



**Brazilian Roundtable on  
Sustainable Livestock**



**2023 | Results Report**

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## LETTER FROM THE PRESIDENT

2023 was a very challenging year for Brazilian livestock, and yet the sector remained one of the main pillars of the country's economy. After the beginning of the year, where supply exceeded demand resulting in a drop in the price of the arroba, we had a slight recovery in the second semester. In beef exports, Brazil managed to end the year with a slight increase in tons. Pressured for profitability, we have also made significant advances in technology and sustainability, resulting in better efficiency in beef and dairy production. Interest and debates in sustainability continued to grow, reflecting the global trend of concern for animal welfare and environmental conservation.

With the growth of associates in companies providing consultancy, services and certifications, we divided the inputs and services category, now totaling 7 categories and 65 associates. To reflect the remarkable transformation that the Group has undergone and to reinforce our vision of being the voice of sustainable livestock in Brazil to the world, the name GTPS has become history, and we are now the Brazilian Roundtable on Sustainable Livestock!

The year was marked by important achievements and significant advances, including the preparation of a proposal for a national public policy on bovine traceability, and the beginning of discussions to prepare recommendations on how to improve the well-being and health of cattle.

Our ongoing commitment to innovation, sustainability and transparency has been evident in our services and initiatives. We released the first Data Summary on Sustainable Livestock, which presents analysis of data from 925 farms that completed the GIPS.

We will continue to join forces across the entire chain to produce food in a more sustainable manner, boosting productivity while reducing environmental impact.

In 2024, I will leave the presidency of the Roundtable to take on new international commitments, but I remain confident that, together, the Roundtable will reach new milestones and we will continue to create value for the entire livestock chain and Brazilian agribusiness. I would like to take this opportunity to thank Luiza Bruscato and the entire team for their valuable contributions in coordinating all activities.

We will maintain our unwavering commitment to the mission of developing Livestock in Brazil, constantly seeking ways to promote responsible practices and ensure a more prosperous and balanced future for all.



**Sergio Schuler**  
President



# THE BRAZILIAN ROUNDTABLE ON SUSTAINABLE LIVESTOCK

## Sustainability in Livestock Discussed from End to End in the Chain

We are a non-profit association with almost 70 member organizations from the seven links of the livestock chain together at a round table. We are Brazil's voice to the world that it is possible to produce meat in our country while maintaining biodiversity.

## MISSION

Promote the development of sustainable livestock by bringing the chain together and promoting continuous improvement and dissemination of information.

## VISION

To be the voice of sustainable livestock in Brazil to the world, debating emerging themes, presenting our view, and sharing the knowledge generated. To connect players in the sector and engage the links so that they make commitments and deliver concrete results. To maintain the sustainability database for cattle farming and show that Brazil has the greatest global potential to produce sustainably.





## VALUES



Sustainability



Innovation



Transparency

## FRONTS OF ACTION

Our initiatives and actions are divided into four pillars of action:



### Knowledge

Promoting debates that generate a common understanding.



### Engagement

Agreeing on actions that follow the path of sustainability.



### Communication

Building spaces that encourage collaborative dialogue.



### Education

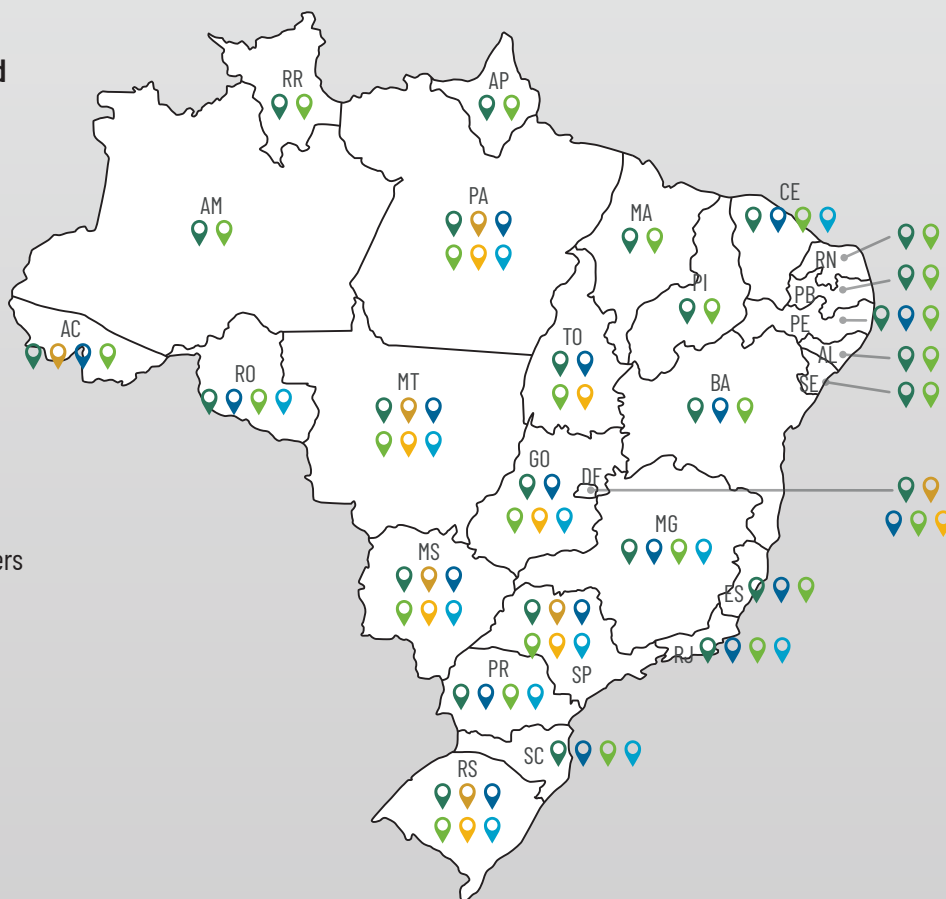
Inspiring people to be part of the solution.



Image: Beckhauser

# ASSOCIATES

We ended the year with **65 associated organizations** of relevance within the seven categories of the livestock value chain.



Retail and Restaurants



Civil Society



Rural Producers



Meatpackers



Inputs



Financial Institutions



Services

## Rural Producers



## Inputs





## Services



## Meatpackers



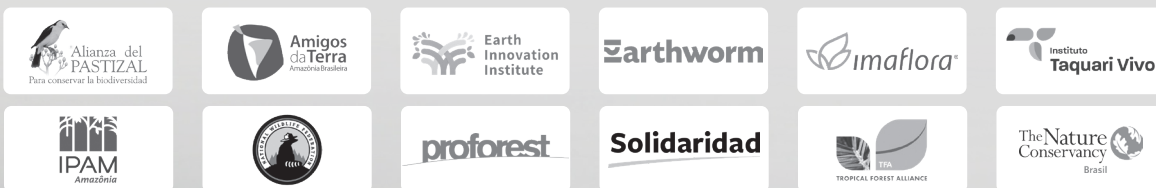
## Retail and Restaurants



## Financial Institutions



## Civil Society



## News

in July, the Inputs and Services category was divided into two categories, with the aim of expanding the voice of its members so that they can be better represented.



### Inputs:

manufacturers of inputs and agricultural machinery or equipment, and representative entities and category associations.



### Services:

service providers, consultancies and technology companies, and representative entities and category associations.



*The connection and possibility of discussion with all links in the livestock chain is one of the main benefits that the Brazilian Roundtable offers to our organization. This allows us to always be up to date with Brazilian and global sustainability movements in livestock systems, and promotes alignment on the topic for the entire chain."*



**Helen Estima Lazzari**  
(Sustainability and projects  
manager at SIA Brasil)





## Representation of Associates

Together, the associated **meatpackers** slaughtered around 8.5 million heads in 2023. They total 167 plants in Brazil and 203 abroad\*.

\*Numbers referring to 5 responding associates



The **financial institutions** represent 9 million customers served and R\$58 billion in credit provided within the scope of the Sustainable Development Goals (SDGs) in the world, and 7.2 thousand customers served and R\$56 billion in credit provided to Brazilian agribusiness. Specifically for livestock, R\$485 million in credit was provided.

\*Numbers referring to 2 responding associates



**Input companies** have more than 14 thousand technicians in the field and 20 thousand livestock producers served. In addition, there are more than 16 units spread across Brazil and 167 abroad.

\*Numbers referring to 10 responding associates



**Rural producers** add up to more than 266 thousand heads of cattle, 168 thousand hectares of pasture and 263 thousand hectares of conservation area.

\*Numbers referring to 9 responding associates



**Service companies** have more than 390 technicians in the field and 76 thousand rural producers served. In addition, there are more than 45 units spread across Brazil and 76 abroad.

\*Numbers referring to 7 responding associates



**Civil society organizations** have 28 projects underway with 83 technicians involved. More than 2,100 Brazilian livestock producers have benefited from it.

\*Numbers referring to 11 responding associates



**Retailers and restaurants** sold more than 12 thousand tons of meat and served more than 1.5 billion customers during the year. They carried out rechecks on around 210 thousand farms following socio-environmental and geomonitoring criteria. Furthermore, 57% of its suppliers adhere to internal policies and socio-environmental criteria.

\*Numbers referring to 4 responding associates



## Do you identify with our purpose and values?

Be a part of it and help us in our mission to promote the development of sustainable livestock.

**Join us!**



# HIGHLIGHTS 2023

## We are officially the Brazilian Roundtable on Sustainable Livestock!

After 15 years of history and great progress achieved in recent years, the name GTPS is now part of our history. It was necessary to update the name to reflect the remarkable transformation that the Group has undergone and reinforce our vision of being the voice of sustainable livestock in Brazil to the world.



## Mesa Brasileira da Pecuária Sustentável

*We took the opportunity to present our new brand*

## First publication of the Data Summary on Sustainable Livestock

The first **Data Summary on Sustainable Livestock** was launched during the 3rd edition of the Sustainable Livestock Forum, in September 2023. The report presents the analysis of data from 925 farms that completed the GIPS between 2021 and 2022.

Based on the information in the Summary and GIPS indicators, producers can make better decisions, implement responsible practices, and promote sustainable management of livestock production, contributing to the preservation of the environment, the well-being of workers, and the strengthening of local communities and the promotion of a more sustainable beef value chain.

Partnership:



Sponsorship:



"Sustainability has an interdisciplinary nature and good general averages depend on good results in all principles, that is, sustainable livestock is not characterized by a single pillar."

**Sergio Schuler**  
president of the Brazilian Roundtable





## Bovine traceability plan is presented to the Ministry of Agriculture and Livestock

At the end of the year, the Brazilian Roundtable presented the guidelines for a national and individual public policy on bovine traceability, to Carlos Goulart, Secretary of Agricultural Defense (SDA) and Bruno Cotta, General Coordinator of Transit, Quarantine and Animal Certification (CGTQA/ DSA/SDA), both from the Ministry of Agriculture and Livestock.

Throughout 2023, the public policy proposal that presents a feasible and efficient system for its application throughout the national territory was created by the Traceability Working Group, and finally, endorsed by the Brazilian Climate, Forests and Agriculture Coalition.

*"The proposal was based on actions and processes currently in existence on some scale and can be leveraged for mass use. With specific actions and suggestions considered crucial to the process, such as the use of the ISO Brasil 076 numbering in an official traceability database in MAPA integrated with state and private databases/systems, and identification from the first movement of the animal, the plan leads to the application of traceability in an effective manner, presenting the necessary guarantees for both consumers in Brazil and abroad."*



**Aécio Flores (ABCAR)**  
coordinator of the  
Traceability Working Group

## Webinar The new European Union legislation and the impact on Brazilian Livestock

In partnership with the associated organization, Amigos da Terra – Brazilian Amazon, and Climate & Company (European think tank in the field of sustainable finance), in September we held the **Webinar The new European Union legislation and the impact on Brazilian Livestock**.

The event was restricted to associates and was attended by more than 100 executives.



*"It is important to promote this dialogue in the livestock sector, which must also comply with the new rules determined by the EUDR, allowing an environment for the exchange of perceptions, understandings and clarification of doubts. We are actively following discussions in the EU and hope to maintain this dialogue with the Brazilian Roundtable to bring updates on the EUDR and other new European legislation that are part of the Green Deal package and that are relevant to the sector, in order to support implementation."*



**Dra. Elisabeth Hoch**  
Senior External  
Advisor at Climate &  
Company

## GOVERNANCE

We update governance documents to reflect the entity's reality, engage members and keep them always informed of our decisions.

- › Revised and approved Internal Regulations.
- › Governance of Working Groups updated, approved and disseminated to its participants.
- › Bylaws reviewed by the Board of Directors and approved at the OGM.
- › Code of Conduct revisited by the legal department, approved by the Board of Directors, and ratified at the OGM.

## INITIATIVES

Together with the 7 links in the chain, we hold debates, agree on actions and deliver concrete results for the sector.

### Working Groups

We select topics relevant to the Brazilian livestock scenario and organize working groups (WG) so that these issues can be debated in depth with associates from different links in the value chain, as well as researchers and specialists.

### TRACEABILITY WORKING GROUP

In March 2023, we promoted the **Bovine Traceability webinar: Directions for the adoption of bovine traceability**, during which we presented the results of discussions from the second cycle of the Working Group, completed at the end of 2022. The event was attended by guests and associates from the seven links of the livestock value chain.





In May, the **third cycle\*** began with the purpose of **creating strategies for adopting traceability** applied in the Brazilian livestock chain. Coordinated by Aécio Flores (ABCAR), the WG worked on drafting guidelines for a national traceability policy, [presented to MAPA in December](#), and will work on consolidating its position in the face of the hindrances identified in the previous period and drafting the Statements of Commitments (Producers and Meatpackers).

\*To be continued in 2024



**10,5 hours of work**



**7 meetings**



**25 participants**



**7 links in the production chain**

Sponsors:



## LAND WORKING GROUP

In June, the Land WG concluded its first cycle, after:



**18 hours of work**



**13 participants**



**12 meetings**



**7 links of the livestock value chain**

Coordinated by Francisco Beduschi Neto (NWF), the group aimed to **develop guidelines for a livestock chain with more efficient land use** and worked on harmonizing general concepts and terms on land use change; deepened the discussion on monitoring land use change in livestock farming; and built an understanding of the use of information to monitor land use change across the Brazilian livestock chain.

Sponsors:



*"We worked on harmonizing general terms and concepts and deepening the group's knowledge on monitoring related to land change and use, we established Statements of Commitment and created a guide for using information from the main sources of monitoring and land use data. It was important to discuss ideal methodologies and practices so that actions and strategies aimed at a livestock chain with more efficient land use are implemented in the Brazilian livestock value chain."*



**Francisco Beduschi Neto (NWF)**  
coordinator of the Land WG

In August, we held the webinar **Directions for a Livestock chain with more efficient land use**, in which the results of the discussions held in 2022 and 2023 were presented. The event was attended by guests and associates from the seven links of the livestock value chain.



## ANIMAL WELFARE WORKING GROUP

In August, it was also the time to start the **first cycle\*** of the **Animal Welfare Working Group**. Coordinated by Marcelo Ferreira (Ceva Saúde Animal), the WG aims to **develop guidelines to improve animal health and well-being in the Brazilian livestock**.

The group will work on common understanding of the general terms and concepts of Animal Health and Welfare (BEA); in preparing the Statements of Commitment for Producers and Meatpackers; in developing a Standard Operating Procedure (SOP) for Health and BEA practices and methodologies; and disseminating content to direct contact audiences and social media for all audiences.



4,5 **hours of work**



3 **meetings**



11 **participants**



7 **links in the production chain**

\*To be continued in 2024

Sponsors:



## STATEMENTS OF COMMITMENTS

Setting sustainability goals is a natural progression of the Brazilian Roundtable towards promoting and transparency of the Brazilian livestock value chain.

In this scenario, we developed Statements of Commitment with the purpose of developing sustainability objectives, engaging associated organizations in the implementation of actions and strategies towards the ambition of being the voice of sustainable livestock in Brazil to the world.

In 2022, the Terms for the Climate and Land agendas were drawn up, within its respective WGs, and signed in collaboration with all links in the chain.

Check out the first results, collected in 2023.

### Climate

Statements were created for the Producers, Meatpackers and Inputs categories, with the aim of implementing actions and strategies that aim to reduce greenhouse gas emissions and contribute to reducing impacts on the climate.

**Ambition for Producers:** *"That all members of the Producer category have inventories of greenhouse gas emissions from rural properties, present an ongoing emissions reduction plan and that their progression be reported annually in the MBPS Results Report."*

#### › Performance Levels

<b>Level 1</b> - Rural property management system that includes control over inputs, expenses, inputs and outputs, use of energy and fuel, health and others	18%
<b>Level 2</b> - Advanced property management system with data monitoring tools/software with indicator generation	27%
<b>Level 3</b> - Tool adopted to carry out emissions inventory	9%
<b>Level 4</b> - Tool adopted to carry out an emissions inventory with a reduction plan and targets in progress	9%
<b>Not applicable</b> (Category associations)	36%

These data correspond to 85% of associated producers.



**Ambition for Meatpackers and Inputs:** *“That all members of the Meatpackers and Inputs categories have greenhouse gas emission inventories in scope 1, 2 and 3 with an emission reduction plan and targets using internationally recognized methodologies\* and presented publicly and that their progression be reported annually in the MBPS Results Report.”*

\*Suggested methodologies: inventory through the GHG Protocol and reduction plan and targets endorsed by SBTi.

#### › Performance Levels

	Meatpackers	Inputs
<b>Level 1</b> - Work plan to adopt inventory	20%	40%
<b>Level 2</b> - Inventory with scope 1 and 2 and reduction plan with goals	0%	0%
<b>Level 3</b> - Inventory with scope 1, 2 and 3, at least biannual with reduction plan and goals	20%	10%
<b>Level 4</b> - International public commitment and inventory audit	60%	20%
<b>Not applicable</b> (Category associations)	0%	30%

These data correspond to 63% of associated Meatpackers and 83% of associated inputs organizations.

## Land

In the scope of Land, Statements were drawn up for the Producers and Meatpackers categories, with the aim of implementing actions and strategies aimed at a livestock chain with more efficient land use.

**Ambition for Producers:** *“That all members of the Producer category meet the requirements of the Forest Code or comply with the obligations relating to the PRA, and if they have areas subject to legal suppression, that they understand the importance of conservation and seek mechanisms for compensation and appreciation of the forest or economic exploitation of natural resources.”*

#### › Performance Levels

##### 1 - Meeting all the following requirements (GIPS items)

- 1.1. I carried out the CAR and, if there are areas to be regularized, I will start the process by joining the Environmental Regularization Program - PRA. (Level 2 - Brazilian Forest Code);
- 1.2. I have the registration of the rural property registered with a notary or land ownership document (Level 2 - Land Regularization);
- 1.3. Where there is conversion of native vegetation areas, this is carried out according to the law. (Level 3 - Deforestation of Native Vegetation);
- 1.4. I do not have overlapping polygons with approved Indigenous Lands (TIs) and/or approved Conservation Units (CU), subject to relevant exceptions. Ex: IT and quilombola areas that already work in livestock production and duly regulated APAs\*.

## 2 - Meeting all the following requirements (GIPS items)

- 2.1 I started actions to adapt to the Forest Code and, if the PRA is regulated in my state, I am in the process of adhering to it. (Level 3 – Brazilian Forest Code);
- 2.2 I execute the action plan to prevent and reduce occurrences of erosion. (Level 3 – Soil Conservation);
- 2.3 I know my general stocking in animal units per hectare of pasture used and my areas can be considered productive by law (Level 3 – Land Productivity).

## 3 - Meeting all the following requirements (GIPS items) in accordance with relevant legislation

- 3.1. My property meets the requirements of the Forest Code or I comply with the obligations relating to the PRA. (Level 4 – Brazilian Forest Code);
- 3.2. My activities do not require licensing or, if they do, they are all regularized. (Level 5 – Environmental Licensing);
- 3.3. Occurrences of erosion are controlled, and vulnerable points are monitored. (Level 4 – Soil Conservation);
- 3.4. In addition to the previous level, I know my arroba production per hectare of pasture used per year (Level 4 – Land Productivity).

## 4 - Meeting all the following requirements (GIPS items)

- 4.1. I am seeking information on mechanisms for valuing the forest or economic exploitation of natural resources (Level 5 – Brazilian Forest Code);
- 4.2. When I have areas subject to legal suppression, I understand the importance of conservation and seek mechanisms for compensation and appreciation of the forest. (level 5 – Deforestation of native vegetation);
- 4.3. I implement soil conservation and management strategies and the recovery of degraded pastures, when applicable. (Level 5 – Soil Conservation);
- 4.4. I monitor my stocking and production rates per area in search of greater land productivity without generating pasture degradation (Level 5 – Land Productivity).

\*this point is not included in the GIPS, but is already included in the monitoring protocols in force/discussion in Brazil and there is already a PL 486/2022 under discussion in Congress, which is why the operational core thought it would be good to keep it in the new wording.

Level 1	18%
Level 2	0%
Level 3	0%
Level 4	55%
Not applicable (Category associations)	27%

These data correspond to 85% of associated producers.

**Ambition for Meatpackers:** *“That all members of the Meatpackers category have a purchasing policy that recognizes and encourages the conservation of forest surplus areas, controls and monitors level 1 indirect suppliers, monitors suppliers’ productivity, encourages increased productivity and that their progression be reported annually in the MBPS results report.”*

## › Performance Levels

- 1 - Advanced management system that includes control and monitoring of the direct supplier chain regarding socio-environmental good standing<sup>\*1</sup>;
- 2 - Purchasing policy that requires all direct suppliers to have a valid CAR<sup>\*2</sup> (active/pending) and not be subject to other environmental restrictions, such as areas embargoed due to federal or state deforestation, overlap with IT and full protection UC<sup>\*3</sup>;
- 3 - I control and monitor all direct suppliers, I only buy from suppliers with a valid CAR (active/pending) and I provide tools or information<sup>\*4</sup> to support the compliance of my suppliers;
- 4 - Purchasing policy that recognizes and encourages the conservation of forest surplus areas, controls and monitors level 1 indirect suppliers. I monitor suppliers’ productivity and encourage increased productivity<sup>\*5</sup>.

Level 1	0%
Level 2	0%
Level 3	60%
Level 4	40%
Not applicable (Category associations)	0%

These data correspond to 63% of associated Meatpackers.

<sup>\*1</sup>Socio-environmental compliance: In accordance with current legislation and, additionally, with the voluntary protocols and commitments assumed by the company. Enforce the law, such as prohibiting illegal deforestation, slave labor, etc.

<sup>\*2</sup>Valid CAR: This is the CAR in active and/or pending status. CARs that have not been approved by the environmental agency are not considered.

<sup>\*3</sup>Overlap with full protection IT and UC: Referring to existing voluntary protocol guidelines (e.g.: Boi na Linha/Beef on Track2).

<sup>\*4</sup>Tools or information to support compliance of my suppliers: Actions that the slaughterhouse is taking to help producers to become compliant, such as lectures, field days, booklets, newsletters, etc.

<sup>\*5</sup>Stimulus to increased productivity: Such as any action that promotes the development of productivity, be it lectures, field days, booklets, newsletters, etc.



## Tools

Practical initiatives constantly updated and available to society.



GiPS is a tool that assists livestock producers in **assessing the farm's sustainability level**. In 2023, we focused on evaluating the functionalities of the GiPS Platform, and documenting improvements and a business plan for the technological upgrade of the GiPS 4.0 Platform and building BI for cauterized data.



**115 GiPS completed in 2023**



**Totaling 1,444 GiPS on the platform**

**Find out more about the Guide**

## Training for GiPS Applicators

In October, we held the **6th edition of Training for GiPS Applicators**, which aimed to present content on sustainable livestock and accredit field technicians and those responsible for the guided completion of the GiPS with producers. In this edition, 19 applicators from 5 Brazilian states were certified.



Image: Gabriel Rezende Faria - Embrapa



## Sustainable Livestock Forum

The Sustainable Livestock Forum is a **brand of the Brazilian Roundtable**. The event counts on the participation of the seven links of the cattle production chain to discuss relevant topics and promote solutions that already exist and operate on the market, which directly contribute to sustainability in Brazilian livestock production.



The 3rd edition of the Forum was held on September 28th, during Intertech Agro, at Expo Rio Preto. Renowned Meatpackers' professionals and experts discussed the upcoming climate challenges and COP28, the paths to efficient land use, the future of traceability and the relationship between animal welfare and sustainability. In addition, the [Data Summary on Sustainable Livestock](#) was launched.

**In total, 120 people from the seven categories of the livestock value chain, academia and other audiences participated in person in the discussions, which were divided into 4 panels.**



# SERVICES

We provide relevant information in a systemic way with the purpose of expanding understanding of the sustainability agenda.

## Training in Sustainable Livestock

Training in Sustainable Livestock is aimed at agribusiness professionals who want to **deepen knowledge related to sustainability**, add a new service to the portfolio or even apply knowledge on the farm itself.

In February, the first in company training was given to the team of **Elanco**, an associated organization. Named **Training for Sustainable Business Transformation in the Bovine Livestock Chain**, the content was taught by the executive director, Luiza Bruscato, and the specialist in sustainable livestock, Beatriz Pressi, to 15 people, at the organization's headquarters, in São Paulo.



*"The Brazilian Roundtable's course on sustainability had a great impact on Elanco! In 2 days, we explored the pillars of sustainability in livestock, shaping our approach to add value to producers with our solutions. Since then, we have implemented several internal actions based on the knowledge acquired, generating positive impacts."*



**Renata Fernandes**  
Marketing Capabilities  
manager at Elanco Brasil



## INSTITUTIONAL PARTNERS

We generate value through partnerships that facilitate advances in sustainability in the chain, signing agreements that generate benefits for rural producers and their associates.



### › Highlights of partnership results

- › **12 articles** produced by our associates published in Feed&Food magazine.
- › **47 sustainable practices** of our members presented in the Practical Sustainable Livestock framework, from Canal Rural.
- › **12 publications** from Cicarne bulletins.
- › We participated in more than **100 meetings** of the General Council, Communication Council and Working Groups of the Global Roundtable for Sustainable Beef (GRSB), in addition to meetings of the Latin roundtables.

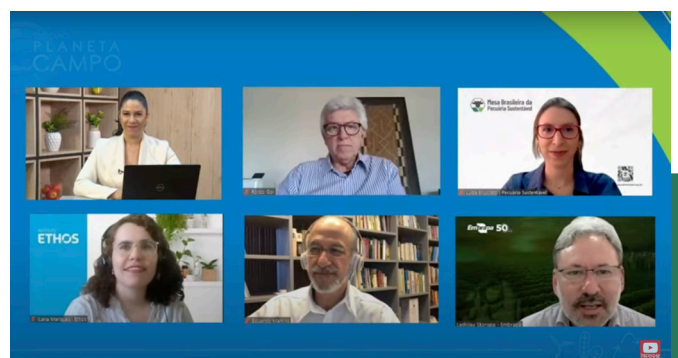
*"The collaboration with the Brazilian Roundtable has been very important for GRSB since its birth. GRSB defines the strategy at a global level, but the National Roundtables are the ones who implement this strategy adapted to local priorities. The Brazilian Roundtable has worked from the beginning with local producers, meatpackers, civil society, and science to define a common vision and roadmap to work on the continuous improvement of the Brazilian beef production, adapting strategies according to their different regions and priorities. This information is shared with GRSB and feeds significantly the global strategy and work plans. The National Roundtables are those who have a presence on the ground and address these challenges every day. GRSB and its network of members accompany this process, communicate and measure progress."*



**Josefina Eisele**  
Regional Director (Latin America)  
of GRSB.

### 2nd Prêmio Planeta Campo3 on Sustainable Production

For the second year in a row, we were part of the management and technical committee of the 2nd Prêmio Planeta Campo, with Canal Rural, Embrapa, Ethos Institute, Integrow and the Associated Group for Sustainable Agriculture (GAAS). The project recognized the main sustainable practices in agriculture, livestock, and industries with positive environmental, social, and economic results. There were more than 100 projects registered, which gave recognition to three small, medium, and large producers, in addition to 1st place in agribusiness. In July, we participated in of the Questions and Answers Live: 2nd Prêmio Planeta Campo, promoted by Canal Rural.



# COMMUNICATION

## Press

- › More than **300** articles published in the media. A 400% increase in presence.
- › More than **70** texts written and published.
- › Presence in more than **40** vehicles in the segment and major national and international press.



Agricola **EU**  
AGENZIA DI STAMPA QUOTIDIANA

**AGRO+**

**DBO** INFORMAÇÕES  
E NEGÓCIOS  
DA PECUÁRIA

ESTADÃO

**sbt**

**Forbes**

**RURAL**

**RECORD  
NEWS**

**CBN**

**REUTERS**

**yahoo!**  
finance

**uol**

**Valor** ECONÔMICO

## Social Media

 **Instagram**

- › **74** publications
- › **14%** increase in Instagram followers – Total **3,386** followers
- › **892%** increase in range
- › **100%** increase in content interactions
- › **100%** increase in link clicks

 **LinkedIn**

- › **23%** increase in LinkedIn followers – Total **5,087** followers
- › **1878%** increase in interactions
- › Average **6,7%** engagement

## YouTube

- › Total of **2,202** views
- › **386.3** hours viewed
- › **19%** increase in subscriptions - Total: **514**
- › More than **16 thousand** impressions with **2,7%** click-through rate

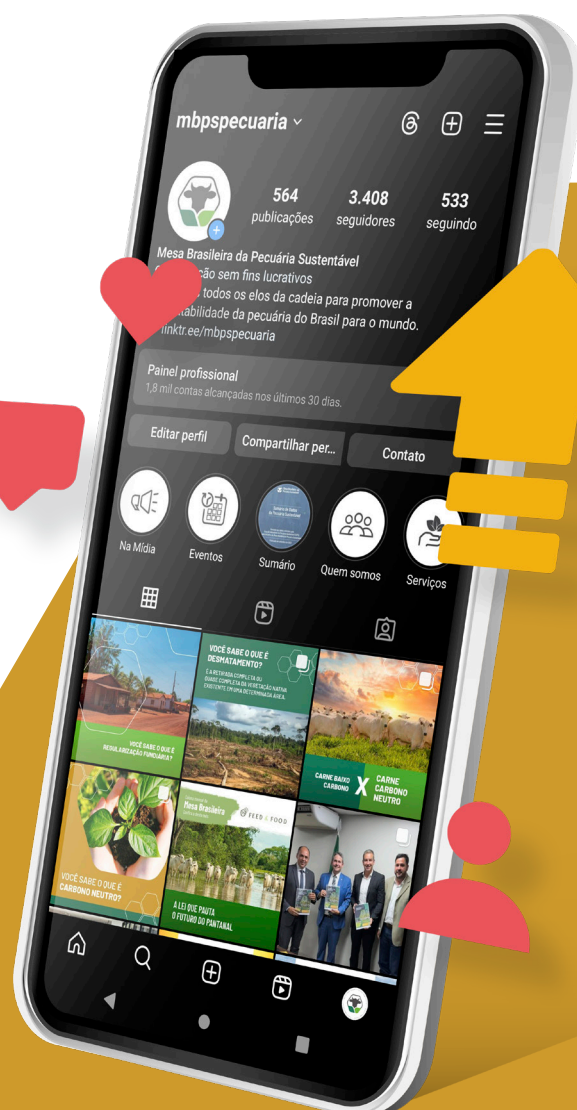
## Newsletter

- › Almost **15.5 thousand** registrations to the Newsletter
- › **12** editions of the Associates' Radar sent, with a **16%** opening rate
- › **12** editions of the Newsletter sent, with a **14%** opening rate
- › **23** themed marketing emails sent, with an **18%** opening rate

## Site

- › More than **13 thousand** visits to the website
- › **4,456** new users
- › More than **80** replicated contents
- › More than **285** downloads of Working Groups Results Reports and Data Summary on Sustainable Livestock\*

\*Data from August to December



Sign up for our

**newsletter**

Visit our

**website**

Follow our social networks!





## Speaking Opportunities

In our vision, we aim to be the voice of sustainable livestock in Brazil to the world. Therefore, we seek an active presence in different national and international spaces to **disseminate the work we carry out towards sustainable livestock, reach as many people as possible** and influence the global agenda.



**24 events in Brazil, Latin America, Europe, and the United States.**



**More than 26 thousand people impacted.**

### › National Events

In June, Aline Aguiar, member of the Executive Committee of the Brazilian Roundtable, represented us at the largest technology and innovation event in the financial sector, **Febraban Tech 2023**, where she debated the evolution of agribusiness technology and its importance for sustainable production.

We supported the organization of a **workshop on traceability** in partnership with the entities ABIEC (Brazilian Beef Exporters Association), ABIOVE (The Brazilian Association of Vegetable Oil Industries), Brazilian Coalition on Climate, Forests and Agriculture, Boi na Linha/Beef on Track – IMAFLORA, and the Working Group on Indirect Suppliers (GTFI). The coordinator of the Traceability Working Group, Aécio Flores, presented details of the discussions and planning for the implementation of the Proposal for a National Policy of Individual Traceability at the event, held in Brasília, on October 3rd and 4th.

Sergio Schuler, president of the Brazilian Roundtable, was a speaker at the **Summit Agro 2023**, carried out by Estadão, in November. Renowned authorities, executives and leaders of agribusiness organizations discussed the opportunities, challenges and needs of Brazilian agriculture to occupy its prominent role in the current scenario of the new green revolution.



*"Due to advances in technology, genetics, health and pasture planting, livestock production has grown by 150%, while land use has increased by just 12% in the last 30 years; not to mention that there are still many areas of degraded pastures to be recovered. Therefore, it is possible to increase the productivity of animal protein production in Brazil without cutting down a single tree."*

**Sergio Schuler**  
President

## › Other national events

MAY

### **National Bovine Livestock Commission at the 88th Expozebu**

Promoted by the Brazilian Association of Zebu Breeders (ABCZ)

In person in Uberaba city, in the state of Minas Gerais

SEPTEMBER

### **Animal Health Latam 2023**

Promoted by Kisaco Research

In person in São Paulo city, in the state of São Paulo

OCTOBER

### **The opportunities and challenges of agriculture and Livestock in Brazil**

Promoted by MapBiomass

Remote

NOVEMBER

### **Sustainable Logistics and Agribusiness Seminar**

Promoted by UFABC and UFPA

Remote



## › International Agendas

In 2023, we continued to strengthen our presence beyond Brazilian borders, participating in various actions including events, discussion groups and international conferences.

In November, we participated in several activities during the **2nd ECI Global Ecovillage Forum, in Yucun, China**. The event included a tour in the village of Yucun, visits to fruit and fish farms, and several debates on the sustainable development of rural areas. During the Forum, we presented international perspectives on behalf of Brazil, as a developing country, the work carried out by the entity, as well as information about Brazilian livestock and how we have advanced in sustainable practices.

After four years, we resumed the agenda and active participation in the **United Nations (UN) Climate Change Conferences**. Between December 1st and 11th, we participated in 3 panels during the COP28 program, in the United Arab Emirates.



12/01

### **Paths towards regenerative and traceable Livestock**

Promoted by the organizations IMAFLORA, Pnuma, Brazilian Coalition on Climate, Forests and Agriculture and Observatory of the Forest Code (OCF) in the Brazilian Pavilion.

12/09

### **Value Chain Traceability as a Competitive Edge and Socio-Environmental Compliance Tool**

Promoted by Marfrig at the CNI Stand at COP28

12/11

### **Accelerating the Implementation of Traceability in the Livestock Sector: Collaborative Strategies for Sustainable Supply Chains**

Promoted by JBS at the Legal Amazon Governors Consortium Pavilion at COP28



#### **› Other events abroad:**

MARCH

#### **Innovation Tour: Caribbean Region of Colombia**

Promoted by The Colombian Roundtable for Sustainable Beef and Dairy and GR SB  
In person in Colombia

JUNE

#### **Land & Carbon Lab's – 2023 Summit**

Powered by WRI, Bezos Land Fund and NICFI  
In person in Brussels, Belgium

OCTOBER

#### **Sustainable Communications Summit**

Promoted by GR SB  
In person in California / USA

Additionally, we also attended some events to follow discussions regarding emerging themes in the Brazilian livestock, as well as to honor the actions of our associates and partners. Among them are: Directorate-General for the Environment, of the European Commission (March); Official Focal Group Discussion on Transparency and Traceability in Brazil, from the British Embassy (March); Folur Annual Meeting (April); Marfrig Verde+ (May); Sustainability in the Meat Chain: Paths to Brazil and the Learnings of P4F, from Agroicone (June); Livestock Rally (July); Brazilian Agribusiness Congress, ABAG (August); and 3rd Brazil Livestock Forum 2023, by Datagro (August).



## › Missions around the World

Invited by the Brazil-Germany Agropolitical Dialogue (APD), we participated in a series of dialogues on the impacts of the EU Green Deal on the Brazilian agriculture in a technical mission in Berlin. We met with the German Ministry of Agriculture, the WWF team in Germany, the DRV/Grain Club and the Science and Politics Foundation and visited an Ecological Farm in Brandenburg.

We also participated in the event **Agriculture and Livestock in Brazil: offering agricultural products while controlling deforestation**, promoted by MAPA, Embassy and APD, whose main themes were deforestation, public policies, and agricultural modernization in Brazil, which has contributed to increasing productivity and reducing environmental impact.

The event featured presentations by Amigos da Terra – Brazilian Amazon, represented by Mauro Armelim, and Brazilian Coalition on Climate, Forests and Agriculture, represented by Carolle Alarcon.

In October, we also participated in several agendas in Rome and Paris as spokesperson for Brazil in the second mission of **Brazil Agri-Food Facts**, a program carried out by ApexBrasil, with the aim of promoting the Brazilian agribusiness abroad.

In these meetings, we discussed sustainability issues in the livestock and agribusiness production chain, with important agents from Italy and France, in addition to giving interviews to important media vehicles in those countries. Furthermore, we participated in two events, during which we had the opportunity to present the work developed by the Brazilian Roundtable:



10/18

### Dialogue on Sustainable Agriculture: Science to Feed the World

Promoted by the Brazilian Embassy in Rome and ApexBrasil

10/20

### Dialogue on Sustainable Food and Agriculture: Science and Resilience in Agrifood

Promoted by the Brazilian Embassy in France and ApexBrasil

# ADVOCACY

We started 2023 with concrete plans to be more present in Brasília and in state public bodies. The goal was to present the initiatives promoted by the Brazilian Roundtable in favor of sustainability in Brazilian livestock production, and open paths for future partnerships to be signed, favoring the development of a sector increasingly aligned between public and private parties.

## Agendas in Brasília/Federal District

From February 27th to March 10th, we met with the Ministry of the Environment (MMA), MAPA, the Embassies of the Netherlands and the United Kingdom in Brazil and the Brazil – Germany Agropolitical Dialogue. In addition, we also held meetings with ABIEC, ABIOVE, the World Bank, the Tropical Forest Alliance (TFA), the Brazilian Agriculture and Livestock Confederation (CNA) and the CNA Institute, ApexBrasil, Pensar Agro Institute (IPA) and Proforest.



On May 31st, we attended the Workshop on Low Carbon Livestock, promoted by MAPA, through the National Program of Decarbonized Agricultural Production Chains, which aimed to debate and build a document with the main axes and guidelines for preparing the Ministry's Low Carbon Livestock Program.

Among the audience of approximately 50 people, 9 members associated with the Brazilian Roundtable were present, including Silvio Balduino (ABPO); Richard Smith (IPAM); João Paulo Franco and Rafael Filho (CNA); Marina Piatto (IMAFLOA); Renato Roscoe (Taquari Vivo Institute); Ricardo Nissen (ABIEC); Paulo Costa and Daniela Mariuzzo (IDH Brazil); and Ricardo Andrade (CICB); Netto Schimansky (Norvida and VP of the Brazilian Roundtable).

*"Through these meetings and actions, we are strengthening our presence in the public sphere. We reserve those times in Brasília and other Brazilian states to present the work developed by the Brazilian Roundtable to relevant bodies in the topic of sustainability in livestock, and to strengthen ties while designing future projects and partnerships."*

**João Netto Schimansky**  
vice-president of the Brazilian Roundtable





## Cuiabá (Mato Grosso) and Goiânia (Goiás)

Between the 9th and 18th of August, we were in the city of Cuiabá, in the state of Mato Grosso (MT), and in the city of Goiânia, in the state of Goiás (GO), visiting important stakeholders in the livestock chain. The executive director, Luiza Bruscato, was accompanied by Helen Estima, sustainability manager at SIA Brasil, an associated organization of the Brazilian Roundtable. The agenda of the meetings was to present the work carried out by the Roundtable and the projects and initiatives of the organizations to evaluate and debate potential work synergies in the search of promoting sustainability in Brazilian livestock.



In Cuiabá (MT), in addition to the meetings, we held the event Sustainable Livestock and the Challenges of this Market with SIA Brasil and in partnership with Agrihub and Famato. The event was held at the AgriHub headquarters, and was attended by 50 people, and brought together three experts (Luiza Bruscato, Helen Estima and Paulo Okazi, AgriHub superintendent) who reinforced the alignment of productivity on farms with sustainability.

One of the agendas was a technical visit to the Image Processing and Geoprocessing Laboratory (LAPIG) of the Federal University of Goiás (UFG), organized by Land WG, which during the discussions identified the need to bring together the academia, which produces the data, and the technicians of the organizations, who use the data produced.



We were also present at Amazon Mudas, FAEG – Agriculture Federation of the State of Goiás, PCI Institute, Farmun Institute, Ação Verde Institute, Acrimat – Mato Grosso Breeders Association, Agro Amazônia, and Sumitomo Corporate.



## OTHER ACTIONS

### Services Hub

We created a benefits services hub for members and producers and signed two partnerships in 2023:

At the beginning of the year, we started a partnership with AgriGoldens, a sustainable agricultural digital currency created in partnership with SIA Brasil and Gooders, with the aim of uniting sustainability-oriented purposes by promoting the livestock production chain. GIPS, a tool created to assess the level of sustainability of farms, will be used to validate sustainable actions implemented by rural producers, which will be monetized via AgriGoldens.

And to close the year, we signed another service partnership for our hub. This time, with the Future Carbon Group, through which we will build feasibility studies for the development of carbon credit projects, prepare an emissions inventory, in addition to holding events, lectures, workshops and training for our associates.

### Fazenda Nota 10 Mentoring

The executive director of the Brazilian Roundtable on Sustainable Livestock, Luiza Bruscato, became a sustainability mentor for the Fazenda Nota 10 (FN10) program. The team of mentors assists registered producers within the pillars of people, management, animal welfare and sustainability. In August, she taught a Masterclass on Global Sustainability Trends for Beef Production in Brazil. Mentoring lasts 12 months, that is, 1 harvest; starting in July 2023 and ending in June 2024.





# ACKNOWLEDGMENT

This report presented important deliverables that were only made possible with the work and dedication of the different people that have worked together in the mission of promoting the development of sustainable livestock in Brazil. Each advance of the Brazilian Roundtable on Sustainable Livestock is an achievement for each of our members, partners, advisors, and team!

## Executive Committee 2023

- › Sergio Schuler ..... president\*\*
- › João Schimansky Netto ..... vice-president
- › Aline Aguiar ..... treasurer

## Executive Team

- › Beatriz Pressi ..... Working Groups
- › Camilla Nobile ..... GIPS\*\*\*
- › Flávia Feris ..... Communication and Press\*
- › Juliana Pires ..... Social Media and Website\*
- › Luiza Bruscato ..... Executive Director\*\*
- › Mariana Custodio Konowalenko ..... Communication
- › Verediana Garbeiro ..... Administrative and Financial

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- › Eduardo Cruzetta ..... ABPO

### Meatpackers

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- › Carlos Corrêa ..... FRIGOL

## Civil Society

- › Pedro Burnier ..... Amigos da Terra
- › Francisco Fonseca ..... TNC

## Inputs

- › Evandro Poleze ..... Zoetis
- › Renata Fernandes ..... Elanco

## Services

- › Aécio Flores ..... ABCar
- › Helen Estima ..... SIA Brasil

## Retail and Restaurants

- › Susy Yoshimura ..... Carrefour
- › Marie Tarrisse ..... Arcos Dorados

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- › Fernanda Maia ..... BRDE
- › Christopher Wells ..... Santander

## Finance Committee

- › Dov Rosenmann ..... Earth Worm
- › Ruy Fachini Filho ..... Fazenda Gabinete

\* Until May  
\*\* Until December  
\*\*\* Until September



**Brazilian Roundtable on  
Sustainable Livestock**

[www.pecuariasustentavel.org.br](http://www.pecuariasustentavel.org.br)

