

# THE CHALLENGE & OPPORTUNITY OF COWS IN BRAZIL

## FEED THE WORLD, PROTECT THE AMAZON.

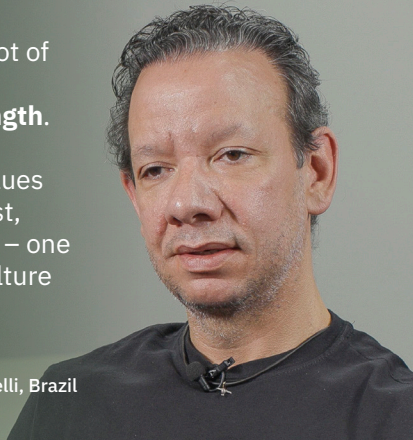
Brazil has the largest commercial cattle herd on Earth — and one of the world's most vital natural ecosystems. World Without Cows explores both the challenges and potential of this vital region, where improving productivity, protecting the environment and supporting smallholder farms must go hand in hand.

Through expert interviews and real-world stories, filmmakers Michelle Michael and Brandon Whitworth ask: How can Brazil lead the way in feeding the world and making strides toward a more sustainable future?

"One of the things that gives me a lot of **hope for agriculture** and livestock farming in Brazil is **a youthful strength**.

Farmers are not abandoning the values we've learned from generations past, but **they have an additional vision** — one that's transforming Brazilian agriculture and livestock farming."

—Victor Campanelli, Chief Executive Officer,  
Tecnobeef and Agro Pastoral Paschoal Campanelli, Brazil



### Watch now:

World Without Cows Brazil:  
[The Battle for Balance](#)

## WORLD WITHOUT COWS BRAZIL

*Did you know?*

### 200 MILLION COWS

With nearly 200 million head of cattle, Brazil is home to the largest commercial herd in the world. That's nearly one cow for every person in the country, which has an estimated population of 212 million.

### #1 EXPORTER OF BEEF

Brazil is the leading global exporter of beef. About 25% of the country's beef is exported, with China receiving more than half of those exports.

### 30% BY 2030

Brazil has committed to reducing the net global warming impact of its beef industry by 30% by 2030, as part of the Global Roundtable for Sustainable Beef's global sustainability goals. This target builds on years of progress by Brazilian ranchers working to align productivity with environmental responsibility.

### #3 COW'S MILK PRODUCER

Producing over 35 billion liters annually, Brazil is the third-largest producer of cow's milk in the world — contributing more than 4% of the global supply in 2024.

### 1+ MILLION DAIRY FARMS

With over 1 million dairy farms, Brazil's milk output reached 25 million metric tons in 2024 — and it's on track to reach 25.4 million metric tons by the end of 2025, as producers continue to scale and adapt.

# NOURISHING PEOPLE, PRESERVING THE LAND

Brazil has more than twice as many cows as the U.S., but it produces 5 billion fewer pounds of meat — a gap driven by differences in production systems.

To close that gap sustainably, Brazilian beef producers are adopting region-specific, climate-smart practices that boost yield, efficiency and quality — **without expanding pasture.**

As Brazilian ranchers work to meet global demand for meat and milk while also protecting the environment, they're putting new approaches into practice that make farming more efficient, resilient and future-ready.

Innovations in land use, grazing systems, animal nutrition and genetics are helping producers raise more cattle, more responsibly — improving both productivity and environmental outcomes.

Brazil's beef industry is becoming more efficient while using [less land](#).

## #2 beef producer

Brazil is the second-largest beef producer in the world.

## 28% of beef exports

Supplying nearly 1 in 5 pounds traded internationally, Brazil is the largest beef exporter in the world.

## 2.89 million tons

In 2024, Brazil exported 2.89 million tons of beef — enforcing its position as the world's top exporter.

## 172% productivity increase

In the past 30 years, Brazil's livestock sector has boosted productivity by 172% — producing more beef with fewer resources.

## 16% reduction in pastureland

While output increased, pasture area shrank by 16%, reaching 161 million hectares in 2023 — thanks to advances in pasture recovery, grazing management, and integrated crop-livestock-forestry systems (ICLFS).



## Restoring degraded pastures

To protect the environment and increase output, Brazil's agri-food producers are restoring degraded pastures using techniques such as silvopasture, integrated crop-livestock-forestry systems and rotational grazing.

Of Brazil's 161.45 million hectares (ha) of pastures, Embrapa (the Brazilian Agricultural Research Corp.) estimates that:

- **125 million** ha are in good condition
- **17.9 million** ha need of recovery
- **4.9 million** ha are severely degraded
- **13.2 million** ha are already using crop-livestock integration

Ongoing progress will require continued investment, strong public-private collaboration and adaptive strategies to meet the demands of a growing global market.

"If we look back 10 or 15 years, our **cattle industry in Brazil** has made **enormous progress.**"

—André Perrone, Director, CMA Confinamento Monte Alegre, Brazil





# BRAZIL'S PATH TO SUSTAINABLE BEEF

An estimated [40% of Brazil's cows](#) are concentrated in the Legal Amazon — where ranchers are working every day to protect the land while continuing to produce the food the world depends on.

Through the Forest Code — one of the most rigorous environmental laws in the world — and a growing movement toward sustainable farming, Brazilian producers are helping to shape a more sustainable future.

Supporting these efforts, programs such as [Climate Smart Cattle Ranching \(CSCR\)](#) provide funding and training for farmers meeting sustainability benchmarks, while coalitions like the [Mesa Brasileira da Pecuária Sustentável](#) (MBPS) are working to bring stakeholders together to advance sustainable beef through collaboration and shared solutions.

## CLIMATE-SMART PRACTICES

**The Forest Code:** Established in 1965, **Brazil's Forest Code balances productive farming with conservation**, requiring producers to preserve native vegetation, protect sensitive areas like riverbanks and restore illegally cleared lands.

**Traceability systems:** Robust traceability systems help verify the origin of beef, **ensuring it does not come from illegally deforested land**. These tools support compliance with Brazil's Forest Code and global regulations like the European Union (EU) Deforestation Regulation.

**Sustainable intensification:** Brazil is working to **increase production on existing pasture** through better management, rather than expanding into forested areas. This supports **national goals to cut emissions 50% by 2030 and reach carbon neutrality by 2050**.

## FIGHTING DEFORESTATION AT ITS SOURCE

Agriculture accounts for [80% of global deforestation](#) — and in Brazil, farmers are implementing sustainable solutions, like silvopasture and integrated farming systems, to protect its forests.

Deforestation in Brazil is driven by multiple, overlapping factors. Addressing this complex challenge requires coordinated action from all sides, with efforts currently focused on:



**Environmental monitoring:** Using satellite technology and real-time data to prevent unregulated deforestation.



**Protected areas management:** Supporting traditional communities and conservation areas.



**Fire prevention:** Implementing protocols to limit fires during dry seasons.



**Sustainable agriculture:** Encouraging higher yields on less land, with fewer environmental impacts.

