

# ProRural

## Deforestation-free rural development in Colombia

### Context:

Colombia is one of the 17 countries with the highest biodiversity worldwide. However, forest areas are often not used adequately and affected by land-use change. Especially extensive cattle-husbandry is a main driver of land-use change and deforestation.

Colombia has committed to reducing its greenhouse gas emissions by 51% and ending gross deforestation by 2030. For this purpose, the livestock sector shall implement sustainable practices that enable the protection and sustainable use of natural resources.

The beef and dairy value-chains have already signed Zero Deforestation Agreements, nevertheless, to date there is still no monitoring and control system in place to identify and manage deforestation risks along these value chains. This impedes the marketing of the final products in accordance with the guidelines of the agreement.

In Meta and Caquetá (project region), cattle husbandry represents more than 65% of the agricultural area. Nevertheless, there is a lack of capacities for the large-scale implementation of sustainable and deforestation-free production systems.

In these regions, only 20% of livestock farmers have access to higher education. At least 41% of smallholder farmers in the region live below the poverty line. The main cause of rural poverty is small-scale cattle husbandry with extremely low productivity per area, low product quality and limited use of technology. Women suffer from structural inequality and discrimination, despite playing an important role in cattle husbandry.

### Objective of ProRural:

The main objective of the project is to strengthen the implementation capabilities of key actors in the public sector, civil society and the private sector for deforestation-free rural development. In particular forms of sustainability of the livestock husbandry are to be promoted.

### Project overview:

<b>Commissioned by</b>	Federal Ministry for Economic Cooperation and Development (BMZ)
<b>German Contribution</b>	6.000.000 euros
<b>Political counterpart</b>	Presidential Agency for International Cooperation of Colombia (APC Colombia) and Ministry of Agriculture and Rural Development
<b>Executing counterparty</b>	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)
<b>Project region</b>	Caquetá and Meta
<b>Duration</b>	June 2022 – October 2025



Cattle husbandry in the departments of Meta und Caquetá 2023 (picture: Pedro Valderrama/GIZ)

The project contributes towards achieving the *Sustainable Development Goals* (SDGs):



### What we want to achieve with our work:

- Presentation of a proposal that was coordinated and validated with stakeholders of the meat and dairy sector to the Ministry of Agriculture and Rural Development with the aim to strengthen the deforestation monitoring in the cattle husbandry sector.
- Four private companies in the meat and/or dairy sector, that have signed a "zero deforestation agreement" for their value chains, have integrated criteria of sustainability, gender equity, and deforestation free cattle husbandry in their business plans
- Conservation of 12,000 ha of existing natural forest or newly established forest from natural regeneration on family-owned cattle farms
- 500 cattle family farms, of which 10% are managed by women, increase their income by 20%, through the sale of cattle, milk and agroforestry products.



Milk processing in small and medium-sized businesses. The long-term goal is to establish and commercialise a deforestation-free product line in accordance with national guidelines (Image: Pedro Valderrama/GIZ).

### How we want to achieve our objectives:

ProRural is active both at national level as well as in the departments of Caquetá and Meta with the aim of promoting sustainable rural development through deforestation-free cattle husbandry.

To this end, ProRural is implementing a capacity development strategy at a societal level as well as with organisations, and persons, with the aim of:

- Improving production and marketing in the dairy and meat value chains through technical assistance and consulting. The organisational, technical, and entrepreneurial capacities of the actors are to be strengthened so that they can integrate sustainability criteria and practices into their production systems and marketing policies.
- Strengthening operational and technical capacities for the application of sustainable and deforestation-free cattle husbandry at regional level through the development and application of sectoral strategies for dairy and meat value chains.
- Improve the regulatory framework at a national level to promote sustainable and deforestation-free rural development. This includes: the support of the participatory development and formal adoption of a national guideline for sustainable cattle farming as well as the development and institutionalisation of a uniform traceability system. In addition, the awareness of end consumers for the purchase of verified deforestation-free products is to be strengthened.



Silvopastoral cattle husbandry in the Departments Meta und Caquetá (Image: Pedro Valderrama/GIZ).

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