

# Guidance on the Forest Positive Beef Roadmap

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Forest Positive

proforest



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# Section 1: Introduction

# Introduction



In 2020, The Consumer Goods Forum (CGF) created the Forest Positive Coalition of Action to drive collaborative, transformative change in the consumer goods industry by removing deforestation, conversion and degradation from key commodity supply chains and supporting forest positive businesses and commodity production in forest positive landscapes. The Coalition developed Commodity Roadmaps for each of its four key commodities – palm oil, soy, paper, pulp and fibre-based packaging (PPP), and beef - to set out the Coalition's commitments and actions as well as how progress with implementation will be measured. The Coalition has been developing Guidance on the Forest Positive Commodity Roadmap to support members and any company outside the Coalition with implementation of the forest positive commitments laid out in the Commodity Roadmaps. The Guidance on the Forest Positive Beef Roadmap were developed by the Coalition's Beef Working Group and is open to consultation from stakeholders. It provides guidance and resources for manufacturers and retailers implementing the actions in the Beef Roadmap. It therefore follows the same structure as the Beef Roadmap and outlines five key areas for proposed individual business actions in compliance with relevant laws:

1. **Managing Own Supply Chains:** Accelerate efforts to remove legal and illegal deforestation and conversion of natural ecosystems driven by cattle from members' individual supply chains;
2. **Engaging Suppliers and Meatpackers:** Do business with upstream suppliers who are also committed to forest positive implementation across their entire business and find opportunities for collaboration to drive sector-wide transformation;
3. **Monitoring and Response:** Build a shared understanding of deforestation and conversion in cattle-derived products' producing landscapes, and use this information in engagement with and to monitor suppliers, meatpackers and landscape initiatives
4. **Engaging in Production Landscapes:** Drive transformational change in key cattle-derived products' producing landscapes through positive engagement in high-priority origins; and
5. **Increasing Transparency and Accountability:** Track, verify and report publicly on progress implementing the actions of the Roadmap focused on own supply, suppliers and priority landscapes.

The Guidance on the Forest Positive Beef Roadmap should be considered 'a living document' and will be updated as more progress is made by the Coalition and will be further revised based on emerging regulation (e.g., EU Regulation on deforestation-free products).

<sup>1</sup> The Coalition's efforts encompass all cattle-derived products. Dairy products are under the scope of the Coalition's Soy Roadmap, due to use of soy in feed for dairy cows. All other cattle-derived products are covered by the Beef Roadmap, where "beef" is used for brevity.

# Anti-trust



- ▶ All work of The Consumer Goods Forum is carried out in accordance with the CGF's Antitrust Guidelines, and in compliance with all competition laws, thus ensuring independence of activity, collaboration only on non-competitively sensitive issues, and protection of confidentiality of information. All reporting will be made subject to the applicable competition rules. The methodologies and approaches referred to in the document are recommended and non-binding. In the document, 'standards' refers to existing standards not developed by the Coalition that companies can decide to use independently. Participating companies will undertake their own decisions on IF and HOW to implement the elements of this proposal in their individual supply chains.



# **Section 2: Guidance on the Forest Positive Beef Roadmap**

# Summary of Key Proposed Actions with Priority Scale



The figure below includes a summary of all the key proposed actions included in the Guidance on the Forest Positive Beef Roadmap organised into four stages. Each stage can have a different duration depending on the complexity of the companies' supply chain.

## 1<sup>st</sup> Stage

### **Element 1: Managing Own Supply Chains**

- Understand the cattle-derived product supply chain and define policy scope (see p. 9-10)
- Commit to sourcing forest positive deforestation- and conversion-free cattle-derived products (see p. 11)
- Develop a timebound action plan (see p. 12)

### **Element 2: Engaging Suppliers and Meatpackers**

- Disclose suppliers (see p. 19)
- Have clear supplier expectations which are aligned with the Coalition's Forest Positive Approach (see p. 20)

### **Element 3: Monitoring and Response**

- Identify high deforestation and conversion risk areas (see p. 23)

### **Element 4: Engaging in Production Landscapes**

- Identify priority production landscapes (see p. 26)
- Select landscape initiatives to support (see p. 27)

### **Element 5: Increasing Transparency and Accountability**

- Report on the public information requirements and KPIs in Roadmap (see p. 29)

## 2<sup>nd</sup> Stage

### **Element 1: Managing Own Supply Chains**

- Estimate your cattle-derived product footprint (see p. 13)
- Map your supply chain and cattle-derived product origins (see p. 14)
- Assess risk of cattle-derived product origins (see p. 15)

### **Element 2: Engaging Suppliers and Meatpackers**

- Communicate the Forest Positive Approach and engage suppliers (see p. 21)

### **Element 3: Monitoring and Response**

- Develop a list of high deforestation and conversion risk origins (see p. 23)
- Use Element 3 to inform other Elements (see p. 23)

### **Element 4: Engaging in Production Landscapes**

- Calculate your production-base footprint (see p. 26)

## 3<sup>rd</sup> Stage

### **Element 1: Managing Own Supply Chains**

- Deliver on DCF cattle-derived products (see p. 16)

### **Element 3: Monitoring and Response**

- Monitor and verify deforestation and conversion (see p. 24)

### **Element 4: Engaging in Production Landscapes**

- Leverage collaborative engagement to support improved practices on the ground (see p. 27)

### **Element 5: Increasing Transparency and Accountability**

- Verify reporting (see p. 30)

## 4<sup>th</sup> Stage

### **Element 1: Managing Own Supply Chains**

- Make progress towards sourcing DCF cattle-derived products (see p. 17 & Annex 7)

### **Element 4: Engaging in Production Landscapes**

- Monitor and report progress/impact (see p. 27)

A photograph of a brown cow grazing in a field. The cow is the central focus, looking down at the green plants. It is behind a wire fence. The background is slightly blurred, showing more of the field and another cow. A green text box is overlaid on the left side of the image.

## Element 1: Managing Own Supply Chains



# Element 1: Managing Own Supply Chains



The foundation of members’ commitment to forest positive is ensuring their own supply is forest positive. The individual commitments and proposed actions below relate to Coalition members and can be adopted by any downstream company in the beef supply chain.

Key Actions	How to Implement the Proposed Actions	Key Resources for Guidance
<p><b>Understand the cattle-derived product supply chain and define policy scope (1/2)</b></p>	<p><b>Cattle-derived products’ supply chain:</b>                      The supply chain of beef and other cattle-derived products is composed of a complex set of actors that are involved in different stages of cattle production, meat, and cattle by-product processing; and ultimately the end buyers, which are as diverse as retailers, food services, pet food companies, biofuels, and leather industries.</p> <p>A first step to understand the supply chain is to clarify the kind of cattle-derived products your company sources directly and indirectly and then determine the appropriate scope of your company’s sourcing policy.</p> <p><b>Coalition definition of cattle-derived products:</b>                      Cattle-derived products include raw and processed products, such as beef, offal, gelatine, tallow, leather, and others, being the whole product or just an ingredient, but does not include milk nor dairy. It includes all the products that derive from cattle after slaughter. It does not include milk nor dairy because these products’ supply chains tend to have more indirect impact on forests and other habitats and have been included under the scope of the Coalition’s <a href="#">Soy Roadmap</a>, due to use of soy in feed for dairy cows.</p> <p><i><u>Note:</u> Even though the Beef Roadmap refers to “Beef” throughout the document and KPIs, the Coalition efforts encompass all cattle-derived products, where “beef” is used for brevity. Nevertheless, the scope (which cattle-derived products are covered by each companies’ commitments and actions) is to be individually determined by each company and clearly stated.</i></p>	<ul style="list-style-type: none"> <li>• See Annex 1 for Cattle-derived Product Flow figure</li> <li>• See Annex 2 for Types of Cattle-derived Products</li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources for Guidance
<p><b>Understand the cattle-derived product supply chain and define policy scope (2/2)</b></p>	<p><b>How to prioritize products for forest positive policy scope:</b>            Each Coalition company should prioritize cattle-derived products according to its materiality to the company using its own methodology until there is further guidance from the CGF on this which members can opt to follow, similar to the <a href="#">CGF Soy Ladder</a>. However, the best practice and Coalition ambition is that members take action and report on full volumes, subject to the applicable antitrust rules.</p> <p>The methodology to assess the materiality of a cattle-derived product should consider, at a minimum, the volume sourced of a determined product and its exposure to deforestation due to its origin. The scope of the products tackled under the Forest Positive Approach and the mentioned prioritization methodology should be publicly available for the Coalition’s Annual Report. It is also recommended that companies make public the percentage of total volume that is in scope for implementation (e.g. fresh cuts in scope represent xx% of total volume of cattle-derived products on the shelf) and add an explanation of why the other % is excluded from the reporting scope.</p>	<ul style="list-style-type: none"> <li>• See Annex 1 for Cattle-derived Product Flow figure</li> <li>• See Annex 2 for Types of Cattle-derived Products</li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Commit to sourcing forest positive deforestation- and conversion-free cattle-derived products</b></p>	<p>Develop a public forest positive Deforestation and Conversion-free (DCF) commitment with reference to a specified cut-off date, which includes targets and internal goals, in line with the detailed recommendations included in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a>.</p> <p><i>The Beef Working Group acknowledges that forest positive must also include social issues related to cattle production. Indigenous Peoples and Local Communities rights are being integrated more thoroughly in the Forest Positive Coalition starting with palm oil and then across commodities.</i></p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 1</a> for a summary of the main steps to ensure a sound policy is in place (see p. 3)</li> <li>• Imaflora’s <a href="#">Guide for Retailers: Developing an Effective Beef Procurement Policy</a></li> <li>• <a href="#">WWF DCF Implementation Toolkit</a> (see DCF Assessment Tool to benchmark your current policy against DCF guidance and provides recommendations to advance toward DCF supply)</li> <li>• <a href="#">AFi Core Principles</a> for guidance on setting commitments with environmental and social scope (see pp. 3-11)</li> <li>• Proforest guide on <a href="#">Assessing compliance with the Forest Code</a> for support on verification of compliance with the Brazilian Forest Code and relevant tools.</li> </ul> <p><b>For cut-off dates:</b></p> <ul style="list-style-type: none"> <li>• AFi’s document on <a href="#">Common Cutoff Dates</a></li> <li>• See Annex 3 for list of cut-off dates for different countries and biomes (non-exhaustive) and the ones specified in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a></li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Develop a timebound action plan</b></p>	<p>Develop a public timebound action plan for the actions the company will take to fully implement the Deforestation and Conversion Free commitment. Detailed recommendations for a timebound action plan can be found in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> (under requirement 1, p. 5).</p> <p><b>Cut-off dates:</b> The cut-off dates stated on the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> align with sectoral agreements that already exist for the Brazilian Amazon and Cerrado. The cut-off dates for other areas in Brazil and other sourcing countries must also align with legal and sectoral cut-off dates where they exist and be no later than 2020 for zero deforestation and conversion, building on Afi guidance. See Annex 3 for the cut-off dates.</p> <p><b>Ambition/target dates:</b> The target dates to achieve DCF across full scope should be define acknowledging the Accountability Framework initiative's (AFi) recommended DCF target date of 2025, which many companies have public committed to. However, for complex supply chains with indirect cattle suppliers, timelines may be longer to fully achieve DCF due to additional complexities. In that case, companies should set up ambitious strategies with demonstrable annual progress.</p> <p>Even so, the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> proposes that Coalition companies require meatpackers to have the policies fully implemented by 2025 for both Brazilian Amazon and Cerrado biomes. For other biomes and/or countries, Coalition companies should set their own target dates and milestones and make them publicly available.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 1</a> for steps, tools and approaches to develop and use an implementation plan</li> <li>• <a href="#">WWF DCF Implementation Toolkit</a> (see Implementation Plan to organise recommendations into timeline of milestones and actions)</li> <li>• <a href="#">AFi Operational Guidance on Supply Chain Management</a> (see Section 1 for guidance on elements of a supplier management system that aligns sourcing strategies with supply chain commitments)</li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Estimate your cattle-derived product footprint</b></p>	<p>Calculate the total cattle-derived product volume your company is exposed to through sourcing animal products. This volume is the basis for your progress reporting. Ensure the methodology used is credible (see a non-exhaustive list of recommended methodologies in next column), publicly available and that footprint is comparable over time.</p> <p>In case the methodology used covers some but not all cattle-derived products your company sources, companies can complement with simpler methodologies to make sure the estimated footprint covers all the different products.</p> <p>A common approach for the beef volume footprint will likely be by weight of cattle-derived products. The methodology used for reporting should be publicly available.</p>	<p><b>Recommended credible footprint methodologies:</b></p> <ul style="list-style-type: none"> <li>• The Global Roundtable for Sustainable Beef’s <a href="#">Beef Carbon Footprint Guideline</a></li> <li>• <a href="#">Product Environmental Footprint Category Rules (PEFCRs)</a> for the European Union provides guidance on Life Cycle Assessment for <a href="#">pet food</a> and <a href="#">leather</a>. The scope of LCA is broader than a footprint calculation, but PEFCR is useful to define allocation methods.</li> <li>• LCA (Life Cycle Assessment) database including beef: <a href="#">World Food LCA Database</a> and <a href="#">Ecoinvent</a></li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Map your supply chain and cattle-derived product origins</b></p>	<p>Traceability is needed to the level necessary to ascertain the DCF status or to engage suppliers to that end. Therefore, what is considered known origin varies according to the level of risk and DCF control mechanisms. Coalition members should identify the country of slaughter for 100% of the purchased cattle products. If the country is not classified with negligible risk using the Coalition risk categorization, cattle product origins need to be traced back to slaughterhouse.</p> <p>See Annex 4 for a visual representation on traceability to origin.</p> <p>Expectations on traceability upstream of the slaughterhouse to cattle farms are detailed on the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a>.</p>	<ul style="list-style-type: none"> <li>• AFi <a href="#">Topical Summary on Traceability</a> and Section 2 of <a href="#">Supply Chain Management Operational Guidance</a> for specific guidance on options and mechanisms for achieving adequate traceability and mapping supply chains and Section 2.3 of <a href="#">Operational Guidance on Reporting, Disclosure, and Claims</a> for guidance on how to report on traceability</li> <li>• <a href="#">Beef Toolkit Briefing Note 2A</a>, for steps, tools and approaches to map cattle supply chain and implement traceability systems, and <a href="#">Beef Toolkit Briefing Note 5</a> for examples of traceability KPIs</li> <li>• <a href="#">Beef on Track by Imaflora</a>, a platform for transparency in the beef value chain in the Amazon</li> <li>• References for trade data and supply chain mapping tools: <a href="#">USDA Foreign Agricultural Service</a> - beef and other cattle-derived products</li> <li>• <a href="#">Trase</a> bulk supply chain data – beef</li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Assess risk of cattle-derived product origins</b></p>	<p>The initial focus of Coalition’s Beef Roadmap is on the Brazilian Cerrado and Brazilian Amazon, and both biomes are what the Coalition considers as priority origins for action on cattle-derived products for now. Other areas are intended to be included under the effort of the Roadmap after running a prioritization exercise based on the Coalition risk categorization of areas, but this does not mean that all other cattle-derived product origins are deforestation and conversion-free.</p> <p>Companies should undertake a comprehensive assessment of deforestation and conversion risk of cattle-derived products origins at national level. In countries identified as priority origins for action, the assessment may also be at subnational level.</p> <p>An updated FPC methodology for classifying negligible risk countries and priority countries for action based on deforestation and conversion risk linked to cattle production was already developed by Trase in discussions with AFi Secretariat and Proforest. It is expected to be published soon. Agreed actions for priority countries besides guaranteeing DCF volumes are to focus on engagement with suppliers and investment in landscape initiatives.</p> <p>Note that moving away from sourcing from high-risk origins is not necessarily the most forest positive alternative (see Annex 5 for a summary of tools companies can use to continue buying from high-risk origins).</p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 2B</a>, for steps, tools, and approaches to identify high risk geographies</li> <li>• Section 3 of AFi <a href="#">Supply Chain Management Operational Guidance</a> for specific guidance on risk assessment.</li> </ul> <p><b>Some references for assessing deforestation and conversion risk:</b></p> <ul style="list-style-type: none"> <li>• <a href="#">Maplecroft risk analysis</a></li> <li>• <a href="#">Deforestation Fronts</a> by WWF for an overview of biomes at risk and main drivers of deforestation</li> <li>• <a href="#">Estimating the role of seven commodities in agriculture-linked deforestation: oil palm, soy, cattle, wood fiber, cocoa, coffee, and rubber</a> by WRI for data by country on deforestation caused by beef and other commodities</li> <li>• <a href="#">Mapbiomas Brasil</a> for <a href="#">deforestation and land use maps</a> and <a href="#">infographics per biome</a></li> </ul>

# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Deliver on DCF cattle-derived products</b></p>	<p>The CGF Forest Positive Coalition has developed guidance on best practice for reporting on %DCF volumes, linked to Element 1 KPIs in CGF FPC Beef Roadmap. This document provides a framework for credible reporting by companies. The coalition will also work to further socialize the methodology with the wider sector. Cattle-derived products' sourced volumes can be classified as DCF via one of the categories below:</p> <ol style="list-style-type: none"> <li><b>1. Traceable to defined area with negligible risk of deforestation or conversion:</b> companies should trace the cattle-derived products to an origin (country, and/or subnational level) where risk of deforestation and conversion is negligible. The Coalition has a list of countries that are considered as negligible risk of deforestation and/or conversion to cattle production based on a <a href="#">5% deforestation threshold</a> allowance in relation to global deforestation. Members are encouraged to use that list for DCF claims. When companies are ready and want to move further, members can adopt the 1% deforestation threshold. Moreover, on non-negligible risk countries, members can still do further investigation and reclassify countries to a negligible risk category provided the proper reference to data sources and methodology used are made public. Members can also gather further traceability information in non-negligible risk countries and run a risk analysis at subnational level for the DCF claims, provided they disclose the level of traceability associated with the claim (up to country, subnational region, slaughterhouse, fattening and/or birth farm).</li> <li><b>2. Sourced from supplier with DCF control mechanism:</b> companies should verify that slaughterhouses have a control mechanism (i.e. a Purchase Control System) in place that guarantees that the volume sourced is DCF (a DCF control mechanism in line the <a href="#">Monitoring Protocol for Cattle Suppliers in the Amazon</a> and <a href="#">the Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a>). It is best practice that companies request evidence from suppliers in order to claim DCF volumes. The evidence preferably are related to the elements in the Annex 6 to guarantee that the criteria is being followed.</li> <li><b>3. Traceable to production area assessed remotely as DCF:</b> Where the risk is not negligible and the supplier or slaughterhouse has no DCF control mechanism, Coalition members should run their own farm-level assessment to verify sourced volumes are DCF. They will need traceability to farm for that. The assessment should be aligned with the <a href="#">Monitoring Protocol for Cattle Suppliers in the Amazon</a> and <a href="#">the Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a>. On the remote assessment for a DCF claim, companies should verify whether all the elements in the Annex 6 are being followed.</li> </ol> <p>Moreover, it is best practice that companies gather evidence in order to claim DCF volumes, have a methodology for confirming DCF since the cut-off dates, list acceptable platforms for providing remote assessment, and procedure for responding to deforestation.</p> <p>Important to highlight that companies should be clear about their target dates to achieve DCF across full scope. However, for complex supply chains with indirect cattle suppliers, timelines may be longer to fully achieve DCF due to additional complexities. In that case, companies should set up ambitious strategies with demonstrable annual progress.</p> <p>A visual representation of the three ways to claim DCF volumes of cattle-derived products is available on Annex 7.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 5</a> for examples and best practices for reporting on Deforestation and Conversion-free beef</li> <li>• AFi <a href="#">Operational Guidance on Monitoring and Verification</a> for Guidelines for effective monitoring systems and <a href="#">Operational Guidance on Reporting, Disclosure, and Claims</a> for specific guidance on reporting performance related to commitments</li> <li>• Trase and Proforest <a href="#">Risk benchmarking for the EU deforestation regulation</a></li> <li>• Trase and Proforest <a href="#">Benchmarking commodity production regions for risks of deforestation and conversion</a></li> <li>• You can find links to Brazilian data sources for farm-level assessment in Annex 8.</li> </ul>




# Element 1: Managing Own Supply Chains



Key Actions	How to Implement the Actions	Key Resources
<p><b>Make progress towards sourcing DCF cattle-derived products</b></p>	<p>Volumes that cannot yet be claimed DCF but to which members have been putting effort to support progress to future DCF status will be reported as ‘Progress towards DCF’. Therefore, volumes that fit to one of the scenarios below can be reported as ‘Progressing towards DCF’:</p> <ul style="list-style-type: none"> <li>a) volumes coming from suppliers that the FPC company has been individually engaging to leverage DCF volumes, and/or</li> <li>b) volumes coming from landscapes in which the FPC company has been investing on, and/or</li> <li>c) volumes coming from suppliers that have DCF commitments but are not fully aligned with CGF FPC commitments.</li> </ul> <p>It is important to note that ‘progress’ is only a stage to get to delivery of DCF and a stage which companies should not aim to stay in. It is recommended that companies include in their timebound action plans where they are now, how they plan to make progress towards DCF, and then deliver DCF.</p>	<p>AFI <a href="#">Guidance on Deforestation- and conversion-free supply chains and land use change emissions</a></p> <p><i>Forthcoming guidance from Afi to be added once published:</i></p> <ul style="list-style-type: none"> <li>• <i>Guidance on how companies can manage non-compliances in the supply chain</i></li> <li>• <i>Afi Reporting and Assessment Working Group draft recommended metrics for DCF progress and impact</i></li> </ul>

**Note:** The FPC methodology to classify volumes as DCF is continuously evolving to reflect the progress of the sector. The coalition is committed to increasing transparency of DCF reporting, including the acknowledgment of best practice and ambition for companies to progress towards including full volumes in reporting scope. These steps are central to the coalition's goal of accelerating efforts to remove commodity-driven deforestation from supply chains. This means that every time members update their methodology after the publication of a FPC guidance, % DCF may decrease to increase later.

A photograph of a brown cow with horns grazing in a field of green plants. The cow is positioned on the right side of the frame, facing left. It is looking down at the vegetation. The field is filled with various green plants, some with small white flowers. In the background, another cow is partially visible. A green rectangular text box is overlaid on the left side of the image, containing the text "Element 2: Engaging Suppliers and Meatpackers".

**Element 2: Engaging  
Suppliers and  
Meatpackers**

# Element 2: Engaging Suppliers and Meatpackers



*The transformation of cattle-derived products supply chains to forest positive across the entire sector can only be achieved if upstream suppliers and meatpackers also implement forest positive commitments across their entire business, thereby creating the scale and momentum needed. Coalition members are committed to doing business with upstream suppliers and meatpackers who are also committed to forest positive implementation across their business. These guidelines are applicable to all suppliers, but members can start with their key large meatpackers and suppliers.*

Key Actions	How to Implement the Actions	Key Resources
<b>Disclose suppliers</b>	Disclose your direct supplier list - suppliers with whom the company has a direct commercial relationship and from which members sourced cattle-derived products in previous year. It is also recommended, if possible, for companies to disclose the list of meatpackers they supply from. All disclosures will be made subject to the applicable competition rules.	<ul style="list-style-type: none"><li>Company example: <a href="#">Mars</a></li></ul>

# Element 2: Engaging Suppliers and Meatpackers



Key Actions	How to Implement the Actions	Key Resources
<p><b>Have clear supplier expectations which are aligned with the Coalition’s Forest Positive Approach</b></p>	<p>Have a clear list of your individual company’s expectations for suppliers and meatpackers, which describes the company’s expectations in relation to suppliers’ performance. This may be your company’s own set of requirements (which can draw on the Forest Positive Approach) or refer to the <a href="#">Forest Positive Approach</a> directly – <i>see summary below</i>).</p> <p>The <b>five key elements of the Forest Positive Approach</b> are (also in p. 20 of <a href="#">Beef Roadmap</a>):</p> <ol style="list-style-type: none"> <li>1. Public commitment to ‘deforestation and conversion-free’ across entire commodity business including a public time-bound action plan with clear milestones</li> <li>2. Process for regular supplier/producer engagement (i.e., process on how to communicate the Forest Positive Approach, raise awareness, build capacity, support direct cattle suppliers to map, monitor and engage indirect cattle suppliers)</li> <li>3. Mechanism to identify and to respond to non-compliances (this <i>could</i> include having suspension and re-entry criteria for suppliers in line with the <a href="#">Monitoring Protocol for Cattle Suppliers in the Amazon</a> and the <a href="#">Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a>)</li> <li>4. Support initiatives delivering forest positive development at landscape and sectoral level</li> <li>5. Regular public reporting against Key Performance Indicators (KPIs), subject to applicable antitrust rules</li> </ol> <p>‘Forest positive suppliers’ are the ones that follow or works towards following the five elements of the Forest Positive Approach.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a></li> </ul>

# Element 2: Engaging Suppliers and Meatpackers



Key Actions	How to Implement the Actions	Key Resources
<p><b>Communicate the Forest Positive Approach and engage suppliers</b></p>	<p>Actively communicate a summary of your company’s requirements for suppliers and meatpackers (as outlined in the row above). Have one or more mechanisms for regular supplier engagement and mechanism(s) to monitor and respond to non-compliances. A recommended process for regular supplier and trader engagement can be found in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> (under requirement 2, pp.8), and recommended mechanisms to identify, monitor and respond to non-compliances can be found in the same document (under requirement 3, p.8).</p> <p>The supplier engagement process can be summarised in nine steps (see Annex 9 for a diagram of the process):</p> <ol style="list-style-type: none"> <li>1. Communicate and integrate the Forest Positive Approach requirements for cattle-derived products suppliers/meatpackers</li> <li>2. Assess supplier/meatpacker performance</li> <li>3. Agree on improvement plan with supplier/meatpacker</li> <li>4. Supplier/meatpacker implements improvement plan</li> <li>5. Provide support and capacity building to supplier/meatpacker</li> <li>6. Monitor supplier/meatpacker progress</li> <li>7. Take individual company action to respond to progress/lack of progress</li> <li>8. Update supplier/meatpacker improvement plan</li> <li>9. Report progress</li> </ol>	<ul style="list-style-type: none"> <li>• See <a href="#">Beef Toolkit Briefing Note 3</a> for steps, tools and approaches to engage suppliers and <a href="#">Beef Toolkit Briefing Note 4</a> on incorporating responsible sourcing policies in purchase control systems</li> <li>• <a href="#">Proforest guidance on supplier engagement for responsible sourcing</a></li> </ul>

## Element 3: Monitoring and Response



# Element 3: Monitoring and Response



*In order to have an effective response to deforestation and conversion, it is important to have a shared understanding of both in cattle producing landscapes, both within the Coalition and across the beef sector. This element provides information to other elements and does not have separate KPIs.*


Key Actions	How to Implement the Actions	Key Resources
<p><b>Identify high deforestation and conversion risk areas</b></p>	<p>Identify high-risk areas to deforestation and conversion and publicly disclose the methodology used for selecting high-risk areas. The FPC already has a classification of priority countries for action but is not public yet since the relevance of those countries need to be cross checked with the sourcing of FPC members. In that case, members should identify priority areas and publicly disclose the methodology used for the selection. Agreed actions for priority areas are, besides guaranteeing DCF volumes, are to boost engagement with suppliers and investment in landscape initiatives.</p> <p>Important to note this does not mean that all other origins have no deforestation or conversion but helps prioritise areas where action is urgent.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 2B</a>, for steps, tools and approaches to identify high risk geographies</li> <li>• <i>Additional guidance on a FPC methodology to classify cattle-derived product origins as high-risk of deforestation and conversion of natural ecosystems were discussed and developed by Trase, Proforest and AFI Secretariat. The goal is to make the methodology and list of countries per risk category publicly available in 2024.</i></li> </ul>
<p><b>Develop a list of high deforestation and conversion risk origins</b></p>	<p>Companies to develop a country-level list for prioritizing engagement and investment based on the methodology in the row above and publicly disclose the list and methodology used. For Brazil this assessment should also be done at subnational level.</p>	
<p><b>Use Element 3 to inform other Elements</b></p>	<p>Use the results of the deforestation and conversion risk assessment to inform the other elements of the Beef Roadmap:</p> <ul style="list-style-type: none"> <li>• Element 1: reporting on known origin and risk level and traceability for non-negligible risk origins</li> <li>• Element 2: individually prioritising suppliers exposed to high-risk origins for engagement (which, for now, from a Coalition perspective are the Brazilian Amazon and Cerrado, but each individual company may include other countries or regions depending on the methodology used to identify high-risk areas)</li> <li>• Element 4: investing in landscapes initiatives and focusing collaborative action in high priority areas based on deforestation and conversion risk origins</li> </ul>	

# Element 3: Monitoring and Response



Key Actions	How to Implement the Actions	Key Resources
<b>Monitor and verify deforestation and conversion</b>	Companies to update risk analysis and suppliers' profile to assess DCF and disclose level of verification and methodology used at least annually.	



A photograph of a brown cow with horns grazing in a field of green plants. The cow is positioned on the right side of the frame, facing left. It is looking down at the vegetation. The field is filled with various green plants, some with small white flowers. A wooden post is visible in the background, and a wire fence runs across the scene. A green rectangular box is overlaid on the left side of the image, containing white text.

**Element 4: Engaging in  
Production Landscapes**

# Element 4: Engaging in Production Landscapes



*In addition to ensuring the forest positive supply of their key commodities, Coalition members recognise the need to drive transformation towards forest positive beyond their individual supply chains in the key landscapes where their commodities are sourced and produced. As outlined in the Beef Roadmap, Coalition members commit to collaborate in production landscapes and drive positive outcomes for people, nature, and climate.*


Key Actions	How to Implement the Actions	Key Resources
<p><b>Calculate your production footprint</b></p>	<p>Calculate your production footprint using the methodology developed by 3Keel for the Coalition. Using 3Keel methodology will allow consistency throughout members' footprint.</p> <p>The Coalition will use its aggregated production-base footprint, a neutral proxy to reflect the level of impact, leverage, and shared responsibility that the Coalition recognizes, to articulate its landscape ambition. For more details see the Coalition's <a href="#">Strategy for Collaborative Action in Production Landscapes</a>. The Coalition members need to submit data to the best of their knowledge to support calculation of the production base footprint.</p> <p><i>Note: Only volumes of cattle derived product volumes from Brazil, and volumes not traceable to country origin, will be included in the calculation of the Coalition's production base footprint. This is consistent with the focus areas identified in the Coalition Beef Roadmap. The production base footprint will be recalculated according to advancements in the discussions of priority countries of the Beef WG.</i></p>	<ul style="list-style-type: none"> <li>Company example (for soy): <a href="#">Carrefour</a> (see p.2)</li> </ul>
<p><b>Identify priority production landscapes</b></p>	<p>Despite the companies always can use their own methodology, a common methodology is being agreed to identify priority production landscapes within the Coalition, considering high priority areas based on Deforestation and Conversion risk origins (Element 3) combined with volume data for areas where companies have traceability to origins of volume sourced. The methodology should be publicly available.</p>	<ul style="list-style-type: none"> <li><a href="#">Engaging with Landscape Initiatives: A Practical Guide for Supply Chain Companies</a> by Proforest (see Part 1: Preparing to engage in a production landscape)</li> <li><a href="#">Strategy for Collaborative Action in Production Landscapes</a></li> </ul>

# Element 4: Engaging in Production Landscapes



Key Actions	How to Implement the Actions	Key Resources
<p><b>Select landscape initiatives to support</b></p>	<p>Select landscape initiatives to support, considering high priority production landscapes and the Coalition’s Principles for Collaborative Action (see the 10 principles on p. 22 of the <a href="#">Strategy for Collaborative Action in Production Landscapes</a>). Companies to try to invest first in production landscapes related to commodities that represent most risk of deforestation and conversion.</p> <p>Companies can collaboratively invest in an initiative in the Coalition’s Portfolio of Landscape Initiatives which can be found on pp. 25-26 of the Coalition’s <a href="#">Strategy for Collaborative Action in Production Landscapes</a>.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Engaging with Landscape Initiatives: A Practical Guide for Supply Chain Companies</a> (Proforest)</li> <li>• <a href="#">Landscape, Scale Action for Forest, People, and Sustainable Production: A Practical Guide for Companies</a> (WWF, TFA, Proforest)</li> <li>• Detailed requirements for landscape engagement can be found in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> (under requirement 4, pp. 9)</li> </ul>
<p><b>Leverage collaborative engagement to support improved practices on the ground</b></p>	<p>Leverage the scale of collaborative engagement, one example being the discussions of a few Beef WG members to collaboratively invest in a priority production landscape in Pará, Brazil. Companies should engage your suppliers to support landscape actions, including co-investment or in-kind support.</p> <p><i>Note: Investments for compensation are related to the value of the production base footprint, which varies according to the priority countries foreseen in the roadmaps.</i></p>	<ul style="list-style-type: none"> <li>• <a href="#">Collaborative Action and Investment in Landscape Initiatives: The Business Case for Forest Positive Transformation (CGF FPC)</a></li> <li>• <a href="#">What constitutes a company landscape investment or action? (ISEAL)</a></li> </ul>
<p><b>Monitor and report progress/impact</b></p>	<p>Monitor and report progress against progress metrics for the landscape initiatives. The Coalition has adopted an aligned <a href="#">Landscape Reporting Framework</a> to monitor activities and impact across the Coalition’s Portfolio of Landscape Initiatives.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Making Credible Jurisdictional Claims: ISEAL Good Practice Guide</a> (ISEAL)</li> <li>• <a href="#">Effective Company Actions in Landscapes and Jurisdictions: Guiding Practices (ISEAL)</a></li> <li>• <a href="#">Landscape Reporting Framework</a> (FPC)</li> </ul>

**Note:** More references (including those above) can be found on TFA’s Jurisdictional Approaches Hub at [jaresourcehub.org](http://jaresourcehub.org)

A photograph of a brown cow with horns grazing in a field of green plants. The cow is positioned on the right side of the frame, facing left. It is looking down at the vegetation. The field is filled with various green plants, some with small white flowers. In the background, another cow is partially visible. A green text box is overlaid on the left side of the image, containing the text "Element 5: Increasing Transparency and Accountability".

**Element 5: Increasing  
Transparency and  
Accountability**

# Element 5: Increasing Transparency and Accountability



*Accelerating progress and building credibility through ongoing transparency and accountability is a central part of the Coalition’s Forest Positive Approach. Coalition members are committed to reporting publicly on the agreed set of KPIs and public information requirements in the Beef Roadmap, at least annually.*

Key Actions	How to Implement the Actions	Key Resources
<p><b>Report on the public information requirements and KPIs in Roadmap</b></p>	<p>Publicly report on progress made in delivering on the forest positive deforestation- and conversion-free beef commitment and fulfilling the company’s timebound action plan (see Element 1), using the KPIs specified in your company’s timebound action plan, and the public information requirements and KPIs listed in the Beef Roadmap. Reporting should be at least annually and publicly available.</p> <p>The Beef Roadmap includes KPIs for:</p> <ul style="list-style-type: none"> <li>• Element 1: traceability, risk level and data on DCF volumes</li> <li>• Element 2: engagement with suppliers and meatpackers and their performance across their entire supply chain</li> <li>• Element 4: information on company’s contribution to the mitigation of deforestation/conversion or to forest positive outcomes via support for landscape and jurisdictional initiatives</li> </ul> <p>The Roadmap includes public reporting requirements for manufacturers, retailers and food services.</p> <p>Report on progress either individually (e.g., company website), and/or through platforms/initiatives (e.g. CDP).</p>	<ul style="list-style-type: none"> <li>• See Annex 10 for a summary of the public reporting requirements in the Beef Roadmap</li> <li>• See Annex 11 for detailed guidance for reporting on the public information requirements and KPIs for each Element of the Beef Roadmap</li> <li>• <a href="#">AFi Operational Guidance on Reporting, Disclosure and Claims</a> for specific guidance on reporting performance related to commitments</li> <li>• <a href="#">Beef Toolkit Briefing Note 5</a> - Monitoring, verifying and reporting for how companies can monitor implementation of their commitments and suppliers’ performance and report internally and externally</li> <li>• <a href="#">CDP Forests 2023 Reporting Guidance</a></li> </ul>

# Element 5: Increasing Transparency and Accountability



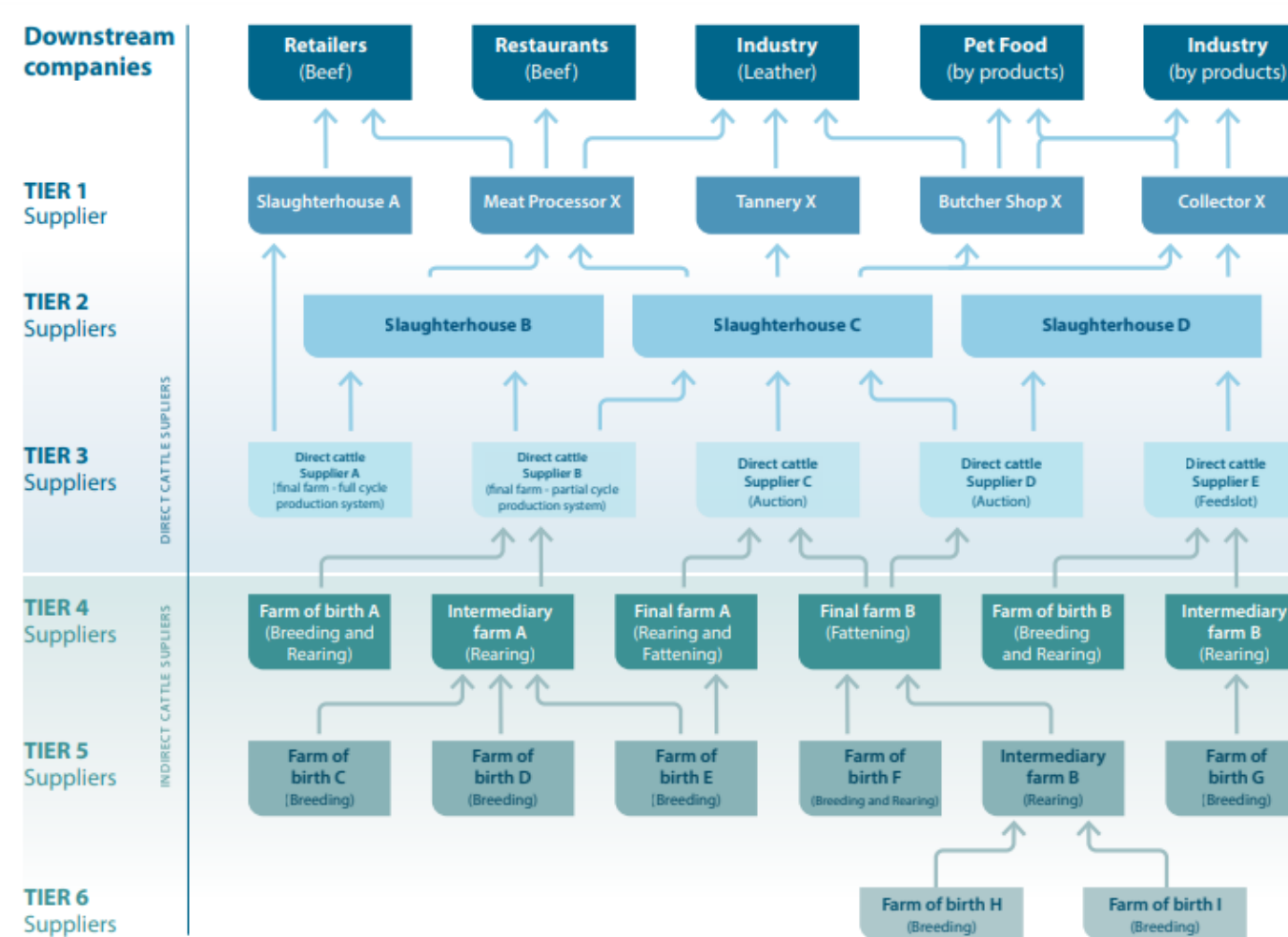
Key Actions	How to Implement the Actions	Key Resources
<p><b>Disclose KPI methodologies</b></p>	<p>Report on the KPIs using your company’s own methodology, ensuring it is aligned with the Beef Roadmap and with Coalition guidance (where available) as much as possible.</p> <p>Companies are encouraged to disclose publicly their methodologies.</p>	
<p><b>Disclose time reference</b></p>	<p>Be transparent about the reporting period for each KPI.</p> <p>For example: if reporting in 2023 for volume KPIs (e.g. % volume that is high risk, % volumes that is DCF), use information and data from 2022 (financial reporting year, which may vary across companies).</p> <p>However, for reporting on action KPIs (e.g. % suppliers engaged), companies may choose to show in their reporting progress up to the reporting deadline (e.g. June 2022 - particularly if reporting a baseline).</p>	
<p><b>Verify Reporting</b></p>	<p>Companies that have their report independently verified, are encouraged to provide information on this.</p>	<ul style="list-style-type: none"> <li>• AFi <a href="#">Operational Guidance on Monitoring and Verification</a></li> </ul>
<p><b>On Scope of Company Reporting</b></p>	<p>To address existing inconsistencies across the scope of company reporting, the CGF-FPC acknowledges best practice and ambition to progress towards including full volumes in reporting scope. In acknowledgment that for many companies this is not yet possible, the proposed approach is to focus on transparency.</p> <p><b><u>Companies are to report publicly: a) % of total volumes in scope; b) An explanation of the % excluded from scope.</u></b></p>	

***Note:** All reporting will be in accordance with the relevant competition laws, with the necessary precautions taken regarding commercially sensitive information. Confidential, commercially sensitive information must not be disclosed.*



## Section 3: Annexes

# Annex 1: Cattle-derived Products Flow





# Annex 2: Types of Cattle-derived Products



Types of Cattle-derived Products
<ul style="list-style-type: none"><li>• Beef</li><li>• Leather</li><li>• Fresh Meat</li><li>• Bolognese sauce</li><li>• Gelatine</li><li>• Tallow</li><li>• Offal</li></ul>
Other examples can be found here: <a href="https://www.ams.usda.gov/market-news/livestock-poultry-and-grain-meat-terms">https://www.ams.usda.gov/market-news/livestock-poultry-and-grain-meat-terms</a>

# Annex 3: Cut-off Dates



- ▶ **List of cut-off dates for different countries and biomes (non-exhaustive):**
  - ▶ Legal cut-off date in Brazil: 22 July 2008 – We reference 01 August 2008 in some Coalition documents because of satellite monitoring of PRODES Amazon and PRODES Cerrado
  - ▶ Sectoral cut-off date for legal deforestation in Brazilian Amazon: Public Commitment signed by JBS, Marfrig and Minerva with Greenpeace ([Cattle Agreement](#)): 05 October 2009.
  - ▶ Sectoral cut-off date for legal deforestation in the Brazilian Cerrado as per the [Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado](#): 01 August 2020
  
- ▶ **Cut-off dates specified in the [Guidance for Forest Positive Suppliers of Cattle-derived Products \(Meatpackers in Brazil\)](#):**

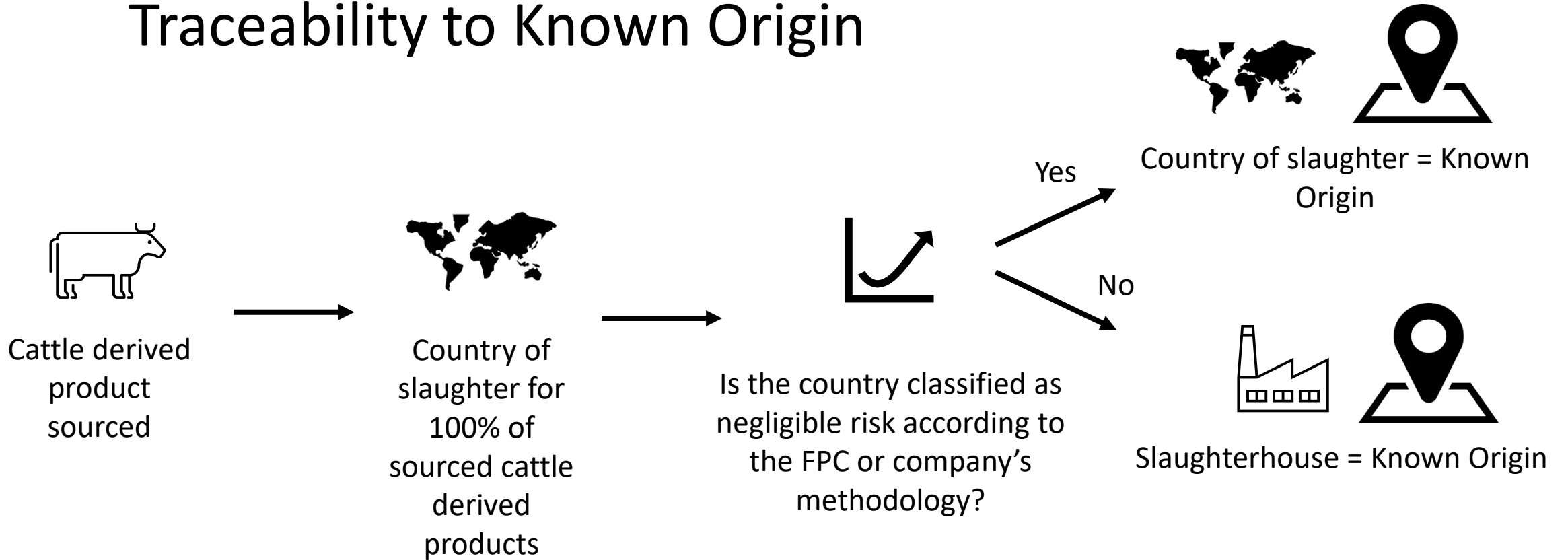
Brazilian Amazon	Legal Deforestation	Illegal Deforestation
Direct Cattle Suppliers	October 5 <sup>th</sup> 2009 as per Monitoring Protocol for Cattle Suppliers in the Amazon	August 1 <sup>st</sup> 2008 as per Brazilian Forest Code
Indirect Cattle Suppliers	August 1 <sup>st</sup> 2019 as recommended by GTFI. Meatpackers that signed the <a href="#">Cattle Agreement</a> are also expected to strive to implement its October 5 <sup>th</sup> 2009 cut-off reference for legal deforestation in the Amazon while engaging producers and supporting restoration and/or compensation	August 1 <sup>st</sup> 2008 as per Brazilian Forest Code

Brazilian Cerrado	Legal Deforestation	Illegal Deforestation
Direct Cattle Suppliers	August 1 <sup>st</sup> 2020 as the <a href="#">Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a>	August 1 <sup>st</sup> 2008 as per Brazilian Forest Code
Indirect Cattle Suppliers	August 1 <sup>st</sup> 2020 as the <a href="#">Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a>	August 1 <sup>st</sup> 2008 as per Brazilian Forest Code

# Annex 4: Traceability to Known Origin



## Traceability to Known Origin



# Annex 5: Summary of Tools for Responsible Sourcing from High-risk Origins



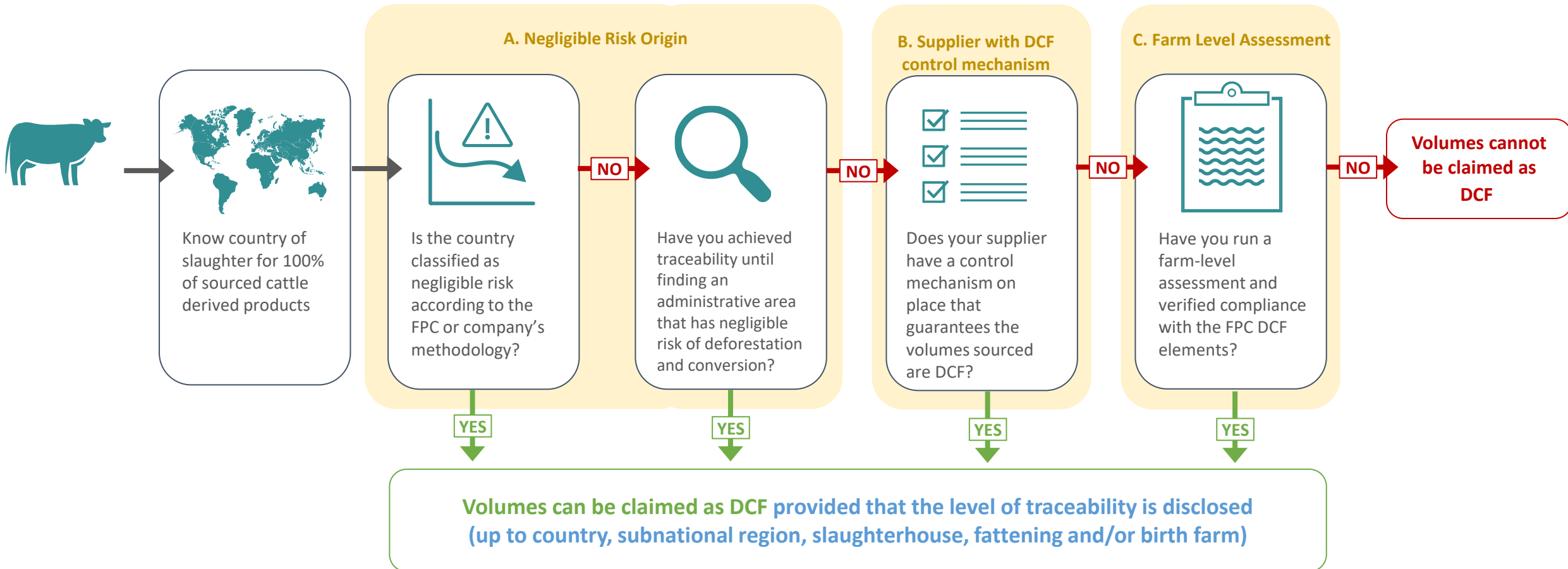
- ▶ **Summary of tools companies can use to continue buying from high-risk origins (non-exhaustive):**
  - ▶ **Supplier risk assessments** (who are your suppliers?): the first step is to assess suppliers in high-risk areas that you are sourcing from since not all suppliers are the same (e.g., what are their commitments, policies, systems they have in place)
  - ▶ **Coalition methodology on risk categorization of origins:** the Coalition engaged with Trase and AFI Secretariat in order to develop a cross-commodity methodology to categorize origins according to risk of deforestation and conversion and it will likely be publicly available in 2024.
  - ▶ **Purchase control systems (PCS):** check whether your suppliers have a DCF control mechanism (i.e. a purchase control system) in place that guarantee that volumes from high-risk origins are DCF.
  - ▶ **Landscape approach:** explore how the landscape approach can fit with the Coalition ambition to source DCF cattle-derived products from high-risk areas.

# Annex 6: Elements for DCF Claims on Production Area Assessed Remotely



DCF Definition Elements	Forest Positive Coalition Criteria
<b>No deforestation and conversion</b>	Conversion of any type of natural ecosystem is considered
<b>Illegal or legal</b>	Illegal and legal conversion is considered
<b>Cut-off date</b>	<ul style="list-style-type: none"> <li>• For Brazilian Amazon and Cerrado: aligned with the Guidance for Meatpackers or earlier cut-off dates.</li> <li>• For other biomes and countries: 2020 the latest</li> </ul>
<b>Legal requirements</b>	Legal compliance (e.g. Forest Code) is included
<b>Assessed unit</b>	The whole farm is assessed
<b>Human Rights</b>	Respect for indigenous and quilombolas lands and no slave labor

# Annex 7: Three Ways for DCF Claims of Cattle-derived Products



# Annex 8: Brazilian Data Sources for Farm-level Assessment

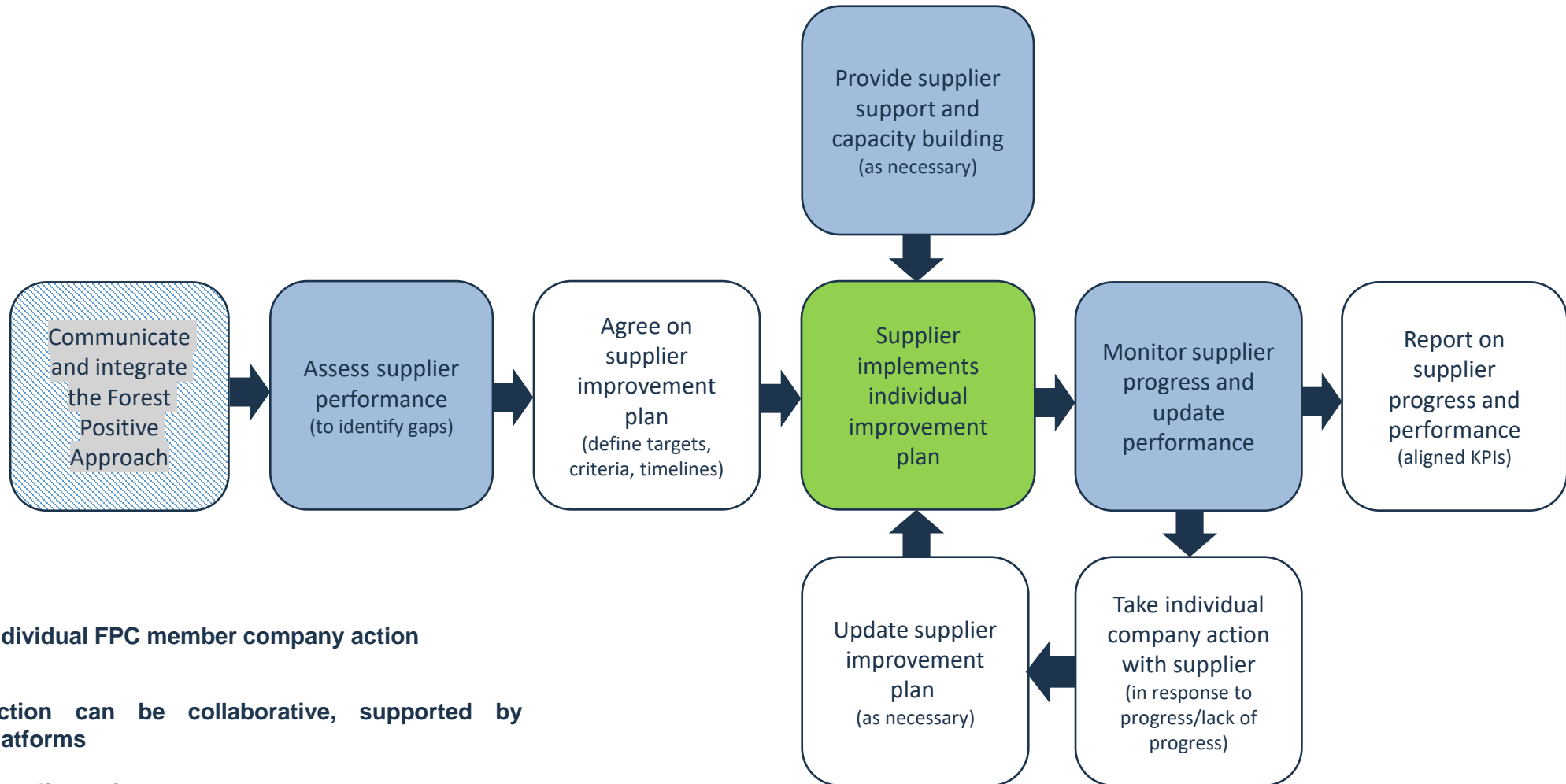


Socioenvironmental Criteria	Source(s)	Link(s)
Deforestation in the Cerrado	Deforestation Calculation Program, PRODES (National Institute of Space Research, INPE)	<a href="#">TerraBrasilis Map</a> <a href="#">Download Shapefiles</a>
Deforestation in the Amazon	Deforestation Calculation Program, PRODES (National Institute of Space Research, INPE)	<a href="#">TerraBrasilis Map</a> <a href="#">Download Shapefiles</a>
Deforestation in other biomes	Mapbiomas	<a href="#">Mapbiomas Deforestation Alert Map</a>
Conservation Units for Sustainable Use <sup>1</sup>	Environmental Ministry, MMA	<a href="#">Conservation Units Panel</a> <a href="#">Download Shapefiles</a>
Conservation Units for Integral Protection <sup>2</sup>	Environmental Ministry, MMA	<a href="#">Conservation Units Panel</a> <a href="#">Download Shapefiles</a>
Indigenous Lands	National Indigenous Foundation, FUNAI	<a href="#">FUNAI Geoprocessing Page</a>
Quilombola Territories <sup>3</sup>	National Institute for Colonization and Agrarian Reform, INCRA	<a href="#">Download Shapefiles</a>
Embargoed areas IBAMA <sup>4</sup>	Brazilian Institute of Environment and Renewable Natural Resources, IBAMA	<a href="#">Download Embargo Terms</a>
Embargoed areas ICMBio <sup>5</sup>	Institute Chico Mendes of Biodiversity Conservation, ICMBio	<a href="#">Download Table and Shapefiles</a>
Embargoed areas State-level	Respective State-level institutes	Example: <a href="#">Download Shapefile Institute of Environment and Sustainability (SEMAS) of Pará</a>
Forced labour	Ministry of Labour and Social Security, MTE	<a href="#">Download Full List</a>
Land use on rural properties <sup>6</sup>	Rural Environmental Registry, CAR	<a href="#">SICAR Map</a> <a href="#">Download per Municipality</a>

## Notes:

- Aim to combine nature conservation with the sustainable use of part of its natural resources.*
- Aim to preserve nature, only the indirect use of its natural resources is permitted.*
- A quilombola is an Afro-Brazilian resident of quilombo settlements first established by escaped slaves in Brazil.*
- As per the Monitoring Protocol for Cattle Suppliers in the AMAZON, this criterion considers only polygons of environmental embargo due to deforestation issued by IBAMA. This does not include: (i) "standard polygons" based on a single point (geographic coordinate); (ii) polygons that have a "suspended" or "canceled" status.*
- ICMBio covers embargoed areas related to Conservation Units, IBAMA embargoed areas related to other environmental matters.*
- Self-declared by rural property owners. There is already a significant coverage of rural properties within Brazil, but only a small portion has been verified by the authorities.*

# Annex 9: Example Supplier Engagement Process



- Individual FPC member company action
- Action can be collaborative, supported by platforms
- Supplier action

**Note:** Commercial decisions are made individually by each member.



# Annex 10: Summary of Public Reporting Requirements in the Forest Positive Beef Roadmap v1.1



ELEMENT 1: OWN SUPPLY CHAIN	ELEMENT 4: ENGAGEMENT IN LANDSCAPES AND REGIONS
<b>Public information requirements</b>	<b>Public information requirements and KPIs</b>
<input type="checkbox"/> 1.1 Policy commitments to the forest positive goals <input type="checkbox"/> 1.2 Timebound action plan summary <input type="checkbox"/> 1.3 Beef Footprint across all product categories	<input type="checkbox"/> 4.1 Priority production landscapes identified <input type="checkbox"/> 4.2 Methodology used to identify priority production landscapes <input type="checkbox"/> 4.3 # of landscape initiatives currently engaged in <input type="checkbox"/> 4.4 For each landscape initiative your company is currently engaged in, information on: <ul style="list-style-type: none"> <li>a. Name, location, timeline and other partners involved</li> <li>b. Report on type of engagement (e.g disbursed financial, in-kind, capacity, preferential sourcing)</li> <li>c. Specific actions or projects that are supported</li> <li>d. How the actions intend to address systemic issues and contribute to delivering forest positive goals (at least one of conservation, restoration, positive inclusion of farmers and communities, multi-stakeholder platforms or partnerships)</li> <li>e. Linkages to shared landscape-level goals developed through multi-stakeholder process</li> </ul>
<b>KPIs</b>	
<input type="checkbox"/> 1.4 % of total commodity volume that is in scope of Element 1 reporting <ul style="list-style-type: none"> <li>a) % of the total commodity volume that is in scope of your Element 1 reporting</li> <li>b) Narrative explanation on the % excluded from scope</li> </ul> <input type="checkbox"/> 1.5 % with known origin and per classification of origin <input type="checkbox"/> 1.6 % Deforestation and Conversion free (DCF) volumes and breakdown as indicated <ul style="list-style-type: none"> <li>a) % of cattle products purchased that are DCF and to what level upstream this has been ascertained</li> <li>b) % of cattle products purchased broken down into:               <ul style="list-style-type: none"> <li>• Volumes that are DCF due to negligible risk origins</li> <li>• Volumes that are DCF due to suppliers with DCF control mechanisms</li> <li>• Volumes that are DCF due to remote assessment</li> </ul> </li> <li>c) Year on Year Change in % DCF</li> </ul> <input type="checkbox"/> 1.7 % progressing towards DCF	
<b>ELEMENT 2: SUPPLIER &amp; MEATPACKERS</b>	
<b>Public information requirements</b>	
<input type="checkbox"/> 2.1 Supplier list <input type="checkbox"/> 2.2. Summary of the Forest Positive Approach for meatpackers and own brand manufacturers	
<b>KPIs</b>	
<input type="checkbox"/> 2.3 T1 suppliers to whom the Forest Positive Approach and its implementation have been communicated <input type="checkbox"/> 2.4 Performance of T1 suppliers against Forest Positive Approach including progress on delivery across entire operations <input type="checkbox"/> 2.5 Meatpackers sourcing from priority origins that have been engaged and are being evaluated <input type="checkbox"/> 2.6 Performance of meatpackers against Forest Positive Approach including progress on delivery across entire operations	

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



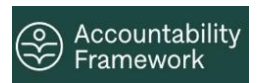
This Annex provides guidance for members on 2024 reporting according to the public requirements in the Beef Roadmap v1.1. For each element of the Beef Roadmap, guidance is provided on public information requirements and KPIs.

For public information requirements and KPIs, links to corresponding [CDP 2023 Forests questions](#) have been identified (more information below). This guidance is a ‘living document’ and will be updated as more progress is made on proposed KPIs and definitions/methodologies are developed for future reporting cycles.

## Note:

- Members to publicly report on all of the Roadmap KPIs for each Forest Positive Coalition commodity that is material to their business.
- All reporting will be in accordance with the relevant competition laws, with the necessary precautions taken regarding commercially sensitive information. Confidential, commercially sensitive information must not be disclosed.

**Increased alignment with CDP for 2023 reporting:** Companies reporting via CDP’s forests questionnaire can use or build on the information submitted to CDP to complete their reporting for the Forest Positive Coalition Annual Report, and vice versa. The Coalition collaborated with CDP and Afi to increase alignment of reporting requirements with the Accountability Framework’s guidance and the CDP Forests questionnaire. To improve alignment, the Coalition has made references to CDP questions on each Beef Roadmap KPI.



# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



## Guidance on the Public Information Requirements in the Roadmap

Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.1 Policy commitments to the forest positive goals</b></p>	<p>Members to have a public commitment in line with the Roadmap’s working definition of delivering ‘forest positive Deforestation- and Conversion-Free (DCF) beef’ (see pp. 17 in <a href="#">Beef Roadmap</a>). Summary of main aspects to include:</p> <ul style="list-style-type: none"> <li>• Public commitment to deforestation and conversion-free across entire commodity business;</li> <li>• Public time-bound action plan including clear milestones;</li> <li>• Proposed mechanism to identify and to individually respond to non-compliance;</li> <li>• Support landscape initiatives delivering forest positive development; and</li> <li>• Regular public reporting against the Roadmap KPIs.</li> </ul>	<p>For companies that are developing or reviewing their Policy, below is guidance on how to go through this process and tools that can support:</p> <ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 1</a> (see page 3)</li> <li>• <a href="#">WWF DCF Implementation Toolkit</a> (see DCF Assessment Tool)</li> </ul>	<ul style="list-style-type: none"> <li>• <b>F4.5:</b> Does your organization have a policy that includes forests-related issues?</li> <li>• <b>F4.5a:</b> Select the options to describe the scope and content of your policy.</li> <li>• <b>F4.6b:</b> Provide details on your public commitment(s), including the description of specific criteria, coverage, and actions.</li> </ul> <p><i>Note: new columns request data on the countries/areas selected cutoff dates apply to and the reason for selecting cutoff dates</i></p> <ul style="list-style-type: none"> <li>• <b>F4.6a:</b> Has your organization endorsed any of the following initiatives as part of its public commitment to reduce or remove deforestation and/or forest degradation?</li> </ul> <p><b>Other related questions:</b></p> <ul style="list-style-type: none"> <li>• <b>F0.7a:</b> Identify the parts of your direct operations or supply chain that are not included in your disclosure.</li> <li>• <b>F4.6:</b> For your disclosed commodity(ies), do you have a system to control, monitor, or verify compliance with no conversion and/or no deforestation commitments?</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.2 Timebound action plan summary</b></p>	<p>Members to have a public time-bound action plan in place for the actions the company will take to end deforestation and conversion of natural ecosystems for beef in their supply chain, including cut-off dates and target dates, compliance mechanisms and traceability requirements, that are consistent with Afi, for example.</p> <p>The cut-off dates adopted for the different biomes must align with sectoral cut-off dates where they exist.</p> <p>Guidance on cut-off dates for the Brazilian Amazon and Cerrado biomes are stated on the <a href="#">Guidance on Forest Positive Suppliers for Cattle-derived Products (Meatpackers in Brazil)</a> (page 7):</p> <ul style="list-style-type: none"> <li>For the Amazon Biome: no later than August 1<sup>st</sup>, 2008 for illegal deforestation as per the Brazilian Forest Code for both direct and indirect cattle suppliers, no later than October 5<sup>th</sup>, 2009 for legal deforestation for direct cattle suppliers as per the Monitoring Protocol for Cattle Suppliers in the Amazon, and no later than August 1<sup>st</sup>, 2019 for legal deforestation by indirect cattle suppliers as recommended by the Working Group for Indirect Suppliers (GTFI).</li> <li>For the Cerrado Biome: no later than August 1<sup>st</sup>, 2008 for illegal conversion for both direct and indirect cattle suppliers as per the Brazilian Forest Code, and no later than August 1<sup>st</sup>, 2020 for legal conversion for both direct and indirect cattle suppliers as per draft of the Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado.</li> </ul> <p>For any other sourcing area in Brazil, the cut-off dates must align with sectoral cut-off dates where they exist (<a href="#">Beef Roadmap</a> - note on page 17) and:</p> <ul style="list-style-type: none"> <li>Be no later than July 22<sup>nd</sup>, 2008, for illegal deforestation and conversion in any region of Brazil and be no later than 2020 for zero deforestation and conversion.</li> </ul>	<p>For companies that are developing or reviewing their Implementation Plan, below is guidance on how to go through this process and tools that can support:</p> <ul style="list-style-type: none"> <li><a href="#">Beef Toolkit Briefing Note 1</a> for steps, tools and approaches to develop and use an implementation plan</li> <li>Cut-off dates and target dates: AFI’s document on <a href="#">Common CutOff Dates</a></li> <li><a href="#">WWF DCF Implementation Toolkit</a> (see Implementation Plan)</li> </ul>	<ul style="list-style-type: none"> <li><b>F6.1:</b> Did you have any forests-related timebound and quantifiable targets that were active during the reporting year?</li> <li><b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made.</li> </ul> <p><i>Note: revised question structure to allow for more precise and comparable assessment of progress towards achieving targets. Additional dropdown options to include new target areas, such as driving transformational change in landscapes or sectors</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.3 Beef footprint across all product categories</b></p>	<p>Report the total volume of beef in all product categories, calculated using the conversion factors in the literature. Members can use the exercise being led by 3Keel for the landscape ambition to estimate beef volume footprint in their reports for all their volumes sourced globally. A common approach for the beef volume footprint will likely be by weight of cattle-derived products. The guide would be based on the unit’s report companies use for the first round of reporting.</p> <p>The methodology used for reporting should be publicly available.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Product Environmental Footprint Category Rules (PEFCRs)</a> for the European Union</li> <li>• <a href="#">GRSB Beef Carbon Footprint Guideline</a></li> </ul>	<ul style="list-style-type: none"> <li>• <b>F1.5</b> Does your organization collect production and/or consumption data for your disclosed commodity(ies)?</li> <li>• <b>F1.5a</b> Disclose your production and/or consumption figure</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



## Guidance on the KPIs in the Roadmap

KPI	Guidance	Guidance on Narrative Reporting (if no data)	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.4 % of total commodity volume that is in scope of Element 1 Reporting</b></p>	<p><b>a) Report on the % of the total commodity volume that is in scope of your Element 1 reporting</b></p> <p><b>b) Report narrative explanation on the % excluded from scope</b></p> <p>As a manner to guarantee the consistency and transparency on the scope of reporting, report publicly the % of total volumes in scope of your Element 1 reporting and an explanation of the % excluded from each category, which includes scope of products, suppliers, legal entities/business affiliation and production type.</p> <p><i><b>Notes:</b> To address existing inconsistencies across the scope of company reporting, the CGF-FPC acknowledges best practice and ambition to progress towards including full volumes in reporting scope. In acknowledgment that for many companies this is not yet possible, the proposed approach is to focus on transparency. It is encouraged that scope of reporting is consistent across all element 1 KPIs. If scope of reporting differs between these KPIs (e.g. for DCF) clarification is to be provided. The value reported in the '% in-scope' KPI constitutes 100% (the total) for the remaining Element 1 KPIs. Volumes reported in all KPI's after KPI 1.4 are considered 'in-scope volumes' and the remaining volumes to add up to 100% will be considered as non-DCF. Volumes excluded from scope of reporting (out of scope) can also be considered non-DCF and are not captured in the KPI for progressing towards DCF.</i></p>	<p>Describe what is being done by the company to progress towards including full volumes in reporting scope.</p>		<ul style="list-style-type: none"> <li>• <b>F0.7:</b> Are there any parts of your direct operations or supply chain that are not included in your disclosure?</li> <li>• <b>F0.7a:</b> Identify the parts of your direct operations or supply chain that are not included in your disclosure.</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



KPI	Guidance	Guidance on Narrative Reporting (if no data)	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.5 % with known origin and per classification of origin</b></p>	<p><b>Report on the % of the total cattle products purchased per known origin and per classification of origin according to the FPC methodology on risk level. Disclose the methodology used for determining cattle products origin as ‘known’ and how related KPIs were calculated.</b></p> <p>Companies can engage with suppliers to get access to raw traceability data (i.e. the amount of volume from each location). But companies can also use aggregated data shared by suppliers providing that data is verified, suppliers have a traceability system in place, methodology is publicly available and there is independent verification.</p>	<p>Describe in the timebound action plan how member is planning to implement a traceability system.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 2A</a>, for steps, tools and approaches to map beef supply chain and implement traceability systems and <a href="#">Briefing Note 5</a> for examples and best practices for reporting on traceability.</li> <li>• AFI <a href="#">Topical Summary on Traceability</a> and Section 2 of <a href="#">Supply Chain Management Operational Guidance</a> for specific guidance on options and mechanisms for achieving adequate traceability and mapping supply chains and <a href="#">Operational Guidance on Reporting, Disclosure, and Claims</a>.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>F1.5c:</b> For your disclosed commodity(ies), indicate the percentage of the production/ consumption volume sourced by national and/or sub-national jurisdiction of origin.</li> <li>• <b>F6.2:</b> Do you have traceability system(s) in place to track and monitor the origin of your disclosed commodity(ies)?</li> <li>• <b>F6.2a:</b> Provide details on the level of traceability your organization has for its disclosed commodity(ies).</li> <li>• <b>F2.3*:</b> Do you use a classification system to determine risk of deforestation and/or conversion of other ecosystems for your sourcing areas, and if yes, what methodology is used, and what is the classification used for.</li> </ul> <p><i>Note: New exploratory question asking if companies have classified sourcing areas by deforestation and/or conversion risk. If yes, provide methodology and optional column to upload risk classification. Can be cross-referenced with DCF reporting question (F1.5b).</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



KPI	Guidance	Guidance on Narrative Reporting (if no data)	Key Resources	Link to CDP Forests 2023 Questions
<p><b>1.6 % Deforestation and Conversion free (DCF) volumes and break down as indicated (1/2)</b></p>	<p>a) <b>Report on the total % of cattle products purchased that are DCF and to what level upstream this has been ascertained</b> Report on the proportion of the volume sourced that is Deforestation- and/or Conversion-free (DCF) by summing up the reporting on the following three ways for DCF claims under letter b.</p> <p>b)</p> <ul style="list-style-type: none"> <li>• <b>Report on the % of cattle products purchased that are DCF due to negligible risk origins</b> Report on the proportion of the volume sourced to which you have traceability to an area that is classified as negligible risk of conversion and deforestation by a public methodology. The FPC has a methodology to classify countries based on risk of deforestation/conversion to cattle to which members can refer to.</li> <li>• <b>Report on the % of cattle products purchased that are DCF due to suppliers with DCF control mechanisms</b> Report on the proportion of the volume sourced which comes from meatpackers with DCF control mechanism in place that ensures that the volume sourced is DCF.</li> <li>• <b>Report on the % of cattle products purchased that are DCF due to remote assessment</b> Report on the proportion of the volume sourced to which you have traceability up to birth farm and remotely assess that volumes are DCF.</li> </ul> <p><i><b>Note:</b> Report to what level upstream the DCF claim has been ascertained (up to country, subnational region, slaughterhouse, fattening and/or birth farm) for the KPIs 1.6a and 1.6b above.</i></p>	<p>Describe in the timebound action plan how you are planning to make progress towards sourcing DCF beef.</p>	<ul style="list-style-type: none"> <li>• <a href="#">Monitoring Protocol for Cattle Suppliers in the Amazon</a></li> <li>• <a href="#">Voluntary Monitoring Protocol for Cattle Suppliers in the Cerrado</a></li> <li>• <a href="#">AFi Operational Guidance on Monitoring and Verification</a></li> <li>• <a href="#">AFi Operational Guidance on Reporting, Disclosure, and Claims</a></li> </ul>	<ul style="list-style-type: none"> <li>• <b>F1.5b*</b> Provide a breakdown of your DCF and non-DCF volumes relevant to your stage in the supply chain according to how verification is achieved and the highest level of traceability, respectively. <i>Note: New question provides information on verification methods for DCF volumes, and progress on traceability level for non-DCF volumes. ‘Points of traceability’ can be used to determine associated risk of non-DCF volumes. Can be cross-referenced with Risk Classification question (F2.3). For companies with only non-DCF volumes, information can be gathered through original traceability question.</i></li> <li>• <b>F2.3*</b>: Do you use a classification system to determine risk of deforestation and/or conversion of other ecosystems for your sourcing areas, and if yes, what methodology is used, and what is the classification used for. <i>Note: New exploratory question asking if companies have classified sourcing areas by deforestation and/or conversion risk. If yes, provide methodology and optional column to upload risk classification. Can be cross-referenced with DCF reporting question (F1.5b).</i></li> </ul>



# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 1: Managing Own Supply Chains



KPI	Guidance	Guidance on Narrative Reporting (if no data)	Key Resources	Link to CDP Forests 2023 Questions
<b>1.6 % Deforestation and Conversion free (DCF) volumes and break down as indicated (2/2)</b>	<p><b>c) Report on the year on year change in % DCF including narrative explanation.</b></p> <p>Report on the change of the proportion of volumes that are DCF in the current reporting year compared to the previous reporting year and disclose narrative about reasoning of progress or reasoning for decrease in progress (for example, having more volumes in scope of reporting).</p>			
<b>1.7 % Progressing towards DCF</b>	<p><b>Report on the total % of cattle products purchased that are progressing towards DCF</b></p> <p>Report on the proportion of the volume sourced to which comes from suppliers that you are actively engaging with for the implementation of DCF control mechanism, the proportion of volumes sourced coming from regions where the company makes investments in landscape initiatives and/or volumes from suppliers that have DCF commitments but are not fully aligned with CGF FPC commitments.</p> <p><i>Note: Suppliers volumes not fully aligned with CGF FPC commitments may be reported as DCF in the future, when they meet CGF FPC commitments following active member engagement with them.</i></p>	<p>Describe the engagement held with your suppliers on DCF control mechanism and your investment in landscape initiatives that relates to volumes sourced.</p>	<ul style="list-style-type: none"> <li>• AFi <a href="#">Operational Guidance on Reporting, Disclosure, and Claims</a></li> <li>• AFi <a href="#">Operational Guidance on Deforestation- and conversion-free supply chains and land use change emissions</a></li> </ul>	<ul style="list-style-type: none"> <li>• <b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made.</li> </ul> <p><i>Note: Modified question that allows for reporting on targets (including intermediate targets) on several new areas to better assess progress towards NDPE/DCF.</i></p> <ul style="list-style-type: none"> <li>• <b>F6.4:</b> For your disclosed commodity(ies), do you have a system to control, monitor, or verify compliance with no conversion and/or no deforestation commitments?</li> <li>• <b>F6.4a:</b> Provide details on the system, the approaches used to monitor compliance, the quantitative progress, and the non-compliance protocols, to implement your no conversion and/or deforestation commitment(s).</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



## Guidance on the Public Information Requirements in the Roadmap

Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.1 Supplier list</b></p>	<p><b>Direct supplier list of identified major upstream suppliers, up to slaughterhouse when possible</b> (suppliers with whom the company has a direct commercial relationship and from which members sourced beef or cattle-derived products in previous year. If possible, also list suppliers up to slaughterhouse or provide a slaughterhouse list).</p>	<ul style="list-style-type: none"> <li>Examples from companies: <a href="#">Mars</a></li> </ul>	<ul style="list-style-type: none"> <li><b>F2.2a:</b> Provide details of your organization’s value chain mapping for its disclosed commodity(ies) - column “Your suppliers’ production and primary processing sites: attach a list of names and locations (optional)”.</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.2 Summary of the Forest Positive Approach for meatpackers and own brand manufacturers</b></p>	<p>Members should make available a summary of their proposed requirements for meatpackers, suppliers, and own brand manufacturers, which should describe the company’s expectations in relation to suppliers’ performance. This may be your company’s own set of requirements (that are equivalent to the Forest Positive Approach or refer to the <a href="#">Forest Positive Approach directly</a> - see summary below), or other tools your company is using.</p> <p>The five key proposed elements of the Forest Positive Approach are</p> <ol style="list-style-type: none"> <li>1. Public commitment to deforestation and conversion-free across entire commodity business including a public timebound action plan with clear milestones;</li> <li>2. Process for regular producer engagement;</li> <li>3. Mechanism to identify and to respond to non-compliances;</li> <li>4. Support initiatives delivering forest positive development at landscape and sectoral level; and</li> <li>5. Regular public reporting against KPIs.</li> </ol>	<ul style="list-style-type: none"> <li>• <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a></li> <li>• Examples from companies on Soy: <a href="#">Carrefour</a></li> </ul>	<p>No related question.</p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



Recommended Additional Public Information Requirements	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>Supplier engagement approach</b></p>	<p>Recommendation for members to make available the description of the approach adopted to engage suppliers and meatpackers to communicate performance expectations, assess performance and monitor progress, as well as how related KPIs are calculated.</p> <p>Recommendations for a process for regular supplier and meatpackers engagement can be found in the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a>.</p> <p><i>Guidance for Coalition members for implementing supplier and trader engagement can be used as a reference (not public yet).</i></p>	<ul style="list-style-type: none"> <li>• <a href="#">Beef Toolkit Briefing Note 3</a> for steps, tools and approaches to engage suppliers</li> <li>• AFi <a href="#">Operational Guidance on Monitoring and Verification</a> for Guidelines for effective monitoring systems and <a href="#">Operational Guidance on Reporting, Disclosure, and Claims</a> for specific guidance on reporting performance related to commitments.</li> </ul>	<ul style="list-style-type: none"> <li>• <b>F6.8:</b> Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement.</li> <li>• <b>F6.9:</b> Indicate if you are working beyond your first-tier supplier(s) to drive action on forests-related issues, and if so, provide details of the engagement.</li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



## Guidance on the KPIs in the Roadmap

KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.3 T1 suppliers to whom the Forest Positive Approach and its implementation have been communicated</b></p>	<p><b>% of value and number of T1 suppliers engaged. For retailers focus on ‘own brand’ T1 suppliers</b></p> <ul style="list-style-type: none"> <li>• % of suppliers engaged: Number of direct suppliers (T1 suppliers) to whom the company’s expectations have been communicated and engaged under an improvement plan divided by total number of direct suppliers (T1 suppliers) from whom the company sourced beef or cattle-derived products in the previous year.</li> <li>• Number of T1 supplier engaged: Report the total number of T1 supplier engaged</li> </ul> <p>Company’s expectations should be based on the 5 proposed requirements of the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> and include the process for assessing and monitoring performance.</p>	<p>Describe in the timebound action plan how member is planning to communicate the proposed requirements (aligned with the Forest Positive Approach) and process for assessing and monitoring performance to suppliers.</p>	<ul style="list-style-type: none"> <li>• <b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made.</li> </ul> <p><i>Note: Modification to Targets question that allows for progress/performance reporting over time. Elements of measuring supplier performance broken down into target metrics which can be reported against. This links to the Supplier Engagement question (F6.8/6.9), where promoting compliance with commitments across whole business can be disclosed by CGF suppliers.</i></p> <ul style="list-style-type: none"> <li>• <b>F6.8:</b> Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement.</li> </ul> <p><i>Note: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets.</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.4 Performance of T1 suppliers against Forest Positive Approach including progress on delivery across entire operations (1/2)</b></p>	<p><b>Change in performance against Forest Positive Approach for all engaged T1 suppliers as well as overall progress</b></p> <p>Include indicators at 2 levels: (a) extent to which the supplier has established preconditions to meet Forest Positive Approach 1 to 5 (policies, systems, procedures) and (b) quantitative progress towards achieving actual results according to KPIs on Element 1.</p> <p>To report on overall progress and change in performance, companies can use different KPIs. Examples from the <i>Guidance for CGF FPC members for implementing supplier and trader engagement (not public yet)</i>, as well as how to calculate them, are presented below:</p> <ul style="list-style-type: none"> <li>• <b>Average supplier score:</b> Once each supplier has been assessed against their performance on meeting the requirements of the <a href="#">Forest Positive Approach</a> and assigned, the average score of all suppliers can be calculated</li> <li>• <b>% change in average supplier score:</b> Calculate % change in average score (can be year on year or more regular). NB. It is advised to only compare suppliers who supplied in both periods to show actual change in suppliers' performance.</li> </ul>	<p>Describe in the timebound action plan how member is planning to assess suppliers' performance against expectations (aligned with the Forest Positive Approach) and monitor their progress.</p>	<ul style="list-style-type: none"> <li>• <b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made.</li> </ul> <p><i>Note1: Modification to Targets question that allows for progress/performance reporting over time. Elements of measuring supplier performance broken down into target metrics which can be reported against. This links to the Supplier Engagement question (F6.8/6.9), where promoting compliance with commitments across whole business can be disclosed by CGF suppliers.</i></p> <p><i>Note2: Participation in the CDP Supply Chain program allows CGF members to collect data from their suppliers and report against targets.</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.4 Performance of T1 suppliers against Forest Positive Approach including progress on delivery across entire operations (2/2)</b></p>	<ul style="list-style-type: none"> <li>• <b>Number and % of suppliers meeting the Forest Positive Approach:</b> Number of suppliers with Public commitment to ‘deforestation and conversion-free’ across entire commodity business including a public time-bound action plan with clear milestones; number of suppliers with Mechanism to identify and to respond to grievances; etc.</li> <li>• <b>Change in number and in % of suppliers following the Forest Positive Approach:</b> Calculate change in number of suppliers meeting the Forest Positive Approach (can be year on year or more regular). It is advised to only compare suppliers who supplied in both periods to show actual change in suppliers’ performance.</li> </ul>	<p>Describe in the timebound action plan how member is planning to assess suppliers’ performance against expectations (aligned with the Forest Positive Approach) and monitor their progress.</p>	<ul style="list-style-type: none"> <li>• <b>F6.8:</b> Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement. <i>Note1: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets.</i> <i>Note2: Participation in the CDP Supply Chain program allows CGF members to collect data from their suppliers and report against targets. Supplier engagement and compliance with Forest Positive Approach can be tracked as a target, populated by supplier data from Supplier Engagement question when companies collect suppliers’ data through Supply Chain program.</i></li> <li>• <b>F6.4a:</b> Provide details on the system, the approaches used to monitor compliance, the quantitative progress, and the non-compliance protocols, to implement your no conversion and/or deforestation commitment(s). <i>Note: new column requests quantitative data on non-compliant suppliers engaged.</i></li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.5 Meatpackers sourcing from priority origins that have been engaged and are being evaluated</b></p>	<p><b>% of value and number of meatpackers that have been engaged (directly or a collaborative approach)</b></p> <ul style="list-style-type: none"> <li>• % of meatpackers engaged: Number of meatpackers sourcing from priority origins to whom the company’s expectations have been communicated and engaged under an improvement plan divided by total number of meatpackers from whom the company sourced beef or cattle-derived products in the previous year</li> <li>• Number of meatpackers sourcing from priority origins to engaged: Report the total number of meatpackers sourcing from priority origins to engaged</li> </ul> <p>For this KPI, priority origins are the Brazilian Amazon and Cerrado biomes.</p> <p>Company’s expectations should be based on the 5 proposed requirements of the <a href="#">Guidance for Forest Positive Suppliers of Cattle-derived Products (Meatpackers in Brazil)</a> and include the process for assessing and monitoring performance.</p>	<p>Describe in the timebound action plan how member is planning to communicate the proposed requirements (aligned with the Forest Positive Approach) and process for assessing and monitoring performance to suppliers.</p>	<ul style="list-style-type: none"> <li>• <b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made. <i>Note1: Modification to Targets question that allows for progress/performance reporting over time. Elements of measuring supplier performance broken down into target metrics which can be reported against. This links to the Supplier Engagement question (F6.8/6.9), where promoting compliance with commitments across whole business can be disclosed by CGF suppliers.</i> <i>Note2: Participation in the CDP Supply Chain program allows CGF members to collect data from their suppliers and report against targets.</i></li> <li>• <b>F6.9:</b> Indicate if you are working beyond your first-tier supplier(s) to drive action on forests-related issues, and if so, provide details of the engagement. <i>Note: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct and indirect suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets</i></li> <li>• <b>F6.8:</b> Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement. <i>Note: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets.</i></li> </ul>



# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.6 Performance of meatpackers against Forest Positive Approach including progress on delivery across entire operations (1/2)</b></p>	<p><b>Change in performance against Forest Positive Approach for all engaged upstream actors and meatpackers</b></p> <p>Include indicators at 2 levels: (a) extent to which the supplier has established preconditions to meet Forest Positive Approach 1 to 5 (policies, systems, procedures) and (b) quantitative progress towards achieving actual results according to KPIs on Element 1.</p> <p>To report on overall progress and change in performance, companies can use different KPIs. Examples from the Guidance for CGF FPC members for implementing supplier and trader engagement (internal document under development), as well as how to calculate them, are presented below:</p> <ul style="list-style-type: none"> <li>• <b>Average meatpacker score:</b> Once each meatpacker has been assessed against their performance on meeting the <a href="#">Forest Positive Approach</a> and assigned, the average score of all meatpackers can be calculated.</li> <li>• <b>% change in average meatpacker score:</b> Calculate % change in average score (can be year on year or more regular). NB. It is advised to only compare meatpackers who supplied in both periods to show actual change in meatpackers' performance.</li> </ul>	<p>Describe in the timebound action plan how member is planning to assess suppliers' performance against expectations (aligned with the Forest Positive Approach) and monitor their progress.</p>	<ul style="list-style-type: none"> <li>• <b>F6.1a:</b> Provide details of your forests-related timebound and quantifiable target(s), and progress made. <i>Note1: Modification to Targets question that allows for progress/performance reporting over time. Elements of measuring supplier performance broken down into target metrics which can be reported against. This links to the Supplier Engagement question (F6.8/6.9), where promoting compliance with commitments across whole business can be disclosed by CGF suppliers.</i> <i>Note2: Participation in the CDP Supply Chain program allows CGF members to collect data from their suppliers and report against targets.</i></li> <li>• <b>F6.9:</b> Indicate if you are working beyond your first-tier supplier(s) to drive action on forests-related issues, and if so, provide details of the engagement. <i>Note: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct and indirect suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets.</i></li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 2: Engaging Suppliers and Meatpackers



KPI	Guidance	Key Resources	Link to CDP Forests 2023 Questions
<p><b>2.6 Performance of meatpackers against Forest Positive Approach including progress on delivery across entire operations (2/2)</b></p>	<ul style="list-style-type: none"> <li>• <b>Number/% of suppliers following the Forest Positive Approach:</b> Number of meatpackers with Public commitment to ‘deforestation and conversion-free’ across entire commodity business including a public time-bound action plan with clear milestones; number of meatpackers with Mechanism to identify and to respond to grievances; etc.</li> <li>• <b>Change in number/% of meatpackers following the Forest Positive Approach:</b> Calculate change in number of meatpackers following the Forest Positive Approach (can be year on year or more regular). NB. It is advised to only compare suppliers who supplied in both periods to show actual change in suppliers’ performance.</li> </ul>	<p>Describe in the timebound action plan how member is planning to assess suppliers’ performance against expectations (aligned with the Forest Positive Approach) and monitor their progress.</p>	<ul style="list-style-type: none"> <li>• <b>F6.4a:</b> Provide details on the system, the approaches used to monitor compliance, the quantitative progress, and the non-compliance protocols, to implement your no conversion and/or deforestation commitment(s). <i>Note: new column requests quantitative data on non-compliant suppliers engaged.</i></li> <li>• <b>F6.8:</b> Indicate if you are working with your direct suppliers to drive action on forests-related issues and if so, provide details of the engagement. <i>Note: Modification to Supplier Engagement question to capture the type and extent of engagement with a company's direct suppliers, and gathers data for measuring supplier performance across their entire business. Performance can be tracked against linked targets. Participation in the CDP Supply Chain program allows CGF members to collect data from their suppliers and report against targets. Supplier engagement and compliance with Forest Positive Approach can be tracked as a target, populated by supplier data from Supplier Engagement question when companies collect suppliers’ data through Supply Chain program.</i></li> </ul>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 3: Monitoring and Response



**V1.1 of the Roadmap does not include KPIs for Element 3 nor requires public information (to be developed).**

*Note: A FPC methodology for classifying negligible risk countries and priority countries for action based on deforestation and conversion risk linked to cattle production was already developed by Trase in discussions with AFi Secretariat and Proforest. This methodology will likely be public in 2024 but is already available for FPC members.*

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 4: Engaging in Production Landscapes



## Guidance on the Public Information Requirements and KPIs in the Roadmap

Members are expected to financially invest in at least one landscape initiative including one or more of the FPC commodities (minimum amount will be proposed by Landscapes WG and agreed at Steering Group). **Before reporting on KPIs 4.1 through 4.4, check which of the following scenarios is relevant for your situation:**

- A. Landscape engagement covers initiatives that involve beef.
- B. Landscape engagement does not cover initiatives that involve beef, but we are reporting on Landscape engagement for other FPC commodity(s).
- C. Landscape engagement does not cover initiatives that involve beef, and we are not reporting on Landscape engagement for other FPC commodity(s).

If answered **A**, then complete the reporting for KPIs 4.1 through 4.4 for beef (see table below).

If answered **B**, then the report will show "Landscape engagement focused on other FPC commodity(s)".

If answered **C**, then the report will show "Not reporting on Landscape engagement".

Public Information Requirements and KPIs	Guidance	Link to CDP Forests 2023 Questions
<b>4.1 Priority production landscapes identified for beef</b>	List the priority landscapes that your company has identified: <input type="checkbox"/> Priority area or landscape initiative 1 <input type="checkbox"/> Priority areas or landscape initiative 2 <input type="checkbox"/> Etc.	<ul style="list-style-type: none"> <li>• F6.10a: Indicate the criteria you consider when prioritizing landscapes and jurisdictions for engagement in collaborative approaches to sustainable land use and provide an explanation.</li> </ul> <p><i>Note: new drop-down options and revised column requests data on the process of prioritizing landscapes/jurisdictions for engagement</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 4: Engaging in Production Landscapes



Public Information Requirements and KPIs	Guidance	Link to CDP Forests 2023 Questions
<p><b>4.2 Methodology used to identify priority production landscapes for beef</b></p>	<p>Report on methodology used for the prioritisation of landscapes</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Using company specific methodology to prioritise production areas to engage in to transform towards forest positive areas (add link)</li> <li><input type="checkbox"/> Using an existing methodology for prioritising production landscapes.</li> </ul> <p>Please select from the list below:</p> <ul style="list-style-type: none"> <li>• CGF Forest Positive Coalition to select landscape initiatives through process of Expression of Interest</li> <li>• Linkages to identification of commodity specific high-priority areas/ high-risk origin areas linked to Element 3</li> <li>• AFI work with Trase and others on identifying low and high-priority areas</li> </ul> <p>Other, namely:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Methodology not yet developed</li> </ul>	<ul style="list-style-type: none"> <li>• <b>F6.10a:</b> Indicate the criteria you consider when prioritizing landscapes and jurisdictions for engagement in collaborative approaches to sustainable land use and provide an explanation.</li> </ul> <p><i>Note: new drop-down options and revised column requests data on the process of prioritizing landscapes/jurisdictions for engagement</i></p>
<p><b>4.3 # of landscape initiatives currently engaged in that involve beef</b></p>	<p>Report on how many landscape initiatives your company is contributing to in this current year.</p> <p><i>Note: this can differ from and/or include only a sub-set or selection of the prioritised landscape initiatives or areas.</i></p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Number of landscape initiatives engaged in that involves beef:</li> </ul>	<ul style="list-style-type: none"> <li>• <b>F6.10:</b> Do you engage in landscape (including jurisdictional) approaches to progress shared sustainable land use goals?</li> <li>• <b>F6.10b:</b> Provide details of your engagement with landscape/jurisdictional approaches to sustainable land use during the reporting year.</li> </ul> <p><i>Note: Can be used to calculate number of landscape initiatives engaged in by adding up the number of initiatives reported on in this question.</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 4: Engaging in Production Landscapes



Public Information Requirements and KPIs	Guidance	Link to CDP Forests 2023 Questions
<p><b>4.4 For each landscape initiative your company is currently engaged in that involves beef, information on:</b></p>		<p><b>F6.10b:</b> Provide details of your engagement with landscape/jurisdictional approaches to sustainable land use during the reporting year.</p>
<p><b>4.4a) Name, location, timeline and other partners involved</b></p>	<p>Report on the following for each landscape initiative currently engaged in:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Name of the initiative:</li> <li><input type="checkbox"/> Location of the initiative (country and region):</li> <li><input type="checkbox"/> Committed timeline of engagement (number of years or until when):</li> <li><input type="checkbox"/> Other partners involved (including other Coalition members and key stakeholders):</li> </ul>	<p><i>Note: New columns request data on types of stakeholders engaged.</i></p>
<p><b>4.4b) Report on type of engagement (e.g. disbursed financial, in-kind, capacity, preferential sourcing)</b></p>	<p>Report on how you contribute/support the landscape initiative</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Disbursed financial support:</li> <li><input type="checkbox"/> In-kind support, including:</li> <li><input type="checkbox"/> Preferential sourcing:</li> <li><input type="checkbox"/> Other, including:</li> </ul> <p>Alternatively, please refer to the engagement categories identified by SourceUp or CDP (<b>see Annex below</b>).</p>	<p>Also <b>F6.10c*</b>: For each of your disclosed commodities, provide details of the production/consumption volumes from each of the jurisdictions/landscapes you engage in</p> <p><i>Note: New question which can be used to report on preferential sourcing.</i></p>

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 4: Engaging in Production Landscapes



Public Information Requirements and KPIs	Guidance	Link to CDP Forests 2023 Questions
<p><b>4.4c) Specific actions or projects that are supported</b></p>	<p>List the specific activities support for the current year that you support:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Activity 1:</li> <li><input type="checkbox"/> Activity 2:</li> <li><input type="checkbox"/> Etc.</li> </ul>	
<p><b>4.4d) How the actions intend to address systemic issues and contribute to delivering forest positive goals (at least one of conservation, restoration, positive inclusion of farmers and communities, multi-stakeholder platforms or partnerships)</b></p>	<p>Select which of the following forest positive elements the initiative contributes to:</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Conservation and sustainable management of forests and natural ecosystems</li> <li><input type="checkbox"/> Restoration and rehabilitation of deforested areas and natural ecosystems</li> <li><input type="checkbox"/> Positive and lasting inclusion and resilience of farmers and local communities</li> <li><input type="checkbox"/> Sustainable partnership development.</li> <li><input type="checkbox"/> Other, e.g. specific goals or outcomes of the landscape initiatives</li> </ul>	

# Annex 11: Reporting Guidance for the Forest Positive Beef Roadmap KPIs – Element 4: Engaging in Production Landscapes



Public Information Requirements and KPIs	Guidance	Link to CDP Forests 2023 Questions
<p><b>4.4e) Linkages to shared landscape-level goals developed through multi-stakeholder process</b></p>	<p><i>In cases where the landscape level initiative has defined goals that are different from or additional to the elements of Forest Positive listed under 4.d</i></p> <p>Report on how specific action(s) and/or project(s) that are supported are linked to or contribute to specific landscape level goals, objectives our outcomes where these have been defined.</p> <p>Support / contribution to landscape level specific goal of the initiative:</p> <p><input type="checkbox"/> Goal, objective, outcome 1:</p> <p><input type="checkbox"/> Goal, objective, outcome 2:</p>	<p><i>Note: New columns request data utilization of a collaborative monitoring framework.</i></p>

**Key resources on landscape engagement:**

- [Value Beyond Value Chains: Guidance Note for Private Sector](#) (UNDP)
- [Engaging with Landscape Initiatives: A Practical Guide for Supply Chain Companies](#) (Proforest)
- [Landscape, Scale Action for Forest, People, and Sustainable Production: A Practical Guide for Companies](#) (WWF, TFA, Proforest)
- [Making Credible Jurisdictional Claims: ISEAL Good Practice Guide](#) (ISEAL)

More references (including those listed above) can be found on TFA’s Jurisdictional Approaches Hub at [jaresourcehub.org](https://jaresourcehub.org)



# Tracker of Updates on the Guidance on Forest Positive Beef Roadmap



Version of the Guidance on Forest Positive Beef Roadmap	Updated Content	Date
v.1.0	First publication	February 2023
v.1.1	Update of the introduction to Annex 11 and the CDP questions updated to 2023	March 2023
v.1.2	Update of the KPIs of Element 1 and related guidance on DCF	February 2024
v.1.3	Minor updates to language and updated information in Annex 3	September 2024



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