



Brazil has become a global leader in soy production. Soy grown in Brazil is exported to dozens of countries all over the world to be used as feed for cattle, pigs, chickens, and fish, as well as an additive to everyday food products. Finding land to grow soybeans sustainably without threatening intact forest and wildlife is a challenge.

Agroideal is an online information tool designed to assist with investment and purchasing decisions that help keep forests and wildlife intact and maximize economic returns. The tool has been designed for decision-makers within the soy supply chain including companies, sectoral associations, banks, and research institutions.

Goals

Companies adopt and implement commitments **that eliminate deforestation and the loss of native vegetation** from the production, sourcing and financing of soy products originating from the Brazilian Amazon and Cerrado and the Gran Chaco in Argentina.

Soy traders steer agricultural expansion to **land that has already been cleared.**

Landscapes



Benefits



Unifies critical information and tools for decision making on sustainable land use



Enables the user to compare different scenarios of social and environmental commitments

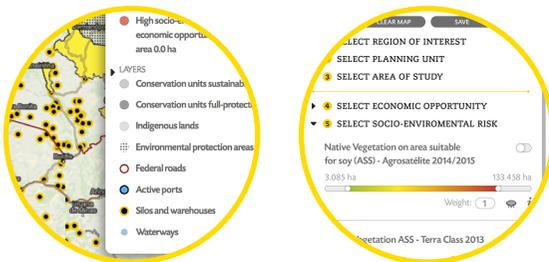


Strengthens the socio-environmental commitments of the soy sector

The Tool

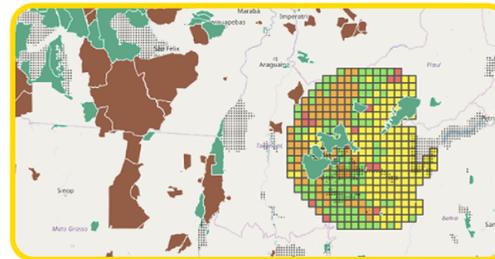
(AVAILABLE IN PORTUGUESE • ENGLISH • SPANISH)

1



The user selects the relevant geographic area, data layers and strategic planning options to set up the best scenario.

2



The tool generates a risk exposure map, indicating socio-environmental risk and economic opportunity.

3



Decision-makers can use the resulting report to adopt development strategies that minimize or mitigate social and environmental impacts of soybean expansion.