

Planalto Pantanal

TERRITORIAL DIAGRAM | CATTLE FARMING REGIONS SERIES

01 | CATTLE FARMING IDENTITY

The Pantanal Highlands feature predominantly extensive cow-calf and stocker operations in the Cerrado of the Upper Taquari, involving farms of different sizes and transitioning toward more intensive systems. Pasture, soil, and water management directly link productivity in the headwaters to conservation of the Pantanal floodplain.

TERRITORIAL OVERVIEW

Coxim, Rio Verde do MS, and Sonora form a highland region in the Pantanal headwaters, connected by highway BR-163. Cattle productivity, soil, water, and spring conservation, and reliable logistics form a shared regional agenda.



MUNICÍPIOS: Coxim, Rio Verde do MS e Sonora (MS).

**1.39m**

head of cattle

• 20.08 cattle per resident

**18,744**

km² of land area

• 48.6% pastureland
• 45.7% natural land cover**R\$ 2.91bn**

Agricultural value

• Estimated regional value

02 | CURRENT SITUATION ASSESSMENT MATRIX

PROBLEM	MAIN CAUSE	EFFECT ON THE REGION
Soil conservation and restoration of productive capacity	Erosion-prone soils, degraded pastures, and inadequate roads and access routes require coordinated action at farm, small watershed, and municipal levels.	Productivity declines, and sediment loads increase pressure on the Pantanal downstream.
Credit unsuited to restoration and conservation	Pastures, terraces, springs, and water infrastructure require financing terms aligned with the cattle production cycle.	Small producers invest less in restoring productive capacity and conservation.
Insufficient technical assistance	Ongoing guidance on pastures, soil, management, and sustainable intensification reaches only some producers.	Adoption of technologies and good practices is uneven.
Unreliable industrial and logistics infrastructure	Irregular operation of the Coxim meatpacking plant and access constraints undermine commercial stability.	Costs rise, and slaughter shifts to other regions.
Environmental services lack economic recognition	Farms bear the costs of conserving soil, water, and vegetation, while benefits extend across the basin.	Essential practices receive no payment or adequate incentives.
Fragmented territorial governance	Municipalities, farms, and institutions act separately within an interdependent basin.	Priorities, investment, and monitoring lack continuity and scale.

The future of cattle farming in the Pantanal Highlands

Transforming cattle farming in the Pantanal Highlands requires shared commitments from producers, government, and markets under Upper Taquari basin governance.



 PRODUCER COMMITMENTS	 GOVERNMENT COMMITMENTS	 MARKET COMMITMENTS
1 Integrated pasture, soil, and water management Adopt production, economic, animal health, and environmental indicators. Record and use data to guide decisions, adopt technologies, and assess results.	4 Suitable credit, insurance, and assistance Provide medium- and long-term financing, insurance, and accessible technical assistance to restore productive capacity, conserve soil, and improve financial management.	7 Stable commercial relationships Develop contracts, supply programs, and technical and commercial partnerships that make purchasing predictable and encourage production improvements.
2 Cooperation for scale and regional learning Organize groups, associations, and partnerships to expand access to machinery, inputs, knowledge, and services, enable coordinated action within small watersheds, and accelerate the spread of locally proven solutions.	5 Roads and infrastructure for a stable value chain Upgrade roads, bridges, drainage, and access routes in line with basin conservation criteria, and ensure reliable operation of slaughter facilities.	8 Rewards for sustainable production Offer preferential terms to producers who restore pastures, conserve soil, water, and native vegetation, and reduce environmental impacts.
3 Professional management and farm continuity Strengthen farm financial management, record production and environmental results, and prepare new generations to run efficient, conservation-oriented cattle systems connected to markets.	6 Permanent governance of the Upper Taquari basin Bring municipalities, environmental agencies, research institutions, technical assistance providers, and producer organizations together under a shared plan with priorities, monitoring, and targets.	9 Traceability and recognition of origin Develop verifiable protocols for origin, management, and environmental performance that connect beef from the Pantanal Highlands to markets.

PANTANAL HIGHLANDS | HOW ACTIONS DELIVER RESULTS

How the pact transforms the region

