

Context

- Beef production is a **significant contributor to greenhouse gas (GHG) emissions**, which leads to climate change, deforestation, and a decrease in biodiversity.
- With increased awareness of environmental issues, **socially responsible consumption has emerged** as a trend, where consumers consider the environmental and social impact of the products and services they choose in addition to their quality and price.

Our innovative approach

- In Colombia, the **Aval GANSO** program offers three levels of progress based on the assessment of farm management practices and sustainability criteria.

Categorías Aval GANSO



Up to 50 % compliance for the assessed sustainability practices.



Between 51 and 80 % for the assessed sustainability practices.



Over 81 % compliance for the assessed sustainability practices.

- This endorsement is **applied to the farm and recognized** in its products, such as meat, sold in supermarkets. The price of the product increases depending on the level achieved by the farm, incentivizing sustainable production practices.
- The cattle producer receives an assessment report of his evaluation and **GANSO provides technical support for continuous improvement** of the farm.



INITIATIVE ON

Livestock and Climate

GANSO: Advancing sustainable livestock farming in Colombia through an innovative business model and technical assistance

- **GANSO** (short for sustainable livestock farming in Spanish, *Ganadería Sostenible*) is a **technical assistance and funding facility** developed by created by Climate Focus and Alliance of Bioversity-CIAT, that helps farms transition from inefficient cattle ranching to sustainable and diversified production systems.
- **Aval GANSO is a voluntary assessment tool** that has five pillars – Environment, People, Management, animal welfare, and beef quality – which group a set of 52 practices of sustainable cattle production that are verified by an independent auditing entity.
- **Aval GANSO** enables markets and consumers to play a more active role in supporting sustainable livestock practices at farm level.

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Progress/outcomes

- GANSO is **monitoring approximately 81,500 hectares** of productive land and close to **7,000 hectares of forest** for conservation.
- Aval GANSO is applied in the **main livestock producing regions** in Colombia, covering more than **40,000 hectares of productive land**, over **2,000 hectares of forest** for conservation and over **60,000 animals** under management.
- Beef from the endorsed farms is commercialized by **Grupo Éxito in 182 markets and 6 cities**, and the number of farms working with GANSO has a huge growth potential in the coming years.

Next steps

- The GANSO guarantee is in process of extending its coverage to dairy production



Meat Market in Colombia

Partners



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