



COOKING THE PLANET

JBS once again linked to environmental irregularities: embargo, deforestation and cattle laundering

GREENPEACE



Greenpeace Brazil, September 2025

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Summary:

New research exposes illegal deforestation in JBS's supply chain - yet again.

For several years, JBS has been purchasing cattle from Fazenda Chacara Rancho Alegre, a farm in the Pará state in the Brazilian Amazon which has illegal deforestation and seems to act as a hub for cattle laundering for cattle from another farm owned by the same family, Fazenda Nova Orleans.

Fazenda Nova Orleans is a massive farm covering over 10,000 hectares - equivalent to 74 times the size of Hyde Park in London. The farm was embargoed by Brazil's environmental agency (Ibama) in 2011 for illegal deforestation and issued a fine of 8.7 million reais (around US\$ 5,5 million at the time). It was embargoed again in 2018.

Yet, as this investigation reveals, farm Nova Orleans has managed to sell cattle raised illegally in its farm by moving that cattle to Chacara Rancho Alegre - a long-time JBS supplier.

Highlights

- New research finds that JBS purchased cattle for several years from farm Chacara Rancho Alegre, where illegal deforestation - without a Vegetation Removal Authorisation (ASV) - has been identified since 2008, in breach of the criteria of the G4 Cattle Agreement (also known as the Public Livestock Commitment) and the Beef Terms of Adjustment of Conduct (TAC).
- The investigation also points to the problem of "Cattle Laundering": we found, through cattle movement data, indirect supply to JBS from the Nova Orleans farm, a farm which shows deforestation after 2008, embargo and a history of reduction of CAR (Rural Environmental Registry) limits, illustrating how cattle laundering allows cattle from irregular farms to contaminate and potentially enter the meatpacking industry's supply chain.

- The cattle supply chain flows as follows: the Nova Orleans farm acts as a supplier by passing the cattle on to Chácara Rancho Alegre, which, in turn, acts as an intermediary, making deliveries to the JBS S/A meatpacking plant, also located in the municipality of Santana do Araguaia.
- Both farms are registered in the CAR in the name of members of the same family. The Nova Orleans farm is registered in the name of Mário Biernaski, while Chácara Rancho Alegre is registered in the CAR in the name of Tania Biernaski.
- Chácara Rancho Alegre appears to be a real *hub* for cattle triangulation or laundering. The farm's productivity index for all years analysed (2018-2023) exceeds the limit established by the Federal Public Prosecutor's Office to contain the risk of triangulation (3 heads/ha/year).
- JBS, as illustrated in Greenpeace Brazil's recent publication "JBS: Cooking the planet," has failed to implement the commitments it has made, especially those related to eliminating deforestation from its supply chains, initially promised for its entire Amazon supply chain (direct and indirect) by 2011.
- In a year when the Climate Conference (COP 30) is taking place in the heart of the Amazon, it is essential that the role of companies such as JBS in deforestation and greenhouse gas emissions be remembered and properly addressed. Governments need to agree on an implementation plan to achieve the goal of halting and reversing deforestation and forest degradation worldwide by 2030.



Introduction

JBS has made commitments to eliminate deforestation from its supply chain since 2009¹, following allegations by Greenpeace, and has signed agreements with public prosecutors² to stop purchases linked to illegal deforestation. However, it continues to fail to fulfil these promises, especially by not monitoring indirect suppliers, who are responsible for most of the destruction associated with JBS' supply chain. Such promises and breaches are detailed in Greenpeace Brazil's recent publication "[Cooking the planet](#)" from April this year.

This case study shows how the lack of total control over the cattle supply chain allows cattle produced in problematic areas to be traded, even reaching JBS. It is yet another finding among many other frequent ones³ that JBS is not fulfilling its promises.

The case in question involves the Nova Orleans and Chácara Rancho Alegre farms in the municipality of Santana do Araguaia, in southeastern Pará. Belonging to two members of the same family, Mário Biernaski and Tania Marta de Sene Biernaski, respectively, this case demonstrates in practice how the triangulation, or laundering, of cattle works, which contaminates the supply chain and is subsequently purchased by JBS.

Furthermore, the direct supply farm (Chácara Rancho Alegre) also fails to comply with the JBS's commitments on deforestation. This is therefore a case of both direct and indirect contamination of the supply chain.

Given JBS's slow progress in fulfilling its commitments to eradicate deforestation from its supply chain, it is clear that greater government action is needed when it comes to zero deforestation and greenhouse gas emissions. This year, Brazil will host COP 30, which will take place in Belém, in the Amazon, and as this is supposed to be the COP of action, it is important that governments adopt a global forest action plan to achieve the already established commitment to eliminate deforestation and forest degradation by 2030.



¹ In 2009, JBS and the other three major processors in the Brazilian livestock sector signed the G4 Cattle Agreement, also known as Public Commitment on Livestock (CPP), a commitment to end the purchase of cattle whose production is linked to deforestation (legal or illegal) in the Amazon, slave labour or the illegal occupation of indigenous lands. The agreement included a commitment to ensure transparent monitoring, verification and reporting of the company's entire supply chain, including indirect suppliers, to be fulfilled for indirect suppliers within two years, i.e. by 2011. The criteria for this commitment can be accessed at: <https://www.greenpeace.org/static/planet4-brasil-stateless/2018/07/criterios-m-nimos-para-opera-2.pdf>

² JBS, then known as Bertin, and other meatpacking companies operating in the Amazon signed an agreement with the Federal Public Prosecutor's Office that became known as the Beef TAC. The agreement was signed after the MPF/PA and Ibama filed lawsuits in Federal Court against individuals and companies accused of deforestation linked to cattle ranching in Pará. Subsequently, JBS also signed the TAC in Mato Grosso, and in 2011 a new TAC with national coverage was signed. For more details on the TAC criteria, visit: https://www.boinalinha.org/wp-content/uploads/2024/08/Protocolo-Monitoramento-Gado-2ponto0-w5_FINAL.pdf

³ As reported in a recent Reuters article (29/08/2025), JBS is among the meatpacking companies investigated by Ibama on suspicion of purchasing cattle from illegally deforested areas: <https://www.reuters.com/sustainability/climate-energy/brazil-probes-jbs-oth-er-beefpackers-buying-cattle-deforested-land-2025-08-29/>

The Nova Orleans farm

The Nova Orleans Farm, owned by Mário Biernaski, currently covers a huge area of 10,574 hectares⁴, equivalent to 74 times the size of *Hyde Park* in London or 48 times the size of Ibirapuera Park in São Paulo. The farm is illustrated in Figure 01 below.

Structures at the Nova Orleans Farm in August 2025



Foto: © Tuane Fernandes / Greenpeace

Cattle at the Nova Orleans Farm in August 2025.



Foto: © Tuane Fernandes / Greenpeace

⁴ Based on a consultation made in SICAR/PA. Available at: <https://car.semas.pa.gov.br/>. Accessed in August 2025



Figure 01: Nova Orleans Farm



Organisation: Greenpeace Brasil (2025). Fonte: SICAR (2025).

In July 2011, IBAMA registered an embargo⁵ and a notice of violation at farm Nova Orleans for “Damaging 1,168.63 ha of native forest, subject to special preservation (using fire), without a licence from the competent environmental authority (...)”. The fine resulted in a penalty of 8.7 million reais (around US\$ 5,5 million at the time, [July 2011](#)), which was later reduced due to the statute of limitations, due to the State having missed the legal deadline of 5 years to apply the sanction, but the area remains embargoed, as shown in the Ibama’s official certificate from August 2025.

Figure 02


MINISTÉRIO DO MEIO AMBIENTE - MMA
INSTITUTO BRASILEIRO DO MEIO AMBIENTE E DOS RECURSOS NATURAIS RENOVÁVEIS - IBAMA
DIRETORIA DE PROTEÇÃO AMBIENTAL

Relatório de Autuações Ambientais

Nº	Infração	Data Infração	Estado	Município	CNPJ/CPF	Nome Autuado	Nº A.I.	Valor Multa	Nº Processo	Status Débito
1	Flora	10/08/2011	PARA	SANTANA DO ARAGUAIA	[REDACTED]	MARIO BIERNASKI	509035	8.767.500,00	02047.000781/2016-05	Baixado por prescrição da pret. punit. (Lei 9873/99, art.1º)

Source: IBAMA (2025).

Figure 03

	SERVIÇO PÚBLICO FEDERAL MINISTÉRIO DO MEIO AMBIENTE - MMA INSTITUTO BRASILEIRO DO MEIO AMBIENTE E DOS RECURSOS NATURAIS RENOVÁVEIS - IBAMA	
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Certidão de Embargo

Número da Certidão: 2HP1CBRZY2JU42SW
Emitido em: 26/08/2025
Válidade até: 25/09/2025

INTERESSADO: MARIO BIERNASKI
CNPJ/CPF: [REDACTED]
ENDEREÇO: FAZ. NOVA ORLEANS - SANTANA DO ARAGUAIA/PA

EXISTE PENDÊNCIA DE EMBARGO

Seq. TAD	Nº TAD	Série TAD	Data TAD	Área Embargada (ha)	UF	Município	Nº AI	Série AI	Área Autuada (ha)
632711	518189	C	28/07/2011 09:00:00	1169,5669	PA	Santana do Araguaia	509035	D	1168,6300
1618142	735801	E	29/05/2018 09:54:00	534,2473	PA	Santana do Araguaia			

Source: IBAMA (2025).

⁵ The description of the embargo is even more specific and accuses the farm of having taken the following actions: “To destroy, deform, damage forests or any type of native vegetation or native planted species, subject to special preservation, in legal reserve areas or forest easements, in the public or private domain, not subject to authorisation.” Consulted at <https://servicos.ibama.gov.br/ctf/publico/areasembargadas/ConsultaPublicaAreasEmbargadas.php> Accessed in August 2025.

A second embargo was registered in the name of Mário Biernaski in 2018 on the same farm, described as follows: “All agricultural, forestry and livestock activities in the area of 534.2458 hectares are embargoed, with the aim of promoting environmental regeneration and enabling the recovery of the degraded area.” The fine for this assessment is no longer available in the system for consultation. Both embargoes are shown in Figure 04 below.

Organisation: Greenpeace Brasil (2025).
Fonte: SICAR (2025).

Figure 04: Areas embargoed on the Nova Orleans Farm



In addition, the farm appears on the Illegal Deforestation List⁶ of the State of Pará LDI for deforestation of 164.75 hectares in 2013, detected via PRODES.

Figure 05: Certidão de Desmatamento Ilegal



Secretaria de Estado de Meio Ambiente e Sustentabilidade - SEMAS/PA

CERTIDÃO DE DESMATAMENTO ILEGAL

Emitido em: 26/08/25 15:47:58

Válido até: 90 dias

CAR: PA-1506708-D99FE9DE288440F390DCBB3D8C0EA081

Situação: Ativo

Razão: FAZENDA NOVA ORLEANS

Proprietário(s): MARIO BIERNASKI

Município: Santana do Araguaia

**EXISTE PENDÊNCIA NA
LISTA DE DESMATAMENTO ILEGAL DO PARÁ**

Ano de desmatamento	Desmate em CAR-APRT(ha)	Latitude	Longitude
2013	164,75190	09°21'11,13" S	50°50'59,97" O

Source: SEMAS/PA (2025).

⁶ The LDI – List of Illegal Deforestation in the State of Pará is the legal instrument for disclosing areas that have been illegally deforested in the state. Available at: <<https://monitoramento.semas.pa.gov.br/ldi/>>. Accessed in August 2025.

The Nova Orleans Farm is also categorised as UNSUITABLE by the Green Seal⁷ due to several occurrences, including:

- Occurrence of environmental embargo after 2008;
- Vegetation deficit for the purposes of restoring Legal Reserve areas;
- Vegetation deficit for the purpose of restoring Permanent Preservation Areas;
- Property with cattle movement and contamination due to direct deforestation;
- Change in CAR limits to reduce the area overlapping PRODES polygons by 31%.

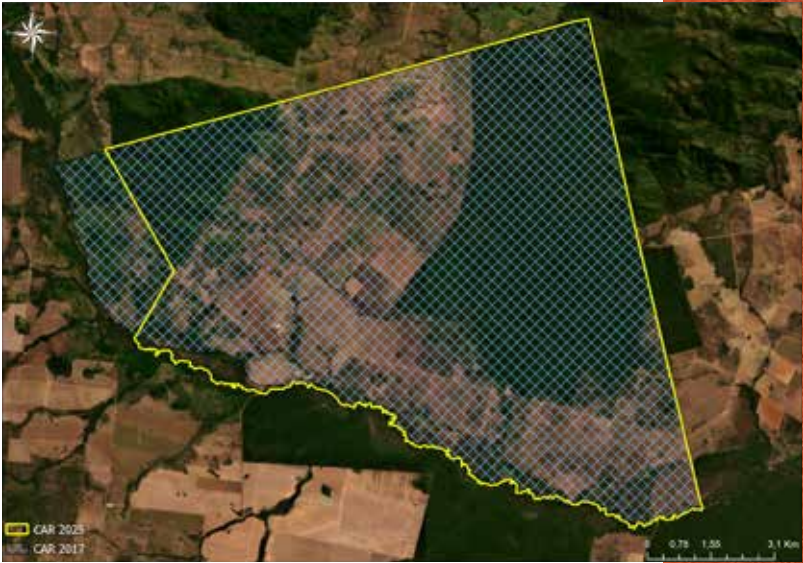
Figure 06: Property consultation in the Green Seal

Data da emissão: 26/8/2025	
Atualizado em: 23/08/2025	
Critérios do Protocolo de monitoramento de fornecedores de gado da Amazônia	<div><div>✓</div><div>CAR inapto</div></div>
Situação do CAR ¹	Inapto
Desmatamento PRODES ^{2 3}	Possui: LAR.
Terras Indígenas	Não
Unidades de Conservação	Não
Embargos	Sim
Trabalho escravo	Não
Alterações nos limites do CAR	Redução da área sobreposta aos polígonos do PRODES em 31%

Source: SELO VERDE (2025).

This change in CAR boundaries is visible when consulting historical data on rural properties. The registration date for farm Nova Orleans was in May 2016. In 2017, the property boundaries remained unchanged, but at some point between 2018 and November 2019, the boundaries were altered. Since then, in 2025, no other changes have been recorded, but the history confirms the change in boundaries signalled by the Green Seal, which points to a possible attempt to not be linked to deforestation. The change is shown in Figure 07 below.

Figure 07: Change in the CAR of the Nova Orleans Farm

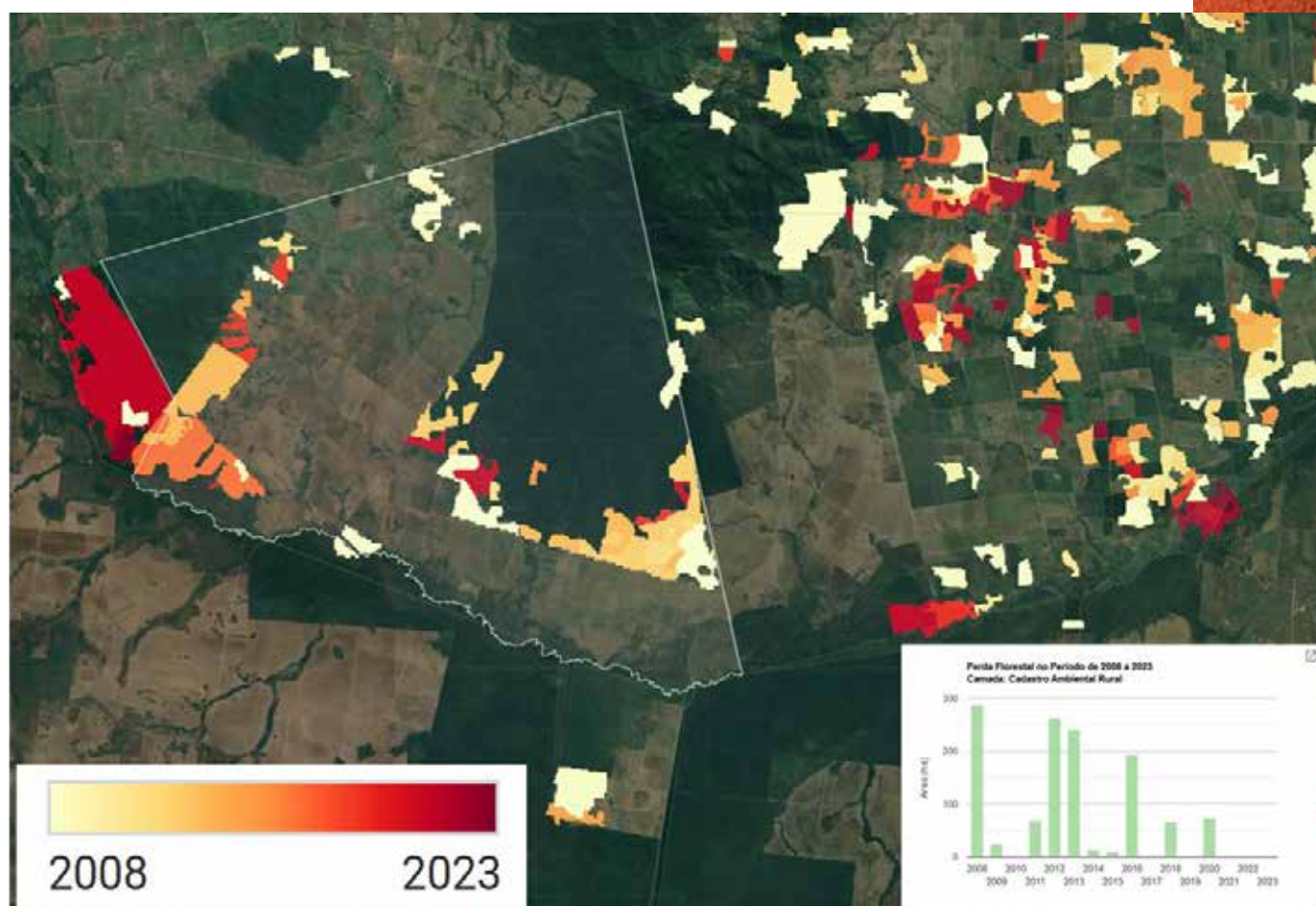


Source: SICAR (2025).

⁷ Selo Verde (Green Seal) subsidises the monitoring and evaluation of sustainable agricultural development policies and combats illegal deforestation in the state of Pará. Available at: <<https://seloverde.info/>>. Accessed in August 2025

The deforestation that occurred was also verified through Greenpeace Brazil's internal platform, Papa Alpha, illustrated in Figure 08. It is even possible to identify the portion of deforestation outside the rural environmental registry after the change in boundaries on the property.

Figure 08: PRODES deforestation on the Nova Orleans Farm



Source: GREENPEACE BRASIL (2025).

Mário Biernaski and farm Nova Orleans were also included in the “dirty list”⁸ of slave labour following a complaint in March 2005 and remained on the list until at least 2015^{9, 10}. According to the reports, 29 workers were rescued from the farm, where they were exploited to clear land to increase the farm’s grazing area¹¹



⁸ The Dirty List of Slave Labour refers to the public disclosure of the register of employers who have subjected workers to conditions analogous to slavery. Available at: <https://www.gov.br/trabalho-e-emprego/pt-br>; Accessed in August 2025.

⁹ Available at: https://reporterbrasil.org.br/wp-content/uploads/2016/12/lista_06_03_2015.pdf; Accessed in August 2025.

¹⁰ Available at: <https://cptnacional.org.br/documento/trabalho-escravo-2005/>; Accessed in August 2025.

¹¹ The description appears in José Victor Juliboni Cosandey's Master's Thesis, defended in 2014. Available at: <https://app.uff.br/riuff/bitstream/handle/1/34089/Disserta%C3%A7%C3%A3o%20190%20-%20Jos%C3%A9%20Victor%20Juliboni%20Cosandey.pdf?sequence=1&>; Accessed in August 2025.

Cattle Supply Chain

The cattle supply chain flows as follows: farm Nova Orleans acts as a supplier, by passing the cattle on to Chácara Rancho Alegre, which, in turn, acts as an intermediary, making deliveries to the JBS S/A meatpacking plant, also located in the municipality of Santana do Araguaia.

Figure 09: Supply chain flow



Organisation.: Greenpeace Brasil (2025).

With its 64 hectares¹², Chácara Rancho Alegre, registered in the CAR under the name of Tania Biernaski, appears to be a real *hub* for cattle laundering. According to the property's cattle movement records, at least 4,174 animals from various farms may have passed through there between 2018 and 2023.

Aerial photo from August 2025 of
Rancho Alegre Farmin Santana do Araguaia,
Pará, outlined in yellow



Foto: © Tuane Fernandes / Greenpeace

¹² Based on a consultation made in SICAR/PA. Available at: <https://car.semas.pa.gov/>. Accessed in August 2025.

This represents an average effective capacity on the property of 10.08 head of cattle per hectare per year¹³, well above the average used by the Cattle Supply Monitoring Protocol¹⁴, approved by the Federal Public Prosecutor's Office, which uses a productivity index of more than 3 head per hectare per year as a basis for analysis to monitor the risk of laundering on direct supplier properties. The protocol stipulates that the property must be blocked if it exceeds the index limit, and the producer may submit a self-declaratory document describing the production system adopted on the property that justifies higher productivity.

Figure 10: Chácara Rancho Alegre farm



Organisation:
Greenpeace Brasil
(2025). Fonte:
SICAR (2025).

Figure 11: State rural property consultation

Source:
SEMAS/PA (2025).


¹³ For the calculation, the number of animals that left the property per year (2018-2023) was considered. For each year, this number was divided by the total area of the property, which represents the entire consolidated area, i.e., 64.09 hectares. All years had an index higher than 3 heads per hectare. To arrive at the index of 10.08, the average of the productivity indices for all years was calculated.

¹⁴ Available at: <<https://www.boinalinha.org/wp-content/uploads/2025/03/Protocolo-Monitoramento-Gado-2ponto0-w511720-ALT22-WEB.pdf>>. p. 48. Accessed in August 2025.

The Chácara Rancho Alegre farm is also categorised as UNSUITABLE by the Green Seal¹⁵ due to three occurrences, namely:

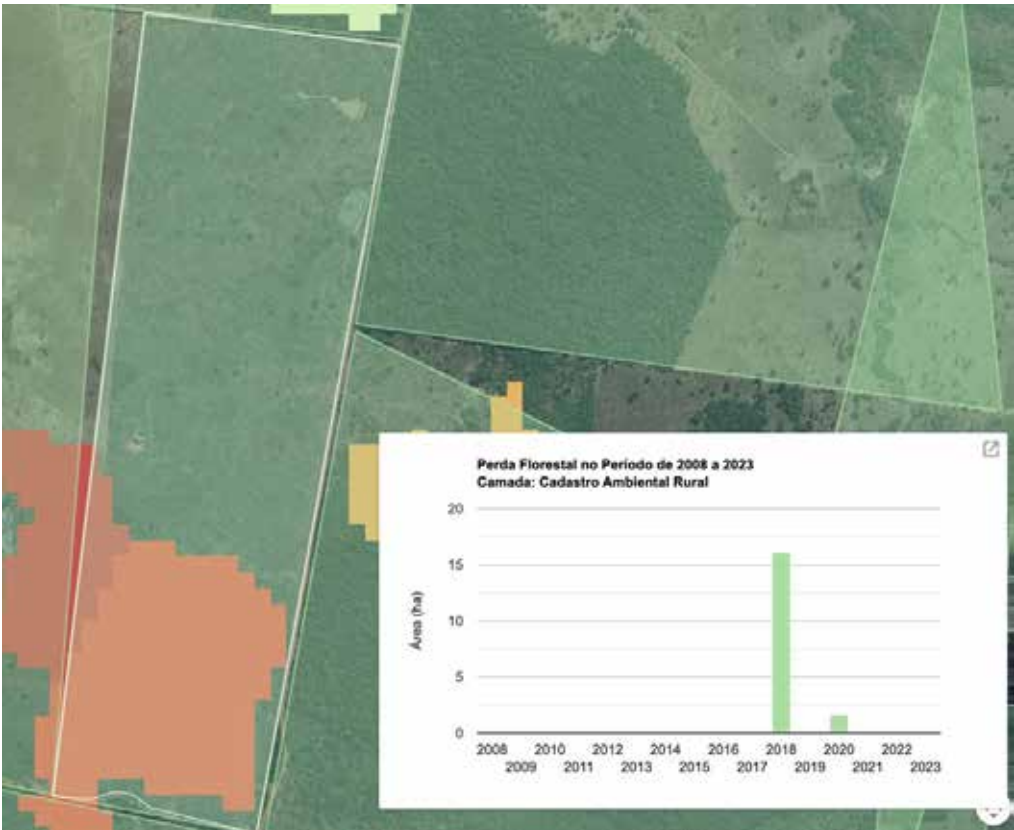
- Deficit of vegetation for the purpose of restoring Legal Reserve areas;
- PRODES deforestation of 17.6 hectares after 2008 without PRA, ASV or LAR;
- Property with cattle movement and contamination from indirect deforestation

Figure 12: Property consultation in the Green Seal

Data da emissão: 26/8/2025	
Atualizado em: 23/08/2025	
Critérios do Protocolo de monitoramento de fornecedores de gado da Amazônia	
 CAR Inapto	
Situação do CAR ¹	Inapto
Desmatamento PRODES ^{2 3}	17,6 (ha)
Terras Indígenas	Não
Unidades de Conservação	Não
Embargos	Não
Trabalho escravo	Não
Alterações nos limites do CAR	Não

Source: SELO VERDE (2025).

Figure 13: PRODES deforestation at Chácara Rancho Alegre



Source: GREENPEACE BRASIL (2025).

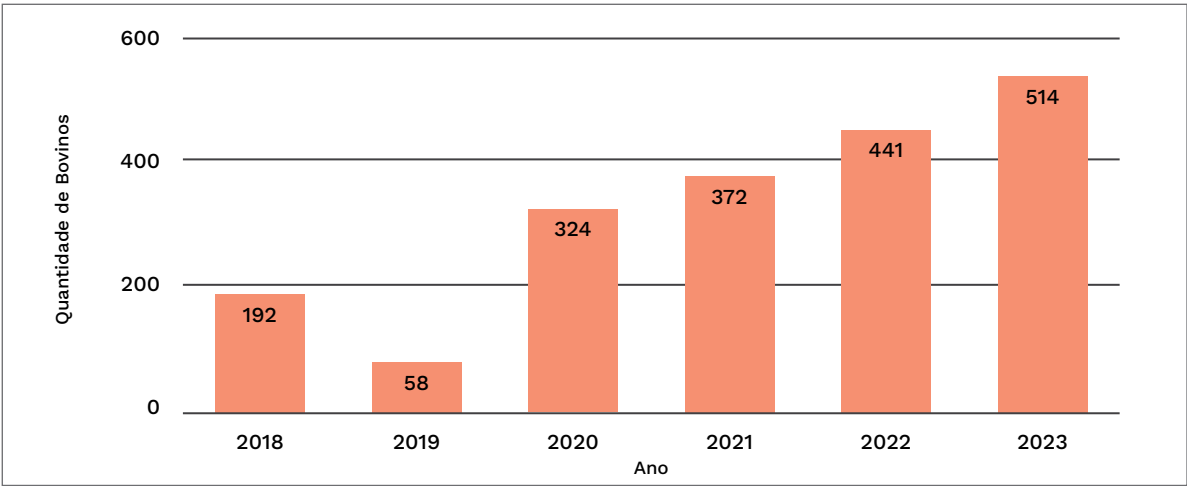
¹⁵ Selo Verde subsidises the monitoring and evaluation of sustainable agricultural development policies and combats illegal deforestation in the state of Pará. Available at: <<https://seloverde.info/>>. Accessed in August 2025.

Although the farm does not have any environmental embargoes, Greenpeace also found no deforestation licence or authorisation in Sinaflor or Semas/PA. According to the monitoring and blocking protocol¹⁶, if the property has more than 6.25 hectares of deforestation, the meatpacking plant must block the purchase from the property. The block may be lifted upon presentation of a document proving the legality of the deforestation. Thus, this is also a case of irregular cattle purchase according to the criteria of the Beef TAC. This also applies to the G4 Agreement (also known as Public Commitment on Livestock), which has a criterion of zero deforestation after 2009.

Timeline:

Between December 2018 and August 2023, there were several records of deliveries from farm Nova Orleans to Chácara Rancho Alegre, totalling 1,901 cattle.

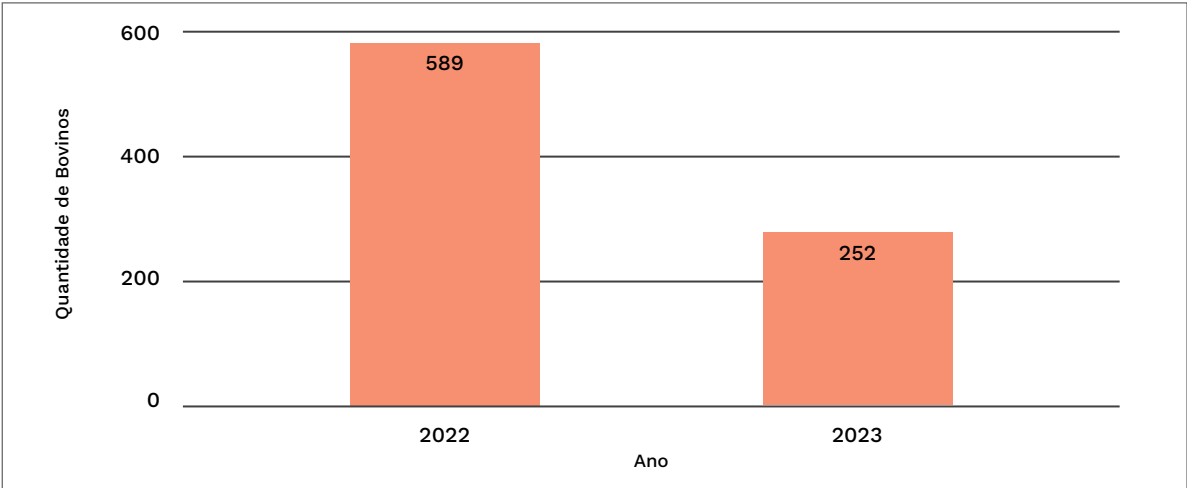
Chart 1: Cattle movement between Nova Orleans and Chácara Rancho Alegre



Organisation: Greenpeace Brazil (2025) based on cattle movement information

Data obtained by Greenpeace Brazil shows that Chácara Rancho Alegre delivered 841 head of cattle to the JBS meatpacking plant in Santana do Araguaia between May 2022 and March 2023.

Chart 2: Cattle movement between Chácara Rancho Alegre and JBS - Santana do Araguaia



Organisation: Greenpeace Brazil (2025) based on cattle movement data

¹⁶ Protocol available at: <<https://www.boinalinha.org/wp-content/uploads/2025/03/Protocolo-Monitoramento-Gado-2ponto0-w5111720-ALT22-WEB.pdf>>. Accessed in August 2025.



In addition, data from FRIBOI's own traceability database shows that Chácara Rancho Alegre has been a supplier to JBS since at least January 2018. There were 129 deliveries from Chácara Rancho Alegre to the Santana do Araguaia meatpacking plant between 2018 and 2024. This means that all cattle that passed from farm Nova Orleans to Chácara Rancho Alegre (2018-2023) may have entered the meatpacking plant.

JBS meatpacking plant
in Santana do Araguaia/PA



Foto: © Tuane Fernandes / Greenpeace

Figure 14: Record of cattle supplies from the Chácara Rancho Alegre farm to the JBS meatpacking plant in Santana do Araguaia between 2018 and 2019

 <p>Ministério da Agricultura BRASIL INSPECIONADO 42 S.I.F.</p> <p>Número SIF* 3310</p> <p>Data de produção* 26/12/2018</p> <p>Pesquisar</p>	Resultado da pesquisa				 <p>Ministério da Agricultura BRASIL INSPECIONADO 42 S.I.F.</p> <p>Resultado da pesquisa</p>
	Data do abate	Lote	Fazenda	Município	
26/12/2018	1	Fazenda Canaúa	Santana Do Araguaia - PA		
26/12/2018	2	Fazenda Nossa Terra	Santana Do Araguaia - PA		
26/12/2018	3	Sítio Duarte	Santana Do Araguaia - PA		
26/12/2018	4	Fazenda Comquista	Santana Do Araguaia - PA		
26/12/2018	5	Fazenda Canaúa	Santana Do Araguaia - PA		
26/12/2018	6	Fazenda Canaúa	Santana Do Araguaia - PA		
26/12/2018	7	Fazenda Santa Espedite	Camara Do Norte - PA		
26/12/2018	8	Chácara Boa Fé	Santana Do Araguaia - PA		
26/12/2018	9	Estância Tanga	Santana Do Araguaia - PA		
26/12/2018	10	Fazenda Sotoca	Santana Do Araguaia - PA		
26/12/2018	11	Fazenda Sol Nascente II	Santana Do Araguaia - PA		
26/12/2018	12	Chácara Rancho Alegre	Santana Do Araguaia - PA		
26/12/2018	13	Chácara Rancho Alegre	Santana Do Araguaia - PA		

Fonte: FRIBOI (2025)¹⁷

¹⁷ Available at: <<https://www.friboi.com.br/qualidade/rastreabilidade/>>. Accessed in July 2025.

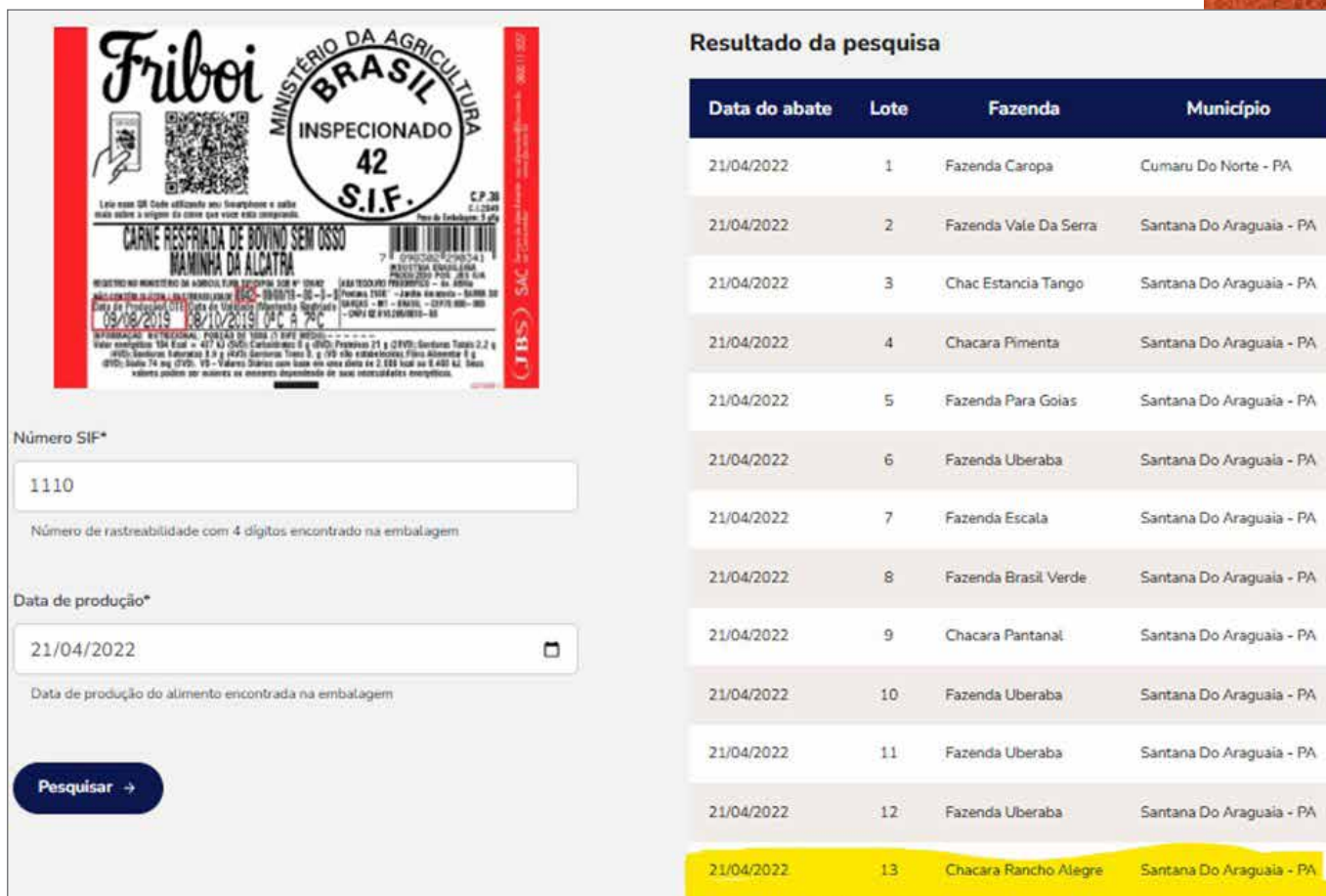
Figure 15: Record of cattle supplies from Fazenda Chácara Rancho Alegre to the JBS meatpacking plant in Santana do Araguaia between 2020 and 2021



Data do abate	Lote	Fazenda	Município
05/03/2020	1	Chacara Rancho Alegre	Santana Do Araguaia - PA
07/03/2020	2	Fazenda Para Goias	Santana Do Araguaia - PA
08/03/2020	3	Fazenda Carapaca	Santana Do Araguaia - PA
08/03/2020	4	Fazenda Marajó	Santana Do Araguaia - PA
09/03/2020	5	Fazenda Marajó	Santana Do Araguaia - PA
09/03/2020	6	Chacara Rancho Alegre	Santana Do Araguaia - PA
09/03/2020	7	Fazenda Marajó	Santana Do Araguaia - PA
09/03/2020	8	Fazenda Rio Da Paz	Santa Rita Do Araguaia - PA
09/03/2020	9	Fazenda Rio Da Paz	Santa Rita Do Araguaia - PA
09/03/2020	10	Fazenda Rio Da Paz	Santa Rita Do Araguaia - PA

Fonte: FRIBOI (2025)¹⁸

Figure 16: Record of cattle supplies from Fazenda Chácara Rancho Alegre to the JBS meatpacking plant in Santana do Araguaia in 2022



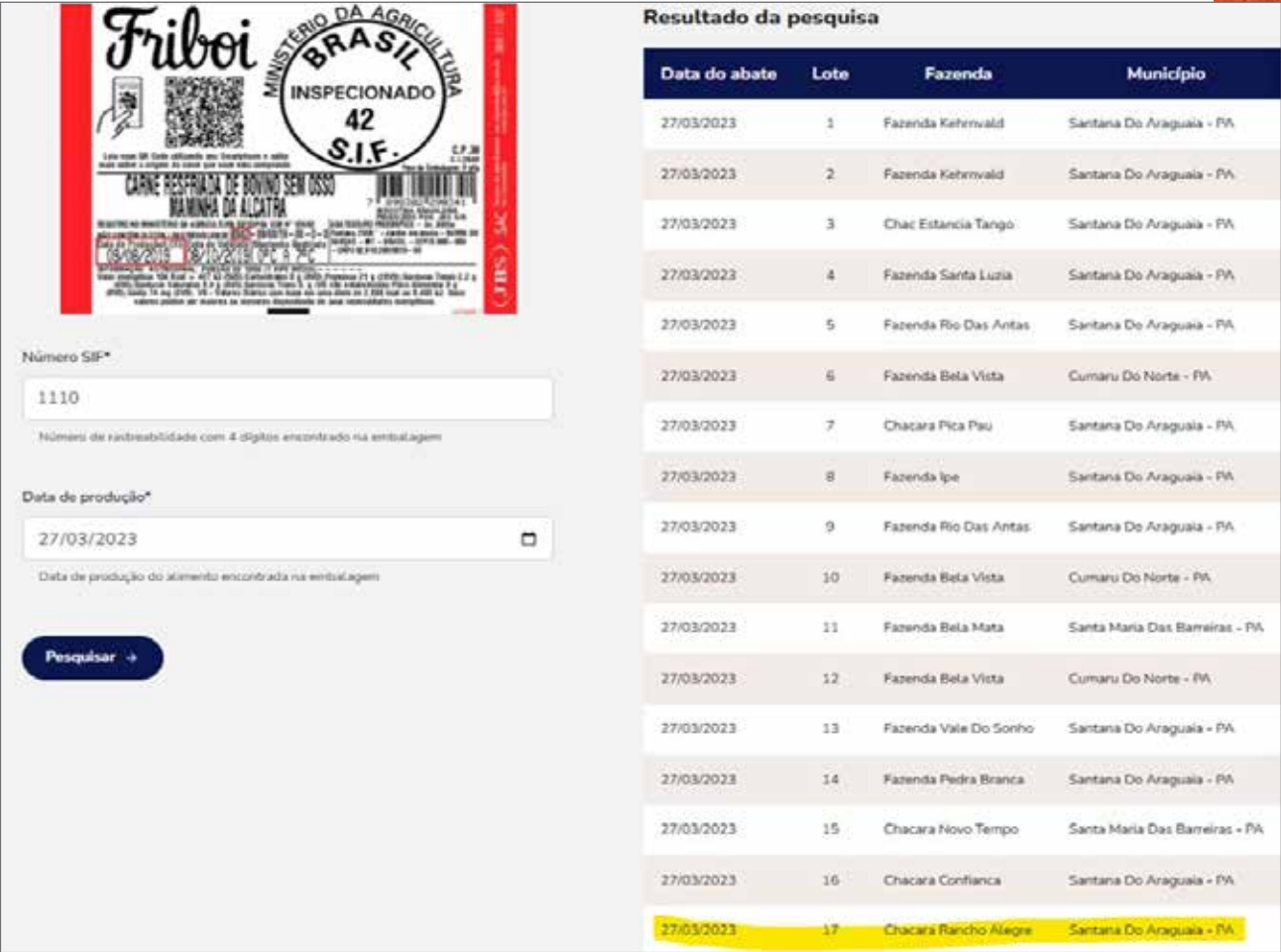
Data do abate	Lote	Fazenda	Município
21/04/2022	1	Fazenda Caropa	Cumaru Do Norte - PA
21/04/2022	2	Fazenda Vale Da Serra	Santana Do Araguaia - PA
21/04/2022	3	Chac Estancia Tango	Santana Do Araguaia - PA
21/04/2022	4	Chacara Pimenta	Santana Do Araguaia - PA
21/04/2022	5	Fazenda Para Goias	Santana Do Araguaia - PA
21/04/2022	6	Fazenda Uberaba	Santana Do Araguaia - PA
21/04/2022	7	Fazenda Escala	Santana Do Araguaia - PA
21/04/2022	8	Fazenda Brasil Verde	Santana Do Araguaia - PA
21/04/2022	9	Chacara Pantanal	Santana Do Araguaia - PA
21/04/2022	10	Fazenda Uberaba	Santana Do Araguaia - PA
21/04/2022	11	Fazenda Uberaba	Santana Do Araguaia - PA
21/04/2022	12	Fazenda Uberaba	Santana Do Araguaia - PA
21/04/2022	13	Chacara Rancho Alegre	Santana Do Araguaia - PA

Fonte: FRIBOI (2025)¹⁹

¹⁸ Available at: <<https://www.friboi.com.br/qualidade/rastreabilidade/>>. Accessed in July 2025.

¹⁹ Available at: <<https://www.friboi.com.br/qualidade/rastreabilidade/>>. Accessed in July 2025.

Figure 17: Record of cattle supply from the Chácara Rancho Alegre farm to the JBS meatpacking plant in Santana do Araguaia in 2023



Fonte: FRIBOI (2025)²⁰

The movements and purchase of cattle by JBS in Santana do Araguaia continued between 21 August 2023, after the last transfer from farm Nova Orleans on record, until 1 May 2024, as shown in figure 18 on the Friboi traceability portal.

Figure 18: Record of cattle supply from Fazenda Chácara Rancho Alegre to the JBS meatpacking plant in Santana do Araguaia between 2023 and 2024



Fonte: FRIBOI (2025)²¹

²⁰ Available at: <<https://www.friboi.com.br/qualidade/rastreabilidade/>>. Accessed in July 2025.
²¹ Available at: <<https://www.friboi.com.br/qualidade/rastreabilidade/>>. Accessed in July 2025

Conclusion

This case demonstrates that even after countless promises, JBS continues to be linked to deforestation and other environmental irregularities. Instead of fulfilling its previous commitments, the company is pushing the forest to the point of no return and accelerating the climate emergency by failing to adequately monitor its supply chain.

Cattle laundering continues to drive deforestation in the Amazon, and as long as meatpacking companies fail to monitor their supply chains from end to end, Brazil is unlikely to achieve zero deforestation.

The time for promises is over; now more action is needed. Large corporations such as JBS need to be recognised and held accountable for the damage they cause.

The importance of government action when private commitments fail is also evident. With COP30 taking place in the heart of the Amazon, it is urgent that governments act to end deforestation in the world's forests and ecosystems. There is no more room for empty promises.

Demands:

- **The fight against deforestation must remain a global priority for climate change mitigation and adaptation.** Therefore, Greenpeace proposes that, under the leadership of the Brazilian government, world leaders adopt an implementation plan by COP 30 to end deforestation and degradation of the world's forests by 2030. It is time to turn commitments into action.
- **Financial institutions** must fulfil their duty of due diligence and review their financing and investments in these destructive agents in the sector.
- **Governments must** urgently regulate the agricultural and financial sectors to ensure their alignment with the Paris Agreement, the Global Biodiversity Framework and the UN Sustainable Development Goals, ensuring the transition to truly sustainable and fair food systems, the end of deforestation and the reduction of emissions associated with agriculture, including methane.

What has JBS said

JBS was given the opportunity to comment on the findings. In its response, JBS indicated that all purchases mentioned complied with the Company's Policy and sector protocol and that they preventively blocked Chácara Rancho Alegre, in Pará, and requested clarification from the producer. JBS also added that Fazenda Nova Orleans, has been blocked since 2014.

JBS also mentioned that it monitors 100% of its suppliers and that, since 2021, it has had the Transparent Livestock Platform, in addition to allocating R\$ 35 million to an individual animal traceability programme in the state of Pará and to direct support for livestock farmers.

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