Today: Isolated Farmers, Few Positive Incentives

- Regulatory Agencies
  - License to Operate: Bureaucratic rules
  - Large-scale non-compliance: Public interests in land defended
- Farmer
  - Soy, Beef: Reputational damage
    - Legality, zero deforestation
  - $, Inputs, Cables
- Commodity Buyers
  - Loan
    - Repayment: Pendent, reputational damage
    - Finance Institutions