

# The cattle / beef sector in Brazil: Perspectives from civil society

Luís Fernando Guedes Pinto  
luisfernando@imaflora.org



**Sustainable  
Agriculture  
Network**

Instituto de Manejo e Certificação  
Florestal e Agrícola



[www.imaflora.org](http://www.imaflora.org)

00/00/2011

**IMAZON, IPAM, Amigos da Terra – Amazônia Brasileira Greenpeace, FBOMS, Repórter Brasil**

**Alencar, A. et al. (2004). Desmatamento na Amazônia: além da emergência crônica. IPAM: Belém. 85p.**

**Barreto et al. (2005). Pressão humana na floresta amazônica. IMAZON-GFW-WRI: Belém. 84p.**

**Nepstad et al. (2008). Interactions among Amazon land use, forests and climate: prospects for a near-term forest tipping point. *Philosophical transactions of the royal society.***

**Nepstad, et al. (2006). Globalization of the Amazon Soy and Beef Industries: Opportunities for Conservation. *Conservation Biology.* Volume 20, No. 6, 1595–1603**

## Reports on Land use and cattle

**FBOMS (2004). Relação entre soja e desmatamento. GT Floresta-FBOMS: Brasília. 77p.**

**Celentano, D.; Veríssimo, A. (2008). Boom-and-Bust Development Patterns Across the Amazon Deforestation Frontier. IMAZON: Belém. 43p.**

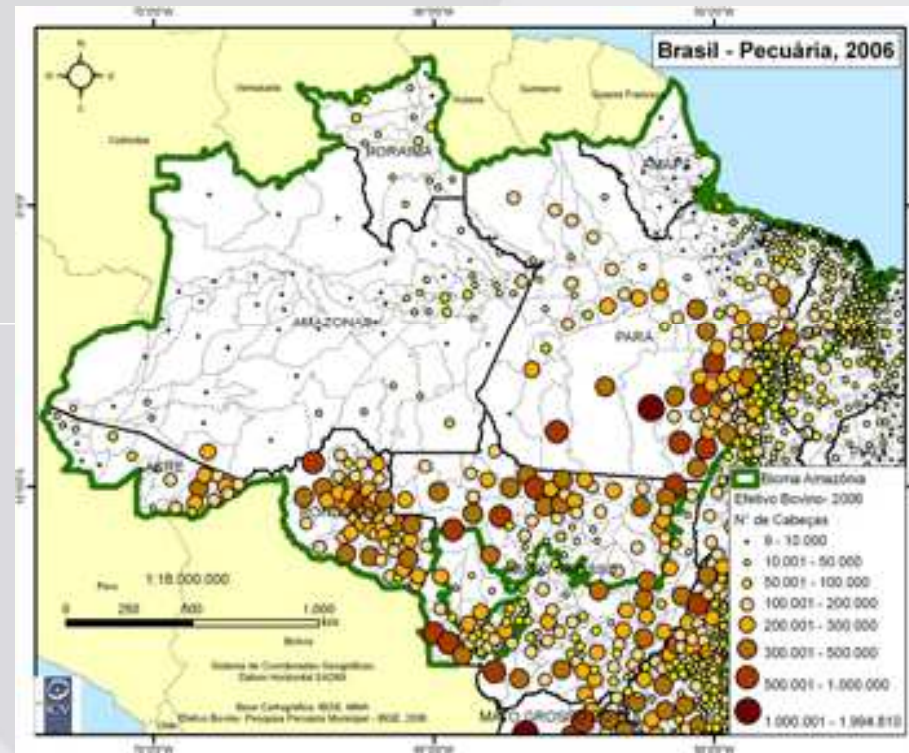
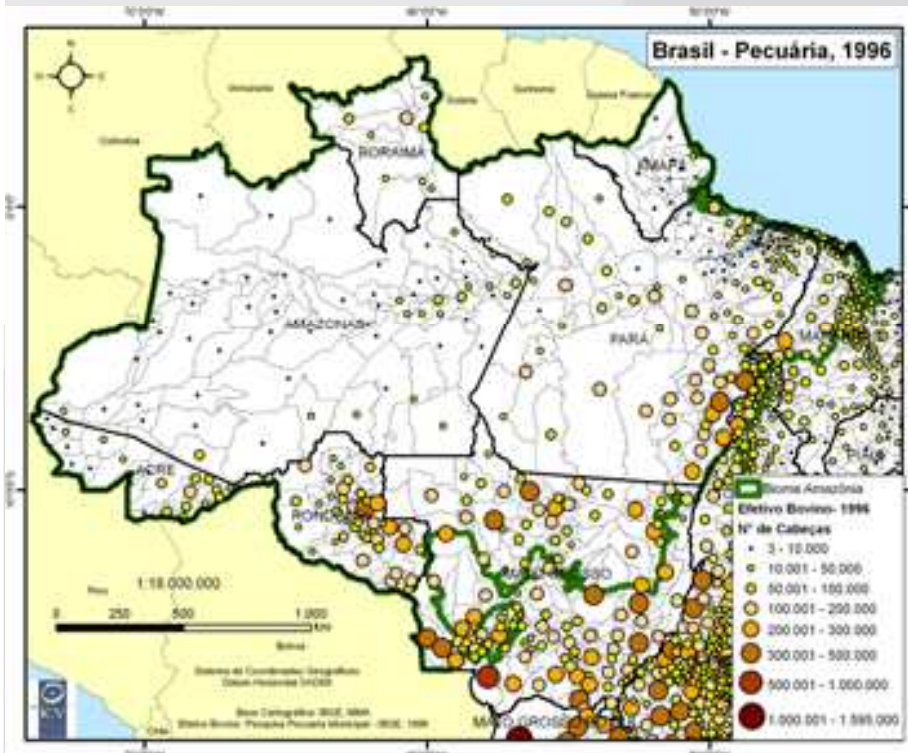
**Amigos da Terra – Amazônia Brasileira. (2008) O Reino do gado. Greenpeace (2009). A Farra do boi na Amazônia.**

**Amigos da Terra – Amazônia Brasileira.(2009). A hora da conta pecuária, Amazônia e conjuntura.**

**Repórter Brasil (2010). *Quem se beneficia com a destruição da Amazônia***

# Evolution of cattle heads in the Amazon. 1996 – 2006.

source: Imazon



# Conclusions of reports from civil society

Despite diversity of situations, the sector systematically:

- Expanded to the Amazon
- Not only, but one of the most important drivers of deforestation
- High emissions of GHG – land use change and animal emissions
- Inefficient land use and animal biomass production
- Illegality on land tenure, labor and environmental issues
- Boom and bust cycle

# Conclusions of reports from civil society

- Concentration on the supply chain in the slaughtering houses and retailers (supermarkets)
- Investments on the industry with impact in the field
- Importance of the financial sector on investments on the industry
- Legal responsibility of the value chain
- Low transparency in the value chain
- No differentiation or positive incentives in the purchase policies in the value chain

# Proposals for solutions

- No need of deforestation to increase crops and cattle production
- Intensify cattle productivity
- Best Pasture management
- Traceability
- Increase transparency
- Differentiation in the value chain
- Role of industry,retailers and financial sector
- Standards and third party assurance following credibility parameters reaching final consumers



## **MISSION:**

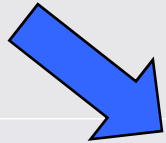
The SAN promotes efficient agriculture, biodiversity conservation and sustainable community development by creating social and environmental standards. Every SAN partner contributes local knowledge and experience in order to develop these standards, particularly contributing to the development of local indicators that guide farmers effectively in each country.

The SAN fosters best management practices across and by motivating traders and consumers to support sustainability agricultural value chains by encouraging farmers to comply with our standards.



# Standards

Scientists

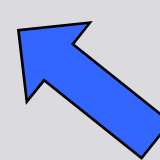


- 1 Social and Environmental Management System
- 2 Ecosystem Conservation
- 3 Wildlife Protection
- 4 Water Conservation
- 5 Fair Treatment and Good Working Conditions for Workers
- 6 Occupational Health and Safety
- 7 Community Relations
- 8 Integrated Crop Management
- 9 Soil Management and Conservation
- 10 Integrated Waste Management

Conservationists



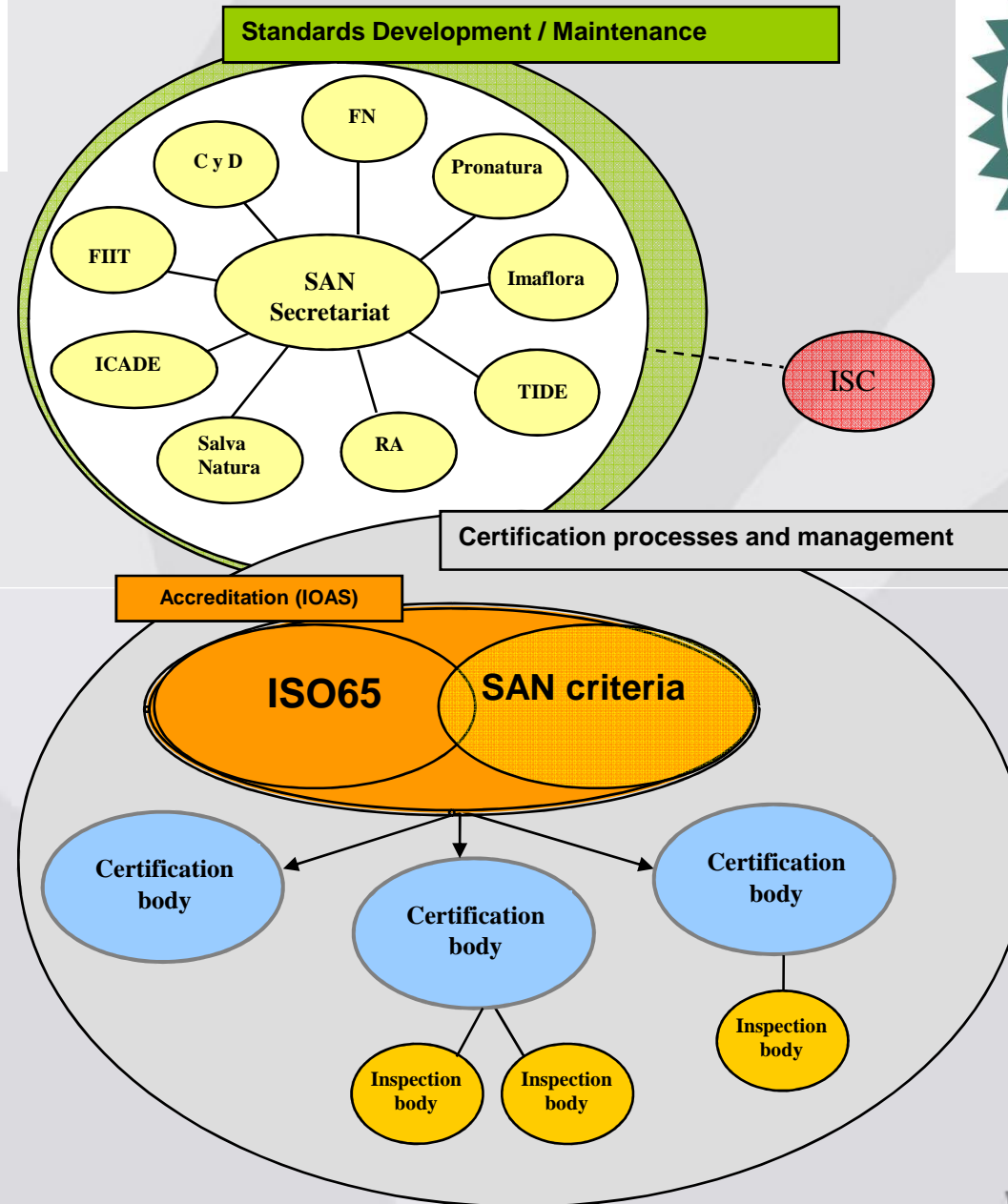
Industry



Communities

**Full ISEAL Member.**

# Sustainable Agriculture Network



# Certification March, 2011



- Countries: 30
  - Latin America, Africa, Asia
- Certificates: 793
- Farms: > 70.400
- Area: 840.000 ha
- Crops: more than 20.
  - coffee, tea, cocoa, banana, flowers, oranges, sugarcane, others

UCC

# レインフォレストアライアンス 認証オレンジジュース

## 環境にやさしいこだわりのオレンジジュース

環境的基準及び社会的基準に従って、危機的状況にある野生動物の生態系の保護及び再森林化、資源再利用、廃棄物の縮小化を実践している事を、レインフォレストアライアンス(熱帯雨林同盟)が独自に認定した農園で、栽培されたオレンジを使用したオレンジジュースです。

認証オレンジジュースに対しては公正な取引が保証され、その収益の一部が野生動物の保護や森林の保護、労働者の福利厚生などに還元されます。



レインフォレストアライアンス  
認証オレンジジュース

円(税込)

# Whole Trade Certifier Partners

Experts in quality and compassion.

The Whole Trade program partners certify products with a strict checklist that includes criteria to guarantee an improved quality of life for farmers and their communities, and an increased quality of care for the environment.

Whole Foods Market developed a list of very specific criteria for this program. We then worked with representatives from highly respected third party certifiers to ensure that our criteria checklist would be verifiable. Those certifiers—Rainforest Alliance™ and TransFair USA™—became our first certifying partners. Over time, we may add other certifiers to expand our Whole Trade program.

In addition to acting as certifiers, our partners aid the producers in getting their products to market and improving their farming operations. This both increases production levels and raises the quality of the products. The certifiers will also help us to verify and track the results of the program.



rainforest-alliance.org



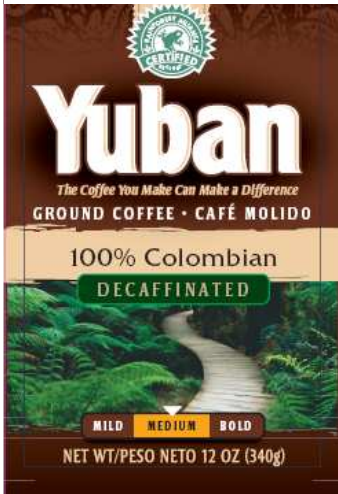
transfairusa.org

Note that if a product carries Fair Trade or Rainforest Alliance certification, it doesn't necessarily in all cases that it is also part of the Whole Trade program.

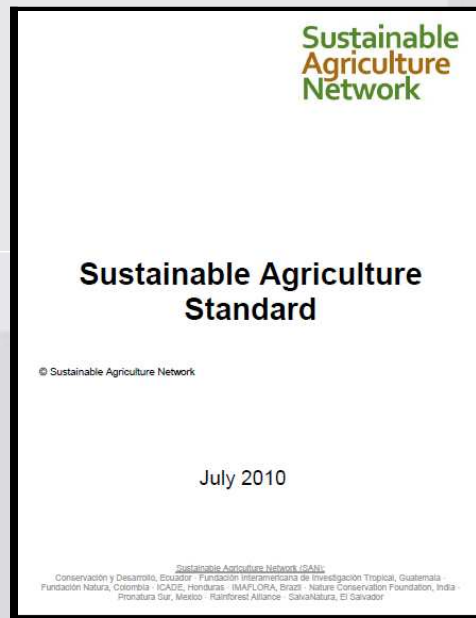


# Coca-Cola

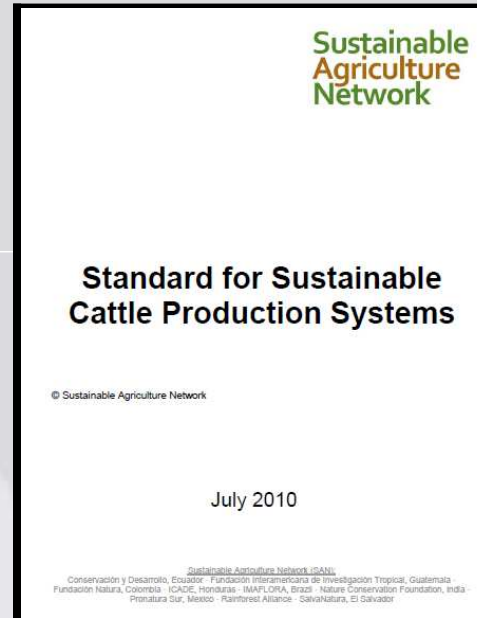
# SAN / RAC - Market



# SAN cattle standard



+



=

**Standards for  
Sustainable Cattle  
Production Systems –  
Sustainable  
Agriculture Network**

# SAN standard development process

Country Workshops, Global Electronic consultation

Field tests in 4 countries

---

<b>PARTICIPANTS</b>	<b>1st ROUND (aug. / sept. 2009)</b>	<b>2nd. ROUND (feb./ march 2010)</b>
<b>TOTAL Stakeholders</b>	91	165
<b>Countries</b>	18	34
<b>Organizations</b>	76	136
<b>TOTAL Comments</b>	2241	1280

---

# SAN cattle standard

PRINCIPLE	CRITERIA
<b>11. INTEGRATED CATTLE MANAGEMENT SYSTEM</b>	<b>12</b>
<b>12. SUSTAINABLE RANGE AND PASTURE MANAGEMENT</b>	<b>5</b>
<b>13. ANIMAL WELFARE</b>	<b>12</b>
<b>14. REDUCING THE CARBON FOOTPRINT</b>	<b>3</b>
<b>15. ADDITIONAL ENVIRONMENTAL REQUIREMENTS FOR CATTLE FARMS</b>	<b>4</b>



Tel.: (19) 3429-0800  
e-mail: [imaflora@imaflora.org](mailto:imaflora@imaflora.org)  
Estrada Chico Mendes, 185 - Piracicaba - SP



[www.imaflora.org](http://www.imaflora.org)



[imaflora.blogspot.com](http://imaflora.blogspot.com)



[twitter.com/imaflora](https://twitter.com/imaflora)



[facebook.com/Imaflorabrasil](https://facebook.com/Imaflorabrasil)

<http://sanstandards.org>

