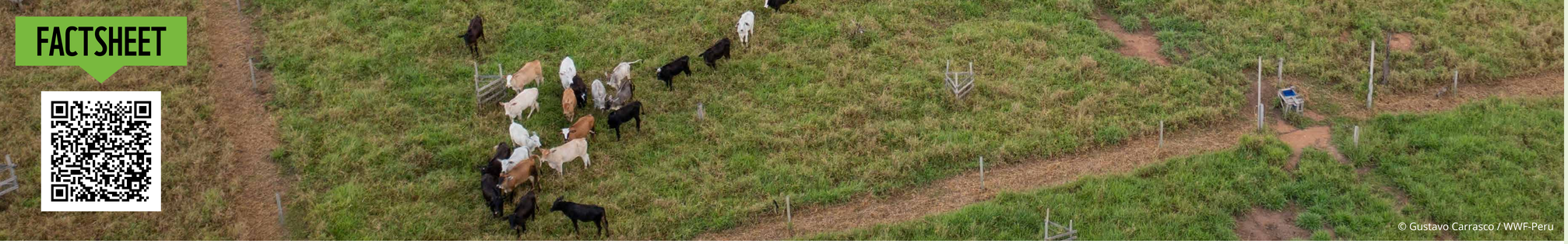
FACTSHEET

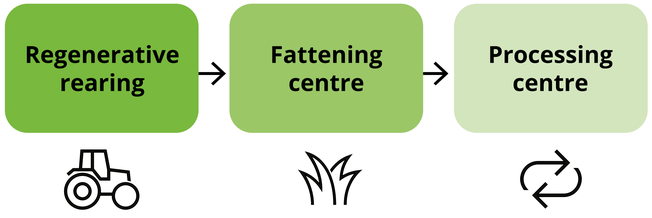


CASE STUDY: REGENERATIVE CATTLE RANCHING

Introducing regenerative cattle ranching in Peru to reduce deforestation and improve livelihoods.

Lead organisation (sponsors) and partner:
WWF-Peru and rancher associations

Country/region: Peruvian Amazon - Madre de Dios region



Sponsor estimated capital cost (current phase):

Ticket size:
PEN4.2M USD$1.1m (equity)

Farm level:
PEN13.5M USD$3.6m (equity)

Processing facilities:
PEN4.9M USD$1.3m (equity)

Revenue sources:
National market for beef by-products

> *The Accelerator has helped us design new conservation projects and attract investors. Combining financial analysis with compliance measures, we've been able to create verified regenerative cattle ranching.*
>
> - **Santiago Castillo**, WWF-Peru

Overview: This project is scaling regenerative cattle ranching practices in the Madre de Dios region of Peru by supporting local ranchers to adopt sustainable land and cattle management practices (e.g. silvopastoral systems, freshwater conservation, biofertilisers and natural parasite control).

The project has a strong focus on the inclusion of women ranchers and inter-generational knowledge transfer of regenerative livestock practices. The project aims to increase production efficiency and demonstrate the economic and ecological benefits of regenerative, deforestation-free cattle ranching, for resilient communities and sustainable development.

Current status: The project has conducted a technical and costing analysis across 50 ranching operations to demonstrate the commercial and ecological benefits of regenerative ranching. An integrated supply chain financial model including estimated processing and transport costs has also been designed, showing financial forecasts at both farm and processing levels.

The project aims to establish commercial alliances with processors and distributors to enhance market access for regenerative beef products. WWF-Peru's training programmes are building rancher capacity on regenerative practices. WWF-Peru has also developed a verification framework of the regenerative practices on which a compliance program is being designed to ensure traceability and sustainability adherence, strengthening market confidence.

Successes or innovative features:

- **Pilot ranches demonstrate a four-fold increase in beef yield** over 10 years and significant farm net income gain compared to existing unsustainable practices.
- **Combined farm level and supply chain intervention to create route to market:** collaboration between ranchers and supply chain actors is essential for integration to national market, enabling future premium/certified branding.
- **Strong emphasis on local community involvement and ownership,** considering equitable and empowering participation of men and women, fostering intergenerational knowledge exchange.
- **Integration of regenerative practices, combining traditional knowledge with modern techniques** (e.g. biofertilisers for soil recovery with water infrastructure and fencing rotation).

Impact Measurement: By 2035, the project aims to manage over 4,000 hectares sustainably, reduce emissions from meat production, and improve the livelihoods of 150+ families by increasing yields and providing a route to market for cattle-related products. Impact assessments will focus on organisational capacity building, procedural equity, avoided deforestation (CO_2e), ecosystem integrity, ecological connectivity, and farm production metrics.

Scalability and replication potential:
The project demonstrates scalability through replicable training programmes, compliance frameworks, and integration into national supply chains. The immediate region, with 90,000+ha of cattle ranching, offers significant expansion potential. Proven productivity gains and strong policy support, including a 2024 government decree supporting regenerative agriculture, create favourable conditions for replication. These elements position the project as a model for sustainable cattle ranching across the Peruvian Amazon and beyond.

The Nature-based Solutions Accelerator is part of the Climate Solutions Partnership, a five-year philanthropic collaboration between HSBC, the World Resources Institute and WWF to scale climate solutions for a global impact.
For a future where people and nature thrive | wwf.org.uk. © 1986 panda symbol and ® "WWF" Registered Trademark of WWF. WWF-UK registered charity (1081247) and in Scotland (SC039593). A company limited by guarantee (4016725)