



Questions and Answers





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ABOUT BoT AND THE ROLE OF IMAFLORA

What is BoT?

BoT stands for *Beef on Track*, the world's first deforestation-free beef certification. It was developed by the Brazilian Institute for Forest and Agricultural Management and Certification (Imaflora) based on monitoring, reporting, and verification (MRV) protocols already recognized and consolidated within the beef and leather supply chains, such as the *Boi na Linha* protocol, which meets the legal requirements of the *Conduct Adjustment Agreement* (TAC) for beef in effect in the Legal Amazon, and the voluntary Cerrado Protocol.

What is its purpose?

Through this certification, deforestation-free beef will be identified with a label that allows quick recognition by the market—retailers, importers, or end consumers—that the purchased beef meets legal and social compliance requirements. It will also facilitate the approval of exporters for markets seeking deforestation-free products, such as the European Union (with the EUDR entering into force in early 2026), the United Kingdom (which enacted the Environment Act 2021 to eliminate deforestation from its supply chain), and China, which has agreements with Brazil for bilateral trade free from deforestation, although this requirement is not yet mandatory.

What is Imaflora's role?

Imaflora will hold the certification system and its governance, and will be responsible for accrediting auditing companies. Imaflora will not conduct audits to assess compliance with certification requirements.

What remains to be developed to consolidate BoT?

Throughout 2026, rules will be defined for progression of responsibility levels for certified companies (from Bronze to Platinum), governance of the BoT system, and verification protocols for other biomes, such as the Mata Atlântica, Pantanal, and Pampas.

HOW BoT WORKS

Who can be certified by BoT?

The entire supply chain of beef production, including slaughterhouses, tanneries, retailers, and importers. Banks, financial institutions, and capital markets can also use the label to provide greater assurance of legal and social compliance in credit operations or securities issuance based on this asset. BoT is not a farm-level or traceability certification. Officially approved traceability protocols, such as the Pará Traceability System and the National Individual Identification of Cattle Plan, will be important to scale the monitoring of cattle purchases.



How is BoT certification assessed and how reliable is it?

Results from audits conducted under already recognized protocols, such as the TAC for Beef and the Cerrado Protocol, will be analyzed. Companies with 95% compliance with these protocols will be certified. However, importers and retailers will need to audit their chain of custody to ensure purchased volumes meet BoT requirements.

Who bears the cost of BoT certification?

The main cost is related to the management system for supply chain monitoring. As BoT recognizes audits already conducted under the TAC and Cerrado protocols, this cost does not exist for companies that have already invested in these processes but do not have formal recognition of their socio-environmental compliance. Costs will only apply to slaughterhouses not yet adhering to these processes, which will need to engage in the MRV journey to prove they are deforestation-free. For retailers, importers, tanneries, and financial institutions—who need to audit the chain of custody—this is a simple, low-cost process of document verification. All participants will pay a fee for the governance of the certification system. This financial flow will be detailed next year.

What does BoT verify?

BoT will analyze information related to the beef and leather supply chain, ensuring that supplying farms meet the following criteria:

1. No illegal deforestation;
2. No cattle production in embargoed areas on private properties, Indigenous Lands, Conservation Units, or Quilombola territories;
3. Not listed for slave-like labor;
4. Zero deforestation for the highest certification levels.

What are the certification levels and what do they indicate?

BoT has four levels, with the goal that slaughterhouses gradually progress to higher levels, indicating more monitored forest area:

- **BoT Bronze** – all direct suppliers free from illegal deforestation, slave labor, and production on designated public lands;
- **BoT Silver** – all direct suppliers free from legal or illegal deforestation, slave labor, and production on designated public lands;
- **BoT Gold** – all direct and indirect suppliers free from illegal deforestation, slave labor, and production on designated public lands;
- **BoT Platinum** – all direct and indirect suppliers free from legal or illegal deforestation, slave labor, and production on designated public lands.



How does certification work for large groups with multiple plants? Will all plants be audited?

How will consumers identify this?

Yes, each plant is audited individually. A single group may have plants at different stages of purchase control, resulting in different BoT levels per plant. For the end consumer, it is simple: the higher the green bar on the label, the more forest is monitored. The label applied directly to each cut will guide their choice. Therefore, a single brand may have different BoT labels across products, and consumer education campaigns will be important.

How are auditing companies selected?

Imaflora will train and accredit companies able to perform audits according to established terms of reference, selected based on experience and proven quality.

What is MRV and how does it work?

MRV stands for *Monitoring, Reporting, and Verification*. It is essential for managing and ensuring transparency of data underlying the certification. The first two stages are the responsibility of the audited institution, consisting of implementing supplier monitoring and purchase management systems and consolidating clear, organized reports demonstrating operational compliance. The third stage, verification, is the audit itself, conducted by an independent institution analyzing information and documentation to detect discrepancies and confirm compliance.

WHAT BoT DOES NOT COVER

Does BoT monitor or recognize other greenhouse gas (GHG) initiatives, such as methane?

Although agriculture contributes significantly to Brazil's GHG emissions, BoT does not consider this parameter. The current focus is strengthening existing socio-environmental protocols and reducing deforestation.

Does BoT certify herd traceability?

No. BoT is a socio-environmental compliance certification recognizing different levels of deforestation-free purchases according to *Boi na Linha* and Cerrado protocols. Official traceability protocols, such as those in Pará, are important for scaling cattle purchase monitoring.

BoT CERTIFICATION LEVELS

How are compliance levels verified, especially for indirect suppliers without universal cattle traceability?

BoT relies on GTFI rules (*Grupo de Trabalho de Fornecedores Indiretos*), full-cycle suppliers, and private traceability systems from origin, like *Boi na Linha* and Cerrado protocols.

Can a slaughterhouse have products with different certification levels?



Audits evaluate the full supply chain, often extensive and diverse. A slaughterhouse must obtain at least BoT Bronze for the entire unit to ensure label integrity. Above this level, batches may vary, offering a market differentiation.

How does progression between levels occur? Is there an expiry period?

Annual audits will check purchases related to each BoT level. Progression depends on meeting socio-environmental requirements for that level. Certification maintenance requires commitment to continuous progression toward zero deforestation among direct and indirect suppliers. Detailed rules will be developed through multi-stakeholder consultation in 2026.

RELATIONSHIP WITH EXISTING PROTOCOLS

Are slaughterhouses with high legal compliance under TAC automatically eligible for BoT?

Yes, if audits show at least 95% compliance with *Boi na Linha* or Cerrado protocols. They then request approval from Imaflora to use the label.

If BoT only certifies what these protocols already cover, what is new?

BoT uses parameters from these established protocols but adds a label, enabling fast recognition at any consumption level, domestically and abroad. It increases transparency, distinguishes compliant companies, and incentivizes investment in compliance.

Is there a difference between Boi na Linha and BoT?

Yes. *Boi na Linha* is a mandatory monitoring protocol under federal TACs. BoT is voluntary and also recognizes other protocols, including Cerrado, GTFI, and DFC (*Deforestation Free Commitment*).

MARKET RELATIONSHIP

Will BoT be visible to consumers on shelves or only in bulk lots?

BoT will be applied to retail beef cuts. Awareness campaigns will help consumers understand the label's impact on forest conservation and human rights.

How is the label applied to bulk buyers?

Labels are applied to individual pieces, not lots. For example, if ten heads are BoT Bronze and five BoT Silver, the buyer receives twenty BoT Bronze cuts, ten BoT Silver, etc. Audits use mass balance for the respective cuts.

How will international recognition be boosted, e.g., in China and Europe?

Roadshows and marketing campaigns will target consumer markets. International buyers already demand deforestation-free beef to meet Paris Agreement commitments. Transparent communication of Brazilian deforestation-free beef is a competitive advantage.



Will the certification create a niche market for higher compliance levels?

Maintaining BoT requires continuous progression across levels. BoT Bronze is intended as the new “business as usual,” accessible to all consumers. Higher levels may carry market premiums and must meet socio-environmental and international zero-deforestation targets.

Will BoT beef cost more for consumers?

Final product pricing is market-determined. All Brazilian beef will be at least BoT Bronze, without price differentiation domestically or internationally. Premiums for higher levels are market-driven.

Which companies have joined BoT?

Tianjin Association (China) have joined the initial implementation. Next steps include governance setup and detailed level progression criteria.