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Proforest / co-leader Traceability and
Transparency Task-Force of Coalizão Brasil

ABOUT US

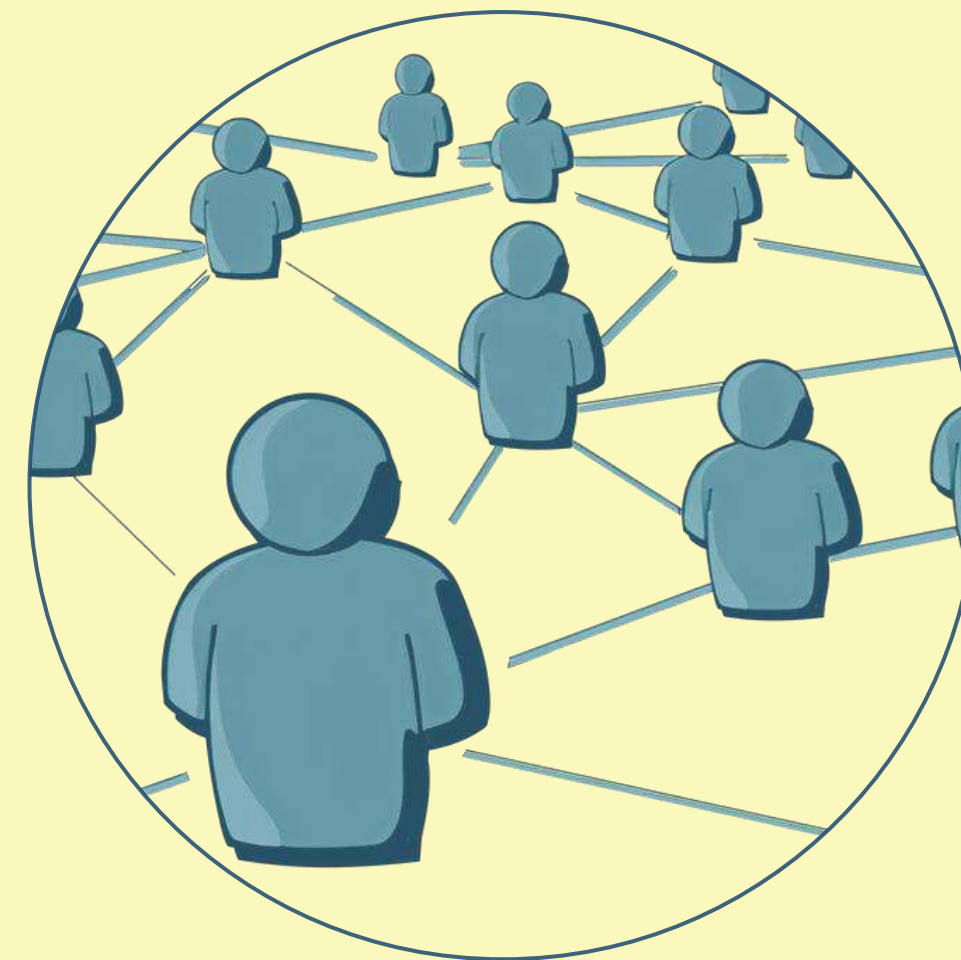
COALIZÃO
BRASIL
CLIMA, FLORESTAS
E AGRICULTURA

PRIVATE
SECTOR

FINANCIAL
SECTOR

CIVIL
SOCIETY

ACADEMIA



GOAL

Coordinate and facilitate initiatives to promote the harmonious, inclusive, and sustainable use of land in Brazil

Governance - Facilitation

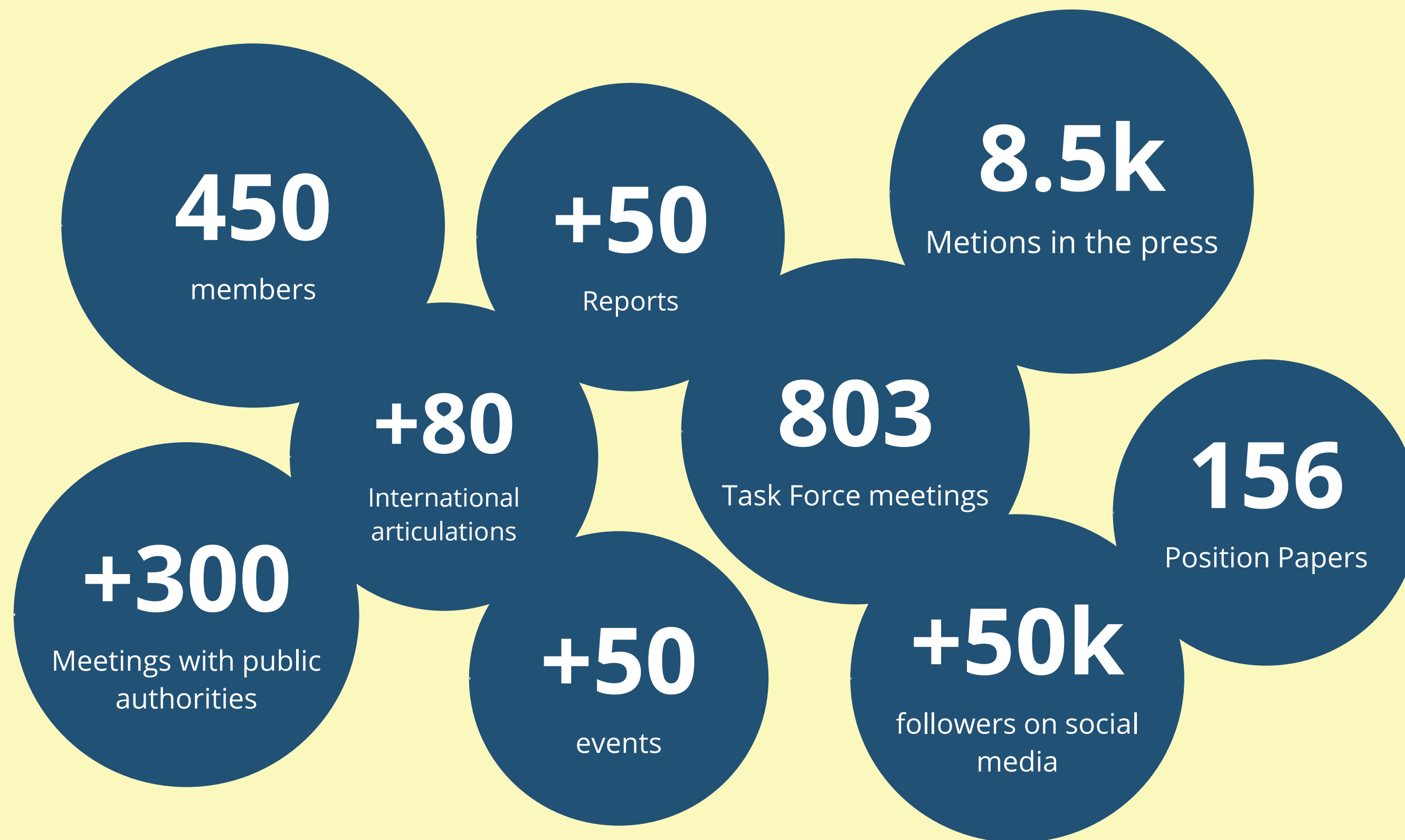
The facilitators are responsible for guiding the Executive Coordination team, which oversees the management of all the Coalition's activities.

400+ MEMBERS

HOW

- Promoting dialogue within different sectors
- Developing proposals that reflect a common agenda
- Coordination and advocacy to ensure the delivery and implementation of these proposals
- Communicating this work transparently to the public

Big numbers



Our key publications



Jun/2015: launch of the Brazil Coalition, presenting its 17 proposals for the national climate change agenda.



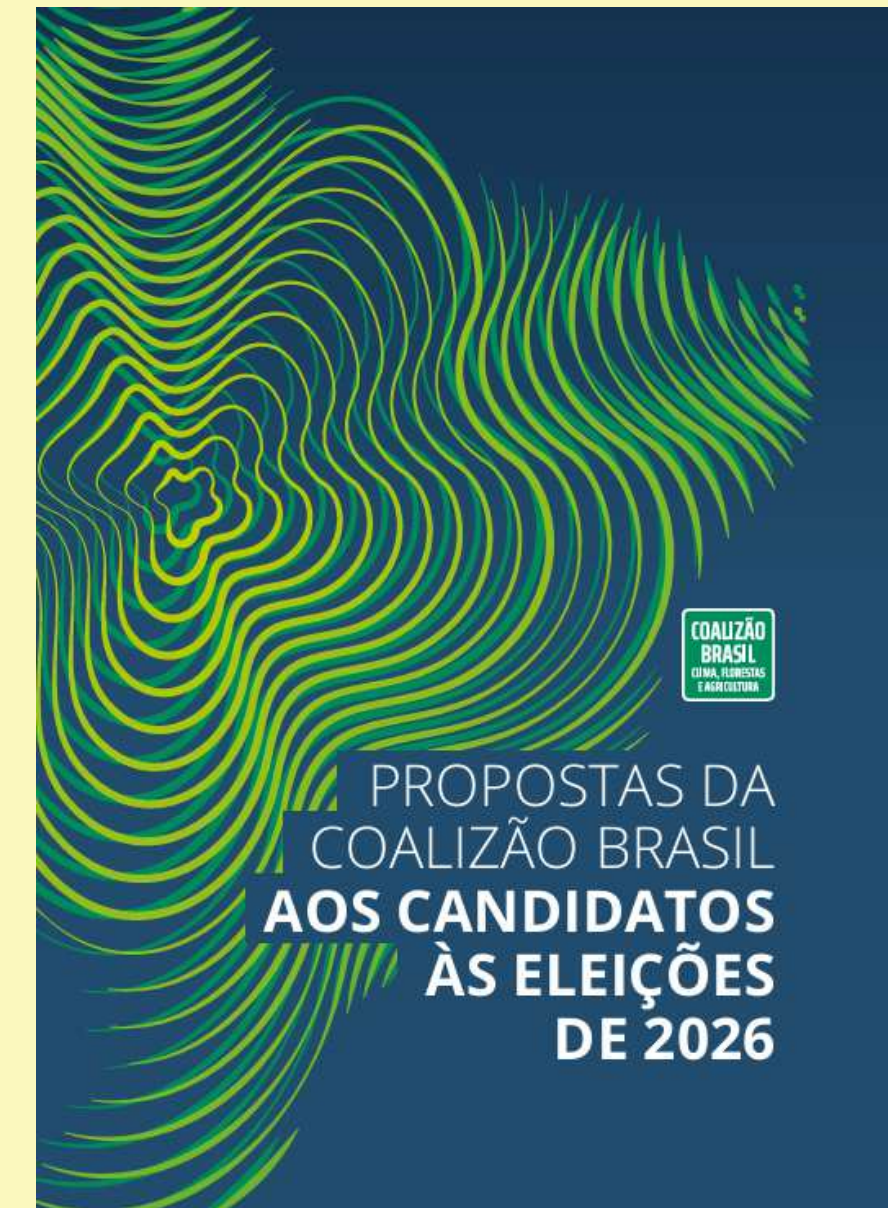
Dec/2018: The Brazil We Want for the Future (Vision 2030–2050) – “To promote harmonious, inclusive, and sustainable land use in Brazil”



Nov/2022: Proposals to governments and elected lawmakers for the first day, the first 100 days of the administration, and the entire term.



Jun/2026: Proposals on three complementary fronts for the candidates in the 2026 elections.



There are currently **12 active Task Forces (TFs)** within the Coalition, each with specific thematic focuses, leadership, and work plans.

In these spaces, members of our network contribute to the implementation of the proposals defined by the Coalition network.



TASK-FORCE TRACEABILITY AND TRANSPARENCY



THE GOAL

Contribute to the development of a national policy on traceability and transparency for commodity production, initially focused on the soybean and beef supply chains.

STRATEGIC ACTIONS

- Strengthen data transparency and information system integration
- Strengthen traceability in supply chains

TF co-leaders



Isabella Freire
Executive Director
Proforest



Fernando Sampaio
Sustainability Director
ABIEC

ADVOCACY

Through its Traceability and Transparency Task Force, the Coalition promotes an ongoing process of technical dialogue with public agencies, seeking to translate multisectoral consensus into concrete public policy proposals.

- Workshops and technical meetings with representatives from the government, civil society, and businesses.
- Promote spaces for dialogue that directly contribute to political advocacy.



TRACEABILITY AND TRANSPARENCY



10 ANOS

BRAZILIAN COALITION

ON CLIMATE, FORESTS AND AGRICULTURE

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Contrast

Language

A+ A-

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The Traceability and Transparency Task Force of the Coalition was created in April 2020 with the aim of responding to the growing national and international demand for robust traceability systems in the agricultural sector. Since its formation, the group has acted as a multisectoral space for building public policies and technical solutions, bringing together representatives from the private sector, civil society organizations, governments, and academia.

The Coalition recognizes that socio-environmental traceability and transparency are increasingly urgent strategic pillars to ensure the sustainability of production chains in Brazil. This means ensuring that both beef and soybean production are free from practices such as illegal deforestation, reinforcing the country's commitment to ethical and environmentally responsible supply chains.

TASK-FORCE

TRACEABILITY AND TRANSPARENCY



KEY TAKEAWAYS

- Market regulations are opportunity to strength national systems and public policy
- Traceability is a key driver of competitive advantage for Brazil
- Transparency builds trust in supply chains
- Traceability must be developed collaboratively
- Brazil already has significant assets to move forward
- Interoperability is more important than creating new systems
- Public policies and private initiatives are complementary
- Inclusion is a prerequisite for success





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