

# PROPOSAL FOR A NATIONAL POLICY OF MANDATORY INDIVIDUAL TRACEABILITY



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Brazilian Roundtable on  
Sustainable Livestock

**COALIZÃO  
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## GLOSSARY

ABIEC	Brazilian Beef Exporters Association
ABCAR	Brazilian Association of Certifiers for Auditing and Traceability
API	Application Programming Interface
BND	Brazilian National Database
BNDES	Brazilian Development Bank
CAR	Rural Environmental Registration
CCIR	Farm Registration Certificate
CICB	Brazilian Leather Association
CNA	Confederation of Agriculture and Livestock of Brazil
FUNAI	Brazilian Agency for Indigenous Affairs
GTA	Cattle Transport Permit
GTFI	Working Group on Indirect Suppliers
ICMBio	Chico Mendes Institute for Biodiversity Conservation
IBAMA	Brazilian Environmental Protection Agency
IDBOV	Cattle Identification Protocol
IN	Normative Instruction
INCRA	National Institute of Colonization and Agrarian Reform
INPE	National Institute for Space Research
ISO	International Organization for Standardization
LGPD	Brazilian General Data Protection Law
MAPA	Ministry of Agriculture and Livestock
MGI	Ministry of Public Service Management and Innovation



MPF	Federal Public Prosecutor's Office
MMA	Ministry of Environment and Climate Change
MRE	Ministry of Foreign Affairs (called Itamaraty in Brazil)
MTE	Ministry of Labor and Employment
OEMA	State Environmental Agency
PGA	Agricultural Management Platform
PNEFA	National Foot and Mouth Disease Surveillance Program
PRA	Environmental Recovery Plan
PRODES	Project for Remote Deforestation Monitoring in the Legal Amazon
RGI	General Real Estate Registration
SC	Secretariat of Commerce
SDA	Secretariat of Agricultural Defense
SDI	Secretariat of Innovation, Sustainable Development, Irrigation and Cooperatives
SEMAS/PA	Pará State Environmental Agency
SENAR	National Rural Education Service
SIGEF	Land Management System
SISBOV	Brazilian Cattle and Buffalo Identification and Certification System
TAC	Consent Decree
TFA	Tropical Forest Alliance
TI	Indigenous Lands
TNC	The Nature Conservancy
UC	Conservation Unit
EU	European Union
UF	Federal Unit

## **INTRODUCTION**

The initiative to establish a mandatory National Individual Traceability Policy is a substantial leap forward in promoting sustainable ranching practices. Individual traceability is essential for ensuring proper health, social and environmental management within the industry, while also enhancing transparency and accountability throughout the livestock supply chain.

Strengthening traceability in the livestock supply chain is a strategic measure to dissociate ranching from illegal deforestation and contribute to global decarbonization efforts. By monitoring each animal individually throughout its lifespan, this proposal establishes traceability systems that enable stakeholders to track the origin and trajectory of livestock products. In addition to strengthening health surveillance, it also promotes transparency and social and environmental sustainability throughout the supply chain, ensuring that global markets have access to traceable products.

This document outlines a national public policy that determines the responsibilities of both government and private sector, including producers, manufacturers, retailers, and financial institutions. These agents are responsible for the provision, control, implementation, and use of individual cattle traceability information in a system applicable to the entire country, in an effective and progressive manner, considering Brazil's territorial and cultural variables.

The document is organized into sections, with the initial section detailing the significance of individual traceability within the livestock supply chain. Subsequently, the proposal will delineate its objectives, highlighting the benefits it offers to public health, the environment, and the competitive positioning of Brazilian beef and leather in global markets. Following this, the specific roles, and responsibilities of both the government and the private sector will be outlined, accompanied by a proposed timeline for the policy's effective implementation.



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Considering that the mandatory adoption of individual cattle traceability requires time and investment from the entire chain, a transition phase is proposed. During this transition phase, information about the animal's history, including the area where it was reared, will be made available based on records of transit, ranch of origin and environmental compliance.

Drafted in 2023, the proposal was the result of joint efforts by the entire industry, spearheaded by the Brazilian Roundtable on Sustainable Livestock and supported by the Brazilian Coalition on Climate, Forests and Agriculture. Several organizations engaged in the traceability agenda, including the Brazilian Beef Exporters Association (ABIEC), Brazilian Association of Certifiers for Auditing and Traceability (ABCAR), Amigos da Terra – Brazilian Amazon, Boi na Linha/Beef on Track – IMAFLORA, Brazilian Leather Association (CICB), Confederation of Agriculture and Livestock of Brazil (CNA), Indirect Supplier Working Group (GTFI), Proforest, Tropical Forest Alliance (TFA), The Nature Conservancy (TNC), as well as the member organizations of each entity.

## **PUBLIC POLICY OBJECTIVES**

The primary objective of the proposed national public policy on mandatory individual traceability is to ensure that all cattle destined for slaughter are 100% tracked and monitored throughout their lifetime.

As a consensus between the members of the Brazilian Roundtable and the Brazilian Coalition, the suggested framework is based on criteria already adopted by the beef TAC. This model must be aligned with rules to be determined by MAPA for reporting social and environmental information about rearing areas, as well as consider the entire supply chain, including indirect suppliers.

This proposal aims to identify and monitor animals, as well as the health, social and environmental criteria required to enforce the policy.

## **ROLES AND RESPONSIBILITIES**

The government, in its role as policy manager, will be responsible for establishing the guidelines and regulations that regulate the traceability system, including the standards, norms and legal framework to guide the implementation.

Producers will play a key role in livestock traceability by reporting accurate data about their cattle, from birth to slaughter, to ensure transparency in the supply chain.

Manufacturers, upon receiving the animals, will keep records and detailed information about the entire process to ensure seamless traceability. Additionally, manufacturers will invest in technology for data integration throughout the chain.

Retailers will keep records that enable the identification of the origin of their products to ensure transparency to end consumers and compliance with traceability standards.

Together, producers, manufacturers and retailers are fundamental to guarantee effective traceability and contribute to food safety and transparency across this supply chain.

Traceability allows access to information about the breeding grounds and length of stay of each animal, that is, all farms and ranches where it lived from calving/weaning to slaughter. Compliance can be ascertained by analyzing the area determined by the geographic coordinates that delimit the production area (ranch polygon).

Compliance with health, social and environmental specifications will be verified by the government (MAPA or another agency) through mechanisms that are yet to be determined. This information will guide the definition and presentation of the social and environmental status of the ranches. This status will reflect the legal compliance of livestock farming activities with Brazil's Forest Code, labor, and land use laws. It should be based on data from



enforcement agencies, including notices of violation, embargoes, fines, and other elements that support sustainable ranching in compliance with Brazilian law.

With that, based on the status of each farm, it will be possible to obtain information on the animals identified and monitored with information on the establishments where they remained over time. This cross-reference will be done using a unified national traceability database, enabling a favorable environment to determine the level of social and environmental compliance of the animal over its lifetime and its length of stay on each farm.

Data about each ranch, its social and environmental status and animal traceability efforts should be accessible to all stakeholders, including through public or private protocols for monitoring, certification, and third-party verification. This will establish an environment in which the responsible authority will be able to define and oversee traceability standards for health surveillance purposes, ensuring that the results will be utilized to monitor the social and environmental impact of the farms. It is essential to ensure the integrity of the information, providing that sensitive personal and commercial data will be preserved.

Based on this framework, the responsibility for proving that the animal tracked by the official program was raised within the required and validated parameters, will be delegated to the supply chain, including producers, certifiers, manufacturers, retailers and importers, which will verify the compliance with the control purpose for compliance protocols and/or specific markets.

Considering the SDI proposal from the Ministry of Agriculture and Livestock – the Brasil Agro+ Sustentável Platform<sup>1</sup> – the traceability plan presented here will have nationwide coverage

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<sup>1</sup>The Brasil Agro+ Sustentável Platform is an initiative led by the Ministry of Agriculture and Livestock with the primary purpose of aligning Brazil and its ranchers with European Union regulations, with a focus on sustainable ranching. Its main objective is to reduce or eliminate the costs associated with the necessary diligence to successfully introduce Brazilian products into foreign markets. Additionally, the platform seeks to show that Brazil has robust data,





and mandatory execution. It will be based on official databases fed by state, federal and private systems. The official number, as detailed below, will follow the ISO Brazil standard (076), with the condition of using identification elements approved by the MAPA, except for the Hot Iron Branding in the traceability process.

The verification process will be implemented from the first movement of the animal, and the execution of the mandatory system will follow a phased schedule, as suggested below:

- 1. November/2024:** Acre, Amapá, Amazonas, Pará, Rondônia, Roraima and Tocantins.
- 2. March/2025:** Paraná, Rio Grande do Sul and Santa Catarina.
- 3. July/2025:** Espírito Santo, Minas Gerais, Rio de Janeiro and São Paulo.
- 4. November/2025:** Mato Grosso, Goiás and Mato Grosso do Sul.
- 5. May/2026:** Alagoas, Bahia, Ceará, Maranhão, Paraíba, Piauí, Pernambuco, Rio Grande do Norte and Sergipe.

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*information, technology, institutions and legislation, thus reducing the country's risk and reaffirming its commitment to the best farming and environmental practices. It is worth highlighting that the platform has the financial support of MAPA, in collaboration with the German development agency GIZ, and although it has already been announced at several events by MAPA, it has not yet been officially established (Source: Brazil's National Coffee Council (CNC), in an <https://revistacafeicultura.com.br/cnc-e-map-a-voltam-a-se-reunir-para-alinhamento-da-plataforma-brasil-agrosustentavel/> published in November 2023. There is still no official announcement of the program on official government portals).*

## RULES

The adoption of the cattle traceability system requires compliance with some fundamental rules:

1. **Universalized Numbering:** replacing the current number (105 - SISBOV<sup>2</sup>) by the number 076 (ISO Brazil - PGA), managed by MAPA, to ensure its universalization.
2. **Mandatory Use of Official Number:** all protocols, either public or private, involving cattle identification and traceability must use the official numbering prefix 076 (ISO Brazil) and register in a unified national traceability database.
3. **Unified National Database:** the management of official numbers and the validation of data control criteria are fundamental in the inclusion of livestock units, individual animals, and their movements, ensuring compliance with Brazilian health and environmental legislation.
4. **Integration of Cattle Transport Permits (GTA):** the GTA, via unified national traceability database, must be linked to the individual numbers of the animals transported, using the official number 076 (ISO Brazil).

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<sup>2</sup>According to IN MAPA n. 51 OF 10/01/2018, the individual identification of cattle or buffaloes will be unique throughout the national territory and will use a fifteen-digit numeric code issued by the PGA, controlled by SDA/MAPA. It will have the following composition: the first three digits will be represented by the Brazil code - 076 - for numbering issued by the BND, followed by twelve subsequent sequential digits, identifying the cattle. As a transient provision, while the number cannot be issued by the PGA, the issuance of the individual identification code for cattle or buffaloes will be performed only by the BND, under the management and maintenance of the SDA. In this case, for numbers issued by the BND, the SISBOV number or SISBOV registration number is considered to be the fifteen-digit sequence that makes up the individual identification of cattle or buffaloes, with the first three being code 105, the next two being the IBGE code of the UF, and the last one being the verification digit. The management number is understood to be the sequence from the ninth to the fourteenth digit of the SISBOV number.



- a. This annex between GTA and the individual number of the animal must be done in the monitoring system of unified national traceability database.
- b. In the physical GTA, the *observação* (note) field must indicate that the animals transported have valid official identification.
- c. The official system must consider minimum evaluation parameters to ensure compliance with health agreements, considering the specific characteristics of each production area.
- d. Given the diversity of production areas in Brazil, health risks must be determined according to the particularities of each region. In other words, we suggest beginning the analysis with GTAs to determine these regions and, subsequently, move forward with priority individual identification in regions considered to be at higher risk.

**5. Database for Compliance:** creating a database to verify health, social and environmental compliance, providing information on the ranches' legal compliance and allowing the assessment of the animals' health, social and environmental risks.

- a. We propose creating a public transparent and official database for compliance to confirm health, social and environmental compliance, reinforcing the transparency and reliability of the system. This can follow the enforcement model of the livestock TAC implemented through the Beef on Track<sup>3</sup> protocol, which

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<sup>3</sup>The Monitoring Protocol for Cattle Suppliers in the Amazon is structured into 11 criteria to meet the TACs, five of which can be monitored by geospatial analyses (illegal deforestation, overlap with TIs, overlap with UCs, environmental embargo (IBAMA), changes in the limits of the CAR), two by analysis of public lists (environmental embargo (IBAMA and SEMAS/PA) and Slave Labor) and three by documental analysis (CAR, Rural Environmental Licensing in the State of Pará, GTA, and one by supplier productivity analysis).



establishes a set of criteria to be assessed by the official social and environmental compliance system.

- b. It is essential to provide access to the official database for compliance so that the competent bodies can assess the health, social and environmental risks of animals according to their production area.
- c. In the ranch's registration, we suggest making available the status of the ranch based on the Forest Code, indicating whether it is in legal compliance or has points to be assessed, whether it is in the process of regularization or is not in compliance with social environmental legislation.

**6. Identification Before the First Movement:** before the first movement occurs, all animals must be identified with the official number 076, linked to the ranch, and registered in the unified national traceability database.

- a. It is understood that, in cases of unidentified animals that are already backgrounding, the departure of these animals to the fattening ranch and/or to the slaughterhouse will be considered as their first movement.
- b. In the case of animals born on the ranch, the animal must be identified and registered in a unified national traceability database until the end of the weaning period and not just before the first movement.

**7. Private Health, Social and Environmental Protocols:** in a massive country with more than 200 million cattle and 2.5 million ranches suitable for cattle raising, the existence of several protocols is natural and beneficial. MAPA is responsible for managing these protocols, establishing and ensuring minimum execution parameters, which provide



guarantees for Brazil's health agreements and current legislation. Following the criteria determined by MAPA:

- a. Each protocol will establish its own criteria and assessments. However, it is essential that all protocols guarantee at least minimum compliance with Brazilian legislation in relation to production, health, social and environmental criteria.
- b. Based on the definition of minimum criteria, we propose a national mandatory implementation schedule. This schedule will be prepared considering the risk parameters determined by MAPA and following the phasing example defined in PNEFA, as well as other risk parameters defined by MMA in its programs to fight deforestation. Priorities should be established considering social, environmental and health risks and the markets served, resulting in the definition of a mandatory implementation calendar.

**8. Definition of Rules and Standardization:** based on the five phases already defined for the implementation of the mandatory traceability program presented by MAPA, it is essential to establish the incentives, as well as the sanctions and consequences to be applied to ranchers who fail to use individual traceability to control their cattle. Standardized norms and procedures aim to establish basic parameters for enforcement and ways of reinserting non-compliant producers into the supply chain, based on a unified national traceability database and regularization of any health or social and environmental non-compliance.

- a. Transition period: it is suggested to allow identification at the time of loading/boarding, together with the truck driver. The data will be entered by state agricultural defense agencies into the official base as soon as the vehicle reaches an internet connection point. If identification is not carried out and the truck is



stopped carrying unidentified animals, it is suggested, for a transition period of 12 months, that these animals be tagged at a checkpoint, upon payment of a fine.

- b. After the transition period, it will be necessary to establish a set of consequences for this supplier, since the traceability system will be able to identify the commercial relationship between market agents. As already observed in other markets that require traceability, fines and sanctions for both cattle producer and farm are key to the effectiveness of the program.

## IMPLEMENTATION

Program implementation requires engagement campaigns in line with the established priorities and deadlines. Additionally, states have to be trained and prepared to reintegrate irregular producers.

1. **Modernization of PGA and/or SISBOV:** the objective is to integrate and distribute the official 076 number in a broad and dynamic way, enabling the use of APIs for integration with management systems and other traceability protocols already in place and used by producers to manage the numbers.
  - a. Updating and adopting the systems, whether PGA and/or SISBOV, in MAPA, including linking the GTA to individual animals in SISBOV.
  - b. The application must be updated to jointly manage animals with numbers 105 and 076 in the same database.
  - c. **Implementation deadline = Immediate**
  
2. **Use of number 076 (official):** all protocols for cattle identification, both public and private, require the creation of a service with the PGA and/or SISBOV to request the number and link with the farm. MAPA already has number 076 available on its agricultural management platform. Because it is Brazil's ISO prefix, it ensures interoperability between the systems of partner countries.
  - a. **Implementation deadline = Immediate**
  
3. **Unified National Database:** modernizing cattle and buffalo traceability management platforms in MAPA, PGA and/or SISBOV, is necessary to offer a more dynamic, updated and



compatible environment with Brazil's challenge toward its objective of tracking 100% of its herd. Within the modernization initiatives, the most advanced is the SIGBOI platform, designed by ABIEC, and in the process of being donated to MAPA to replace SISBOV. Currently, the project within MAPA goes by the name SISBOV 2.0 and is under approval with the responsible areas.

a. **Implementation deadline = Immediate**

4. **GTA integration:** The *observação* (note) field in GTAs must report the existence of individually tracked animals and have direct linkage via unified national traceability database, for example, PGA and/or SISBOV. Encouraging state enforcement agencies to update e-GTAs favors the GTA write-off process and the closure of the movement cycle in the traceability process.

a. This link already exists in the current system used by SISBOV.

b. Use of information from a process of approval of systems used in private protocols, which control movement by linking the GTA number to the official individual number of the transported animals.

c. **Implementation period = according to the approval process within a period of 120 days.**

5. **Standardized Assessment Process for Health, Social and Environmental Compliance:**

the definition of the process to be executed/evaluated for health, social and environmental compliance highlights the need to cross-reference health, social and environmental risks. It is fundamental to establish a standard in the process of evaluating and determining the farm's compliance status. The objective is to ensure equal conditions in all federal units.





- a. *Health risks*: identified based on vaccination-free areas, border areas, areas authorized for export and frequency of health events that could create risks for animals in the analyzed region.
- b. *Social and environmental risks*: must follow federal and state legislation, covering, but not limited to, deforestation rate, slave labor list, land regularization, environmental regularization (PRODES, overlap with Indigenous Lands, Conservation Units and CAR regularization) and reporting slave labor and ranch status to the Ministry of Labor and Employment (MTE). As examples to be analyzed, we have the Beef TAC and Imaflora's Boi na Linha project (already in use and in partnership with the meatpacking industry for traceability of cattle in batches).
- c. *Integration and Social and Environmental Analysis*: the establishment of the information analyzed in the producer's negative certificate, with the health, social and environmental assessments controlled by the government, must integrate the main databases of the system, in order to enable proper social and environmental analysis.
- d. *Information Selection and Standardization*: preparing the risk criteria and standardizing the sources is essential to create a single query parameter that establishes the status of the region for risk assessment. Considering that social and environmental information on commodities is scattered across multiple databases at state and federal levels, the Integrated Database System arises from the need to bring this information together into a single platform for query.



Requirements	Data	Domain	Responsible agency
Deforestation	PRODES	Federal	INPE
	Amazônia Protege	Federal	MPF
	Deforestation licenses	State	OEMAs
	Environmental Recovery Plan (PRA)	Federal	OEMAs
	Environmental Recovery Plan (PRA)	State	OEMAs
Environmental Embargoes	Embargoed areas	Federal	ICMBio IBAMA
		State	MPF OEMAs
Indigenous Lands	Map of FUNAI lands in different stages of demarcation	Federal	FUNAI
Conservation Units	Thematic maps	Federal	ICMBio
		State	OEMAs
Rural Environmental Registration	CAR	Federal	MMA MGI
		State	OEMAs
	Georeferencing certification when available	Federal	SIGEF/INCRA
Environmental Licensing	Environmental license when available and/or required by law	State	OEMAs
Land Regularization	Property title (RGI)	Federal	SIGEF/INCRA
	In case of possession, CCIR	Federal	INCRA



- e. *Validation of Health and Social and Environmental Compliance:* the health, social and environmental compliance validation process will be conducted by a federal government body, with additional validation by specific certification protocols.
  - i. Additional elements of legality must be validated through specific certification protocols, aligned with the minimum parameters determined by the federal government/MAPA and the specific criteria of each protocol, in accordance with its objective, target market or definition of control.
  - ii. The integration of all available public databases with current state systems for cattle traceability is critical to determine the social and environmental risk of the region in question.
  - iii. The inclusion of the CAR number and protocol in the farm's registration, in the MAPA databases and in the state databases of the OESAs, will enable the safe presentation of information about the territory. This ensures access to information for third-party appreciation.
  
- f. *Implementation period:*
  - i. **Determination of the information base for execution standards and risk establishment = 120 days**
  - ii. **Determination of risks by region = 180 days**

6. **Animal Identification and Changes in the Movement Process:** regardless of the five blocks presented by MAPA in its unofficial proposal, the identification of animals before their first movement must be applied throughout the country, immediately. Initially, on an educational basis for a period of 12 months, fostering the adoption of the process while



making it minimally disruptive. In other words, farmers must start the process of identifying and registering their animals, regardless of age, before their first movement leaving the farm.

- a. The suggestion of the immediate application of the rule for identifying animals before their first movement or at weaning for animals born on the ranch, an educational basis, aims to minimize the impact of the change in the transit process at national level<sup>4</sup>. Non-compliant ranchers would receive warnings and, after a given number of warnings (to be determined by MAPA), they would receive a fine and no new GTAs would be issued for them. This suggestion aims to facilitate adaptation to the changes in transit management. The deadline for 100% of animals moved with identification would be brought forward from May 2026 to January 2025, reducing the impact on the chain, which is already prepared to fulfill the requirements. This could also establish an educational model for the industry.

b. **Implementation period = 60 days**

**7. Procedure for Regularizing Production:** in the official certification protocol that ensures health, social and environmental criteria, it is mandatory to determine a procedure that enables ranchers to adjust their production to the requirements in terms of health, social and environmental aspects, and traceability management. This will help clarify the necessary steps for the transparent and legally compliant reinsertion of ranchers into the process, regularizing their health, social and environmental status and their traceability management situation through the traceability policy mechanisms themselves.

- a. **Determination of the regulatory basis rules, penalties and forms of production regularization = 120 days**

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<sup>4</sup>(Supply chain of identifiers and transit of cattle between ranches)



- 8. Communication Plan and Publication of Rules:** a clear communication plan is essential and should focus on awareness, culture change, service chain, inputs, manufacturers, retailers and consumers in view of the mandatory identification and animal traceability in Brazil. This plan will describe the rules, penalties, forms of control, incentives and benefits, in addition to explaining how the program will be implemented and monitored in detail.
- a. The publication of rules, decrees and/or normative instructions will be clear and objective to enable seamless implementation. The use of extension services, like SENAR, will be essential to disseminate information effectively.
  - b. **Implementation deadline = Immediate**



## ROLES AND RESPONSIBILITIES

### 1. Government Responsibilities – Public Sector:

- a. Carry out a campaign clarifying deadlines, application rules and other changes in the transit process for animals identified and tracked using official government numbers.
- b. Present the implementation deadlines based on the defined phases, explain the educational transition phase until it is fully mandatory, and the consequences of non-compliance.
- c. Determine the rules for the use of numbers and the universal access mechanism.
- d. Provide system infrastructure for access to numbers and registration of individual animals linked to their ranches of origin.
- e. Unify the consultation databases for health, social, environmental and land data.
- f. Make consultation databases available for private protocols, in accordance with the required governance.
- g. In the farm's registration, make available the legal status of the ranch (Forest Code), indicating whether it is in legal compliance or has points to be assessed, whether it is in the process of regularization or is not in compliance with social and environmental legislation.
- h. Determine incentives, sanctions, and penalties in accordance with the rules of the MAPA traceability program, aiming for greater visibility for compliant producers and taking this information to the consumers.
- i. Determine the minimum parameters accepted in the preparation of certification protocols that attest to health, social and environmental guarantees within the law.
- j. Expand the benefits already announced in the 2023/2024 *Plano Safra* (Harvest Plan) for tracked animals and certified ranches, like special conditions for ranchers who can demonstrate the compliance of their herds through the individual traceability of their animals, regardless of the biome, as well as tax exemptions for



manufacturers that promote conscious consumption and encourage the slaughter of 100% tracked animals, including a discount for issuing GTAs when individually tracked animals are transported.

- k. Strengthen private certification processes with the use of the official number 076 and the registration of a unified national traceability database.

## **2. Private Sector Responsibilities – Ranchers, manufacturers and retailers:**

- a. Ensure the transparency of the system, following the guidelines of the LGPD, Federal Law n. 13.709/2018, allowing at least access to the links in the chain that may be accountable for social and environmental damage and those that may benefit from better performance.
- b. Provide incentives<sup>5</sup> and propose tax incentives to the government, in a clear and objective manner, in such a way that is effective for both the industry and financial institutions. These incentives should foster the rearing of identified and tracked animals, monitored according to health, social and environmental requirements.
- c. Create an engagement campaign with retailers, who are the main individual consumers of the tracked product, highlighting the value and uniqueness of tracked products for both domestic consumers and those in markets like the European Union, Asia, and the Middle East.
- d. Propose a financial bonus mechanism for animals that reach slaughter with traceability and sustainable production indicators and make sure the bonus trickles down to the origin of the animal. The meatpacking industry must identify the animal traced at origin to reward the rancher who started the process, encouraging the continued identification and traceability of animals born on the ranch.

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<sup>5</sup>bonuses, special credit conditions, production and financial incentives, technical assistance, among others



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- e. All private protocols must use the official numbering system, changing the descriptive memorials of the current private cattle traceability protocols to use the official number 076 and registration of the ranch and the individual animal in a unified national traceability database, as a standard for all.



## **TRANSITION PHASE**

We understand that the unofficial mandatory traceability plan presented by MAPA is a milestone for the process in Brazil. The initiative to have the country free from Foot and Mouth Disease without vaccination, together with total control of animals identified in transit and sent to slaughter by May 2026, was received with enthusiasm by all links in chain, represented at the Brazilian Roundtable and Brazilian Coalition.

However, the proposal is not just an imposition; it is a strategic response to current and upcoming challenges. The EU has set the deadline of December 2024 for products of animal origin, demanding a real commitment to deforestation-free practices. Aware of this challenge, we propose a phased transition in three stages, so that the adaptation process does not hinder Brazilian exports.

Also aware that the process of implementing individual traceability is gradual and takes time, it is mandatory that, during the transition phase, MAPA provides the necessary conditions to establish the compliance of animals at the time of slaughter, tracking their origin. In this context, GTAs play a fundamental role in promoting the connection of the transported animal to its farm of origin. Even though the system is not yet flawless, the fact that it enables immediate implementation of traceability makes it suitable for a transition phase.

The suggested timeline, marked by immediate actions and long-term planning, reflects the urgency of the moment, as well as the need to build solid foundations.

This proposal is presented as a joint initiative between manufacturers, producers, academia and civil society to MAPA so it can be presented to the EU by Brazil's foreign ministry. This will demonstrate that Brazil has a transition plan to fulfill the requirements of the European market, ensuring the social and environmental compliance of its exports. The phases are described below:



## STAGE 1 – EU Fresh Beef I

Today, the export of fresh beef to the EU, which already has a specific certification protocol, the Europa protocol, ensures at least the last 40 days of the animal on a certified/suitable ranch and 90 days in an area authorized to export.

The suggestion is to start the compliance process from the FIRST direct supply link of TRACES<sup>6</sup> ranchers, where ranchers, through their certifier, will present the origin information for the animals sent to slaughter in their first level of direct suppliers.

**Use model:** when purchasing animals, ranchers certified to export to the EU will use entry GTA information to check the compliance of the ranch of origin, attaching the applied identification of the animal and the status of the ranch of origin. This practice will provide information on the animal's last ranch, with its compliance status.

### Dependencies:

- Single and official database for compliance to check social and environmental data (CAR information linked to the ranch registration).
- Attach information on the inclusion/identification of the animal that entered a ranch suitable for exporting to the entry GTA.
- BND of MAPA able to coexist with numbers 105 and 076.

**Period:** up to 6 months after the compliance rules come into force.

**Guarantees:** inform the minimum period of up to 6 months of the animal's life before sending it to slaughter.

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<sup>6</sup>The TRACE List is SISBOV's list of approved ranches (ERAS) capable of exporting to the European Union.

## STAGE 2 – EU Fresh Beef II

Six months after the beginning of stage 1, producers who are fit to export to the EU will only acquire animals already identified by the identification protocol that uses official identification and registration in a unified national traceability database (with the IDBOV protocol that already operates that way).

**Use model:** when purchasing animals, ranchers certified by the private protocol using official numbers and registration in a unified national traceability database will use entry GTA information to check the compliance of the ranch of origin and attach the identification of the animal and the status of the original ranch. This practice will provide information on the animal's last place of origin.

### Dependencies:

- Single and official database for compliance to check social and environmental data (CAR information linked to the ranch registration).
- Attach information on the inclusion/identification of the animal that entered a ranch suitable for exporting to the entry GTA.
- BND of MAPA able to coexist with numbers 105 and 076.

**Period:** up to 18 months after the compliance rules come into force.

**Guarantees:** inform the minimum period of up to 12 months of the animal's life before sending it to slaughter.

## STAGE 3 – EU Fresh Beef, Processed Beef and Leather

The third stage represents the maturity stage of stages 1 and 2, involving the participation of producers certified by IDBOV and other private protocols that use official numbers. At this

stage, when shipping the animals to the next production stage, ranchers must provide compliance information with the identification of the animals.

**Use model:** when purchasing animals, ranchers certified by private protocols using official numbers and with records in a unified national traceability database, for example IDBOV, will check the compliance of the ranch of origin with the entry GTA. This will include attaching the animal's identification and status of the ranch of origin, providing information on the animal's last place of origin.

**Dependencies:**

- Single and official database for compliance to check social and environmental data (CAR information linked to the ranch registration).
- Attach information on the inclusion/identification of the animal that entered a ranch suitable for exporting to the entry GTA.
- BND of MAPA able to coexist with numbers 105 and 076.
- Use of the official number 076 by other private protocols that use individual identification.

**Period:** up to 24 months after the compliance rules come into force.

**Guarantees:** inform the minimum period of up to 20 months of the animal's life before sending it to slaughter.

The proposed phases for the transition to the full model of mandatory individual traceability in Brazil begin immediately, and their enforcement, subject to the importer's agreement, aims to mitigate the risks of a significant drop in Brazilian exports to the EU. The implementation of the transition will expedite the mandatory process and enhance private sector incentives for ranchers who begin the process of identification, control and traceability of animals from their origin.



## SCHEDULE

(Suggested schedule with milestones)

DESCRIPTION	RESPONSIBLE PARTY	START	NOTE
Universalization of the use of number 076 for all protocols aimed at individual traceability.	MAPA	Immediate	Implementation of an API linked to PGA and/or SISBOV to request number and link to the ranch.
Presentation of the transition plan to comply with the "Green Deal" to the European Commission, traders, and importers.	ABIEC, CNA, Civil Society, MAPA, MMA, Itamaraty	30 days	Holding a meeting at the ANUGA trade fair, in Germany.
Attachment to the GTA of transit information for individually identified animals.	MAPA	60 days	Establishment of usage rules for dissemination in state agricultural defense agencies and bodies.
Attachment of GTA information on the inclusion of animals identified in SISBOV.	MAPA	120 days	Creation of a column in the animal table in the BND to record the GTA of the animal's entry into the ranch.
Determination of the "minimum legal" parameters to obtain the status of compliant with health, social and environmental requirements.	MAP and MMA	60 days	Determination of information required for compliance analysis.
Base for checking health, social and environmental information in the same environment.	MAPA	180 days	Implementation of an API linked to official databases, with a single process for obtaining "minimum legal" information to determine the ranch's compliance status.



Implementation of a promotion program and tax benefits for those who implement individual traceability.	BNDES, Public and Private Banks	180 days	Establishment of rules for granting benefits and what benefits will be offered.
	MAP and States	180 days	For example, discounts on the issuance of the GTA, exemptions and discounts for the purchase of identifiers and certification services.
	Manufacturers, Civil Society and Retailers	180 days	Creation of a recognition program for retailers who acquire animal products in compliance with traceability requirements.
Implementation of a communication plan with a focus on raising awareness regarding the mandatory identification and traceability of cattle in Brazil.	ABIEC, CNA, SC, MAPA, MMA	Immediate	Clear and well-defined communication plan to raise awareness and drive culture change among ranchers, service providers, input suppliers, manufacturers, retailers, and consumers, in view of the mandatory identification and traceability of animals in Brazil, its rules, penalties, forms of control, incentives and benefits, with a focus on how the program will be implemented and monitored.

## **IMPACT ASSESSMENT**

The adoption of individual traceability in livestock farming according to this proposal represents a paradigm shift in the industry. To assess the impact of this proposal, multiple aspects have to be taken into account: effectiveness of individual identification mechanisms from origin to end consumers; social and environmental compliance; impact of incentives and benefits offered to ranchers; private sector adherence; consumer acceptance of products with individual traceability; impact on exports, especially in relation to EU requirements; industry's ability to adapt to the proposed changes, as well as identification of challenges and opportunities during the transition to individual traceability, its effect on disease prevention, and its contribution to PNEFA.

The first point of analysis concerns environmental aspects. By requiring individual traceability, the proposal creates an effective mechanism to monitor and mitigate potential contributions to deforestation. The correlation between accurate animal tracking and environmental conservation is clear, as it allows the identification and accountability of practices that threaten natural ecosystems. Furthermore, by unifying query bases for social, environmental and land data, we have the opportunity to promote the legal compliance of farms, in line with Brazilian environmental legislation (Forest Code). Transparency about ranch status can encourage responsible social and environmental practices and thus contribute to more ethical livestock farming.

From an economic point of view, the proposal creates an environment conducive to innovation and competitiveness. Tax benefits and incentives, both by the government and the private sector, can encourage the voluntary adoption of individual traceability. Ranchers and manufacturers that adapt early can reap financial rewards and enhance their reputation in both domestic and foreign markets.

However, the evaluation cannot ignore the challenges inherent in this massive effort. The proposed transition to individual traceability requires robust infrastructure, from information systems to professional training. It is vital to ensure that ranchers, especially those in remote areas, have access and support to adopt the new model.

Additionally, the proposal must be measured in terms of acceptance and engagement of the supply chain. Awareness of the long-term benefits of individual traceability, combined with clear communication about requirements and incentives, will be critical to the success of the initiative.

Ultimately, evaluating the impact of the proposal transcends numbers and statistics. This is an ethical and strategic assessment that considers the immediate benefits, as well as the legacy that Brazilian livestock production wants to build. Effective implementation of this proposal will strengthen Brazil's position as a leader in sustainable livestock farming and pave the way for a future in which economic prosperity, environmental responsibility and social equity will converge harmoniously.





**Mesa Brasileira da  
Pecuária Sustentável**



## **ABOUT THE BRAZILIAN ROUNDTABLE ON SUSTAINABLE LIVESTOCK**

The Brazilian Roundtable brings together all links in the beef production chain with a common objective: promoting sustainable livestock farming. There are almost 70 member organizations in the following categories: producers, input and service companies, meatpackers and manufacturers, retailers and restaurants, financial institutions, and civil society representatives. Major players, relevant organizations, startups and prominent companies in Brazilian agribusiness join forces, share their perspectives and experiences, and find consensus on relevant topics that are trending in the industry to show the world that it is possible to produce beef while protecting biodiversity. Learn more about the work of the Brazilian Roundtable at [www.pecuariasustavel.org.br](http://www.pecuariasustavel.org.br).

## **ABOUT THE BRAZILIAN COALITION ON CLIMATE, FORESTS AND AGRICULTURE**

The Brazilian Coalition on Climate, Forests and Agriculture is a cross-industry movement made up of more than 380 organizations, including agribusiness entities, companies and business associations, civil society organizations, financial institutions and academia, which brings together different voices in favor of Brazil's leadership in a new low-carbon, competitive, responsible and inclusive economy. Learn more about the work of the Brazilian Coalition at <https://coalizaobr.com.br/>.