

Brazilian Beef: Challenges and Opportunities in Meeting Global Demand for High-Quality Meat

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Brazil plays a pivotal role in the global beef industry, supplying diverse markets with high-quality meat. A key factor behind this success is the widespread use of *Bos indicus* cattle, particularly Nelore, which are well adapted to tropical climates. Their resilience to heat and parasites, combined with efficient forage utilization, enhances sustainability while maintaining competitive production costs. These factors directly influence meat characteristics, such as leaner carcasses and distinct marbling patterns, which cater to specific consumer preferences worldwide. Advances in genetics, nutrition, and pasture management have further improved meat quality and productivity.

Despite its strengths, the Brazilian beef industry faces significant challenges, including environmental concerns, land use regulations, and the need to enhance production efficiency while reducing carbon emissions. Addressing these issues through science-based strategies—such as integrated crop-livestock-forest systems and precision livestock farming—is essential for ensuring sustainable growth.

At the same time, Brazil's progress toward becoming officially recognized as free of foot-and-mouth disease presents a major opportunity for expanding market access. This achievement has the potential to open new trade routes, strengthen consumer confidence, and enhance the country's competitiveness in premium beef markets.

This presentation will explore the unique characteristics of Brazilian beef production, highlighting both the challenges and opportunities in meeting the growing global demand. By leveraging its tropical advantages, embracing innovation, and improving animal health status, Brazil continues to solidify its position as a leading supplier of high-quality beef worldwide.