



# Beef

**The production chain of cattle breeding is one of the main livestock activities in the State of São Paulo, behind only sugarcane. Beef corresponds to 10.7% of the Agricultural Production Value (VPA), accounting for US\$ 12.7 billion out of the US\$ 120.2 billion totaled in the agriculture/livestock segment in the State, according to 2012 data from the Institute of Agricultural Economics (IEA) and the Brazilian Institute of Geography and Statistics (IBGE).**

The State of São Paulo accounts for 10.7% of slaughtering in the country, being in second place in the national ranking (IBGE – 2012). This share is higher than the cattle in the State in the national total (5%), indicating that São Paulo imports cattle from other states for slaughtering in its industrial park (IBGE – 2012).

The high share in the slaughtering and processing of meat of the state economy is due to the greater diversification of the industry and its higher value, including the activities of deboning and meat processing, production of leather, toiletries, packaging, among others.

From the perspective of foreign trade, exports of frozen meat ranked 5<sup>th</sup> place on the list of the main products exported, accounting for over 2% of the State of São Paulo total, which corresponded to US\$ 1.3 billion in 2012, according to the Ministry of Development, Industry and Foreign Trade (MDIC).

The main producing regions of the State of São Paulo are Presidente Prudente, São José do Rio Preto, Araçatuba and Bauru.

### National level

The Brazilian production of beef grew 62% over the past 20 years, reaching 9.3 million tons in 2012, ranking second in the ranking of the producing countries, behind only the U.S., with 12.04 million tons.

The Brazilian production accounts for over 15% of the total global production, according to the U.S. Department of Agriculture (USDA) and the

United Nations Food and Agriculture Organization (FAO).






Institutions point out three main factors to justify the increased domestic production: the growing volume of exports; the increased domestic demand, driven by the expected growth of the economy; and the greater purchasing power of the population, which tends to increase the consumption of animal protein.

### Research and Development

São Paulo is home to the most prestigious research institutions in Brazil in the segment of beef cattle and meat processing, including public universities:

- Southeast Livestock Unit of the Brazilian Agricultural Research Company – (Embrapa)
- São Paulo Agency of Agribusiness Technology (Apta) which brings together, among others, the Biological Institute (IB), the Institute of Food Technology (Ital), the Institute of Agricultural Economics (IEA) and the Institute of Animal Science (IZ).

### Why invest in Livestock in São Paulo?

-  Genetic quality of livestock.
-  Sanitary management programs.
-  Vaccination campaigns against major diseases.
-  Hormone-free production system that values animal welfare.
-  Main consumption center of beef in Brazil.

### Contact Us

We would like to invite you to learn more about the reasons that make the State of São Paulo the right choice for your business. Investe São Paulo is always ready to serve you promptly, efficiently and free of charge. Check out how this Investment Promotion Agency can assist your project by visiting our website [www.investe.sp.gov.br](http://www.investe.sp.gov.br) or contact us by e-mail: [investesp@investesp.org.br](mailto:investesp@investesp.org.br).

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