



New pressures to reduce deforestation of the Brazilian Amazon

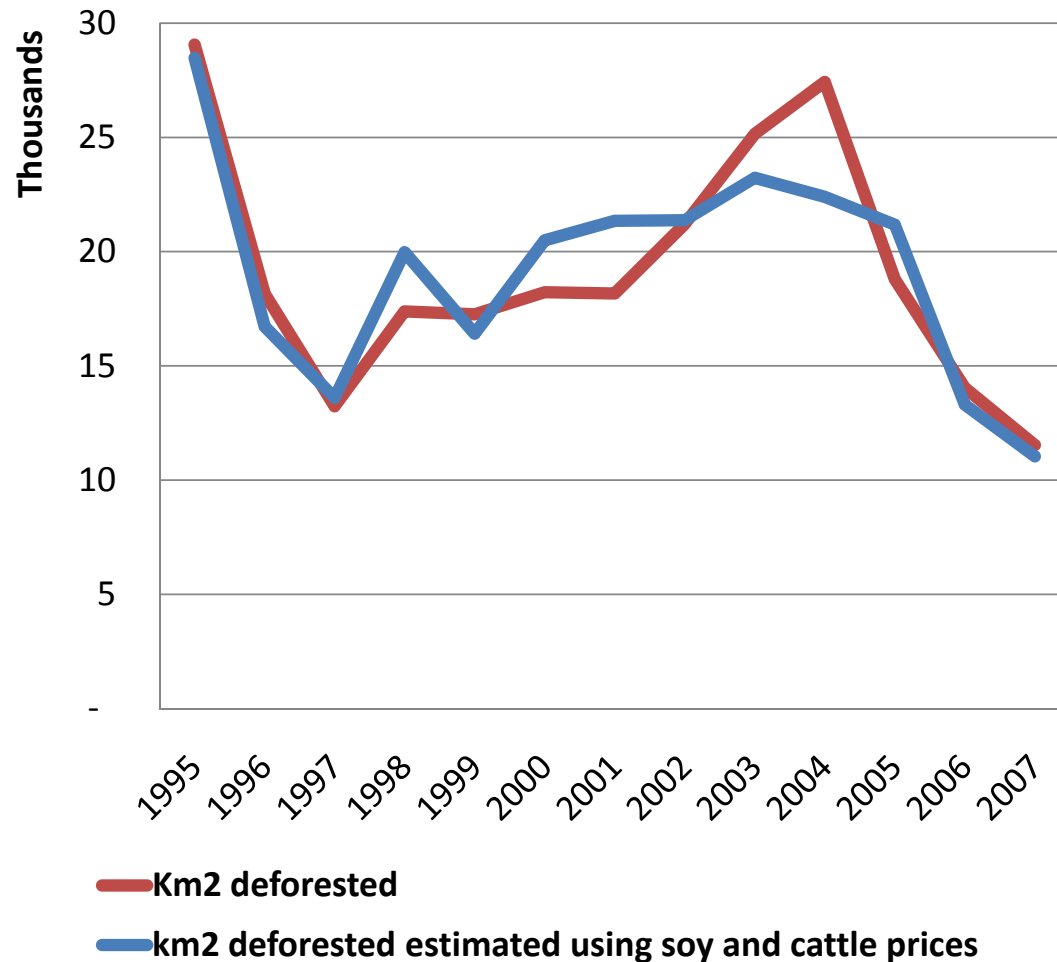
**Paulo Barreto
Senior Researcher
IMAZON**

www.imazon.org.br

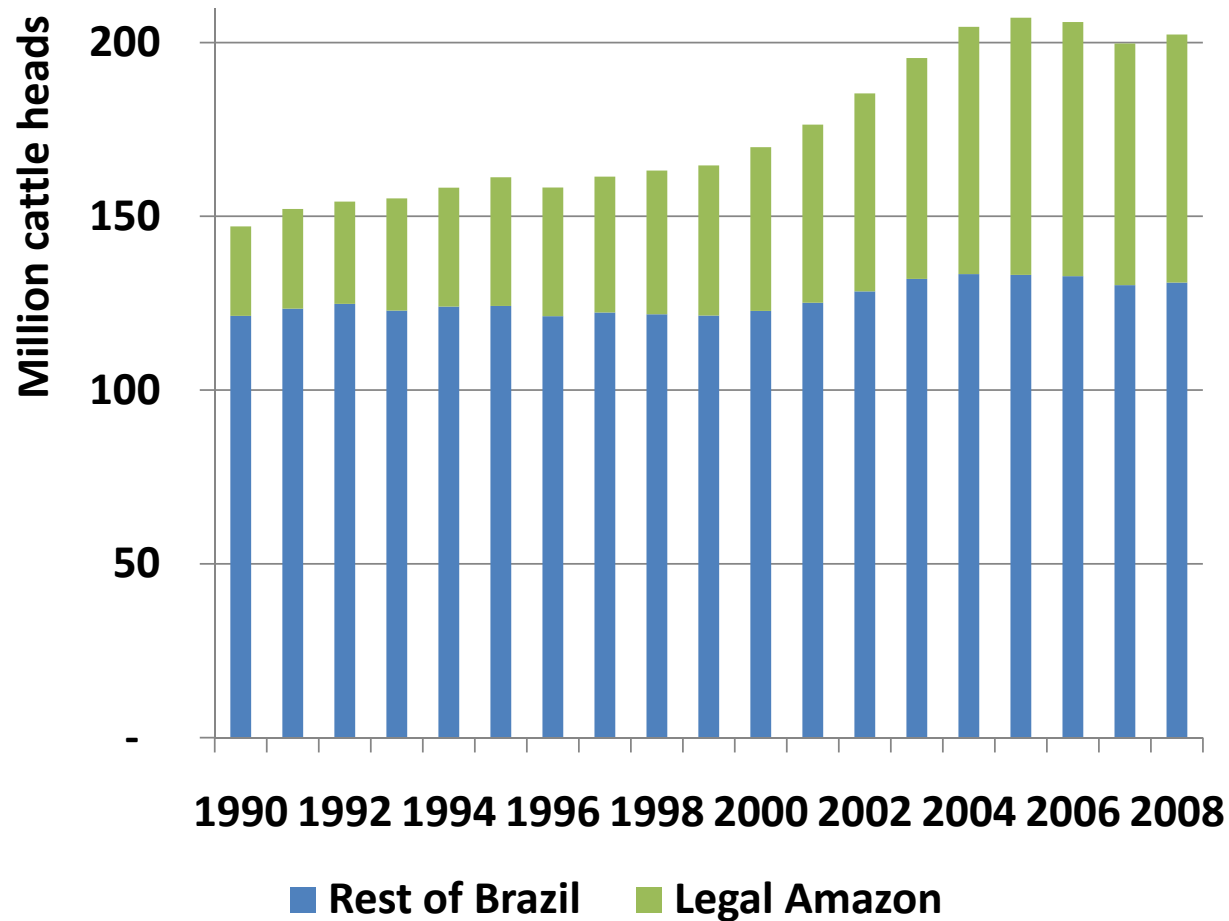
E-mail: pbarreto@imazon.org.br

**Presented at the Brazil Institute
Woodrow Wilson Center
Washington DC, February 25 2010**

Deforestation rates were highly correlated with the price fattened cattle and soya from 1995 to 2007



Amazon contributed with 82% of Brazil's cattle herd growth in the past 18 years

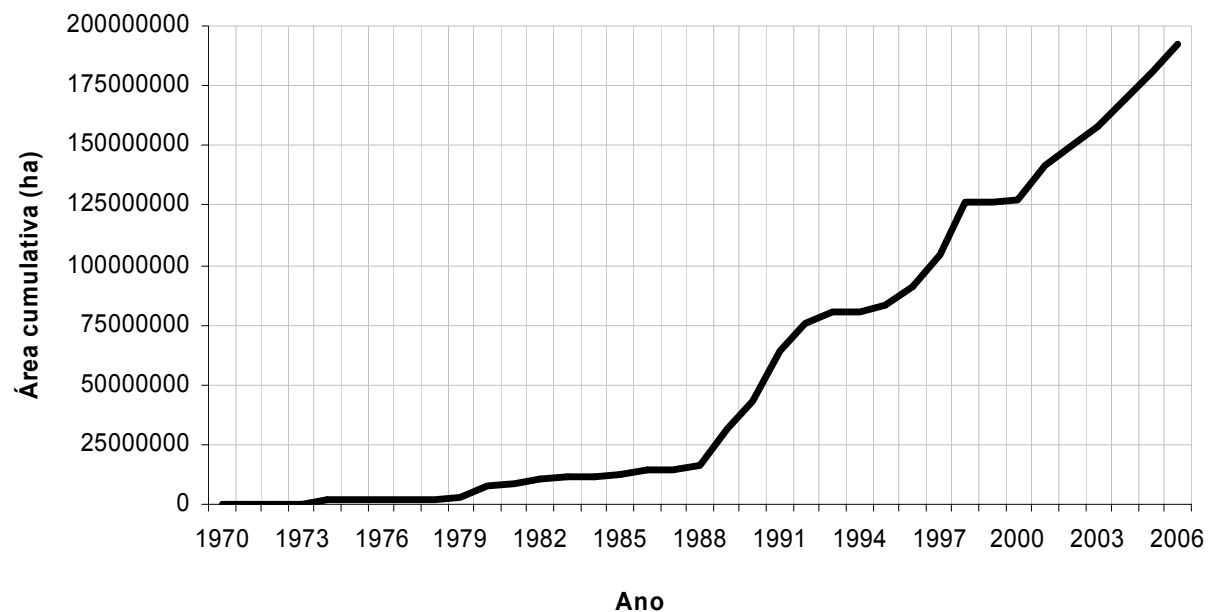


Most deforestation illegal.

- Within the legal reserve
- Riparian forests.
- Without environmental license.
- Inside protected areas.

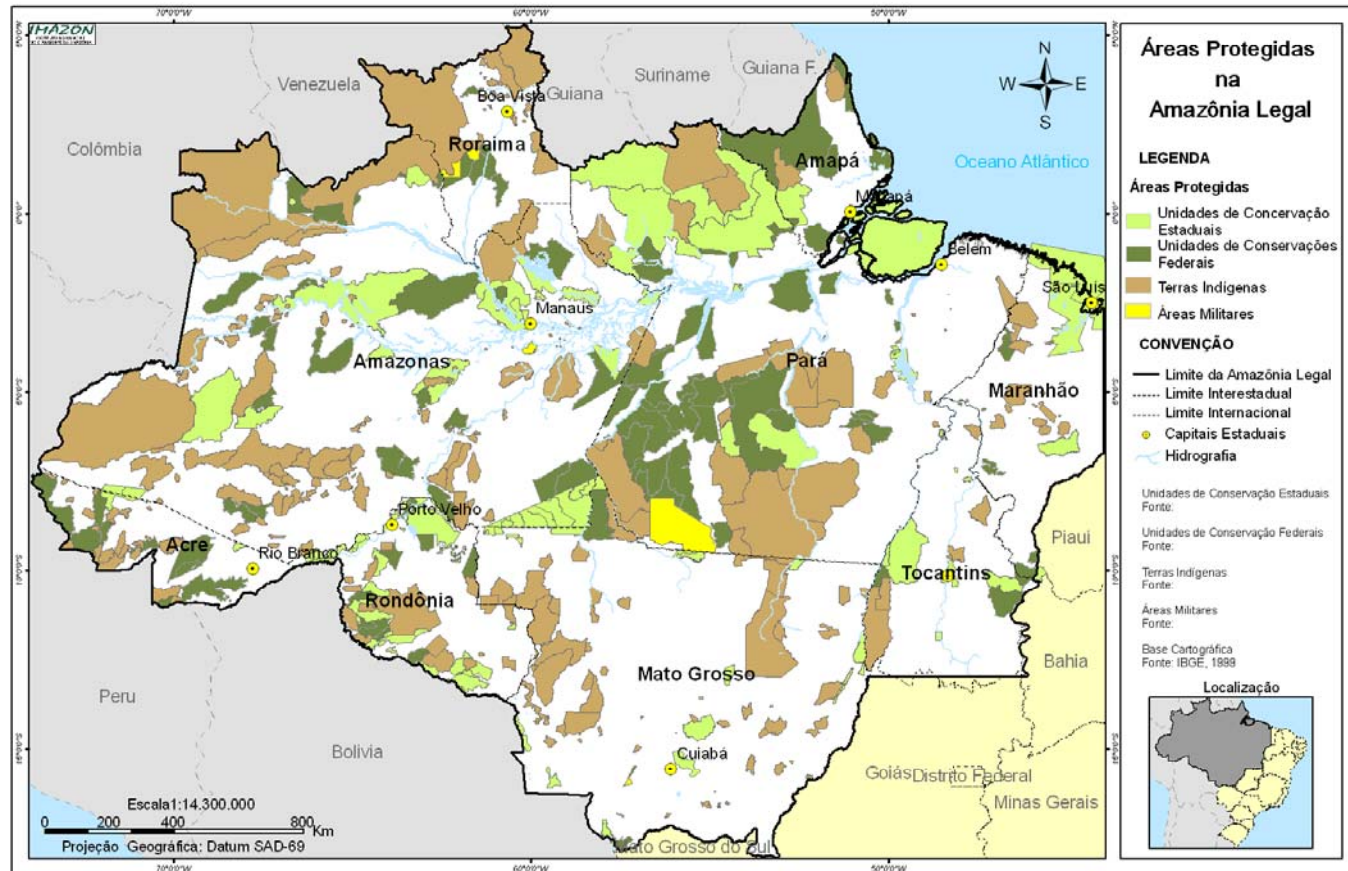
Creation of protected areas

Cumulative area



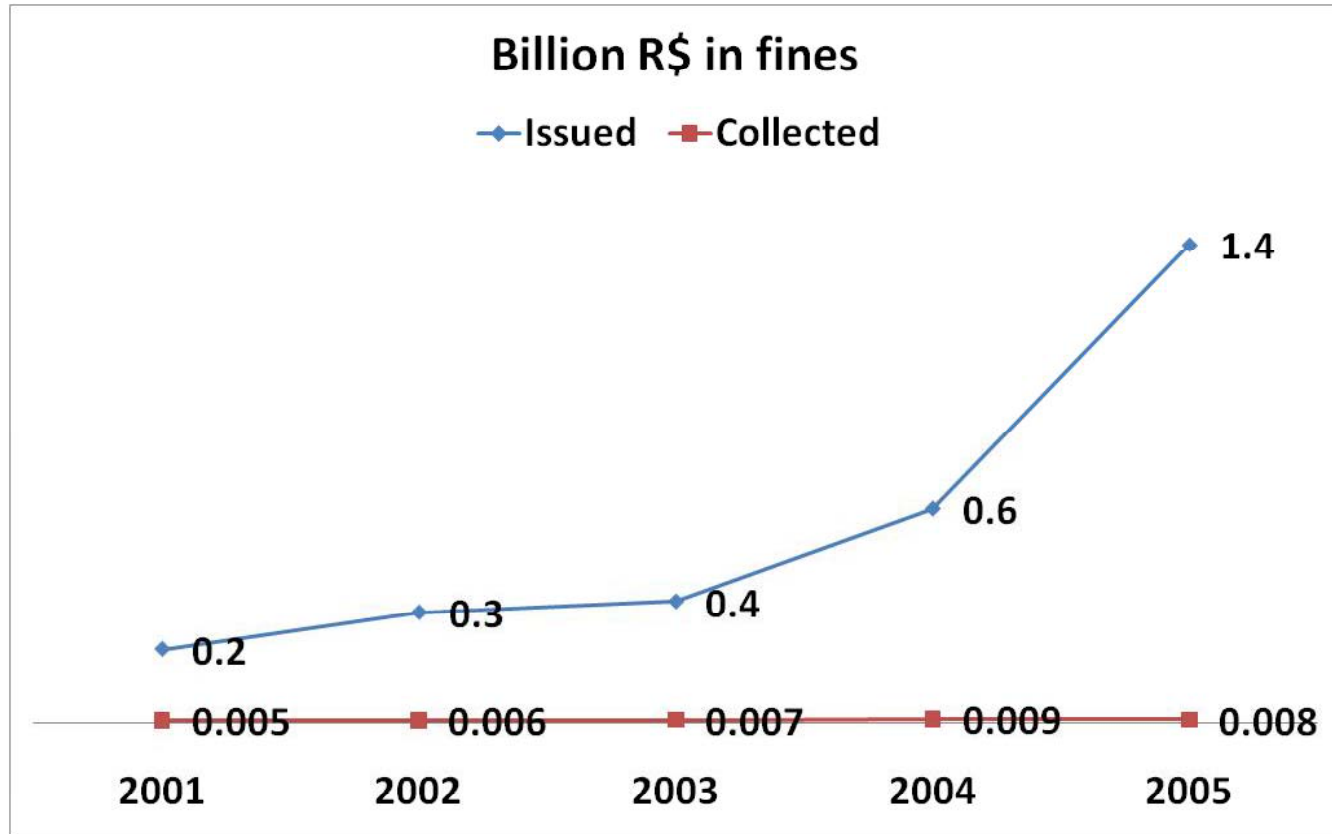
Creation of protected areas

42% of the territory



Source: Imazon

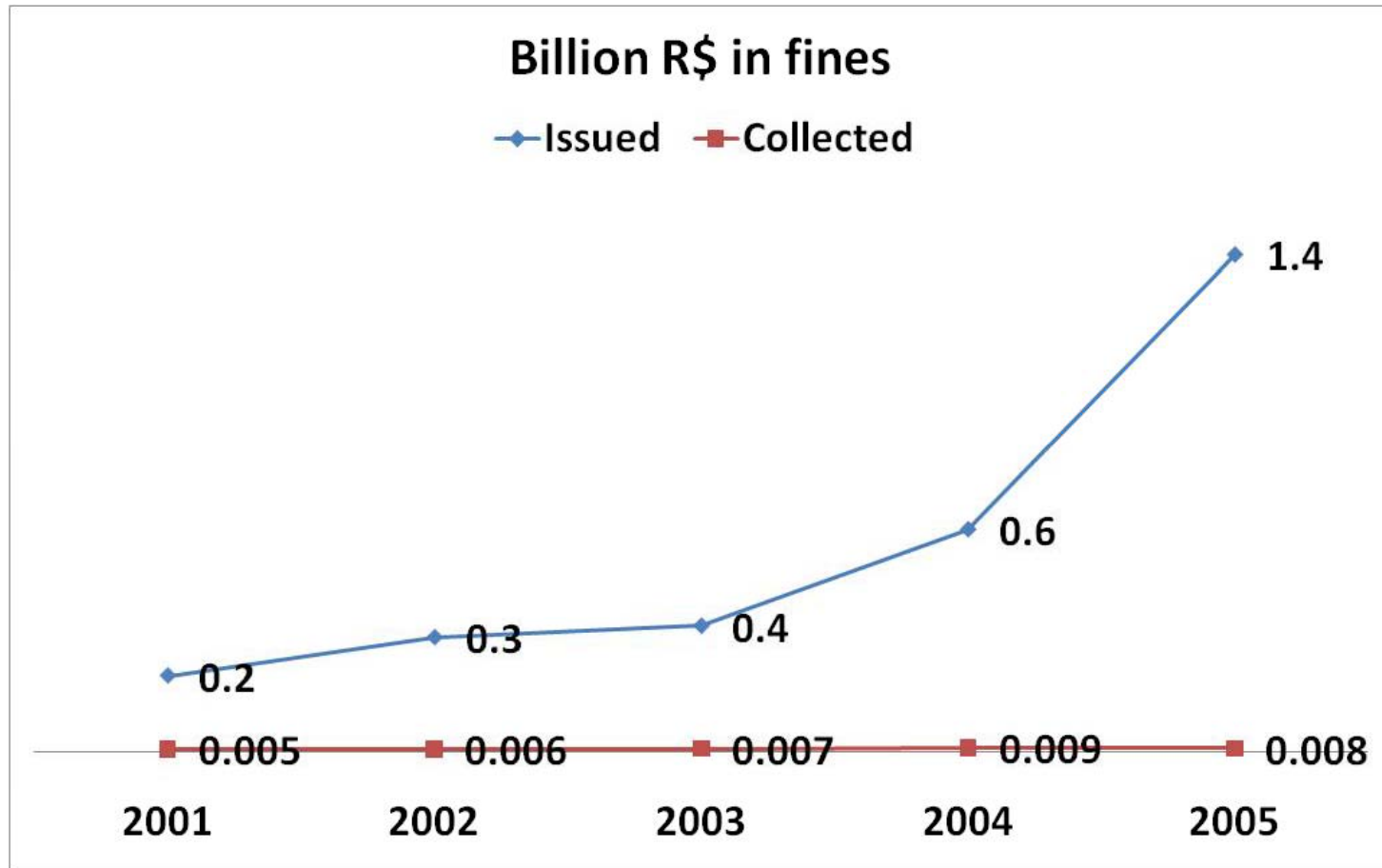
Fines against environmental crimes in the Amazon



Source of data: IBAMA, Brazilian Environmental Agency

Impunity

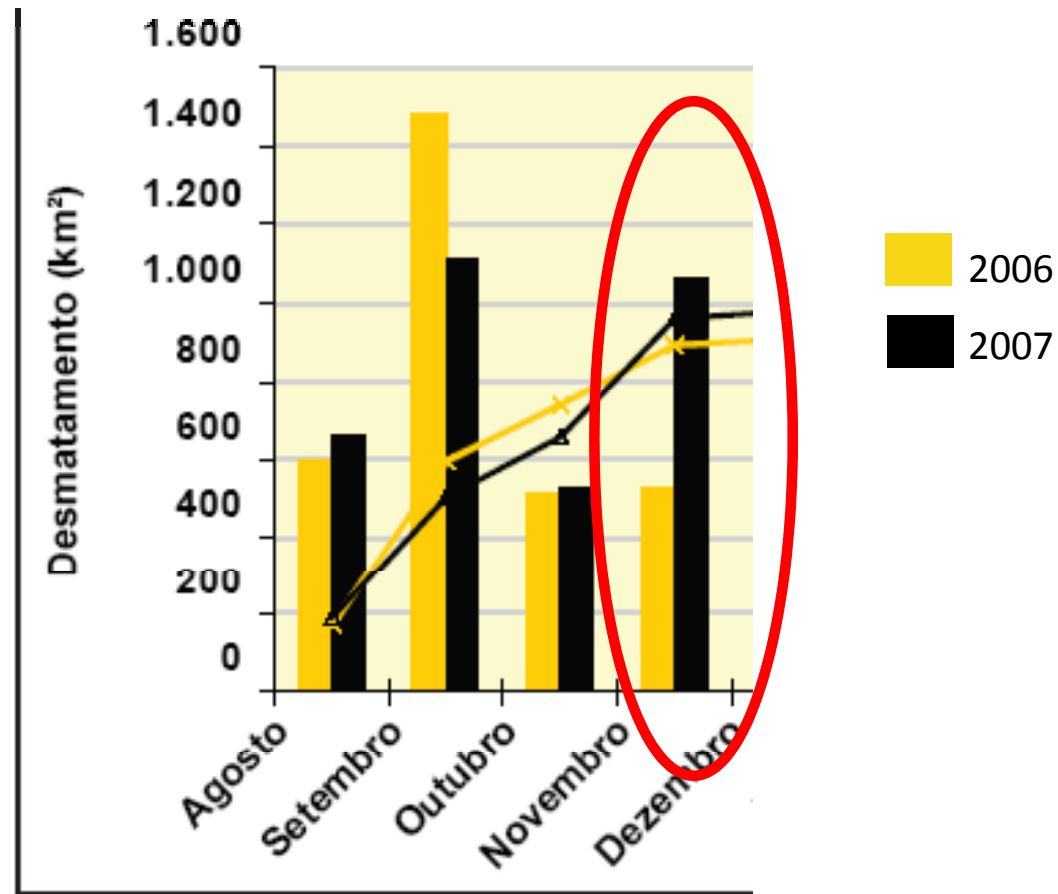
< 5% of the value of fines collected



Source of data: IBAMA, Brazilian Environmental Agency

Growth of deforestation in December 2007

Monthly deforestation rate measured by Imazon



Source: Imazon

Potential to increase production without deforestation

Less than 1 head per hectare



**Potential
2 heads per hectare**



Photos: Paulo Barreto

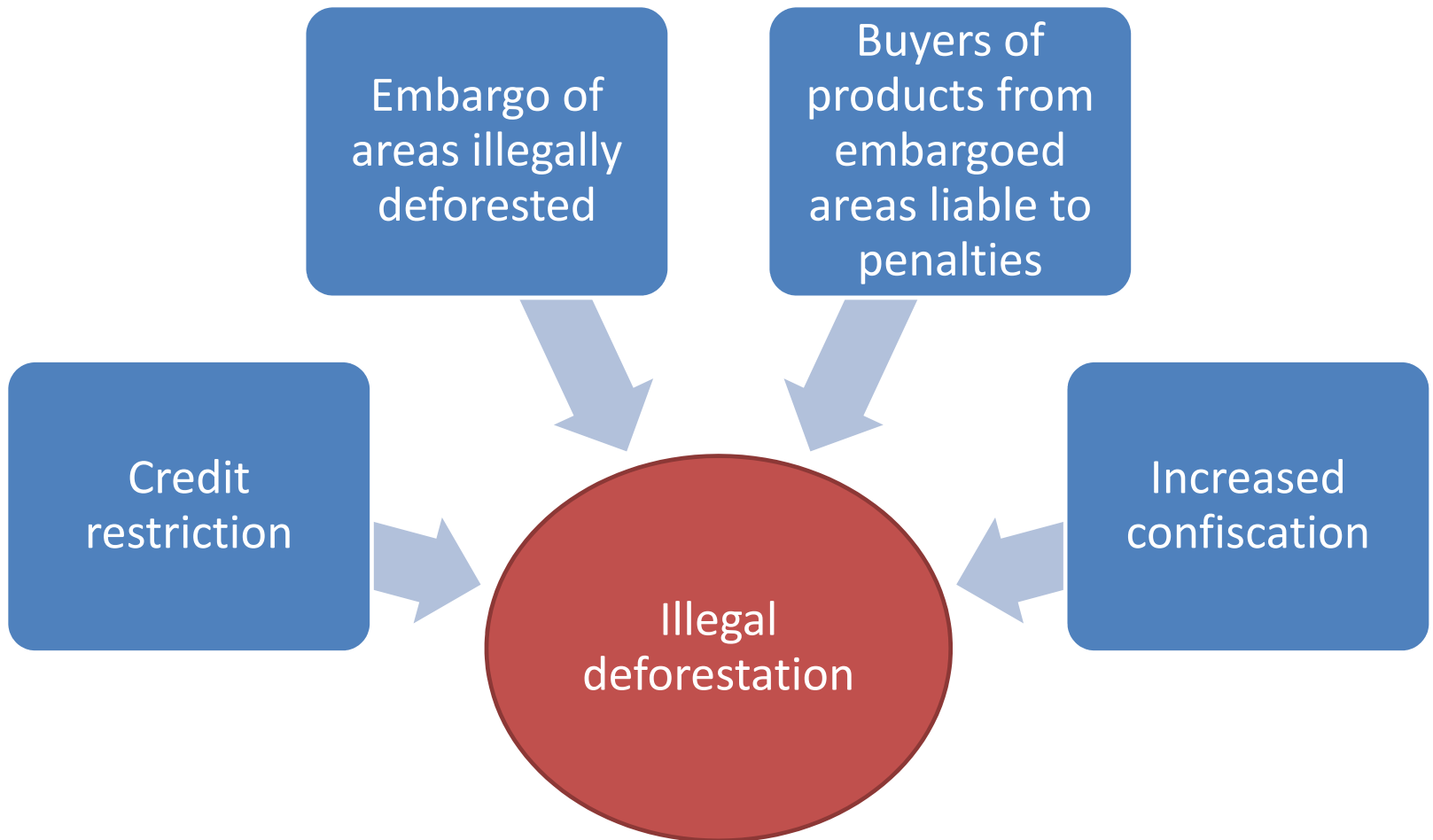


75% of total deforestation

~40% of Brazilian Emissions

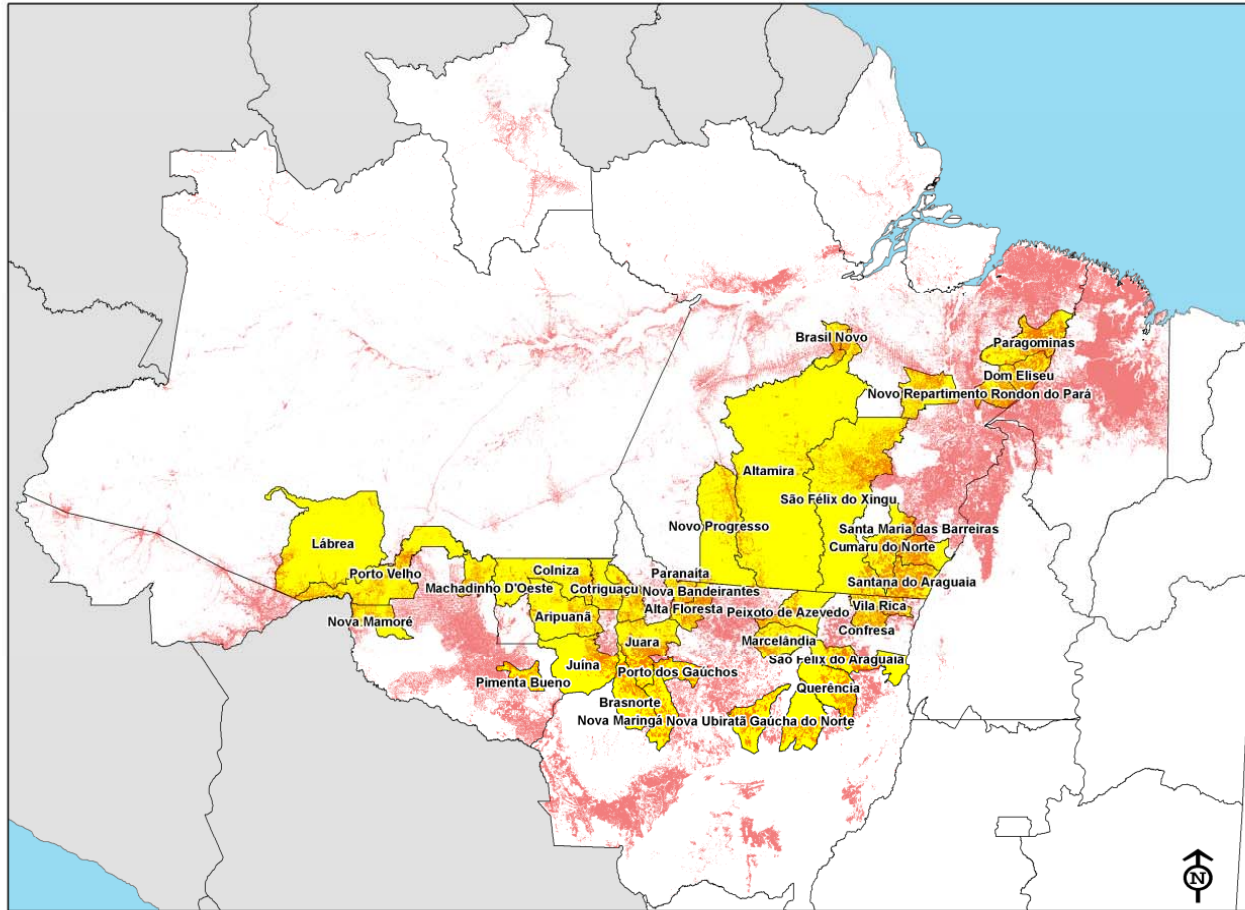
Less than 1% of GDP

New measures against deforestation in 2008



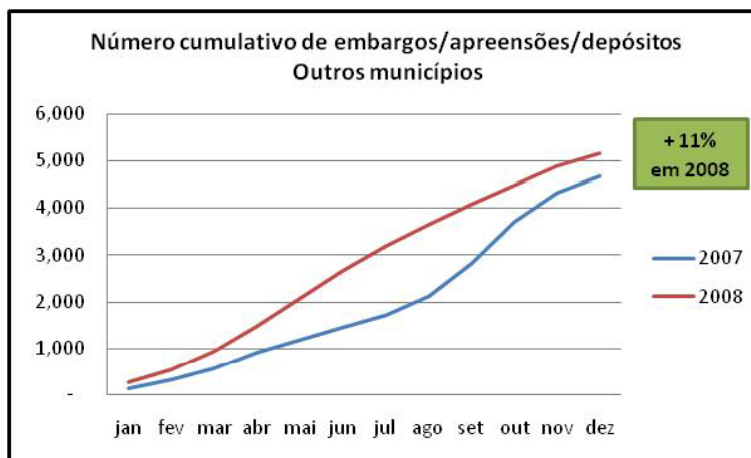
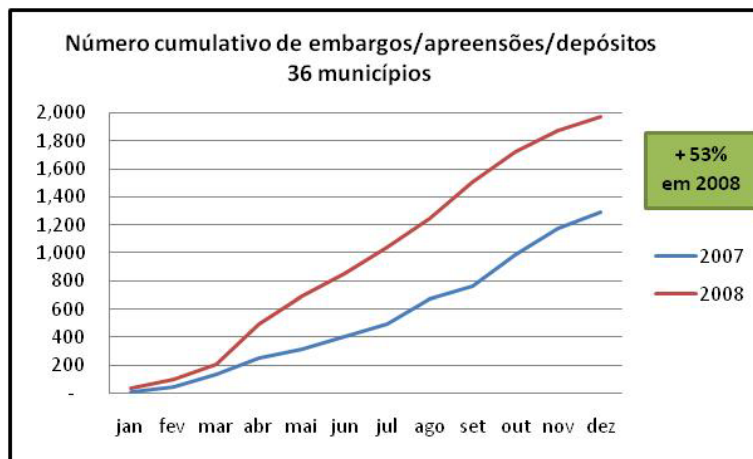
Focus on 36 critical municipalities

50% of total deforestation



Growth of embargo & confiscation

Cumulative cases in 2007 and 2008



Data from IBAMA analyzed by
Paulo Barreto and Daniel Silva

Confiscation of 3,000 cattle inside Protected Area I n Pará State

June 2008

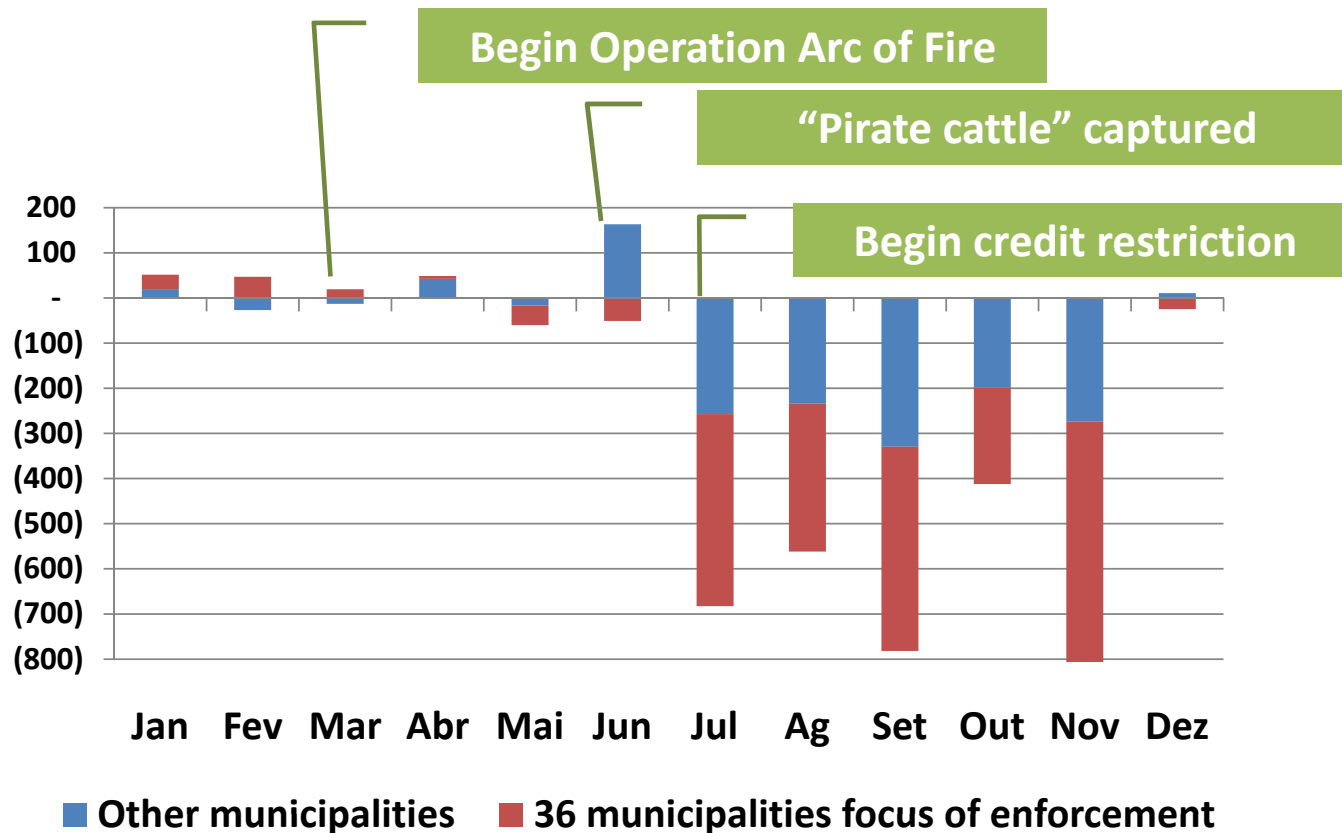
Cattle auctioned after two months



Photos: Hermínio Lacerda. Available at: <http://bit.ly/9NI6oC>

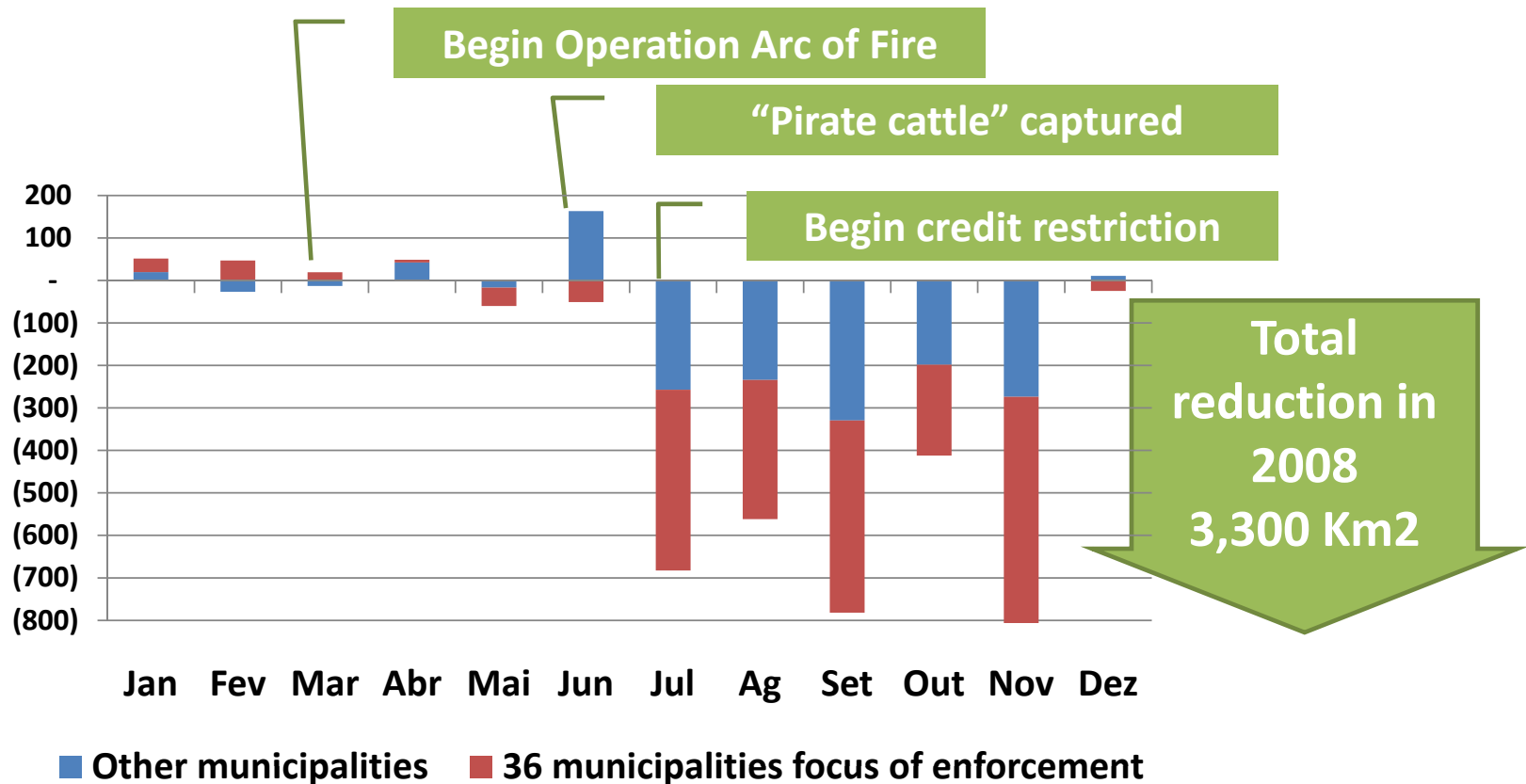
Difference between area deforested in 2008 and 2007

SAD - January to December



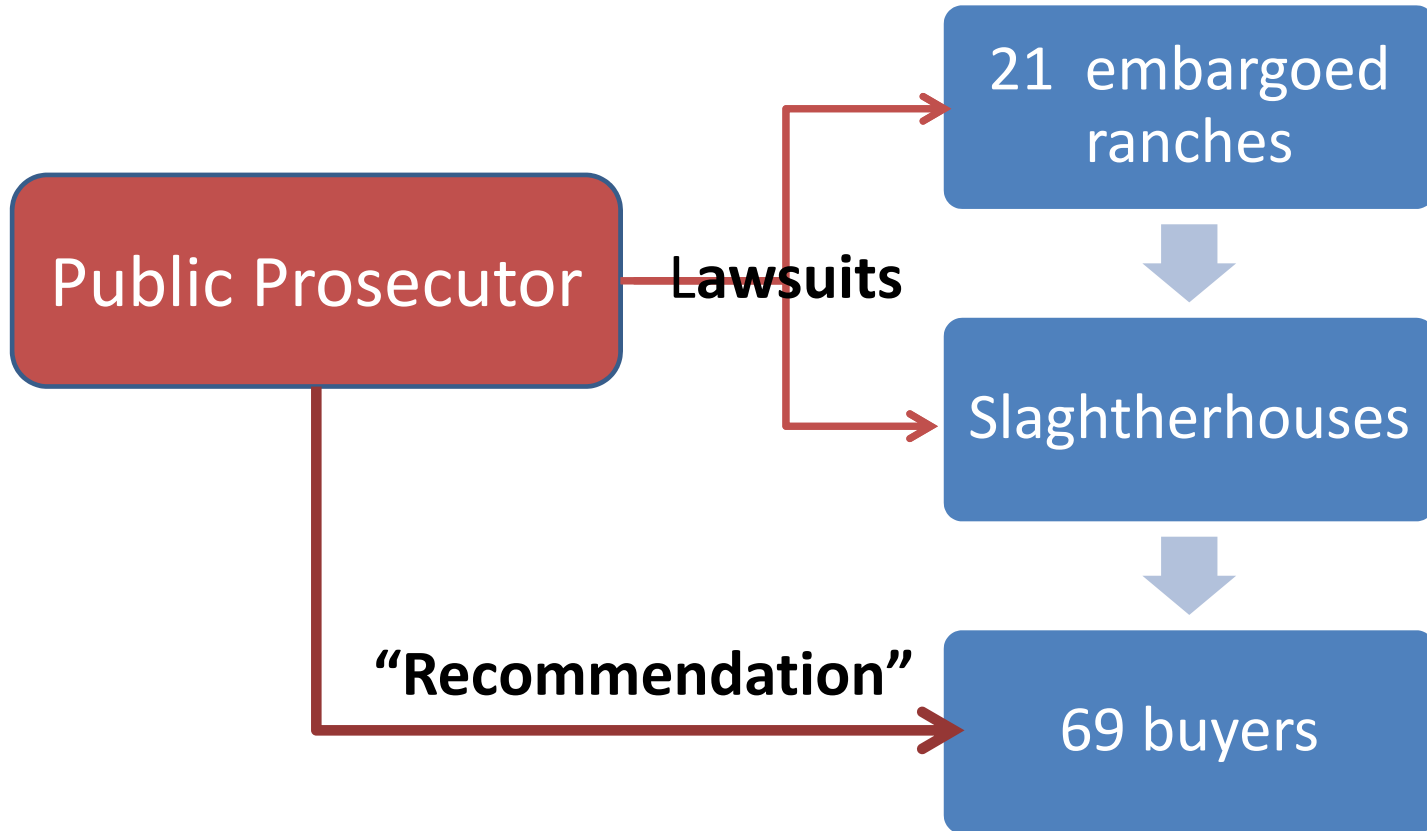
Difference between area deforested in 2008 and 2007

SAD - January to December



Lawsuit against ranchers and industry

June 2009



Greenpeace report



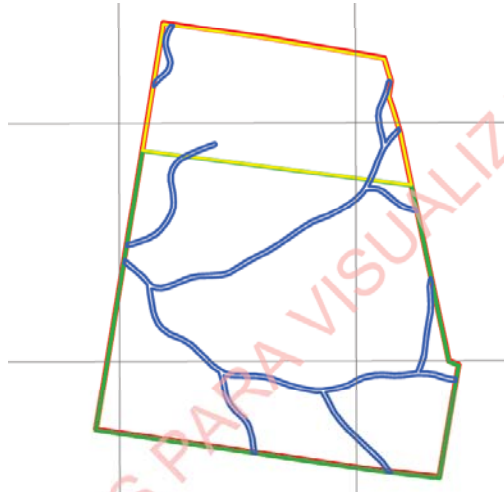
Develpments since June 2009

Retailers and industry stopped buying.



Slaugtherhouses signed legal agreement

Ranches registered at
environmental
agency

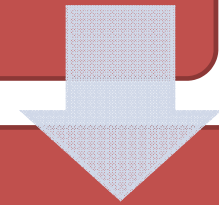


Independent audit
US \$2.8
million/year

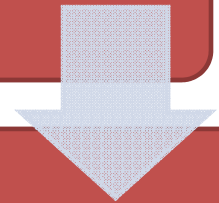
Map of ranch in the Internet

Developments since June 2009

**BNDES issued new
environmental guidelines**

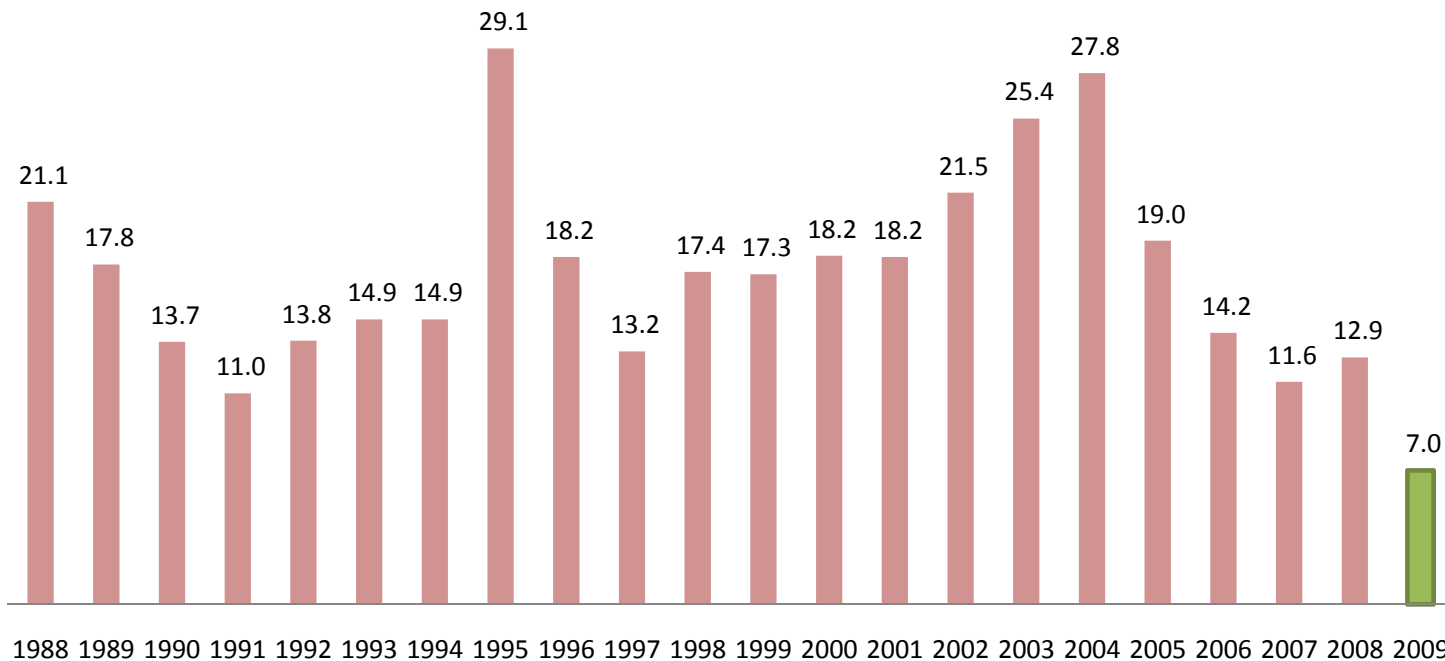


**Agreement between
Greenpeace & 4 largest
slaughterhouses**



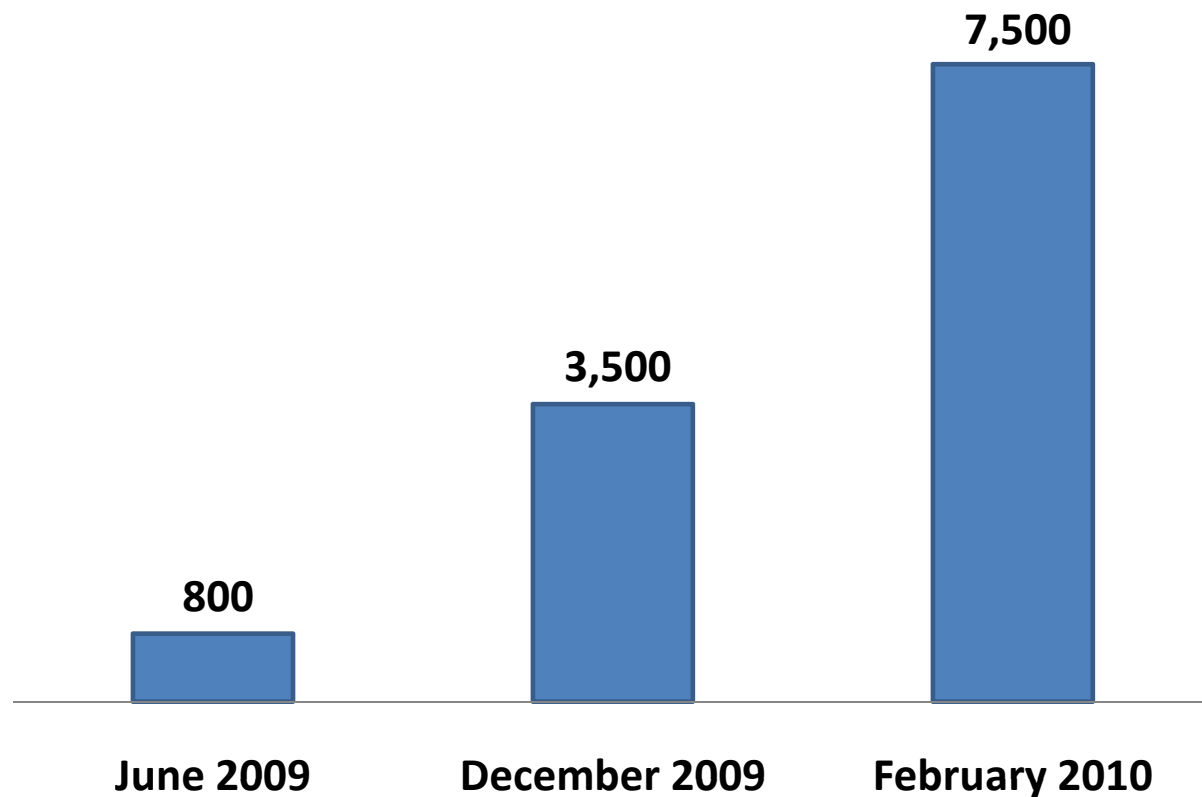
**Supermarket association
launched certification program**

45% decline of deforestation in 2009



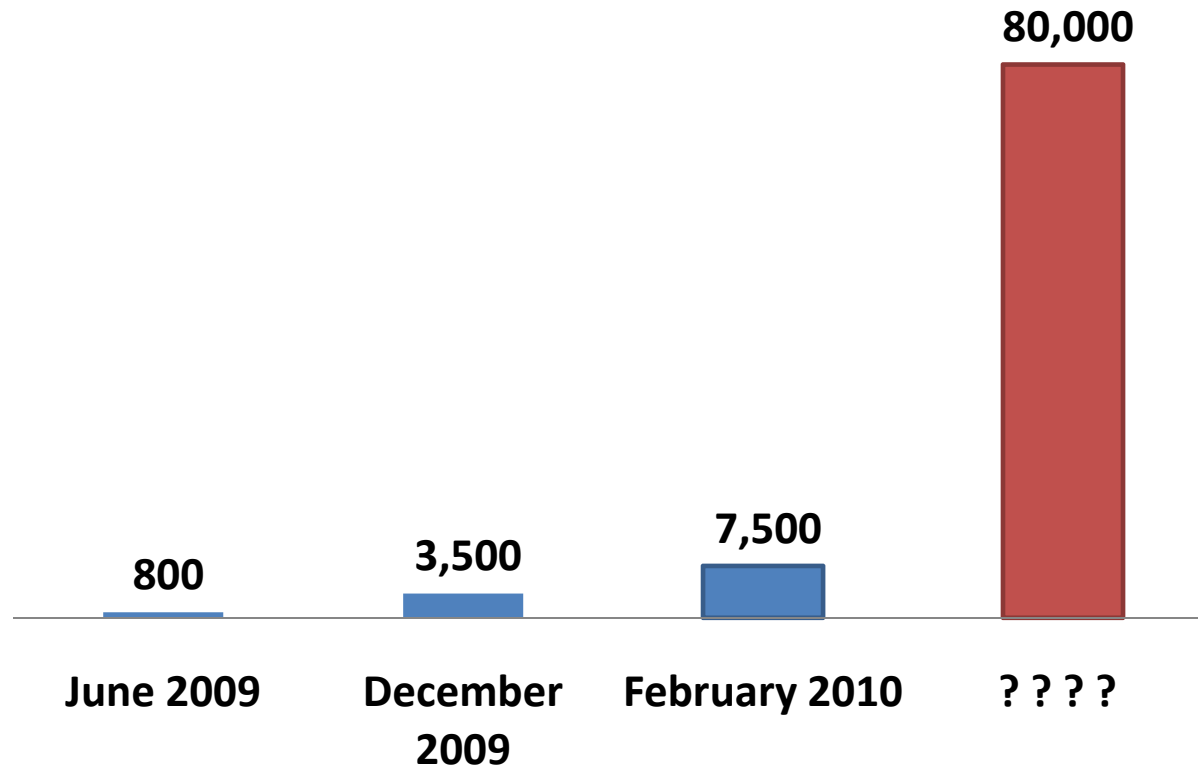
Source of deforestation rates: INPE. www.inpe.br

Number of properties registered at State Environmental Agency in Pará



Data obtained from Pará State Secretary of Environment at: <http://monitoramento.sema.pa.gov.br/>

Will all ranchers comply with rules ?

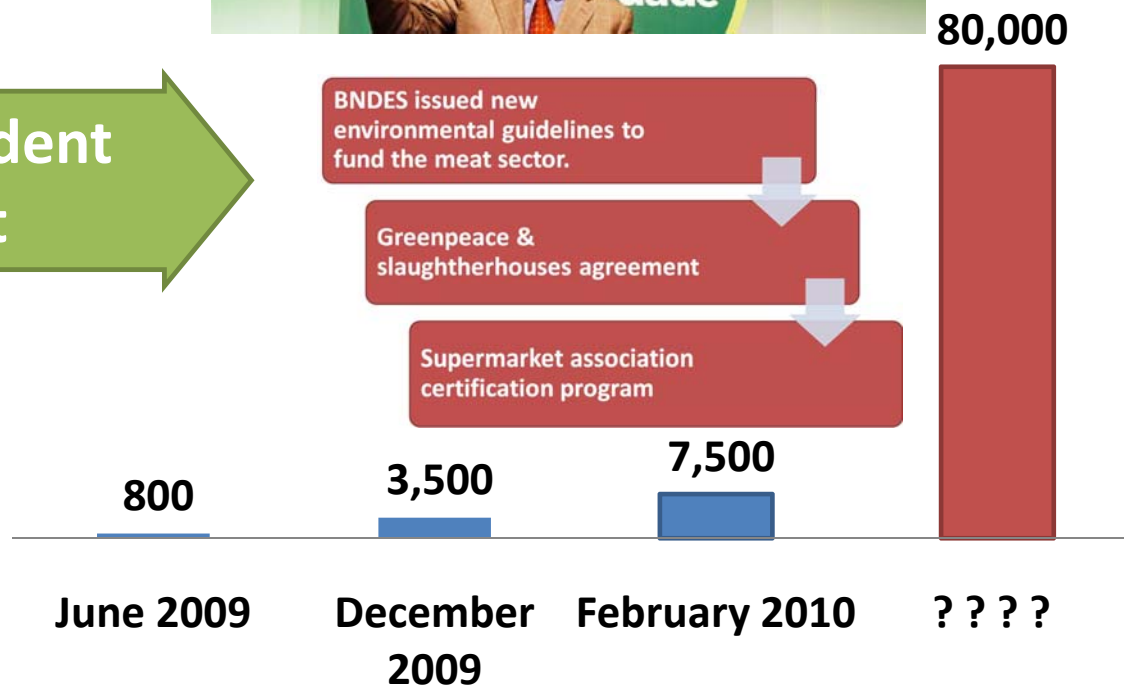


Data in blue obtained from Pará State Secretary of Environment at: <http://monitoramento.sema.pa.gov.br/>

Will all ranchers comply with rules ?



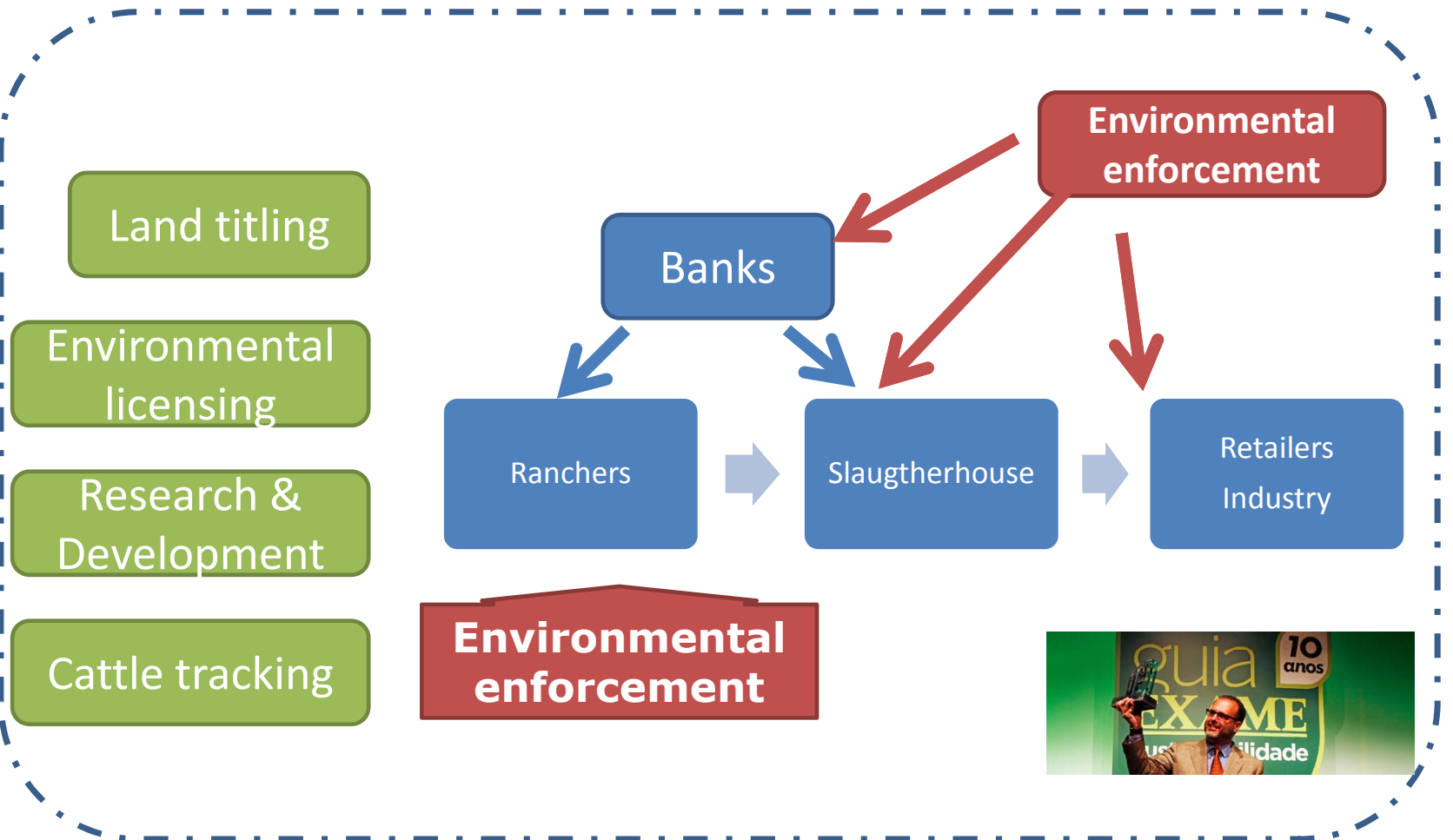
**Independent
audit**



Data in blue obtained from Pará State Secretary of Environment at: <http://monitoramento.sema.pa.gov.br/>

Obs photo: Walmart President in Brazil receiving the award as sustainable company 2009 from Exame magazine. According to the magazine, the award recognized, among others things, the role Walmart had in the agreement to stop deforestation for beef production in the Amazon. Photo available from: <http://bit.ly/9AFgV4>

Expanded arrangements for sustainable cattle ranching





Photos of cattle: Paulo Barreto. Photo of burning: James Grogan.