

# ***Cattle development plan 2014 - 2019***

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*Junio 2015*

1. Livestock strategic temple 2014 - 2019
2. PEGA progress 2006 - 2014
3. Threats and opportunities
4. Actions 2014 - 2019
5. Meat chain

# *1. Livestock strategic temple 2014 - 2019*

# Colombian Livestock Strategic temple 2019

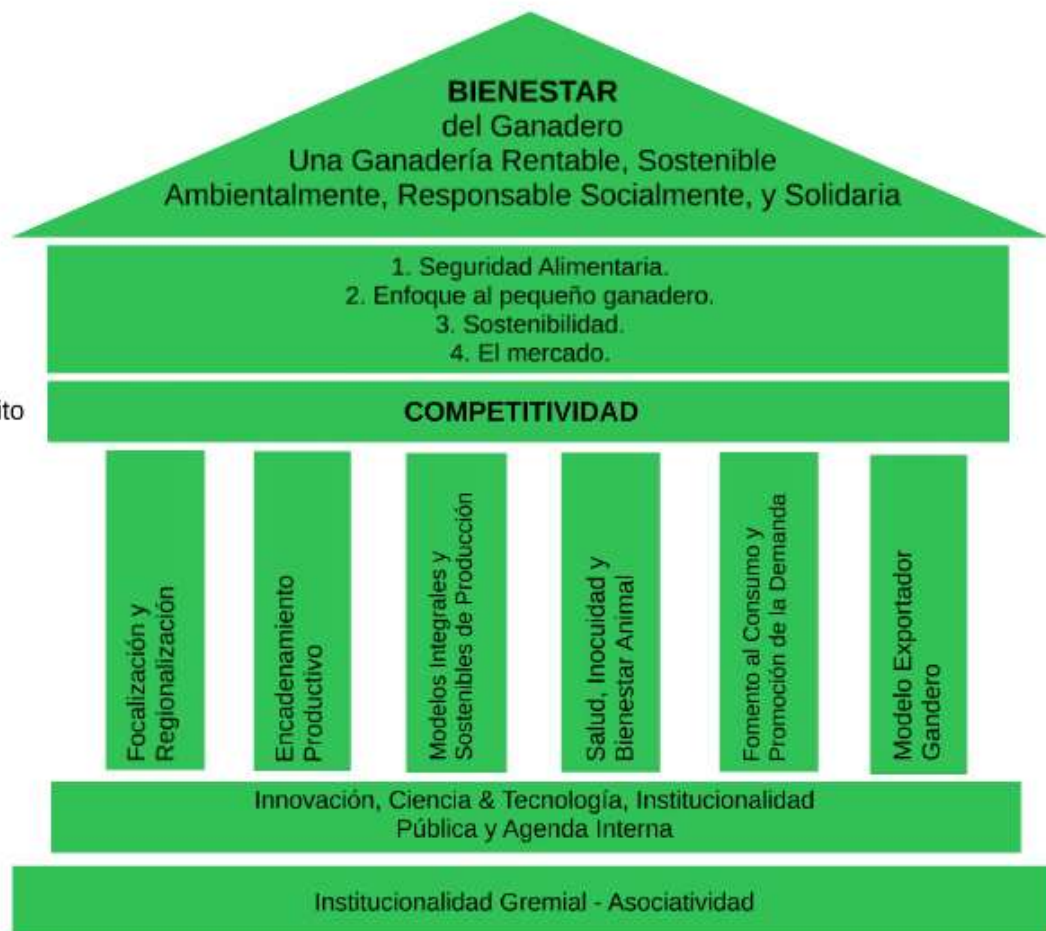
Ganadería  
Colombiana  
en 2019

Objetivos  
Sectoriales

Factor Clave del éxito

Pilares de Gestión

Fundamentos



*2. Actions on PEGA 2006 – 2014  
with the resources of the National  
Cattle Fund (Fondo Nacional del Ganado)*



***Health and animal welfare  
program***



- ☐ Footh and mouth disease free country
- ☐ Vaccination (96% coverage)
- ☐ Brucellosis: 27.209.122  
Vaccinated heifers (3 to 8 months old)



# *Science and technology program 1994 - 2014*



**707.518 people attended by FEDEGAN between 1994 y 2014**



## *Productive chain program*



- ☐ Slaughter houses network.
- ☐ Consumer campaigns.
- ☐ Accompanying the adoption of laws.
- ☐ Chain council.





Outstanding farms



**Validated technologies**





**Silvopastor  
systems  
Silage**

**Validated technologies**



## TECNOLOGICAL BRIGADES EXCELLENCE TOOLS







**MinAmbiente**  
Ministerio de Ambiente  
y Desarrollo Sostenible



**MinAgricultura**  
Ministerio de Agricultura  
y Desarrollo Rural





## *Increasing production*

- ❑ **Beef** 2006 – 2014 (852,000 – 971,000 tons per year)
- ❑ **Milk** 2006 – 2014 (6,200 – 6,700 million lt per year)



### *3. Threats and opportunities*

# *Threats and opportunities*

## Free trade agreements



## Domestic market



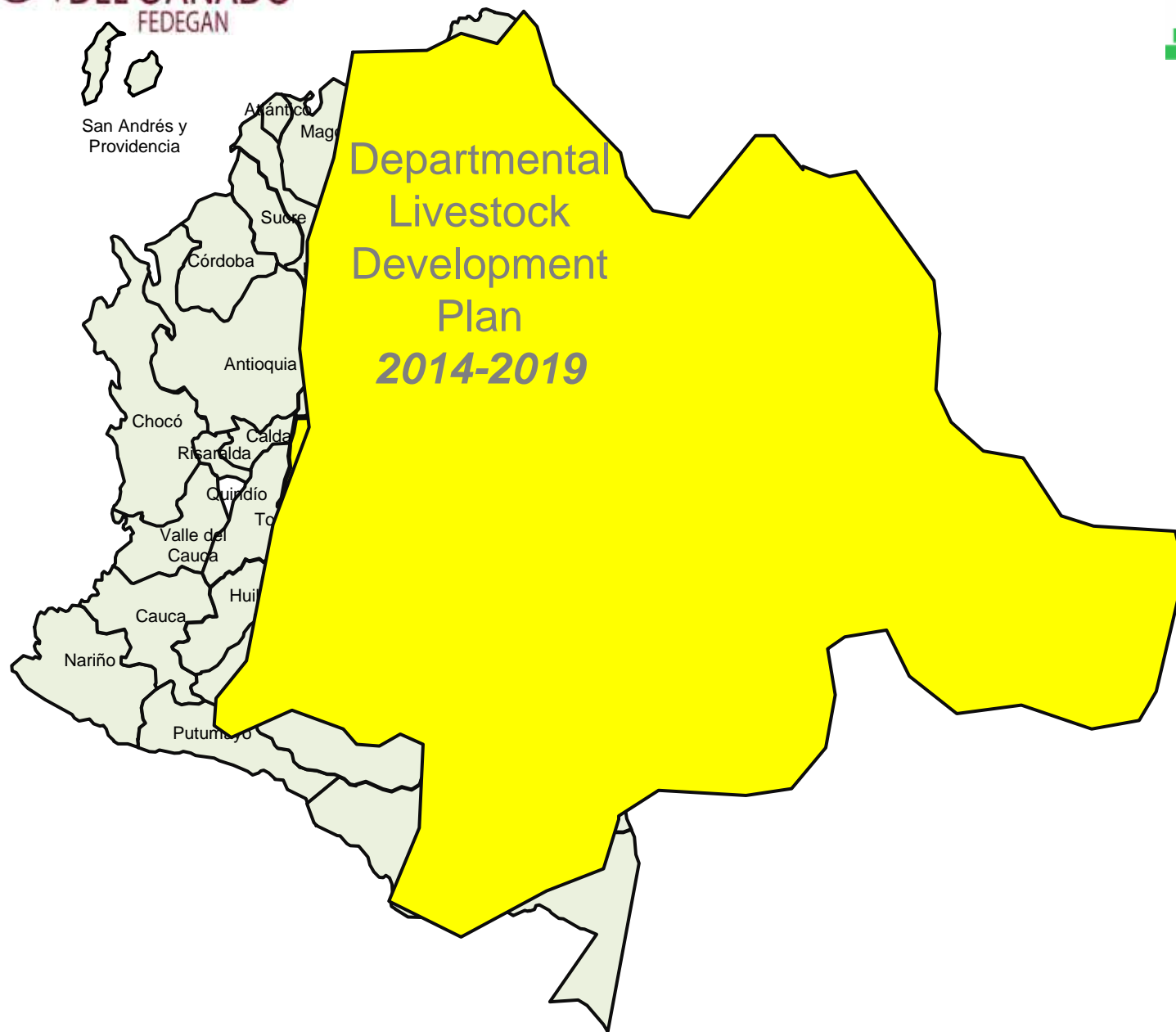
## Climate change



## International market

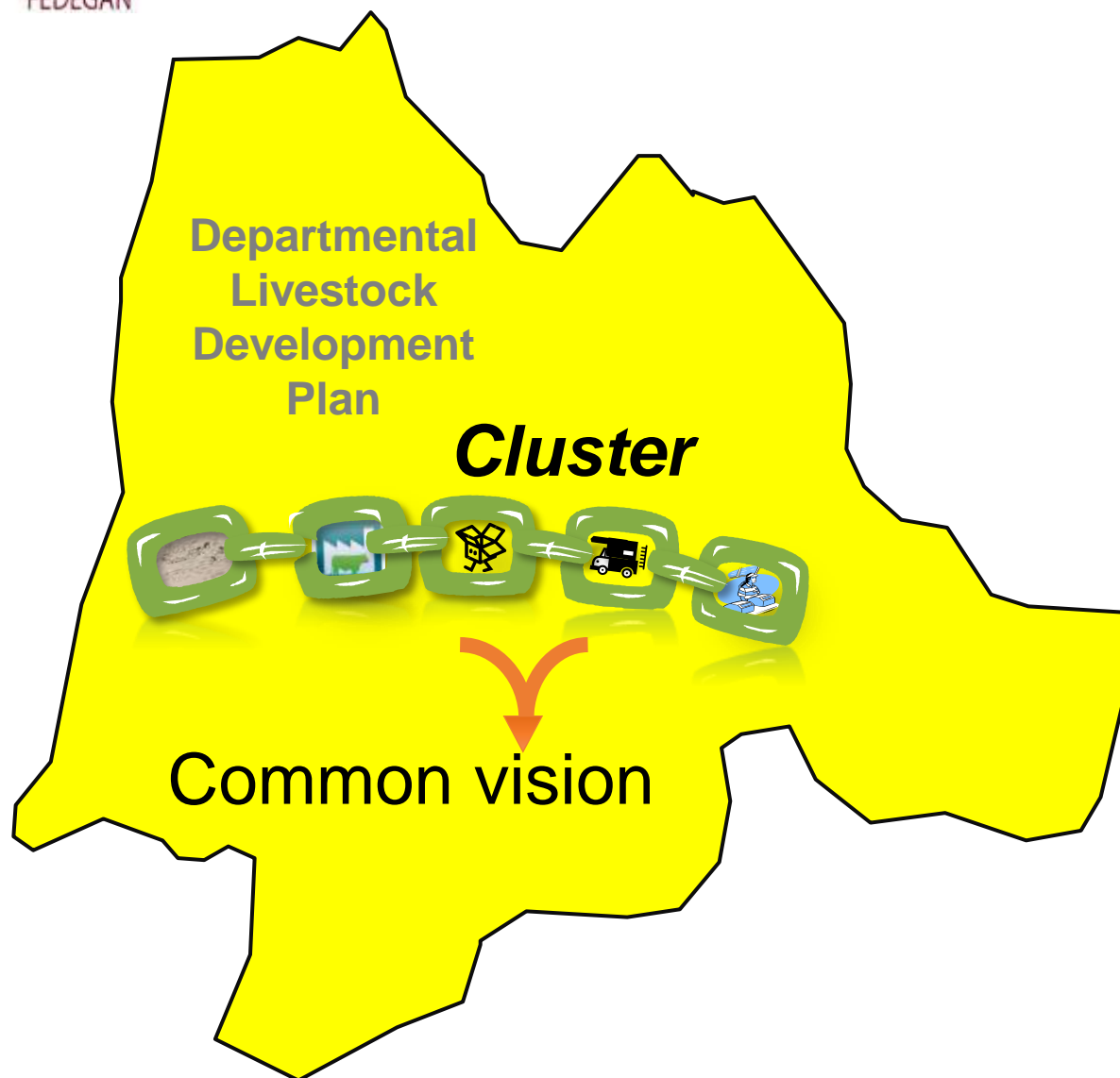


## *4. Actions 2014 - 2019*





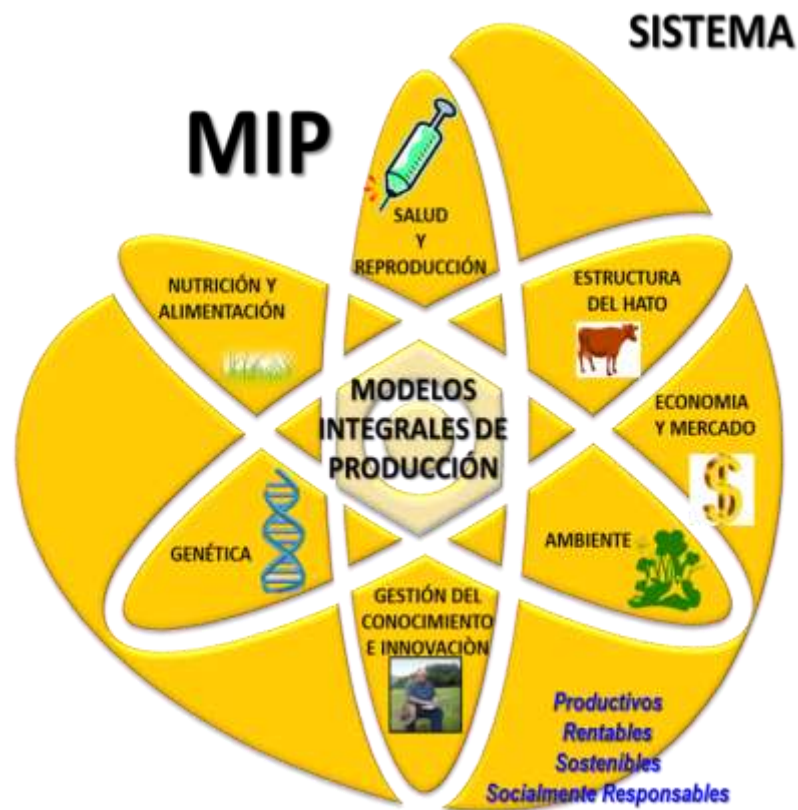
## *Production chain*



## Strengthening organizations *Associativity*







**Integrated production models**



## Economical studies

# Building capacities for Colombian livestock

Bureau of Economic Research  
GLOBAL FORUM VALLEDUPAR JUNIO de 2015



Costos modales en ganadería de leche  
Trópico alto de Colombia:  
Ventana a la competitividad ganadera



# Research for cattle rancher farmers



**Compete and innovate, the route of the bovine industry.**

**Regional focal groups.  
Continuos surveys  
milk, opinion and  
production costs**

**2009**

**1- Modal costs in  
milk production**

**2-Knowledge  
Management**

**2012-2014**



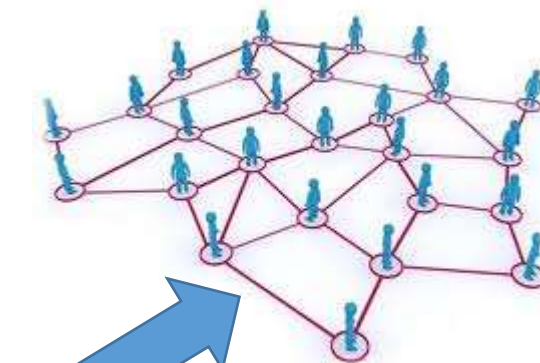
**Sustainable  
competitive  
livestock models  
2010**



**1-Virtual  
Emprendegan-Meceg  
2- Meat and DP modal  
cattle production costs  
2011-2012**



# Knowledge management in virtual cattle networks



**Product:**  
Development methodology  
Creating virtual network.

**Excellence circles:**



**Eje Cafetero, Córdoba, Bolívar, Meta, Altiplano  
cundiboyacense, Nariño.**

**Number cattle farmers base: 72**

**Number of cattle farmers in virtual networks: 20**

**Themes:**  
**Food and nutrition**

## ☐ **Carbon and water footprint**

(CIAT – CIPAV)

## ☐ **Climate change - mitigation and adaptation**

Colombian Sustainable Cattle Ranching

## *5. Strategy meat chain*

- ❑ Export plan leaded by president
- ❑ Alliances between producers and slaughter houses
- ❑ Carcass clasification.
- ❑ Increase retention rates
- ❑ Expand internal consumption
- ❑ Animal welfare
- ❑ Traceability



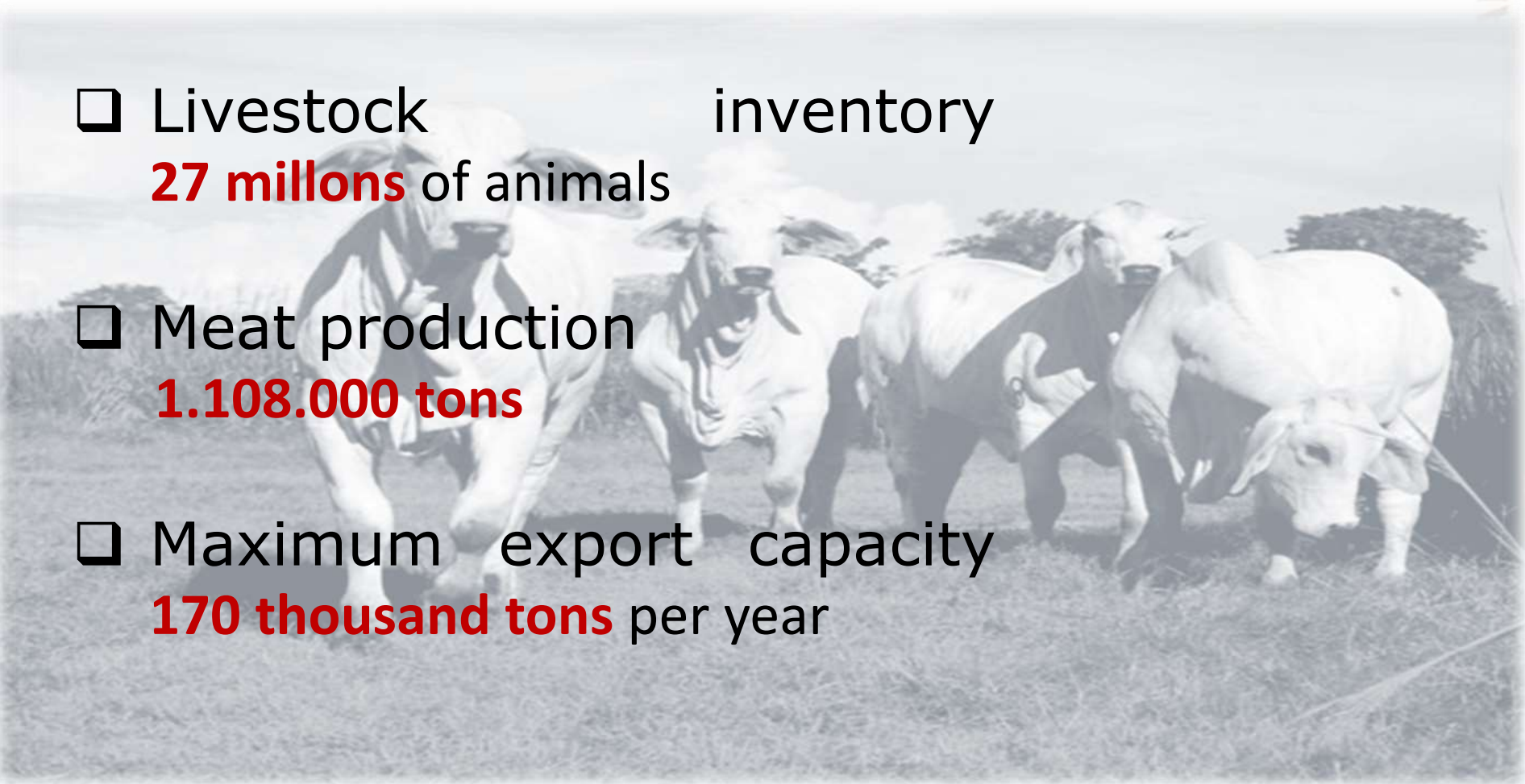


- ☐ Colombian meat promotion
- ☐ Reduce non official slaughter places
- ☐ Technologies
  - ☐ Silvopastoral systems
  - ☐ Seasonal births
  - ☐ National genetic development program
- ☐ Cluster



## *2023 beef production scenario under current conditions*

- ❑ Livestock inventory  
**27 millions** of animals
- ❑ Meat production  
**1.108.000 tons**
- ❑ Maximum export capacity  
**170 thousand tons** per year





One million hectares

***The key to innovate is  
daring to see things  
differently***



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