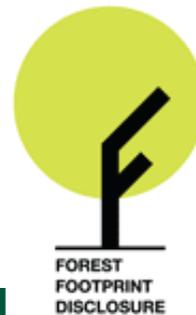




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MEIO AMBIENTE DA AMAZÔNIA



GREENPEACE

In collaboration with: Embrapa & the São Paulo State Forum on Climate Change and Biodiversity

Kindly invite you to participate in an:

International Workshop on Solutions to Deforestation and Greenhouse Gas Emissions Caused by Cattle Expansion

August 26th-27th, 2009 Paulo, SP, Brazil,

August 24th-25th, 2009 Optional Field trip: cattle ranch and forest frontier visit to Acre State,

Challenges to be addressed

Brazil has the world's largest commercial cattle herd, is the no.1 exporter of beef and a leading exporter of leather. In the framework of a global discussion about solutions to cattle greenhouse gas (GHG) emissions, this meeting will focus on the Brazilian Amazon, with multi-stakeholder participation, including producers, industry, the financial sector, retailers, academia and research, governments and civil society organizations. The aim of the meeting is to detail an operational agenda about four concrete challenges:

- 1. Technological Challenge:** How to increase productivity in existing cattle areas.
- 2. Policy Challenge:** How to ensure higher productivity does not simply lead to further expansion of cattle in the region but instead leads to net reduction in pastureland.
- 3. Financial Challenge:** How to redirect the substantial amount of existing credit to the above goals.
- 4. Markets Challenge:** How to adopt positive procurement policies, including implementation of the upcoming Brazilian System for Certification of Agriculture and Livestock.

Proposed Actions and Solutions

Expert observers believe that with concerted action it is possible to promote both the rehabilitation of degraded land and effective enforcement of measures to protect forests. For example, advocates are calling for the prohibition of finance for cattle operations in newly deforested regions, requiring meat processing facilities to disclose their suppliers and a ban on the opening of new plants in forested regions. Tools exist for the transition to a sustainable livestock industry, including improved pasture management. Financing for these changes can be diverted from cattle expansion. The resulting restructured value chain for meat and other products of cattle ranching, would be in line with announced national policies on climate change and reduced deforestation, as well as more acceptable in international markets.

Meeting Aims and Activities

We will simultaneously address legitimate concerns about the economic viability of ranching operations, as well as growing demands in Brazil and global markets for mechanisms to ensure that beef is not being produced in areas of illegal deforestation, contributing to greenhouse gas emissions and other socio-environmental problems.

We aim to present and discuss workable solutions and forge a dialogue between actors in all stages of the supply chain. We invite you to join us in this meeting in São Paulo and hope you will be able to attend the optional field trip to Acre.

RSVP: cattlemeeing@amazonia.org.br

Details of how to register and field trip overleaf