

São Paulo, January 10th, 2007

Bertin is one of the major Brazilian beef and cattle by-product industries. Since last year, IFC has been evaluating a financing request for an expansion and modernization project of its industrial units. One of the components of this project is the duplication of the company's packing house in the municipality of Marabá, State of Pará, in the Amazonian region.

According to the IFC environmental and social specifications, this project has been included in category A, therefore it requires a large social and environmental survey of the Marabá packing house and the entire chain of suppliers. Based on the impact evaluation, the company has carried out a Social and Environmental Plan in compliance with IFC performance standards. The Plan foresees implementing Programs such as the Reformulation of the Cattle Purchase Process, Entrepreneurial Social Responsibility, Environmental Education, Limnological and Water Quality Monitoring and Environmental Audit.

Aiming at improving the Project and carrying out surveys of impact and formulation for the Social and Environmental Action Plan, Bertin and IFC have promoted a wide process to engage the communities that are potentially affected by the project. Bertin through Arcadis Tetraplan consultancy has carried out visits, consultancies, seminars and specific meetings with cattle breeders, family growers, civil society organizations and public institutions in Marabá, neighbor municipalities and Belém. In order to enlarge the information spreading process, they have also held several meetings with NGOs and social movements from the Marabá region, the State of Para and at the national and international realm.

Finally, meetings have also been held, to present the project, to the Ministry of Environment, Ministry of Land Development and Ministry of Agriculture. These meetings have considered the possibility of creating important partnerships aimed at enlarging environmental management and social development programs.

In these meetings, civil society organizations and public entities have been able to present their doubts, critiques and make contributions which have been essential to formulate and review the project. In compliance with the IFC requirements, the entire documentation, including the social and environmental impact surveys, reports on the consultation meetings and action plans, were made available to the public in a number of locations in Pará and Lins, and also in soft copy by means of the IFC and Bertin sites. In addition, IFC has established an online consultation period regarding the Social and Environmental Impact Survey (EISA in Portuguese) and will receive comments and suggestions on the Project until January 29th, through the following site:

<http://www.ifc.org/IFCExt/CImpactBertin.Nsf/Input2?OpenForm>

IFC will study received comments and recommendations, and will include the relevant ones, and only then it will submit the project to its Board of Directors for their approval.

We consider that the participation of civil society during the consultation process is very important for asking questions and helping Bertin improve its project. We also expect civil society to take part in the project implementation phase. Through the monitoring systems, evaluation and internal affairs, civil society organizations will be able to participate by presenting their critiques and proposals to improve the Project. Bertin is committed, in accordance to the IFC public information policies, to periodically provide relevant information on the project course. The company is also available to discuss partnerships with civil society and governments so that the Project is not only developed in a sustainable manner, but that it also becomes a reference for cattle breeding in the Amazonian region.

Information on the IFC environmental policy, on Bertin Company and the complete documentation of the Bertin Project can be obtained in the following sites:

IFC: [http://www.ifc.org/ifcext/disclosure.nsf/Content/Brazil\\_Bertin\\_Portuguese](http://www.ifc.org/ifcext/disclosure.nsf/Content/Brazil_Bertin_Portuguese)

Bertin: [www.bertin.com.br](http://www.bertin.com.br)

Cattle Breeding Project: [http://www.ifc.org/ifcext/disclosure.nsf/Content/Brazil\\_Bertin\\_Portuguese](http://www.ifc.org/ifcext/disclosure.nsf/Content/Brazil_Bertin_Portuguese)

#### Contacts:

**IFC**

Phone (5511) 5185-6888

[kmanssseh@ifc.org](mailto:kmanssseh@ifc.org)

***Karina Manasseh***

Media & Marketing Account Manager

**Bertin**

Phone (5514) 3533 2056

[fernanda@bertin.com.br](mailto:fernanda@bertin.com.br)

***Fernanda Bertin***

Communication Advisory Group