



ABIEC and EUDR Compliance: Sector-Wide Mobilization in the Brazilian Beef Supply Chain

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Introduction

The EU Deforestation Regulation (EUDR) mandates strict due diligence for key commodities, including beef, entering the EU market. In Brazil, the beef sector—particularly in the Legal Amazon—faces complex challenges around deforestation, traceability, and compliance documentation. The Brazilian Beef Exporters Association (ABIEC), representing the country's largest beef-exporting firms, has taken proactive steps to prepare for EUDR implementation.

Climate & Company, with support from Amigos da Terra – Amazônia Brasileira, conducted an independent assessment of ABIEC's initiatives as of mid-2024. This analysis aimed to understand the sector's progress and identify remaining gaps.

As the EU's largest supplier of beef, Brazil plays a pivotal role in shaping how the global beef industry responds to the EUDR. ABIEC's proactive stance demonstrates how private-sector leadership in high-risk jurisdictions can influence broader trade relationships. By engaging both government and civil society, ABIEC has helped frame a coordinated national response, which is critical in a landscape where many producer countries are still in early stages of adaptation. Their approach provides a scalable model that could inspire replication in other major commodity-producing nations.

Key Compliance Tools and Practices

ABIEC and its members have adopted and promoted the following key measures:

- **Traceability (SISBOV + CAR):** SISBOV provides individual cattle identification, while CAR (Cadastro Ambiental Rural) enables geolocation of properties. These tools are complemented by PRODES satellite imagery to demonstrate deforestation-free sourcing.
- **Risk Assessment:** Use of public databases (INPE, FUNAI, ICMBio) for evaluating environmental and Indigenous land risk.
- **Legal Compliance:** Participation in the "Beef on Track" programme to monitor slave labor and illegal deforestation.
- **Purchasing Practices:** Large exporters like JBS and Minerva support producers with green offices, technical training, and audits.
- **Data Coordination:** Procedures are being developed to harmonize required documentation across the value chain.

- **EUDR Dry Runs and Technical Testing:** ABIEC members have conducted preliminary "dry run" tests of EUDR compliance protocols with support from Proforest and GIZ, assessing data integration, traceability workflows, and documentation readiness. These pilots are helping exporters simulate real-world reporting scenarios and identify bottlenecks before the regulation takes effect.

ABIEC has also invested significant effort into translating Brazil's national tools into formats compatible with EU expectations. For example, the association has explored how to align CAR and SISBOV data with EU-accepted geolocation and traceability protocols. While these national systems were not originally designed for EUDR purposes, ABIEC's technical work—including participation in multi-stakeholder working groups and bilateral dialogues—has helped adapt them to meet emerging requirements. This bridging role strengthens Brazil's position in EU supply chains and highlights the value of sector-level coordination in shaping credible due diligence systems.

Private Sector Engagement

Several ABIEC-affiliated companies have introduced supplier support programs to help smaller producers meet EUDR-aligned standards. For example, JBS operates "green offices" that provide training and technical support to producers on traceability and sustainable practices, while Minerva has partnered with geospatial service providers to audit deforestation risks in indirect supply chains. These efforts not only strengthen supply chain integrity but also show how corporate-led initiatives can bridge gaps in government-led traceability systems.

In addition to company-level programs, ABIEC has proactively engaged in sector-wide dialogues and legal assessments to prepare for EUDR. The association commissioned a legal analysis of the regulation by the German law firm Bloomstein, ensuring early understanding of compliance implications. Moreover, ABIEC has led structured dialogue with key European import associations—including UECEBV, DMIA, VDF, Assica, and IMTA—providing clarity on Brazil's readiness and receiving feedback on EU buyer expectations. It has also worked closely with associations from other affected commodity sectors such as Abiove (soy), Cecafé (coffee), Ibá (timber), AIPC (cocoa), and CICB (leather), alongside Brazil's Ministry of Foreign Affairs, to align messaging and advocate for cross-commodity coordination.

Innovative Sectoral and Policy Engagement

ABIEC has played a key role in two important policy developments:

- **National Traceability Plan:** Brazil's Ministry of Agriculture is creating a mandatory national cattle traceability policy by 2027, with full implementation expected by 2032 (BNN Bloomberg, 2024).
- **Agro Brasil+Sustentável:** This public platform aims to centralize traceability, legal, and sustainability data for domestic and international markets (Revista Cultivar, 2024).



These initiatives aim to reduce costs for exporters while ensuring consistent, verifiable compliance with EUDR. ABIEC representatives have also actively participated in high-level dialogues and knowledge-sharing platforms—including the Brazil-Germany Agropolitical Dialogue, the Amsterdam Declarations Partnership (ADP), and EU Delegation meetings in Brazil—to shape coherent and pragmatic implementation pathways. These engagements support bilateral learning and reinforce Brazil's positioning as a constructive partner in global deforestation-free trade.

Challenges and Outlook

Major challenges persist, notably in verifying traceability from indirect suppliers and generating on-the-ground data for social compliance checks. CAR data remains mostly self-declared and under-validated. As of 2024, only 3,3 % of CAR registrations had been officially reviewed ([CPI, 2024](#)). Moreover, verifying compliance with human rights standards under EUDR remains difficult due to limited access to field-level data.

Takeaway

ABIEC's experience shows how industry-level coordination, public-private alignment, and early adoption of traceability tools can create a credible pathway toward compliance. It also highlights how cross-sector dialogue and capacity-building efforts can lay the groundwork for broader systemic change. With the EUDR compliance deadline fast approaching, ABIEC's work underscores the importance of collective readiness and collaboration—not only for legal compliance but also for building more resilient and sustainable trade relationships with the EU.