

Embrapa Drives Development of Sustainable Beef Solutions

Inaugurating the main stage on the final day of **Anuga Select Brazil**, **Ana Euler**, Executive Director of Business at **Embrapa**, delivered a keynote on "**Open Innovation**." She detailed how the Brazilian Agricultural Research Corporation leverages cutting-edge technology and strategic startup partnerships to develop products with a **near-zero carbon footprint**.

A Legacy of Innovation and R&D Excellence

The executive highlighted Embrapa's 50-year trajectory, a period during which Brazil transitioned from a net food importer to a global export powerhouse. Today, supported by a workforce of over **20,000 researchers** (90% of whom hold PhDs), Embrapa focuses on high-impact areas:

- **Bio-inputs:** Solutions like *BioPhos* that decrease reliance on imported phosphorus.
- **Decarbonization:** Biological nitrogen fixation processes that eliminate the need for chemical fertilizers and significantly reduce greenhouse gas (GHG) emissions.

Featured Product: The "Viva" Sustainable Meat Brand

The highlight of the presentation was the **Viva** meat brand, developed in partnership with the meatpacking giant **Marfrig**.

- **Sustainability Standards:** The product line features premium vacuum-packed cuts, such as entrecôte, sourced from cattle raised on sustainable, **deforestation-free pastures**.
- **Climate Impact:** This integrated approach drastically reduces GHG emissions, aligning the product with the highest international environmental standards.

Event & Organizer Information

Service Details:

- **Event:** Anuga Select Brazil
- **Dates:** April 9–11, 2024
- **Venue:** Distrito Anhembi, São Paulo – SP

- **Strategic Partners:** ABIA, ABIR, ABRASEL, APEX-BRASIL, EMBRAPA, and EXPO SUPERMERCADOS.

About Anuga Select Brazil Organized by **Koelnmesse Brazil**, the event serves as a premier B2B platform for the food and beverage industry. It fosters high-level networking between domestic and international buyers, offering a centralized hub for **business development** and technological industry breakthroughs.

About Koelnmesse – Global Competence in Food and FoodTec Koelnmesse is a global leader in organizing trade fairs for the food and beverage processing sectors. With a portfolio of world-leading events such as **Anuga**, **ISM**, and **Anuga FoodTec**, the organization maintains a strong presence in emerging markets—including Brazil, China, India, and the UAE—to provide clients with an extensive and sustainable international business network.

For more information: anuga-brazil.com.br