

Brazil

- Facts:
- 850 million ha total
 - 257 million ha agricultural land
 - 180 million ha pastures
 - 213 million citizens
 - 15 million dairy cows:
 - 35,7 billion Liters of milk
 - 1,1 million dairy farms



Interviewed people

Markito, Viktor Azeveto, Fazenda Pontinha Farm

Alex Marcel Melotto, Diretor executivo da Fundação MS

Artur Falcette, Secretary of Agriculture and Environment of the State of Mato Grosso do Sul

Robert/Diana Jank, Agrindus Dairy Farm

Fabio H. Pereira, Director Agribusiness Center of Excellence PWC

Key topics around sustainable farming: Revenue model, Self-sufficiency in feed, big different between size and professionalism, travel distends.

Overall summary of the sector:

A diverse sector.

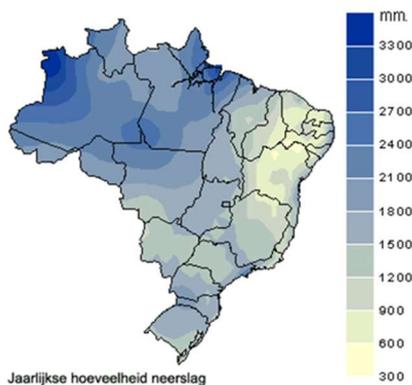
Brazil's dairy industry is distinguished by its large scale, strong domestic market, and wide diversity of production systems. It supplies most of its milk to a population of over 200 million people, creating stable demand for dairy products. The sector includes everything from small family farms to highly modernized operations, spread across very different regions and climates. In recent years, rapid technological and quality improvements have increased efficiency and competitiveness. At the same time, dairy farming remains a key source of income for rural communities, making it both an economic and social pillar of Brazilian agriculture.

Biggest Challenge

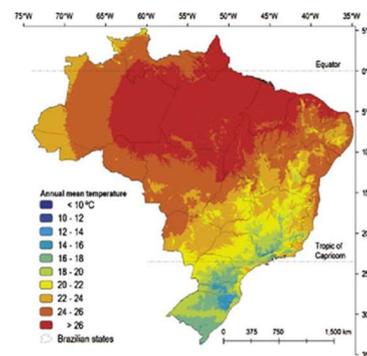
Brazil's dairy sector's biggest challenge is profitability. High production costs, weak infrastructure, and limited access to credit make it hard for farmers—especially small and medium ones—to invest and modernize. This is worsened by price volatility, competition from imports, and low average productivity, which together reduce competitiveness and slow sustainable growth.

Climate in Brazil

Brazil has a predominantly tropical climate, making it highly suitable for agriculture, which takes place mainly in the central part of the country. Due to high average temperatures and abundant summer rainfall, there is never a shortage of water. Even in the “driest” areas, rainfall totals are similar to the Netherlands (900 mm). What stands out is that the “winter” is about 5°C cooler and much drier. This directly affects which crops can be grown and how many crop cycles can be achieved per year. Where irrigation is available, the growing season is shortened, and farmers can grow up to three crops per year.



Gemiddeld aantal koeien per melkveebedrijf in Brazilië



Rules on nature preservation

Brazil has very clear rules on preserving natural areas. The entire country is divided into three categories of preservation. In agricultural regions, every farmer must keep 20% of their land as nature. In transition zones this is 35%, and in nature zones 80%. Most farmers meet the requirement on their own land, but it is also possible to rent nature areas nearby. We visited a farm with 1,000 ha of soy, 1,000 ha of eucalyptus with grass for cattle, 500 ha of eucalyptus forest, and 1,500 ha of pasture. They also had 1,000 ha of natural land to comply with regulations. These natural areas are usually located around rivers and must match the historic local ecosystem; if it is not a natural wetland, grazing is not allowed.

It is still legally possible to convert nature to farmland, though heavily debated. Many Brazilians find a total ban unfair, arguing everyone has the right to become a farmer.

The Pantanal Climate Fund is a climate-focused financial mechanism created under the Pantanal Law in the Brazilian state of Mato Grosso do Sul to support the conservation and sustainable management of the Pantanal wetland—one of the world’s largest and most biodiverse freshwater ecosystems. The fund was officially regulated in 2025 and initially provided with about R\$ 40 million from the state budget. Its main purpose is to finance environmental services, especially by offering payments for ecosystem services to landowners who preserve natural areas of the Pantanal, helping protect carbon storage, biodiversity, and water regulation.



Findings:

What is Biodiversity?

“The different species, tree’s and plants. Living in and on the soil and water”

What is important around Biodiversity?

“The rainforest and Pantanal are the most important area’s in Brazil”

“The Pantanal region is highlighted as the highest assessed biome in the world”

“Every farmer must have nature on there farm, between the 20-80%”

“Is it only the responsibility of Brazilians to preserve the rainforest? Or is it the responsibility of the whole world? And if it is shared, should the inhabitants of these areas not be financially compensated for limiting their development? After all, the Western world has already developed, with far-reaching consequences for all of us.”

“Brazil's emissions reduction goals, focusing on deforestation and land use change, which account for a significant portion of emissions”

“The country's commitment to reducing emissions by 59-67% based on 2020 level, with a focus on working with farmers to achieve these goals”

How should Biodiversity must be rewarded?

“The use of bioacoustics and environmental DNA tools to measure biodiversity is discussed, with ongoing projects to set a baseline”

“Landowners in the Pantanal can get a reward for protecting nature by the Pantanal Climate fund”

“The Pantanal Climate Fund and the Benefit for Environmental Services Program are designed to provide financial incentives for environmental conservation”

“The program's funding is primarily from the government, with a goal to attract more private sector funding for long-term contracts”

“The correlation between native vegetation and biodiversity is used as a basis for the government program's”

“The use of blockchain technology to create a digital passport for cattle and other animals, with ongoing pilot projects”

What are the biggest challenges?

“The challenges of getting farmers to participate in the program are highlighted, with many being afraid of government intervention and loss of autonomy”

“The importance of ensuring that the benefits of the program reach small farmers and not just large landowners is emphasized”

“Bush fires in nature areas are destroying a lot of animals and biodiversity”

“The Pantanal is the most suitable for agriculture if you look at the different biomes in Brazil”.

“The potential for stricter regulations on deforestation in other regions, such as the Cerrado, with challenges in getting state-level regulations”

“The role of methane emissions from agriculture, with a focus on reducing emissions through better management practices”

Take aways/advise:

- Biodiversity is broader than Rainforest or Pantanal, keep the grazing area’s intact.
- Show the world the steps who are made around protecting the Rainforest.
- Think of ways to measure the impact of agriculture products.