



WHY GREENER PASTURES?

● CHALLENGE



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

● CURRENT HIDE TRACEABILITY OVERVIEW

· Basic Traceability

· Advanced Traceability

LWG Requirement

Traceability to **Slaughterhouses**

LWG accredited tanneries meet this **Basic Requirement**

**Traceability
Loophole**

Regenerative Hide

To **Farms** or **Ranches** by individual animal with increased **Animal Welfare** requirements

From **Regenerative Farms and Ranches**

Very **Limited Availability** and extremely **Expensive**

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.

● SOLUTION

LWG
Requirement



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**

Regenerative
Hide

Greener Pastures is our solution to close the traceability loophole.

● WHAT WE OFFER

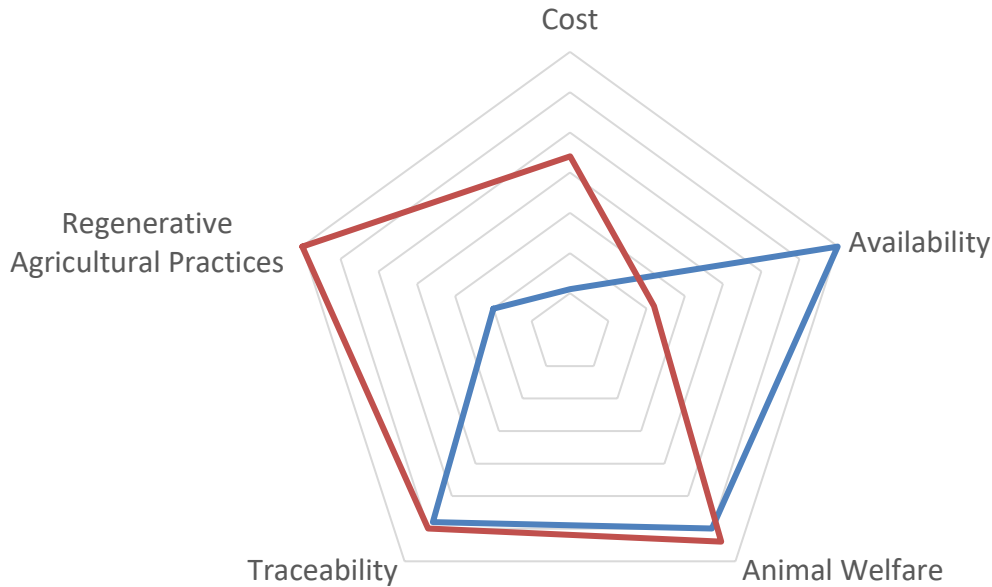


Greener Pastures

Improves
transparency to
source and
enhanced animal
welfare criteria

● WHAT WE OFFER

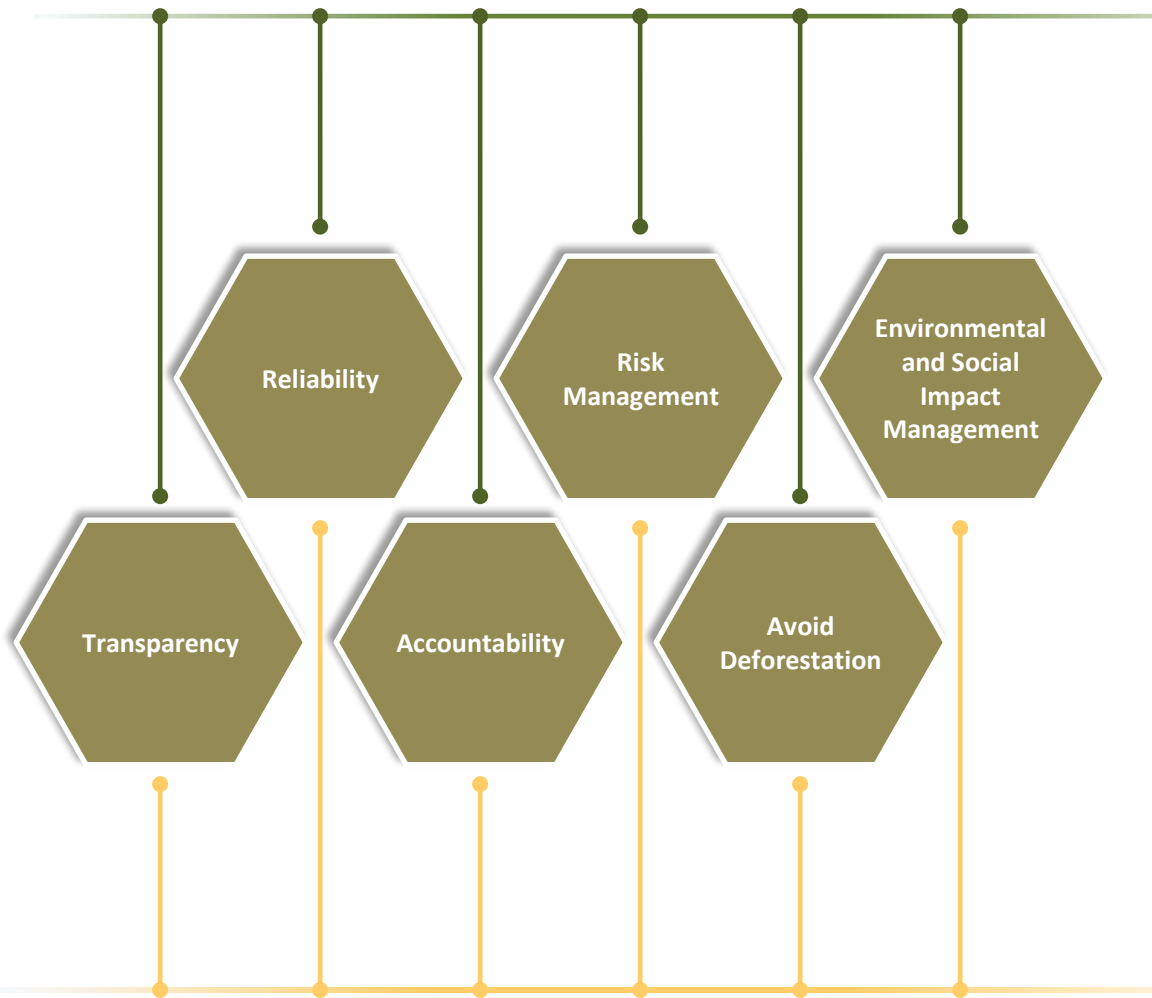
— Greener Pastures — Regenerative Hide



Greener Pastures

Affordable prices
and ample
availability

● WHAT WE OFFER



Greener Pastures

**Builds
sustainability
milestones and
elevates supply
chain
transparency**

Traceability and Animal Welfare Source Responsibly



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