



# 2014 Global Conference On SUSTAINABLE BEEF

## Balancing the Three Pillars of Sustainability: Environmental Sound, Social Responsible & Economically Viable

**SUSTAINABLE BEEF:**  
BUILDING A VISION FOR OUR FUTURE



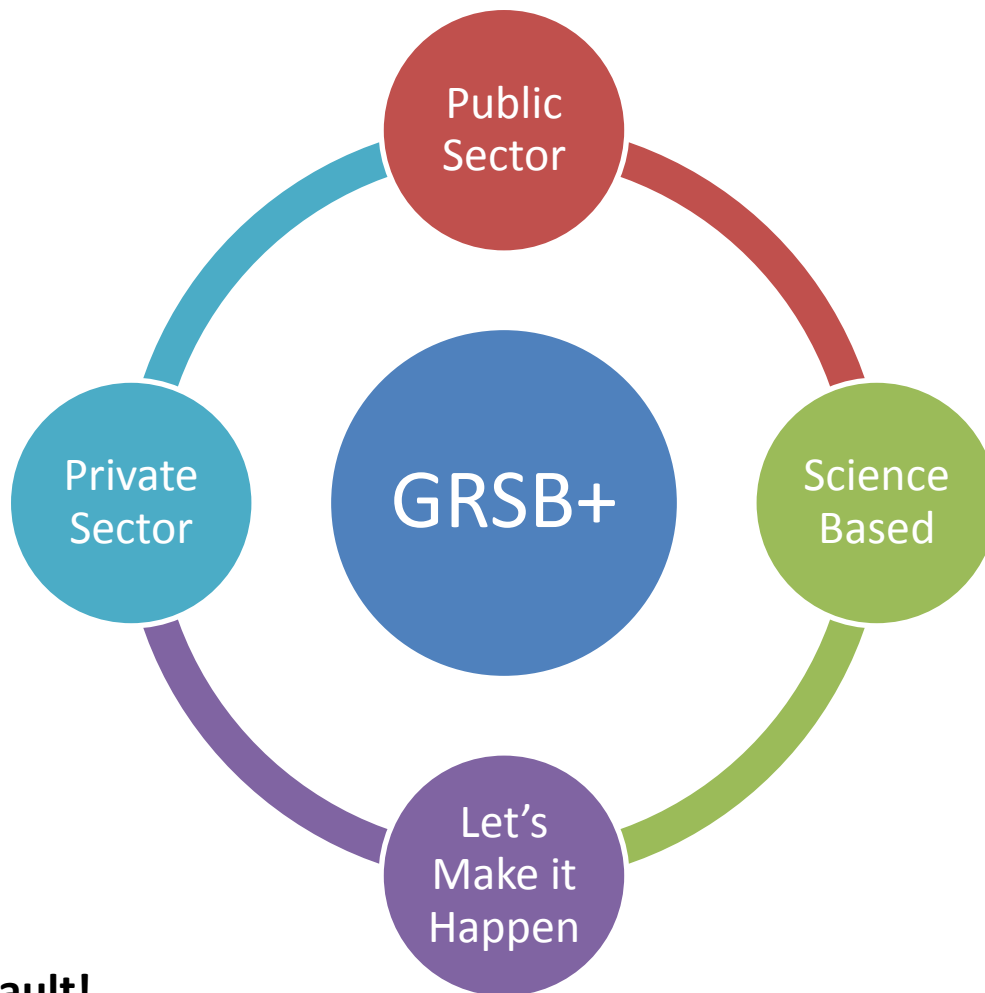
Nov. 2-5 | Sao Paulo, Brazil | WTC Events Center

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# Virtuous Circle & GRSB+: Beyond Pilot Projects, Fundraising & CSR



**P.S: It's not the cow's fault!**

**Can we close the agricultural frontier?**

**LAR Sustainable Cattle Strategy: Productivity, “Conservativity”, Profitability**

**Private Sector**

**Public Sector**

**Science and Information**

**Better efficiency in:**

- **Markets (Importance of Roundtables)**
- **Supply Chain (Post UN?)**
- Nutrition
- Health
- Genetics
- Welfare
- Traceability
- Management
- **Consumers?**

**Development of sustainable production**

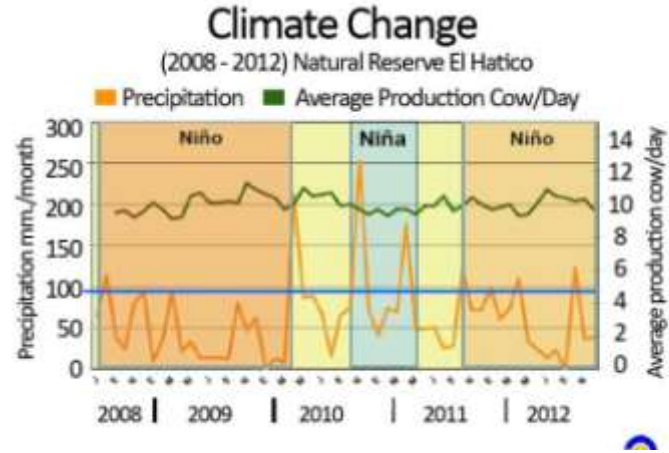
- **Financial and Risk Management**
- Environmental Framework
- SPS & TBT Measures (OIE)
- Less direct subsidies, more public goods.
- **Soil Policy (Red/Green = Brown)**

**Disseminate solutions**

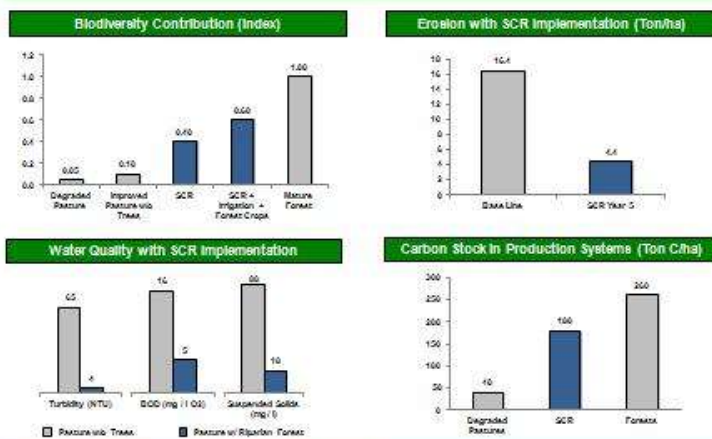
- Scientific knowledge management –(e.g.: Sustainable Cattle Farming Guide). Interaction with CIAT, ILRI, CIMMYT, Embrapa (s), Produce (s)
- Adoption of model farms (public and private) to be benchmarks
- **Go and no Go Zones**
- **Big and Small Data**
- **NZ**



# Glocal Solution: The 3 Pillars: already taking place



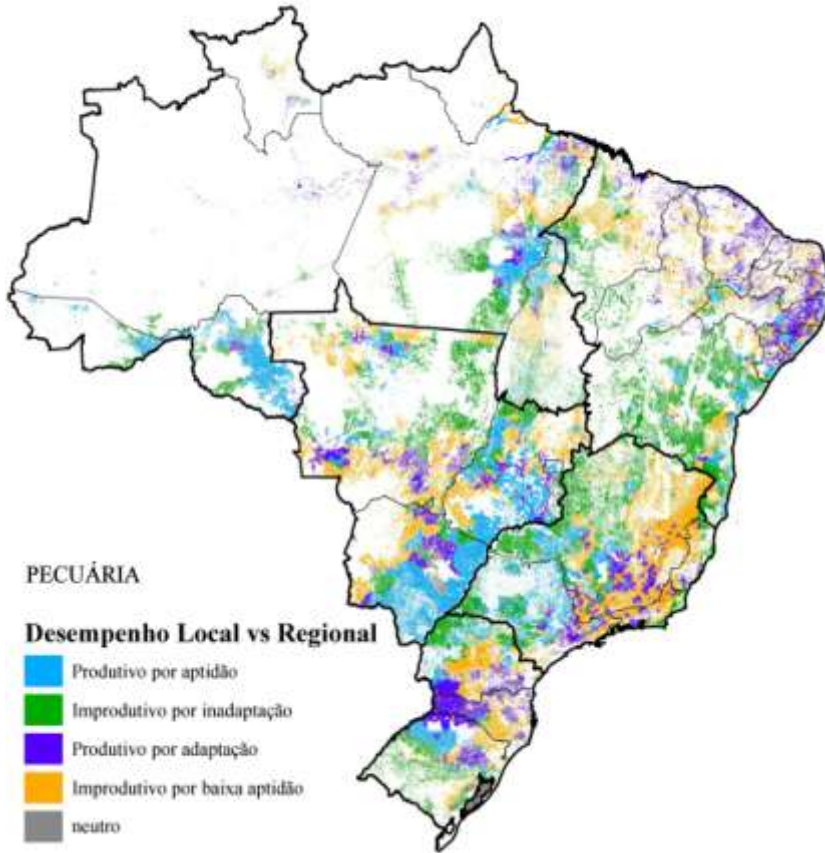
## Sustainable cattle ranching has many environmental benefits



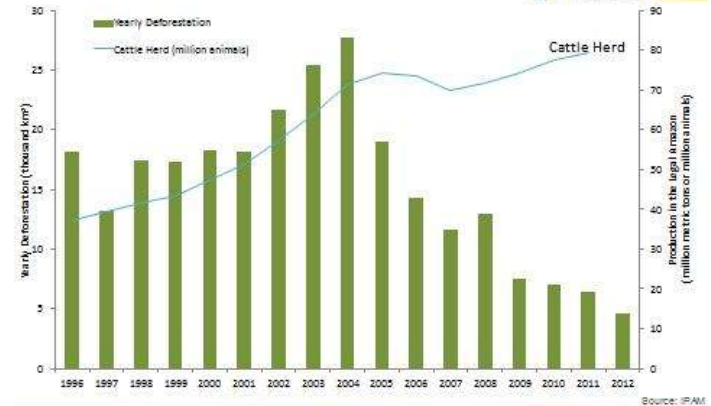
**Roundtables act like « #10 ».**



# GTPS and Brazil “Doers”



## White Paper – deforestation x cattle



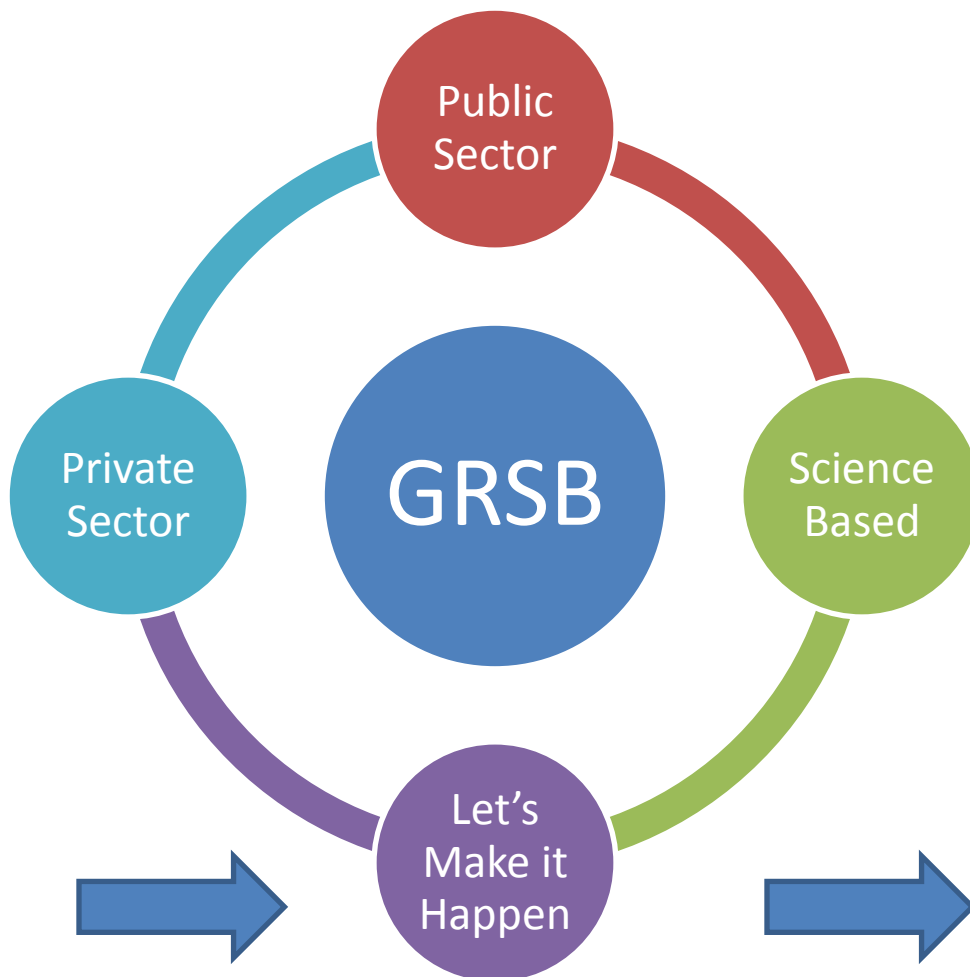
## Sustainable cattle-ranching intensification



How to « desamazonizar » the debate?

# Virtuous Circle & GRSB Beyond Pilot Projects, Fundraising & SCR

Marfrig, Walmart  
& TNC





Conservation

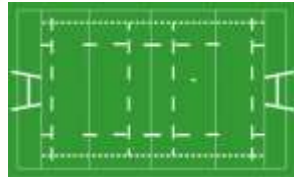
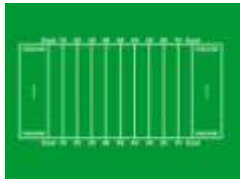
Let's  
Make it  
Happen

Development



✓ 10 Year Plan – GRSB + Driven (Closing Efficiency Gaps, Natural Grasslands, Waste to Worth)

- Sustainable Livestock Fund
- Taking Deforestation out of Major Supply Chains. What else is needed? Beyond Climate Summit/CGF/TFA
- Forestry. 20/24 m Tons from tropical zones. Cattle and Forest can co-exist.
- New generation of producers?



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