



## INNOVATIONS FOR SUCCESSFUL SOCIETIES

### The Ongoing Drive for Sustainable Cattle Ranching in Brazil

Supply chain certification is an important step in protecting forests and managing natural resources effectively, yet this process is often hard to carry out. A new ISS case study series probes how certification systems break down and profiles steps to counter these problems.

The first case focuses on the drive for sustainable cattle ranching in Brazil. The initiative began in 2009, after Greenpeace labeled Brazil's beef industry the biggest cause of deforestation worldwide. Amid calls for change, the Sustainable Agriculture Network, a global alliance of environmental organizations, developed cattle ranching standards and a monitoring system based on third-party audits. The aim was to create a model for buyers, sellers, and governments. Initial take-up was slow, but a few ranchers began to test the waters. The case highlights important lessons for those who seek to reduce the environmental impact of beef production, globally.

[Read More](#)



*Cattle in a Brazilian pasture whose owner gained environmental certification from Sustainable Agriculture Network in 2016. Photo by Bruno Andrade.*

# Global Challenges Prize

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For more details, visit: [globalchallenges.org](http://globalchallenges.org).

### ISS Featured Interview

In a 2015 interview with ISS, **Stefano Pagiola**, a World Bank environmental economist, outlines his role in the development of payment for environmental services (PES) programs in Costa Rica and Mexico. He also describes some of the technical challenges faced in the implementation of Costa Rica's PES program, and similar problems encountered in the up-scaling of Mexico's program. In addition, he discusses the political hurdles PES faced in both countries and the difficulties leaders faced in formulating an impact evaluation for the programs.

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