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CASE STUDY: REGENERATIVE CATTLE RANCHING

Fact sheet

Lead organisation (sponsors) and local partner:

WWF-Peru

Rancher associations

Sector: Sustainable agriculture

Country/region: Peruvian Amazon - Madre de Dios region

Project maturity:

- Technical and commercial design: Advanced, costed
- Implementation: Pilot stage 6th year, training ongoing
- Business setup: Selecting supply chain partner pre-financing following initial market approaches

Societal challenges and targeted impacts:

- Environmental degradation and biodiversity loss
- Economic and social development
- Climate change mitigation

Revenue sources:

National market for beef by-products

Sponsor estimated capital cost – current phase:

PEN4.2m (US\$1.1m) (equity)

Farm level: PEN13.5m (US\$3.6m)

Processing facilities: PEN4.9 (US\$1.3m)

Planned Financial instrument:

Supply chain corporate investment, agri-loans from Peru FIs

Scalability:

Model is replicable beyond the current 4,000ha to the 90,000+ha of cattle ranching in Madre de Dios region.

