



MULTISTAKEHOLDER MEETINGS ON SOY AND CATTLE IN BRAZIL

4-6 NOVEMBER 2024

MEETING SUMMARY

From November 4 to 6, 2024, the Tropical Forest Alliance, Proforest and the Consumer Goods Forum (CGF) Forest Positive Coalition of Action (FPCoA), hosted for the second time the *Multistakeholder Meetings on Soy and Cattle in Brazil*, a series of meetings focused on the opportunity for a sustainable transition of the soy and cattle sectors in Brazil. The Meetings brought together a community of practice of local and international stake-

holders who are directly and indirectly contributing towards climate and nature targets in the cattle and soy supply chains in Brazil across multiple production landscapes.

Over 80 representatives from the Brazilian government, multinational companies operating in soy and cattle supply chains, international governments, exporter associations, philanthropy, financial institutions and civil

society attended discussions about the most recent policy and practice developments in Brazil, shared updates about collective advancements and reflected on common challenges and opportunities to strengthen collaborations for the sustainable transition of the soy and cattle sectors in critical biomes and landscapes.

Through a series of closed-door and plenary sessions, participants were engaged in

critical conversations, shared the progress achieved in the last 12 months and flagged new and recurring barriers that still need to be overcome to meet common targets.

2025 will be a cornerstone year, and before diving into 2025, the Meetings offered an opportunity to reflect on how different stakeholders can collaborate to fit together different pieces of the puzzle to meet the goals set out.

LEADING THE WAY

GOVERNMENTAL FRAMEWORK TO PRODUCE, PROTECT AND RESTORE KEY BIOMES IN BRAZIL

Speaking to a full room, representatives of the Brazilian Ministry of Environment and Climate Change (MMA), the Brazilian Agribusiness Institute, and the Ministry of Agriculture and Livestock (MAPA) shared insights on federal policies and initiatives aimed at reducing deforestation and enhancing sustainable production.

The panel saw the participation of directors Raoni Rajão and Fabiola Zerbin (MMA), Eduardo Bastos from the Institute for the Study of Agribusiness, and director Cleivaldo Ribeiro (MAPA), and it was moderated by Rebeca Lucena from BMJ Consultants. The discussion highlighted how

the federal government is fostering cross-ministerial synergies to tackle issues (like combating illegal deforestation) and proposing long-term opportunities that support economic development while protecting nature and helping meeting climate goals (restoration initiatives).

In their interventions, speakers highlighted the potential for cooperation with the corporate and finance sectors to support sustainable agriculture, for example through the creation of attractive financing options for sustainable investments. The government agenda has focused on avoiding deforestation

and conversion of native vegetation, restoring areas that were previously converted and promoting digital tools to enhance transparency and adoption of best practices at the production base. In the past year, thanks to the implementation of command-and-control measures based on the public policies for the Amazon and the Cerrado (PPCDAm-Amazon Deforestation Action Plan and PPCerrado- Cerrado Deforestation Action Plan) significant reductions in deforestation have been achieved. Recovery of degraded areas holds a great productive opportunity as was explained in connection to the PLANAVEG (National Plan for the

Restoration of Native Vegetation), championed by MMA and the National Plan for Conversion of Degraded Pasturelands (PNCPPD) an initiative of MAPA. Degraded areas are a disservice because they don't benefit anyone. The government is working towards a long-term governance structure.

This need to bring together public and private perspectives, fostering dialogue and collaboration, as the ultimate implementation of these policies will depend on alignment of goals, awareness of the opportunities and local ownership. As Brazil leads the production of globally traded agricultural commodities thanks to its fertile

and abundant lands, there is an opportunity to strengthen the country's sustainable production model. The Brasil + Sustentável Platform is a tool to consolidate information available on different databases and manage data to help compliance with export markets. The platform will be first rolled out to comply with Europe's EUDR, but it is designed as a tool to strengthen all trade.

While not publicly accessible, the platform will be a tool for rural producers to understand how to comply with market demands, access funding available under the Plano Safra, and ultimately adopt sustainable practices in line with the ABC Plan – Brazil's strategy to mitigate and adapt to climate change for a low carbon agricultural production.



TOWARDS FOREST POSITIVE CATTLE AND SOY VALUE CHAINS- UPDATING DIGITAL SOLUTIONS AND COMPLYING WITH MARKET DEMANDS

IMPLEMENTING TRACEABILITY SYSTEMS: ONGOING EFFORTS & ACHIEVEMENTS IN TRACEABILITY AND MONITORING IN BRAZIL

Traceability and monitoring mechanisms are key to ensure compliance with regulation and best practices. While there are several efforts and systems in place to deliver traceability in Brazil across different sectors and there is a greater opportunity to align efforts and resources to maximise impact and results.

These topics were addressed through a panel discussion facilitated by Proforest with speakers from the **Brazilian Association of Vegetable Oil Industries (ABIOVE)**, **Brazilian Association of Meat Exporting Industries (ABIEC)** and the **Brazilian Coalition on Climate, Forests and Agriculture (Coalizão)**. The session aimed to highlight sectoral advances in traceability and monitoring and identify opportunities for collaboration.

Data integration and transparency, alignment with public policies and emerging international regulations (such as EUDR), and engagement with financial sector are key challenges to successfully implement and monitor traceability systems. To address these, the Coalizão – a multistake-



holder platform - established a Traceability and Transparency Task Force working towards building a national traceability and transparency policy.

Other major advancements in this space are the strengthening of public-private collaboration, the creation of the Working Group for the Individual Traceability Policy for Cattle within MAPA, and the rolling out of the Brazil Agro+ Sustainable Platform, which promises to offer continuous and verifiable monitoring in the supply chain.

PATHWAY TO IMPLEMENT THE EUDR: IDENTIFYING OPPORTUNITIES TO COLLABORATE

As companies and countries get ready for the coming into force of the European Union Deforestation regulation at the end of 2025, a lot of questions remain open.

A set of commodity specific sessions with representatives from the European Union Delegation in Brasilia were organized to map key implications of the Regulation for the soy and cattle upstream actors.

The goal of the sessions was to identify collaborative opportunities to achieve EUDR compliance (deforestation-free post-2020, and conformity with Brazilian law) in the cattle and soy sector. At this point, the dialogue on the EUDR is at a mature stage, and most of the focus is on defining actionable next steps over the next 12 months to design context-specific solutions for Brazil.

While Brazil is well-positioned to comply with the EUDR in both the soy and cattle supply chains, a few challenges, as highlighted in soy **Dry Run**, still remain, and each sector should dive into identifying and addressing their specific issues.

To this end, dialogue among exporters, operators, and competent authorities (at the EU member state level) is one of the avenues to resolve implementation challenges. At the same time, access to information (and fighting misinformation) and engaging producers in dialogues will be key to move towards compliance.

There is now a lot of interest for how the databases handled by the Public sector will be accessible for crosschecks (possibly via the Platform Agro Brasil + Sustentável), as it would greatly facilitate the importers' due diligence.



The access to information (and fighting misinformation) and engaging producers in dialogues will be key to move towards compliance.

SUSTAINABLE FINANCING: INCENTIVES FOR THE AGRICULTURAL TRANSITION IN BRAZIL



Sustainable finance mechanisms are essential to enable Brazil’s agricultural transition and the panel with Juliana Lopes (Amaggi), Thiago Grandi (United Nations Environmental Programme), Leonardo Fleck (Santander) and Lucca Rizzo (Instituto Clima e Sociedade - iCS) and moderated by Danielle Carreira (TFA) explored the opportunities and challenges.

One of the keys to derisking agricultural value chains is providing reliable supply chain data, but while this is possible for large companies, smaller producers face significant challenges in adopting these tools. For example, Amaggi’s efforts in traceability and monitoring, which have been in place for 15 years, have led to zero deforestation on its farms since 2008. However, as smaller producers often lack the

resources to meet similar standards further collaboration is needed to empower them to achieve these goals. To support this, initiatives such as the **Innovative Finance for the Amazon, Cerrado, and Chaco (IFACC)**, launched by UNEP, The Nature Conservancy, and TFA, are helping develop innovative financial products to incentivise the transition. To date, IFACC’s 22 members have raised \$240 million that have been disbursed through 11 financial products. Grandi stressed the urgent need for additional catalytic capital to scale these efforts and drive systemic change. IFACC is setting up the Catalytic Capital for Agricultural Transition (CCAT) to provide concessional capital to de-risk sustainable agriculture investments while helping provide scale and replicate across regions. The fund aims to impact 5 million ha by 2030.

Financial institutions like Santander are fostering initiatives in sustainable innovation, including monitoring rural properties for deforestation and implementing self-regulation standards for slaughterhouses. However, scaling nature-based solutions is still a challenge and so is demonstrating financial returns for all stakeholders.

While Brazil’s Low Carbon Agriculture (ABC) plan is an important grounding, it needs to generate financial returns in the long term, and mechanisms like payment for ecosystem services must be implemented to further incentivise conservation practices. Although the finance sector faces bottlenecks in speed, funding availability, and technical assistance, opportunities exist to leverage initiatives like the Tropical Forest Forever Facility (TFFF), which offers a promising avenue for compensating producers for forest preservation and advancing sustainable agricultural practices.

CO-DEVELOPING A BLUEPRINT FOR FOREST POSITIVE SOY AND CATTLE LANDSCAPES

Landscape engagement aims to reconcile competing social, economic and environmental objectives and takes place at a scale that matches the administrative boundaries of subnational or national governments.

Through years of implementation and engagement with local stakeholders, five elements emerged as the ingredients for a landscape initiative to reach scale and lasting impact.

These are: multistakeholder governance, action plan, monitoring, reporting and verification (MRV) systems and funding strategy. These components help measure the maturity of landscape initiatives and were consolidated in a **position paper** by ISEAL and

partners. Building on these 5 top ingredients, private sector, finance sector, government representatives and landscape experts and implementers joined a 3 hour workshop to co-develop a **blueprint for mature landscape initiatives in Brazil**.

Participants heard from two initiatives piloting the blueprint, namely PCI Institute about the **Western Mato Grosso initiative** and from IDH about the **Sustainable Production of Calves Programme** in Juruena Valley, Mato Grosso.

Following this, six breakout discussions took place, each led by the implementer of a landscape initiative, to deep dive into the blueprint components.

The initiatives showcased were:

- **Building a Jurisdictional Approach to Climate Smart, Resilient Agricultural Landscapes in Tocantins**, led by Conservation International
- **Sorriso Landscape in Mato Grosso**, led by Earthworm Foundation
- **Project AgriChains Brazil and Pacto PCI da região de Balsas in Maranhão**, led by GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH) and IdH, respectively
- **Transamazonica Connections in Pará**, led by Solidaridad
- **Sustainable Calves Production Program in Mato Grosso**, led by IdH
- **Western Mato Grosso**, led by PCI Institute

During a plenary discussion, participants discussed best practices and development needs for each component, learning from and identifying synergies with other initiatives. Landscape implementers were able to present their initiatives, the local context

and, together with different stakeholders, identify collaboration opportunities to reach maturity. Facilitating these exchanges and connection between initiatives and funders and other key actors is a priority for continuous progress.

AGRICULTURE SECTOR ROADMAP TO 1.5°C

During the meeting, TFA convened signatory companies of the Agriculture Sector Roadmap to 1.5°C from the cattle and soy sectors to advance the transition to forest positive landscapes and engage other stakeholder to collectively ensure sectoral transformation.

The meetings were a platform for dialogue with other stakeholders, including governments, supply chain and financial services companies and civil society. This was also an opportunity for companies to share updates on the implementation of the commitments outlined in the Roadmap.

While the sectors operate in very different ways, they face common challenges, such as the slow validation of the environmental registry for rural properties (CAR) across different regions, the lack of a centralised traceability and monitoring system of reference and the limited availability of incentives for producers who are protecting native vegetation on their properties.

Organised with support from Olab, these discussions were an important moment to foster further collaborations ahead of 2025, when the companies are expected to present an opportunity to advance.

FOSTERING COLLECTIVE ACTION THROUGH SECTORAL EFFORTS

CONSUMER GOODS COMPANIES THE CGF FOREST POSITIVE COALITION OF ACTION (FPC)



for soy agribusinesses hosted by the World Business Council for Sustainable Development (WBCSD) have been actively collaborating on traceability and landscapes since 2022.

In Brasília, the two groups met to celebrate 2024 progress and outcomes, strengthen joint implementation and identify priority actions for 2025.

On traceability, they focused on how to further align their DCF risk assessment and reporting methodologies, building on SCF progress on traceability for indirect sources and enlarged scope.

On landscapes, they focused on how to advance on landscape governance, action plans, (MRV) systems and funding models via a pilot partnership in Western Mato Grosso and to scale-up forest positive and resilient landscapes across the Cerrado biome, through the **Sustainable Landscapes Partnership**.

As part of the event, the FPC Soy and Beef Working Group members held a hybrid meeting to recap on progress and advance on their **Commodity Roadmaps** towards Deforestation and Conversion Free (DCF) Supply Chains and Suppliers and Forest Positive Landscapes.

The group reviewed progress and identified remaining barriers that need addressing in 2025, developing transition pathways to improve performance of indi-

vidual members, suppliers and landscape initiatives.

Meetings with suppliers

FPC members met representatives from meatpackers in Brazil, as part of their efforts to engage with suppliers for beef. The main objective of this moment was to discuss key topics in cattle supply chains, such as traceability and monitoring of indirect suppliers, restoration and reintegration of suppliers, considered some of the main challenges in those chains.

Through this engagement, it was possible to hear from the meatpackers about their initiatives related to achieving commitments aligned with deforestation and conversion-free supply chains. It was also possible to discuss common priorities and actions that FPC members and meatpackers need to take individually and in collaboration to advance in the forest positive agenda.

The FPC and the **Soft Commodities** Forum, a sectoral platform

FIELDTRIP: UNDERSTANDING REALITIES IN SOY AND CATTLE PRODUCING LANDSCAPES

UNDERSTANDING REALITIES IN CATTLE PRODUCING LANDSCAPES AND PROMOTING DIALOGUE WITH LOCAL STAKEHOLDERS

Following the meetings in Brasília, around 20 participants continued their learning experience by attending a fieldtrip in Jurena, Mato Grosso.

The field trip was hosted by IDH which promoted, in partnership with Proforest, a workshop with local stakeholders to discuss long term visions for the landscape, identify gaps and needed actions, as well as understanding of the challenges of cattle production in the region by visiting farms and listening from producers the benefits of joining the **Sustainable Production of Calves Programme**.





WHAT'S NEXT?

A lot of progress has taken place in the last year. Stronger partnerships have been established—across the private sector, government, and civil society—implementation has increased in speed and scale, and deforestation decreased across Brazil.

However, more progress needs to be achieved by the end of 2025 to meet the targets set out by companies and governments, and to deliver on the climate goals set out by the international community. To have lasting impact and overcome challenges, collaboration needs to continue and producers and finance stakeholders need to join the discussion table. Having COP30 hosted in Belém, Pará, is a fantastic opportunity for Brazil to showcase its climate

and nature leadership, having been at the forefront of the transition to deforestation and conversion free value chains.

Systemic transition is a long-lasting effort, and beyond the spotlight at the next climate COP, there is an opportunity to transition and achieve an inclusive productive model that helps generate value for consumers, producers and the planet. The organisers will continue to work together with these different actors to support their efforts towards meeting key 2025 targets. But beyond COP30, and what progress will be showcased by then, we will be thinking about how to ensure collective commitment and action is sustained and galvanized beyond that milestone.

ABOUT THE ORGANIZERS

TFA

The Tropical Forest Alliance (TFA) is a multi-stakeholder partnership whose mission is to catalyse the power of collective action to drive the world's transition to deforestation- and conversion-free agricultural commodities.

Housed within the World Economic Forum, TFA brings together governments, companies, and civil society organisations to accelerate progress in decoupling agriculture production from deforestation and ecosystem conservation.

PROFOREST

Proforest is a non-profit group that supports companies, governments and local communities towards agricultural and forestry production and sourcing that delivers positive outcomes for people, nature and climate.

CGF

The CGF Forest Positive Coalition of Action is a group of 22 retailers and manufacturers leveraging collective action to accelerate systemic efforts to remove deforestation, forest degradation and conversion from their commodity supply chains.

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