

# NOVO CAMPO PROGRAM

## CATTLE RANCHING GOOD PRACTICES DISSEMINATE IN THE AMAZON

### GOOD AGRICULTURAL PRACTICES

Restored, intensified area; Technical assistance; Professional management; Valuation of human resources; Supplementary feeding and improvement in animal welfare; Reproductive management and sanitary control; Environmental regularization and forest conservation; Guarantee of origin and traceability

### CONVENTIONAL CATTLE RANCHING

Degraded and not restored areas; Poor management of the farm, pastures, herds, and human resources; Lack of value chain integration and incentives; No traceability



Inferior beef quality: fat finishing 0-1 mm

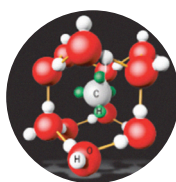


Superior beef quality: fat finishing 2-3 mm

### MAIN BENEFITS\*

#### 1 REDUCTION OF METHANE EMISSIONS

From 353 to 180 gCH<sub>4</sub>/KgLW



#### 2 REDUCTION OF SLAUGHTERING AGE

From 44 to 34 months for males and from 34 to 24 months for females



#### 3 INCREASE IN STOCKING DENSITY

From 1.22 to 1.61 animal units / ha



#### 4 INCREASE IN PRODUCTIVITY

From 70 to 160 KgCW/ha/yr



#### 5 INCREASE IN GROSS MARGIN

From 0-100 to 680 R\$/ha/yr



\*Average results of 6 pilot farms in the first year after GAP implementation. Results refer to the whole farm, where one 32-hectare module of intensification was installed, representing 5-10% of the total area of pastures.