

COLLABORATION FOR FORESTS AND AGRICULTURE

Enhanced resources and strategic coordination to help market leaders implement deforestation-free commitments

Many companies that have made commitments to eliminate deforestation from commodity supply chains are seeking cost-effective ways to make that happen.

Some remarkable progress has already been made towards this goal and many companies are already seeing the benefits. But, a few fundamental issues have made wider implementation across the sector more difficult:

- different definitions of “deforestation-free” beef and soy
- science-based verification framework needed to help track progress and enable continuous improvement
- the need for stronger incentives to help ensure long-term economic viability

We aim to help companies navigate these challenges and make broader implementation of commitments easier and more cost-effective.

We are providing strategic coordination, implementation tools, and scientific research to help reduce the complexities and lower the costs associated with implementing commitments, with the intent to catalyze sector-wide deforestation-free production and sourcing of beef and soy in the Brazilian Amazon and Cerrado, and the Gran Chaco in Argentina and Paraguay.



INCREASING COORDINATION AND EFFICIENCY

We recognize the need for increased coordination and efficiency. For these reasons, it is important to emphasize that we are not a certification or labeling scheme or a new roundtable or multi-stakeholder group. We do not aim to conduct projects on the ground or work directly with individual producers, nor do we work directly on public policy.

DELIVERING BENEFITS

- Harmonized definition of “deforestation-free” beef and soy
- Support for an implementation framework that will help reduce complexities and lower the costs associated with rolling out commitments in the Amazon, Cerrado and Chaco
- Technical tools for decision support that will help supply chain actors prioritize deforestation-free sourcing opportunities
- Strategic coordination with initiatives to capitalize on synergies and to help accelerate progress already made
- Improved supply chain monitoring, traceability and information transparency
- Well researched business cases for transitioning to deforestation-free production and sourcing
- Support for financial mechanisms that increase capital flows and reduce risks for implementation
- Scientific articles, reports and communications materials that highlight achievements and provide recommendations for continuous improvement

ABOUT OUR COLLABORATION

The Collaboration for Forests and Agriculture is a joint effort of the National Wildlife Federation, The Nature Conservancy, World Wildlife Fund and the Gordon and Betty Moore Foundation.

The collaboration also includes a broader group of strategic partners that are critical to realizing the goals of this effort. More than half of the collaboration's funding goes to these organizations.

Learn more at moore.org/agriculture