

# Sustainable Beef Labeling in Latin America: Initiatives based on Silvopastoral Systems

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## Introduction

- » Citizens around the world currently express strong concerns about environmental problems (e.g., deforestation, loss of biodiversity, exploitation of natural resources, and climate change) giving rise to the so-called socially responsible consumption.
- » Food production has a high share of responsibility in the various stages, ranging from production to distribution, consumption, and waste generation.
- » Despite the fact that sustainability labeling in the Latin American and Caribbean (LAC) region is showing a growth trend recently, there is still no documentation on how this growth has occurred, the governance arrangements of the labels, or their potential impacts.

## Results and analysis

- » Dissimilar advances in labeling efforts for sustainable beef products stand out: the initiatives correspond mainly to large producers and exporters in the region, exposing lags in the Central American and Caribbean countries (Figure 1).
- » Instead of the transition from quality labels to sustainability labels, sustainable labels for beef are not being understood as a priority but as an added value parallel to productivity increases (Figure 2).

## Objective

To identify and analyze trends and developments in sustainability labels for the cattle sector in LAC.

## Methodology

- » Semi-structured interviews with representatives from entities involved in the development, monitoring and promotion of sustainability labels.
- » Literature review consulting documents from a) international organizations, b) public institutions, and c) entities that work with sustainability labels

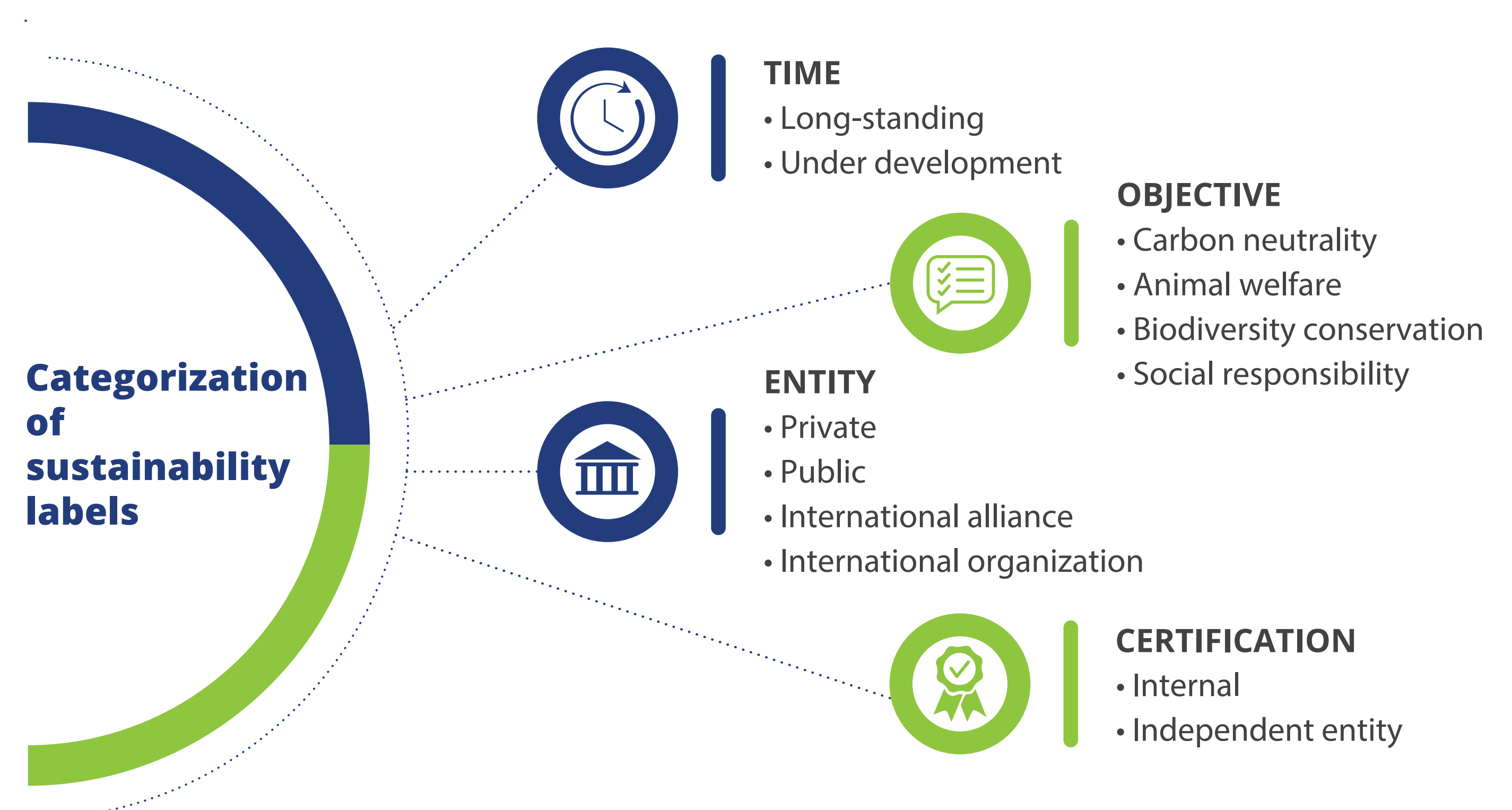


Figure 1. Categories of the sustainable labels in LAC. Source: own elaboration.

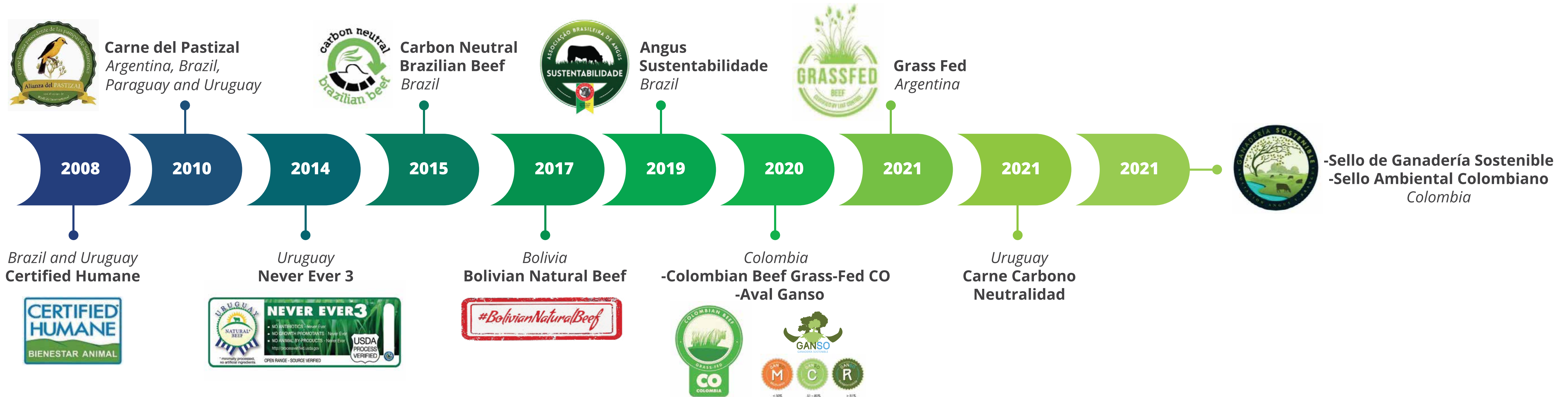


Figure 2. Historical development of sustainability labels in LAC. Source: own elaboration.

## Conclusions

- » Sustainability labeling is just one among many other strategies in pursuit of sustainable intensification. Consequently, it must be understood in a broader setting and articulated with public policies, legislations, and national and local initiatives, among others.
- » Despite the growth of label certification, major challenges arise: the evaluation of the carbon balance, deforestation and animal welfare still lack rigorous technical monitoring.

- » Private entities should carry out an adequate distribution of obtained price premiums throughout the value chain, since often they do not reach the primary producers.
- » In the cases of Mexico and Argentina, it is necessary to rapidly advance the implementation of sustainability labels in order to not lag behind their competitors (such as Brazil and Uruguay). In Colombia, it is essential to get intl. entities involved in the monitoring of the labels.

## Further reading

Moreno, L.; Díaz, M.F.; Burkart, S. (2021) Labeling of sustainable beef products in Latin America and the Caribbean: Initiatives and developments. Policy Brief No. 64. Cali (Colombia): International Center for Tropical Agriculture (CIAT). 6 p. <https://hdl.handle.net/10568/116665>

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