

Braford
LA RAZA QUE
MÁS CRECE



**BRAFORD BEEF
PROYECT**

Instagram X in f YouTube www.braford.org.ar tecnic@braford.org.ar



With 40 years operating in the country, the Argentine Braford Association represents 433 cattle ranches and consists of 624 members that are distributed in 17 of the 23 provinces that constitute the Argentine Republic.

Among Argentina's total livestock, 11 million heads are Braford breed and its crossbreeds, which accounts for 20.5 percent of the national cattle stock.

The fastest growing breed: Braford breed is one of the four most widespread beef breeds in Argentina's livestock areas. Its breeding herds are geographically distributed across the width and length of the country, especially on the Northeast, Center, and Northwest subtropical regions. The Argentine Braford Association inspects 40,000 new animals each year.

Braford cattle adapts to the extreme environmental conditions caused by climate change. It aligns with sustainable and environmentally friendly livestock productions, such as the silvopastoral system in native forests and other types of production. Thus, it contributes to the biodiversity conservation of the ecosystem being efficient in the production of high-value meat in young animals, which provides the quality and flavorful characteristics to the Argentine beef.



The Argentine Braford Association is engaged in two major projects:

“Braford Carbon Zero” Program: It is an effective tool designed to measure and determine the carbon status. It facilitates carbon neutral or zero carbon certification based on the results and taking actions for continuous improvement.

“Braford Beef” Program: It evaluates the attributes of the breed and it characterizes its quality.

Within the beef program, several measurements will be made to establish objective criteria and segregate beef quality according to geographical area and production systems. In this way, Braford collaborates in production focusing on the final consumer and through new trends to link up with the producer, considering the Farm to Fork strategy.