WHY GREENER PASTURES?
Leather and Fashion Industries are being implicated in deforestation and farm animal welfare issues in Brazil.
What is the Solution?

…the Leather Working Group evaluates tanneries only on their ability to trace leather back to slaughterhouses, not back to farms…

The goal is to develop a clear plan to close the loopholes…

Laura Pitcher, 29 Nov 2021
“New study links major fashion brands to Amazon deforestation”
The Guardian
Currently there is **No Industry Standard or Protocol** for traceability of cattle hides to source farms or ranches or for enhanced animal welfare requirements. That is the reason behind the development of the **Greener Pastures** program.
Greener Pastures is our solution to close the traceability loophole.

- Enhanced traceability to source, i.e. to Farms or Ranches by Lot with comprehensive Animal Welfare requirements
- Good Availability of material to support large scale programs
- Moderate Price Premium

SOLUTION
WHAT WE OFFER

Greener Pastures

Improves transparency to source and enhanced animal welfare criteria
**WHAT WE OFFER**

![Graph comparing Greener Pastures and Regenerative Hide on various metrics]

**Greener Pastures**

- Affordable prices
- Ample availability

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**Regenerative Agricultural Practices**

**Traceability**

**Animal Welfare**

**Cost**

**Availability**
WHAT WE OFFER

- Transparency
- Reliability
- Accountability
- Risk Management
- Avoid Deforestation
- Environmental and Social Impact Management

Greener Pastures

Builds sustainability milestones and elevates supply chain transparency
Traceability and Animal Welfare
Source Responsibly
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