



## Meeting report

### Workshop to unblock cattle traceability and monitoring in Brazil and address deforestation

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**Date** 25 August 2022, whole day

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**Location** The Netherlands Embassy in Brasília

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On 25 August 2022, Proforest facilitated a workshop organized with the **Amsterdam Declarations Partnership (ADP)** at the Netherlands Embassy in Brasília to **unblock cattle traceability and deforestation monitoring at scale in Brazil**. A selected group of active experts from civil society, private sector and ADP embassy members were invited with the objective to define an engagement process and a strategy of joint actions by initiatives and actors to fast-track Brazil's transition to demonstrate traceable deforestation-free value chains at scale in 3-5 years and to de-risk the country as an origin of agricultural commodities.

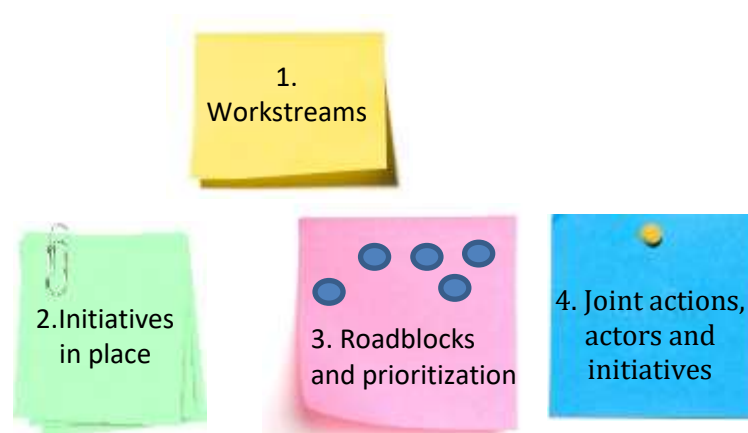
During the day, the discussion focused on the main workstreams, i.e., areas of work to reach cattle sustainability in Brazil and address deforestation, the initiatives in place to address these workstreams and the main roadblocks and how to unlock them. At last, a concrete action list was created for the institutions present to lead on the next months, engaging other institutions that should be involved. Institutions: Proforest, Imaflora, IPAM, TNC, TFA, CDP, JBS, GPA, UFMG and European Union. ADP embassy members: Netherlands, Denmark, Germany, Spain, UK, Norway, France and Belgium.



## The Workshop and Outputs

The workshop was organized in 4 sessions covering the following questions as presented below and detailed next:

1. What are the main workstreams to reach cattle sustainability in Brazil and address deforestation?
2. What is in place to address these workstreams?
3. Why current workstreams are not making progress at the necessary speed?
4. How to unblock the main roadblocks?



The full agenda is presented on ANNEX 2.

### 1. Session 1 - Workstreams

In groups of 2-3 people, the participants were invited to discuss the main workstreams to reach cattle sustainability in Brazil and address deforestation. In plenary, all the participants read and validated the following workstreams:

- 'Availability and access to information (for traceability)'
- 'Environmental regularization (CAR / PRA)'
- 'Land tenure'
- 'Best production practices'.
- 'Policies to tackle deforestation' and
- 'Participation from other sectors'.

All complementary information is presented on the Annex 1, table 1.

### 2. Session 2 - Initiatives in place

In this session, the invitees worked in groups to identify the main initiatives going on to address these workstreams and actors involved. All groups could aggregate information to all workstreams.



In plenary, over 40 initiatives were presented and allocated to the workstreams, to emphasize that a lot of effort is already in place to unlock cattle traceability and monitoring in Brazil and address deforestation. The complete list of initiatives is presented on the Annex 1, table 2.

### 3. Session 3 – Roadblocks and prioritization

Following on, there was a discussion on “Why current workstreams are not making progress at the necessary speed?”.

4 main tracks were defined:

- ‘Availability and access to information (for traceability)’
- ‘Environmental regularization (CAR / PRA)’ and ‘Land tenure’
- ‘Policies to tackle deforestation’ and ‘Participation from other sectors’
- ‘Best production practices’.

The participants worked in groups, covering two workstreams each. In plenary, the participants complemented the roadblocks and commented the results. All participants were invited to prioritize the roadblocks. The 6 prioritized roadblocks were:

Workstreams	Roadblocks
Availability and access to information	‘False issues’ (data and useful information availability to comply with LGPD – Personal data protection law)
	Lack of data integration at the federal level (environmental and health aspects)
Policies to tackle deforestation and participation from other sectors	Lack of public policy on traceability and transparency (T&T) - National T&T platform - availability of economic transaction information (ex. taxes) and incentives to increase T&T
	Lack of cohesion in advocacy on priority agendas (as a value chain). The individual meatpackers' claims have less influence/power.
Environmental regularization (CAR / PRA) and Land tenure	All burden of regularization (environmental and land tenure) and recovery (native vegetation) on producers - Need for more economic incentives to producers who want to regularize - Need for better command and control on the producers that are not willing to regularize
Best production practices	Costs and benefits (involved on the implementation of best production practices and on illegal activities)

All the roadblocks identified, and the complete results of the voting session, are presented on the Annex 1, table 3.



#### 4. Session 4 - Joint actions, actors and initiatives:

On this final group session, the invitees discussed how to unblock the main roadblocks identified, suggested actors to lead and Suggested actors to involve.

In plenary, the groups presented the main actions and the other participants had the opportunity to complement it. The full list is presented on the Annex 1, table 4.

The prioritized actions (no particular order):

Workstreams	#	Action Plan / What, how	Suggested actors to lead	Suggested actors to involve
Policies to tackle deforestation and participation from other sectors + Availability and access to information (for traceability)	1	Engage federal and subnational governments to participate and support politically and technically on discussions about climate, trade and deforestation for the establishment of international agreements and opportunities. (To build awareness of benefits and increase political will) (from now until Jun2023)	ADP; UK/FACT and COP27; EU-BR dialogue and IPAM	Cons. Amazonia Legal (ADP e IPAM); GTPS; Observatório do Clima; Coalizão; Concertação Amazônia; MAPA; ABIEC
	2	Conduct a technical study and create the necessary alignment and political support among public and private sectors and civil society for the development of a National Policy on Transparency and Traceability and a Public Traceability Platform. The study includes a benchmarking of initiatives, clear guidelines and rules that bring legal certainty to those involved, possible incentives for implementation, analysis of costs and impacts.	ADP; meatpackers; Proforest +CDP; Coalizão/ Proforest (need to start by bringing finance sector to co-lead)	Febraban (GFANZ – Itaú/Bradesco); MAPA; GTPS; Meatpackers; Retailers (1st CNPJ/individually, then via Abras); Abiec; CNA; MPF; state governments; civil society organizations.
Environmental regularization (CAR / PRA) and Land tenure	3	Mapping the available data of lands in use by traditional communities and in conflicts, and mapping of designated and non-designated public areas and include them as alerts on the Green Seal Platform.	UFMG and state governments	ISPN; IPAM; Environmental agencies; CPT; Fiocruz; Imaflora; Proforest
	4	Enable the expansion of CAR analysis and validation: via CAR 2.0 System, via Green Seal Platform expansion to other states and through the implementation of the Public Traceability Platform, in partnership with civil society, universities and the private sector.	UFMG, MPF and state governments (strategy TBD – 1st phase PA and MT; 2 <sup>nd</sup> phase MG, TO and MA); Coalizão; Observatório do Clima	Climate Initiative Coalition; PCI-MT; IMAC
	5	Analyse the potential gain of carbon credits in the implementation of CAR 2.0 and Green Seal Platform. The information brought by this study can	UK (financing); Instituto Escolhas; ICS;	UFMG; financial Institutions; Way Carbon; Radicle



Workstreams	#	Action Plan / What, how	Suggested actors to lead	Suggested actors to involve
		be used, for example, by financial institutions to establish financial lines and differentiated credit for this market.		
Best production practices	6	Targeted expansion of the technological and managerial assistance package for small and medium-sized farmers in areas of high deforestation, in a pre-competitive environment, prioritizing the reinsertion of producers that supply the slaughterhouses, focusing on conservation, and who wants to comply with legislation and adhere to traceability processes. The action is supported by economic incentives (in a public-private cooperation project) and the premise of command and control for producers who do not want to become legal.	GTPS (GPA/ Imaflora/ Proforest); meatpackers (JBS); UFMG; Agroícone; Agrottools; Mapbiomas; Niceplanet	ABIEC; SENAR; MAPA; Febraban; CNA (Program to Producers); Civil Society via Beef on Track (focus on the discussion of reinsertion of producers)



## ANNEX 1 – Complete register of the session discussions

### Session 1 - Workstreams identified and complementary information

Table 1 – Workstreams and complementary information

Workstreams	Complementary information
<b>Availability and access to information</b>	GTAs: information transparency / sub federal harmonization
	Democratization and understanding of Prodes data
	Transparency in methodology
	Universal, public, free data integration
<b>Policies to tackle deforestation</b>	Political will
	Cooperative effort among different entities of the federation
<b>Participation from other sectors</b>	Consumers and the financial sector involved and with clear demands
	Sectorial agreements
	Foster collaboration and dialogue
	Conscious consumer
<b>Environmental regularization (CAR / PRA)</b>	Licencing – legal requirements
<b>Land tenure</b>	Valuing specially protected areas and their peoples
<b>Best production practices</b>	Rural extension dissemination + AT + financial instruments and # incentives

### Session 2 - List of Initiatives in place identified for the workstreams

Table 2 - Initiatives identified for the workstreams

Workstreams	Initiatives in place
<b>Availability and access to information</b>	Selo Verde (Green Seal Platform)
	Access to GTA by the value chain and governments
	Visipec with populated and updated data
	Conecta
	Sisbov (*10 MM)
	General Protection Data Law – LGPD in Portuguese
	Mapbiomas; Programs for the Terms of Adjustment of Conduct (TAC in Portuguese)
<b>Policies to tackle deforestation</b>	TAC Carne Legal and audits
	MAPA – FACT; T&M; T&T; SMH; RDI
	MMA - Guardiões dos Biomas Program
	Pará and Minas Gerais governments – Selo Verde (Green Seal)
	Consortio Amazônia Legal – Plano de Recuperação Verde (Green Recovery Plan)
	Mato Grosso government – PCI (Produce, Conserve and Include Strategy)
	TFA China-Brazil



Workstreams	Initiatives in place
<b>Participation from other sectors</b>	Brazil – Germany dialogue - Green Finance Deforestation Free biodiversity
	European Union - Brazil Dialogue
	Europe – China Dialogue
	Aliança Paraense pela Carne and IMAC – spaces for dialogue
	Amazon Protocol (Beef on Track / rules)
	Retailers Protocol
	Febraban Protocol
	Cerrado Protocol
	Radar Verde
	Do Pasto ao Prato
<b>Environmental regularization (CAR / PRA)</b>	Sirflor from Pará and PREM from Imac-MT
	Blockchain traceability system
	Transparent Livestock Farming Platform
	Technical assistance for farms (regularization)
	JBS Green Offices
	CAR 2.0 Pará and Minas Gerais
	SFB Serviço Florestal Brasileiro - automatic CAR analysis by cartography
<b>Land tenure</b>	Sicarf
	Tô no Mapa
	Tamo de olho
	CPT - A Publica
<b>Best production practices</b>	Technical assistance
	Produzindo Certo – Producing Right
	Projeto Assentamento sustentáveis PAS - Sustainable Settlement Project
	IDH and CNA
	Good practice guide GTPS
	Programa Rural Sustentável - Sustainable Rural Program
Programa Pecuária Sustentável do Pará - Sustainable Livestock Program	

### Session 3 - Roadblocks identified and prioritized

Note: in dark red the most voted; in light red the less votes; in white the ones with no votes

Table 3 – Roadblocks identified and prioritized

Workstreams	Roadblocks
<b>Availability and access to information</b>	Apprehension of exposing problems - exposure of organizations in the productive sector
	Appetite for information
	GTA transparency - political cost in eventual inspections and due to elections
	Unavailability of access to GTAs (argument of health purposes)
	Standardization of GTAs in the states (to enable the expansion of the Green Seal)
	Inability by the state to work the GTA to meet LGPD, commercial issues and traceability purpose



Workstreams	Roadblocks
	LGPD – access by the meatpackers to the GTAs of its suppliers (processed information)
	'False issues' (data and useful information availability to comply with LGPD)
	Lack of guidelines and government policies to producer reinsertion along with the results of geomonitoring (as in Selo Verde do Pará).
	Establishment of a premium market to traceable cattle (ex.: certification)
	Supply chain integration challenge
	Lack of data integration at the federal level (environmental and health aspects)
	Data crossing and integration
	Data consistency → cattle leakage / washing
	Continuity on data update and availability
<b>Policies to tackle deforestation and participation from other sectors</b>	Difficulty differentiating legal from illegal
	Slowness of data validation - environmental and land regularity plan - lack of data integration at the federal level (environmental and health purpose)
	Lack of public policy on traceability and transparency (T&T) - National T&T platform - availability of economic transaction information (ex. taxes) and incentives to increase T&T
	Lack of reliable guidelines and government policies to permit access to integrated data.
	Lack of legal responsibility for the Brazilian retail market and industry.
	Government's uncertainty to use the GTA with adequate transparency. Insecurity of those who want and do not want to become legal/regularized (as there are distinct types of illegality and it's necessary to classify the levels of illegality in land use)
	Lack of engagement from China and Arabs
	Lack of cohesion in advocacy on priority agendas (as a value chain). The individual meatpackers' claims have less influence/power.
	Tolerance for environmental crime
	(long) time for reinsertion of the illegal producers Detecting illegality compromises all the supply chain Political cost → decreases inspections
<b>Environmental regularization (CAR / PRA) and Land tenure</b>	Information + exposure - Information about who is and who is not regular/legal - Technical gaps - Integration of databases and distinct technologies - Logistical challenges
	Who should be (environmentally and land tenure) regularized and should recovery (the native forests)? - More economic incentives to producers who want to regularize - Command and control to the producers that are not willing to regularize
	Integration of policies, actions and initiatives
	Combat to illegality





Workstreams	Roadblocks
	Lack of ownership/domain - Mapping / visibility public areas and traditional areas - Availability of land x land use planning
	Costs for recover (environmental) liabilities Lack of economic incentives Valuing land and environmental services Access to \$\$\$ (resources) Access to production technology
	Lack of technical and process knowledge - Complexity - Cultural pressure (to continue the business as usual) - Context - history of the agribusiness expansion - Coverage of public policies for small producers - Agrarian social conflicts - 36% AF / 64% medium and large - Marginalization and Illegality
	All 'problems' in the value chain collapses on just one actor- responsibility for the value chain regularization Various actors; factors and scales - same policies for different problems reduces respect for laws Lack of policies focusing the regularization of small producers - different profile of producers should have different solutions Simplification of regularization process
	Balance the 'carrot and stick'
	Political costs
	<b>Best production practices</b>
	Engage producer in production chains
	Development banks are key stakeholders
	Costs and benefits (involved on the implementation of best production practices and on illegal activities)
	Good practices x distance from farms
	Incentive to market access
	Enforce the comply with forest code
	Availability of cheap land

**Session 4 - Joint actions, actors and initiatives to unblock the main roadblocks identified**

Notes: in red the action plans presented to all participants (prioritized); in white the ones registered on post it, but not discussed in plenary.

In 'Suggested actors to lead' and 'Suggested actors to involve', the institutions in bold letter are priority institutions to engage.



Table 4 – Joint actions, actors and initiatives

#	Action Plan / What, how	Suggested actors to lead	Suggested actors to involve
1	Engage federal and subnational governments to participate and support politically and technically on discussions for the <b>National Policy on Transparency and Traceability</b> and for the establishment of international agreements. (from now until Jun2023)	ADP; UK/FACT and COP27; EU-BR dialogue and IPAM	Cons. Amazonia Legal ( <b>ADP e IPAM</b> ); GTPS; Observatório do Clima; Coalizão; Concertação Amazônia; MAPA; ABIEC
2	Conduct a technical study for the development of a <b>Public Traceability Platform</b> . The study includes a benchmarking of initiatives, clear guidelines and rules that bring legal certainty to those involved, possible incentives for implementation, analysis of costs and impacts.	ADP; meatpackers; Proforest +CDP; Coalizão/ <b>Proforest</b>	MAPA; GTPS; Febraban (GFANZ – Itaú/ Bradesco); Meatpackers; Retailers (1st CNPJ/individually, then via Abras); Abiec; CNA; MPF; state governments. Support depending on the political scenario: Current à MPF and Civil Society Change of gov. à MPF and MAPA
-	Definition of timing for reintegration of illegal producers, and implementation		
3	<b>Mapping</b> the available data of lands in use by traditional communities and in conflicts, and mapping of destined and non-destined public areas and <b>include them as alerts on the Green Seal Platform</b> .	<b>UFMG</b> and state governments	ISPN; IPAM; Environmental agencies; CPT; Fiocruz; <b>Imaflora</b> ; Proforest
-	Destination of public lands: evaluate and improve the policies for land allocation/ distribution to guarantee traditional communities rights (INCRA, INS Lands)		
-	Use civil society data from communities in conflict, such as Tô no Mapa/ CPT to prioritize action for land and environmental regularization		
-	Development of collective regularization mechanism in private, state and civil society partnership - Establish a fund to support environmental regularization for small producers		Private sector, financial institutions, retailers, buyer countries
4	<b>Enable the expansion of CAR analysis and validation: via CAR 2.0 System, via Green Seal Platform expansion</b> to other states and through the implementation of the Public Traceability Platform, in partnership with civil society, universities and the private sector.	<b>UFMG</b> , MPF and state governments (strategy TBD – 1st phase PA and MT; 2 <sup>nd</sup> phase MG, TO and MA); Coalizão; Observatório do Clima	Climate Initiative Coalition; PCI-MT; IMAC
-	Address a proposition for the environmental regularization program (PRA) to recovery at landscape level		Civil society, private sector, governments



#	Action Plan / What, how	Suggested actors to lead	Suggested actors to involve
5	Analyse the <b>potential gain of carbon credits</b> in the implementation of CAR 2.0 and Green Seal Platform. The information brought by this study can be used, for example, by financial institutions to establish financial lines and differentiated credit for this market.	<b>UK</b> (financing); Instituto Escolhas; ICS;	UFMG; financial Institutions; Way Carbon; Radicle
6	Expansion of the technological and managerial assistance package for small and medium-sized farmers in a pre-competitive environment, prioritizing the reinsertion of producers that supply the slaughterhouses, focusing on conservation, and who wants to comply with legislation and adhere to traceability processes. The action <b>is supported by</b> economic incentives (in a public-private cooperation project) and the premise of command and control for producers who do not want to become legal.	GTPS ( <b>GPA/ Imaflora/ Proforest</b> ); meatpackers ( <b>JBS</b> ); <b>UFMG</b> ; Agroicone; Agrotools; Mapbiomas; Niceplanet	ABIEC; SENAR; MAPA; Febraban; CNA (Program to Producers); Civil Society via Beef on Track (focus on the discussion of reinsertion of producers)

## ANNEX 2 – Agenda

### Agenda:

Initial time	Agenda
09:00	Welcome
09:15	Introduction
09:45	<b>1. Main workstreams to reach cattle sustainability in Brazil and address deforestation</b>
10:05	<b>2. What is in place to address these workstreams?</b>
10:35	Coffee break
11:05	<b>3. Why current workstreams are not making progress at the necessary speed?</b>
12:35	Lunch
14:05	<b>4. How to unblock the main roadblocks identified?</b>
15:30	Coffee break
16:00	<b>Next steps</b>
17:00	Closing