

The Regenerative Agriculture that we want and that Brazil deserves





Regenerative agriculture represents an innovative approach that goes beyond sustainability, focusing on the regeneration of ecosystems and the revitalization of agricultural landscapes while promoting economic, social, and environmental benefits. However, for this practice to take root in Brazil, it is crucial that it be adapted to the specific characteristics of tropical agriculture, particularly the Brazilian reality.

The Brazilian business sector recognizes the transformative potential of regenerative agriculture but emphasizes the importance of a comprehensive definition that considers not only environmental criteria but also social, economic, and financial aspects. This approach can add value to products and enable the implementation of effective public policies that encourage this transition. Such policies are vital for the decarbonization of the agricultural sector, meeting climate targets, and increasing the resilience of food systems, which are essential in the context of climate change.

In Brazil, there is still difficulty in identifying and recognizing practices considered regenerative, which hinders the ability to add appropriate value to Brazilian agricultural products. Moreover, a clear definition is urgently needed to implement public policies focused on this topic, such as directing incentives and facilitating access to credit (both public and private) for rural producers who adopt this type of agriculture, as outlined in key government policies.

These measures are crucial for decarbonizing the sector and meeting the targets set in the Nationally Determined Contribution (NDC), while also increasing the resilience of agricultural systems, which is essential for food security and the economic sustainability of farmers in the face of climate change. However, the effectiveness of these efforts relies on a clear definition of concepts and parameters that positively distinguish regenerative practices eligible for such benefits.

BUSINESS SECTOR EXPECTATIONS FOR REGENERATIVE AGRICULTURE IN BRAZIL

For Brazil to make significant progress in adopting regenerative agriculture and position itself as a global leader in the transition to sustainable, fair, and regenerative agri-food systems, contributing to the reduction of greenhouse gas emissions from the agricultural sector and combating food insecurity, the business sector outlines the following expectations for the Brazilian government:

1. **Clear and Inclusive Definition** – The establishment of a clear, inclusive concept that is widely understood by all actors in the production chain—from producers to end consumers. This concept should be validated by the scientific community, the production sector, government agencies, and the financial sector, ensuring a standardized understanding of what constitutes regenerative agriculture.
2. **Solid Regulatory Framework** – The creation of a regulatory framework that defines regenerative criteria and practices, allowing producers and buyers to clearly understand what is required to achieve regenerative certification. The regulatory framework should also include a gradual transition process, respecting the diverse realities of Brazilian agricultural production.
3. **Uniform Recognition Methodologies** – Develop uniform methodologies for classifying regenerative practices across different types of crops, taking into account the specific characteristics of each sector, such as beef cattle, dairy farming, among others.
4. **Practice Validation Guidelines** – Establish clear guidelines for validating regenerative practices through self-declarations or second- and third-party audits, ensuring that information regarding regenerative processes is transparent to the consumer market.
5. **Standardized Impact Indicators** – Develop clear, measurable, and standardized indicators to assess the impact of regenerative practices, with the aim of creating a secure regulatory environment that promotes research investments and offers appropriate tax incentives.
6. **Monitoring KPI's** – Define key performance indicators (KPIs) for the impact of regenerative activities on social, environmental, and economic criteria, aligned with supply chain decarbonization goals. These should preferably be set and standardized by governmental authorities to ensure effective application, monitoring, certification, and potential incentives (e.g., Plano Safra, subsidies, and financing).
7. **Regenerative Product Labeling** – Implement a labeling system to identify products derived from regenerative practices, providing greater visibility and market value for these products.

8. Incentives for Technical Assistance – Invest in strengthening technical assistance and research to facilitate the transition to regenerative practices, ensuring that producers have access to the necessary knowledge to effectively implement these techniques.
9. Credit for Regenerative Agriculture – Create or expand financial mechanisms that offer specific lines of credit for producers adopting regenerative practices, encouraging both small and large producers to embrace this mode of production.
10. Tax Incentives and Subsidies – Implement policies of tax incentives and subsidies to reduce the initial costs associated with the adoption of regenerative practices, fostering the transition and permanence of these practices in Brazil.
11. Self-Regulation – Encourage voluntary self-regulation commitments, allowing companies to seek continuous improvement training.
12. Payments for Environmental Services – Integrate regenerative agriculture into policies for payments for environmental services to recognize and reward producers who actively contribute to ecosystem regeneration.
13. National Monitoring System – Create a unified national system for registering and monitoring data from producers adopting regenerative practices, interfacing with existing systems like CAR, GTA, and SISBOV, promoting greater transparency and facilitating research and development of new practices.

These expectations reflect the vision of a business sector committed to transforming food systems and building a more sustainable future for Brazil. With adequate support from public policies and incentives, regenerative agriculture has the potential to make a decisive contribution to climate change mitigation, biodiversity preservation, and strengthening food security in the country.



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