMS

14:00 – 15:30 LEVERS OF CHANGE

BREAKOUT 1: TECHNOLOGY AND TRACEABILITY: THE CHALLENGE OF INDIRECT SUPPLIERS AND THE CASE OF THE TAC (Brazil)

Objective: To spotlight cases where technology is accelerating the implementation of traceability systems, and explore how others can contribute and learn

Theme	Speaker	Organization
Moderator	James Allen	Olab
The role of technology in the TAC as a means of translating policy into implementation	Erich Masson, Ricardo Negrini	MPF
How to use Satellite data in service of	Holly Gibbs / Lisa Rausch	University of Wisconsin

BREAKOUT 2: THE ROLE OF FINANCE IN SCALING INVESTMENTS IN TRACEABILITY SYSTEMS AND SUSTAINABLE BEEF SUPPLY CHAINS

Languages: English, Portuguese Spanish

Objective: To enhance awareness, investment opportunities and gaps, and policy support for traceable and sustainable beef value chains that contribute to nature conservation, ecosystem restoration, climate resilience, and the reduction of greenhouse gas emissions.

Theme	Speaker	Organization
Moderation	Justin Sherrard	GRSB
SARB26	Fabio Luiz Guido, Superintendente de Sustentabilidade	Itaú
Investment Mechanisms and blended finance	Tomas Kovensky	The Nature Conservancy
Marfrig/SAIL Ventures Business case	Leonel Almeida	Marfrig/SAIL Ventures
Forest 500	Isadora Carvalho	Global Canopy
Regional financial support for EUDR traceability systems	Andrea Damiani	IILA (AI-Invest Verde)

15:30–16:00 **COFFEE BREAK**

16:00 – 17:00 **PANEL | GLOBAL MARKETS: HOW READY ARE LATAM COUNTRIES TO RESPOND TO TRACEABILITY DEMANDS FROM GLOBAL MARKETS?**

Languages: *English and Portuguese (with simultaneous translation)*

Objective: To explore how global demand, trade and regulation influence the speed and nature of traceability systems in Latin America

Theme	Speaker	Organization
Moderation	James Allen	Olab
China Case	Paula Bernasconi	Global Canopy / Trase
EUDR	(TBC)	EU Delegation
Long-term vision of jurisdictional approaches	(TBC)	CGF
Supply chain perspective	Gabriel Serber	McDonald's

17.30–20:30 **COKTAIL Reception-**
Novotel Morumbi- Varanda Greem Room

Day 2 | May 20

- 08:00–08:45** **REGISTRATION & WELCOME COFFEE**
- 09:00-11:00** **INTEGRATION AND INTEROPERABILITY**
- 09:00 - 09:15** **RECAP FROM DAY 1 AND INTRODUCTION TO DAY 2**
- 09:15 - 09:30** **PARTICIPANT DYNAMIC**
- 09:30 – 11:00** **BREAKOUTS | NATIONAL TRACEABILITY SYSTEMS AND THE CHALLENGE OF INTEROPERABILITY: THE CASES OF BRAZIL AND ARGENTINA**

BREAKOUT 1: BRAZIL – AGROBRASIL+SUSTENTÁVEL: THE PATHWAY TOWARD INTEROPERABILITY BETWEEN PUBLIC AND PRIVATE; AND NATIONAL/ SUBNATIONAL SYSTEMS Plenary Room
Language: Portuguese (with simultaneous translation)

Objective: To explore how different traceability and monitoring systems can be better integrated, across political and private sector spheres

Theme	Speaker	Organization
Moderation	João Silva	Olab
Sanitary Control and Links with Traceability	Andrea Perez	Ministry of Agriculture -
AgroBrasil+Sustentável	Lara Souza	MAPA
Protocolo Nacional – Integration of GTFI, Boi na Linha, Protocol do Cerrado	Pedro Burnier	GTFI
Iniciativas sub-nacionais Selo Verde	Raoni Rajão, Selo Verde	UFMG
Integration of different initiatives	Fernando Sampaio	Coalizão

BREAKOUT 2: PARAGUAY – ARGENTINA - COLOMBIA

Language: Spanish (no translation)

Objective: To explore how different traceability and monitoring systems can be better integrated, across public and private sector spheres

Theme	Speaker	Organization
Moderation	Josefina Eisele	GRSB
A rancher's perspective on VISEC/Conecta	Andres Costamagna	SRA
Hendata/Agroportal (Paraguay)	Atahualpa Ayala	Hendata
Colombia (ICA)	Sandra Durango	CIAT

11:00–11:30 **COFFEE BREAK**

11:30-13:00 ***DISCUSSION: INTEROPERABILITY***

11:30-11:45 **Introduction**
Fernando Bellese

11:45-12:00 **Q&A Session**

12:00–13:00 **TABLE-BASED DISCUSSIONS**
Drawing on inputs from the morning session to explore key elements of interoperability:

- Data standardization
- Incentives

13:00–14:00 **LUNCH BREAK**

14:00–15:15 LEATHER PANEL | HOW THE LEATHER SECTOR IS MEETING THE CHALLENGE OF MONITORING AND TRACEABILITY

Languages: Portuguese and Spanish (with simultaneous translation)

Objective: Identify priority challenges and shared opportunities in the leather sector, across countries and sectors.

Theme	Speaker	Organization
Moderator	Fernando Bellese	WWF
Regulation	Ricardo Andrade	CICB
Industry Adoption	Jhon Munoz	Leather Working Group
Industry (Tannery) adoption	Ivens Domingos	Durli Couros
Accelerating change	Nathalie Walker	NWF

15:15–15:30 PARTICIPANT DYNAMIC

15:30–16:00 COFFEE BREAK

16:00–17:00 CLOSING PANEL AND NEXT STEPS

16:00-16:15 PARTICIPANT DYNAMIC

16:15-17:00 PANEL | NATIONAL AND REGIONAL COLLABORATION: WHAT ARE WE TAKING AWAY?

Language: English and Portuguese (with simultaneous translation)

Objective: Provide closure to the two days, with insights, conclusions, challenges and next steps.

Theme	Speaker	Organization
Moderator	Josefina Eisele	GRSB
Global perspective	Justin Sherrard	GRSB
Brazil and Suply Chain Perspective	Sandra Catchpole	Masterboi
Global partners	Andy Jarvis	Bezos
Regional perspective	Rodrigo Botero	Fundacion para la Conservacion y Desarrollo Sostenible