Our proposal

To develop a chain of collaboration model aligned with clusters of instruments for sustainable livestock intensification in a production center.

Work as an example for PMV/GTPS in a sustainable livestock production center.
Where to test: São Félix do Xingu

1. Characteristics
   1. Area (8,5M ha, or 2,5x Belgium)
   2. ~60% protected areas

2. Governance advances (PMV)
   1. 80% of CAR
   2. Social pact
   3. Reduction on deforestation

3. Opportunity
   1. Brazil’s biggest herd (2M heads)
   2. 1.4M ha with potential for intensification (0,8 -3/4 heads/ha)
Sustainable beef from farm to fork

**SUSTAINABLE BEEF**
From Farm to Fork

**Ranchers**
- Property Management
- Rural Good Practices
- Improve Efficiency

**Coordination**
- Institutional Link
- Management and Monitoring of Good Practices Dissemination Plan

**Advisory Council**
- Periodic meetings with project partners

**Integrated Strategies and Actions**
1. Sustainable Intensification
2. Tracking and Monitoring
3. Efficiency and Incentives to the Productive Chain

**Government**
- Environmental Regularization - PRA
- Land Planning
- Economic Tools and Credit
- Technology Transfer

**The Nature Conservancy**
- Protecting nature. Preserving life.

**SEBRAE**
- Prefeitura Municipal São Félix do Xingu

**Marfrig Group**
- Sustainability
  - Risk Management/Credibility

**Walmart Brasil**
- Source Assurance
  - Meet Global Sustainability Goals