



*Certified Organic
Cattle Raising*



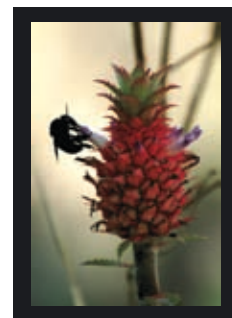


The Pantanal

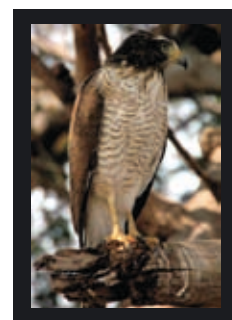
Known as a lowland with periodic floods and granted internationally recognition with great importance to the biodiversity, the Pantanal is part of the transboundary river basin of the Paraguay River, stretching itself over the States of Mato Grosso and Mato Grosso do Sul on the Brazilian side, but also reaching to Bolivia and Paraguay.



Being the greatest wetland system of the Planet, the Pantanal ecosystem depends entirely on the interaction between the higher plateau region and the lowlands to maintain its characteristic flood pulse that periodically shapes the environment.

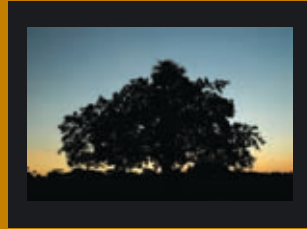


The region shelters approximately 122 species of mammals, 263 species of fishes, 93 of reptiles, 656 of birds and 1,647 of plants.



This abundance of life must be preserved through the protection of the headwaters, the establishment of Private Reserves of Natural Heritage and the adoption of good environmental practices by the productive sector.

The commitment of landowners and entrepreneurs with the environment can contribute to the maintenance of the ecological processes in Pantanal, assuring that this World Natural Heritage Site is secured for future generations.



social and environmental sustainability

One of the greatest challenges of humanity is to guarantee the planet's sustainability. All around the world research is carried out and initiatives supported, which aim to mobilize civil society towards environmental awareness and behavioral change. Gradually, this effort is also perceived in the daily conduct of normal citizens. It is in the harmonious dialogue between economic, social, and environmental development among all members of society that this perception of sustainability must evolve.

The sustainable production and the responsible consumption are examples of this new attitude that is getting stronger around the world. Also in Brazil, there is a growing concern and awareness about the need to balance production, environment and social sustainability and responsible consumption.

The organic management introduces a new model of economic and production development. It does not pollute, degrade or destroy nature and, at the same time, places value on men as the main part of this process.





Certified Organic Cattle Raising model of production

As the consumption of certified products increases in the country, the market gets stronger. The model of the certified organic cattle raising can be seen as an alternative, which contributes to the sustainable development. This productive system presents, as a principle, environmental sustainability values, such as the compulsory performance of the environmental legislation and the Brazilian Forest Code, the preservation of the headwaters, the river margins, and the riparian forests. Additionally, the practice prohibits the use of fire to manage pasture and the application of pesticides, among other advantages.

The Certified Organic Cattle Raising introduces new social and environmental sustainability values into a productive system, in which the rural property is seen as a balanced organism in all its functions. This system goes through auditing and certification in order to guarantee that the beef is produced in the most natural possible way, free from chemical residuals and focusing on a social and environmental concern.

Another certification requirement relates to the forbidden use of pesticides, as well as hormones for the cattle fattening. Homeopathic and phytotherapeutic products are used for veterinarian treatment. Furthermore, all animals are vaccinated and their life is registered in individual progress files, in which all sort of information since its birth is documented, enabling monitoring animal life on a step-by-step basis.





environmentally sound + socially fair + economically viable

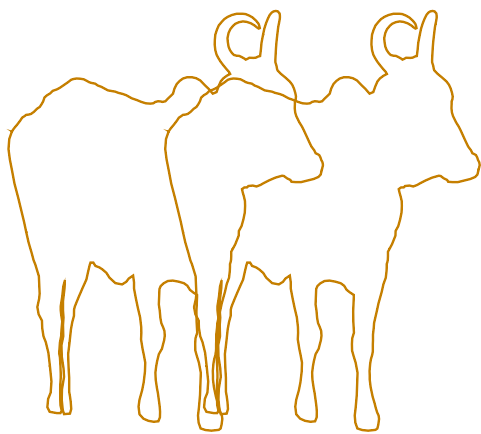
sustainable practices

Following these sustainable practices, a partnership network has grown, aiming at strengthening the organic beef production in Brazil. Supported by the three pillars of sustainability (environmentally sound + socially fair + economically viable), this model of productive system groups cattle raisers, certifiers, governmental and non-governmental industrial sector, researchers, environmentalists and opinion makers, which encourages the structuring of an organic beef value chain and influences behavioral changes in our society more and more and consequently, its option for a responsible consumption.

In this context, WWF-Brazil has consolidated its participation, influencing productive systems and markets to adopt good practices and environmental criterion in the production.

The organization encourages the initiative for the certified organic cattle breeding in the Pantanal River Basin presenting this as a viable alternative to the harmonize food production with the protection of the regional biodiversity. Integrated with the ecosystem of the Pantanal this practice is an example of the rational use of wetlands for the world.

WWF-Brazil acts on the structuring of the value chain, aiming at strengthening the productive and entrepreneurial sectors relations with the government, and at the development of public policies which recognize, consider and generate incentive tools for the certified organic cattle raising as an alternative of a sustainable and economical viable production for Brazil.



Partnership Network



Aspranor

The Brazilian Association of Organic Animals Producers (Aspranor) is a WWF-Brazil partner in the State of Mato Grosso. In association with ABPO (Brazilian Association of Organic Cattle Raising), is responsible for the production of Certified Organic Cattle in the Pantanal River Basin.



ABPO

The Brazilian Association of Organic Cattle Raising (ABPO) is a WWF-Brazil partner in the State of Mato Grosso do Sul. In association with Aspranor (The Brazilian Association of Organic Animal Producers), is responsible for the production of Certified Organic Cattle in the Pantanal River Basin.



Instituto Biodinâmico

IBD is an entity responsible for the organic certification of associated members. The IBD is the guarantee that all the stages of the organic animal production have been strictly followed through the Organic Beef Productive Chain links.



The JBS Company

This slaughterhouse represents the link between group of producers and the market. It processes and distributes the certified organic beef. The Organic Beef line commercializes the meat that comes from the producer associations ABPO and Aspranor.

WWF-Brazil

WWF aims at influencing productive systems and markets in order to adopt good practices and environmental criteria.

WWF-Brazil is a Brazilian non-governmental organization dedicated to the conservation of nature aiming to harmonize human activity with biodiversity conservation and to promote the rational use of natural resources for the benefit of current and future generations.



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