

Traceability in Agricultural Production:

A Strategic Opportunity for the
Business Sector



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Traceability in Brazil's food production chain is a key element for ensuring food safety, transparency and compliance with socio-environmental criteria, such as deforestation prevention. While progress has been made, challenges remain, including the need for a robust regulatory framework that guarantees legal security and promotes the effective implementation of socio-environmental standards. In light of this, the business sector recognizes the urgency of establishing a National Traceability and Certification System capable of efficiently monitoring a vast and diverse supply chain that often spans different states and biomes. Another challenge is raising awareness across all links of the supply chain (from farm to table) regarding the importance of traceability.

The implementation of innovative technologies and the creation of a clear regulatory environment are essential steps to seize opportunities and ensure a safer and more transparent food supply chain. In summary, overcoming the gaps and challenges in food chain traceability in Brazil requires collaborative efforts between the private sector, the government, and other stakeholders.

BUSINESS SECTOR EXPECTATIONS FROM THE GOVERNMENT ON TRACEABILITY

For Brazil to position itself as a global leader in monitoring and traceability in agricultural production, the business sector outlines several key expectations regarding government action:

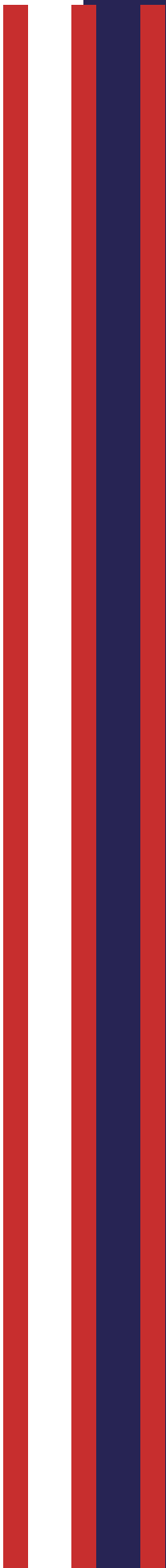
1. **National Solution with Global Recognition** – Develop a national traceability platform with international recognition, ensuring easy implementation and leveraging existing data and systems, such as CAR, CPF, GTA, and SISBOV.
2. **User-Friendly and Adaptable Tools** – Create simple, intuitive tools tailored to regional specificities, including different biomes and crops, to ensure greater adherence and effectiveness in the field.
3. **Appropriate Transition Period** – Define a transition and adaptation timeline that respects the varied realities of different regions and productive sectors, ensuring a gradual and sustainable process.

4. Comprehensive Public Policy on Traceability – Establish a public policy that covers the entire production chain, from raw materials to final products, with minimum traceability requirements and mandatory guidelines for each stage. This ensures transparency and reliability of information about product origin.
5. Investments in Technology and Research – Promote the development and adoption of advanced technologies, such as blockchain, to create robust traceability systems that ensure transparency, legal security, and efficiency in production and distribution.
6. Regulation of Advanced Technologies – Develop norms and guidelines to regulate the use of advanced technologies to ensure complete traceability of production chains.
7. Strengthening the Plataforma AgroBrasil +Sustentável – Consolidate the platform as a reference for ESG certification, valid for external markets, attesting that properties meet environmental, social, and governance requirements.
8. Individual Animal Monitoring – Implement a system for the identification and individual monitoring of animals, ensuring full traceability in livestock production.

TRACEABILITY: A BUSINESS OPPORTUNITY

For the business sector, traceability goes beyond a regulatory requirement—it is a strategic opportunity. By implementing effective traceability systems, companies not only ensure legal compliance but also strengthen consumer trust and add value to their products, particularly in international markets that demand high standards of transparency and sustainability.

Moreover, traceability enables risk reduction, increased operational efficiency, and resource optimization, factors that drive the competitiveness of Brazilian agribusiness on the global stage.





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