IT'S VERY HARD TO ENSURE THAT MEAT DOESN'T COME FROM DEFORESTED AREAS. 80% TO 85% OF THE ANIMALS RAISED IN THE AMAZON GO THROUGH MORE THAN ONE PROPERTY, BUT ONLY THE LAST ONE IS MONITORED.

1. FARM 1
Property where the cattle are initially raised, which may be unregistered and have illegal deforestation activity, invasion of indigenous lands, or be in a protected area.

2. FARM 2
The cattle can also be transported to another farm, which may also be in an unregistered protected area, to undergo the fattening stage.

3. FARM WITH A CLEAN RECORD
The cattle are transported to a legal property, from where they will be sold to companies committed to buying from farms with a clean record.

4. SLAUGHTER
The cattle are transported to the slaughterhouse, where animals will be slaughtered.

5. MEAT PACKING PLANT
After slaughter, the meat undergoes processes of cooling, storage, cutting, packaging, and preparation for distribution and sale.