

# Towards certified sustainable pig meat in Brazil

SMP-24015

Presentation for TKI Agri & Food, 11 December 2024

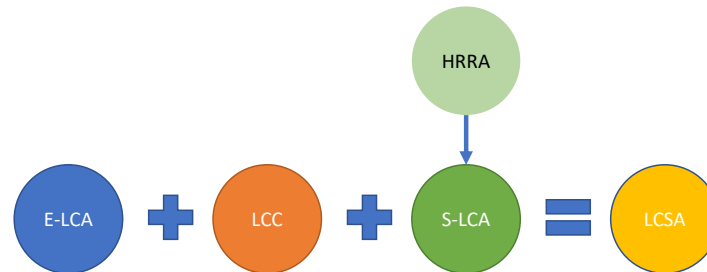
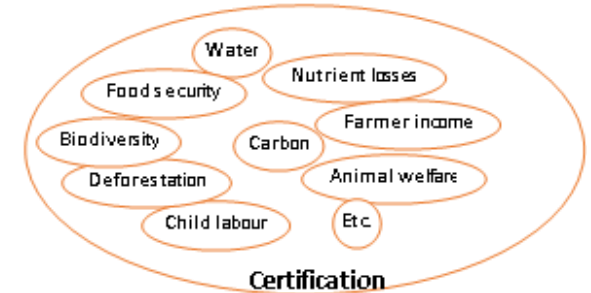
Robert Hoste (WUR), Matz Beuchel (Nevedi), Jean Vilas Boas (Embrapa), Jean Pierre Kurtz (Aurora Coop), Karel van der Velden (Nijsen), Marx Cox (Agrisyst), Rinus Donkers en Gabriel Salum (De Heus), Roland van der Post (GMP+), Paul van de Logt (NL Embassy)



# Aim of main project



- Set up a certification system for integrated sustainability measuring and benchmarking in pig meat production supply chain for sales and for improvement entire Brazil pig meat industry
- Outcomes:
  - Integrated sustainability certificate on product
  - Improved sustainability



# State of affairs acquisition Main project

Serious interest from industry & governments in Brazil;  
currently in funding acquisition phase (by Embrapa).

Brazil industry convinced of national, science-based approach

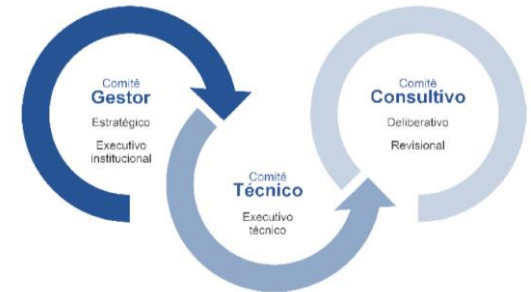
Embrapa acquiring funding ('shares'), intended budget M€3.6

Intended start: Summer 2025

Project structure being arranged

- Management committee (funders, rep. organizations)
- & Technical committee (researchers)
- & Advisory committee (e.g., ngo's)

Outlook to poultry meat



# Role for the Netherlands?

- SMP Consortium will not proceed as such, but potential role for companies in funding, in Technical committee and Advisory committee
- Relevance for the Netherlands / EU
  - Incubator for domestic KPI's (e.g., Nevedi Duurzaam Diervoeder)
  - EU CSRD and comparable legislation
  - Face the standard for Import products and/or joint export markets

# Outlook 2030

- Entire Brazilian pig meat industry applying the Brazilian Integrated Sustainability Pork (BRISPork) approach, on the way to consistently improve sustainability in the supply chain, and using the certificate in their sales
- Comparable project for Poultry meat running and first outcomes available
- Dutch pig industry starting a comparable approach

# Conclusion



- If BRISpork is going to start, then Seed Money Project very fruitful
- If not, still positive for cooperation Embrapa-WUR, and trigger for Dutch industry to focus on integrated sustainability