

# **Certification, forest conservation, and cattle: theories and evidence of change in Brazil**

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# Voluntary certification programs



**Non-state market governance**

**Comparable across contexts and commodities**

**Critiques**

- 1. Failure to set rigorous standards**
- 2. Failure to achieve impact at scale**

# How can program design and implementation lead to sustainability?

Semi-structured interviewees (N = 46)

Multiple 'steak'holders

The SAN cattle  
certification program

Sustainable  
Agriculture  
Network



# The SAN program sets high sustainability standards

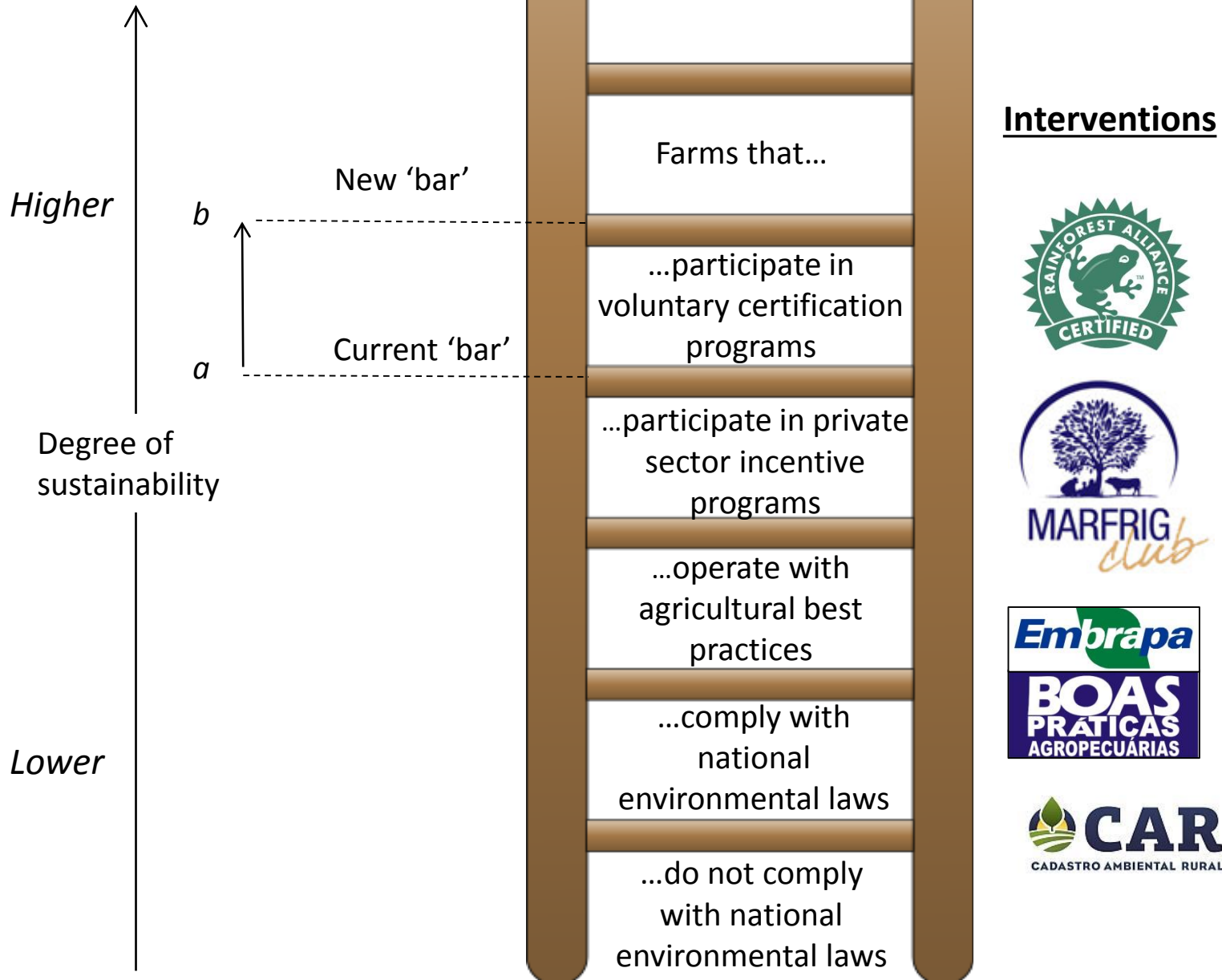


**Higher forest conservation standards than the forest code**



**Full traceability through the supply chain**

# Certification 'raises the bar' for sustainability in the cattle supply chain



# Conclusions

- 1. The value of comparing interventions across countries and commodities**
- 2. Certification may influence supply chains more widely**

Newton, P., Alves-Pinto, H.N., Pinto, L.F.G. *Forthcoming*. Certification, forest conservation, and cattle: theories and evidence of change in Brazil. *Conservation Letters*