

## REGENERATION AND COEXISTENCE REGENERATIVE LIVESTOCK FARMING OPPORTUNITIES

CERTIFIED CALDENAL
LEATHER WILL BE SOURCED
FROM REGENERATIVE AND
WILDLIFE FRIENDLY
LIVESTOCK FARMING,
CREATING ENVIRONMENTAL,
SOCIAL, AND ECONOMIC
BENEFITS.

THIS SYSTEM SUPPORTS
FORAGE PRODUCTION,
ENHANCES SOIL HEALTH,
AND HELPS CONSERVE ONE
OF ARGENTINA'S MOST
ENDANGERED ECOSYSTEMS.
IT ALSO PROVIDES
COMMERCIAL BENEFITS,
INCLUDING ACCESS TO
MARKETS DEMANDING
ENVIRONMENTAL
TRACEABILITY.

WCS Argentina is working with Wildlife Friendly Enterprise Network, under the Regenerative Fund for Nature, to develop regenerative livestock farming in the Caldenal as a path towards the conservation of this ecosystem, promoting the sustainable development of the most important economic activity in the region. The project team is working closely with producers to help them achieve Wildlife Friendly™ certification and connect them with industry partners, providing support to all parties involved in the commercialization of byproducts.

## CONSERVING THE CALDENAL ALLIES FOR A THREATENED ECOSYSTEM

Large expanses of forests, savannahs, and grasslands provide critical habitat for hundreds of species, including vulnerable and endangered animals such as the crowned eagle, yellow cardinal, and pampas deer. This unique environment also supports maras, viscachas, rheas, foxes, pumas, and guanacos. With its high ecological integrity, conserving this ecosystem can play an important role in climate change mitigation.

However, it is one of the most threatened ecosystems in Argentina, facing pressures from uncontrolled bush encroachment and fires. Its native biodiversity and essential ecosystem services, such as water regulation and carbon sequestration, are also at risk from exotic and invasive species of plants and animals.



### WHAT CERTIFIED LEATHER WILL DELIVER

### Improved soil health,

including carbon sequestration and water retention.

Respect of the biological and ecological cycles of the pasture, increasing the coverage of native species with high forage value.

**Biodiversity conservation**, favoring the functioning and environmental services of the ecosystem.

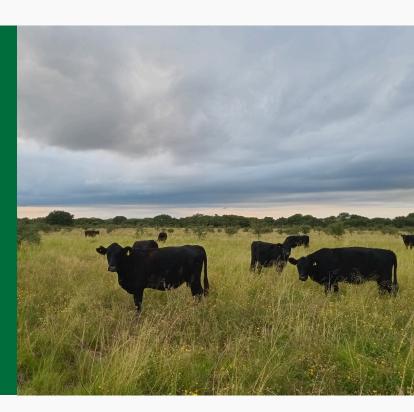
Natural grasslands
conservation, favoring
greater forage production
that is predictable over time
and resistant to changes in
the environment caused by
the climate crisis, such as
prolonged droughts and fires.

Enhancement of the socioeconomic well-being of communities.

Robust data to ensure environmental traceability, supporting certification of this livestock farming system and opening access to new markets.



TOWARDS A
LANDSCAPE
WHERE
PRODUCTION,
PEOPLE AND
BIODIVERSITY
COEXIST AND
THRIVE



Human activities have impacted the Caldenal for more than two centuries. The current landscape reflects the ways we have managed and utilized available resources.

Protected areas and well-managed productive fields can be the solution to reverse the impact and safeguard it for future generations.

We promote forms of land use that allow the coexistence of sustainable human activities with the natural landscape and its biodiversity.

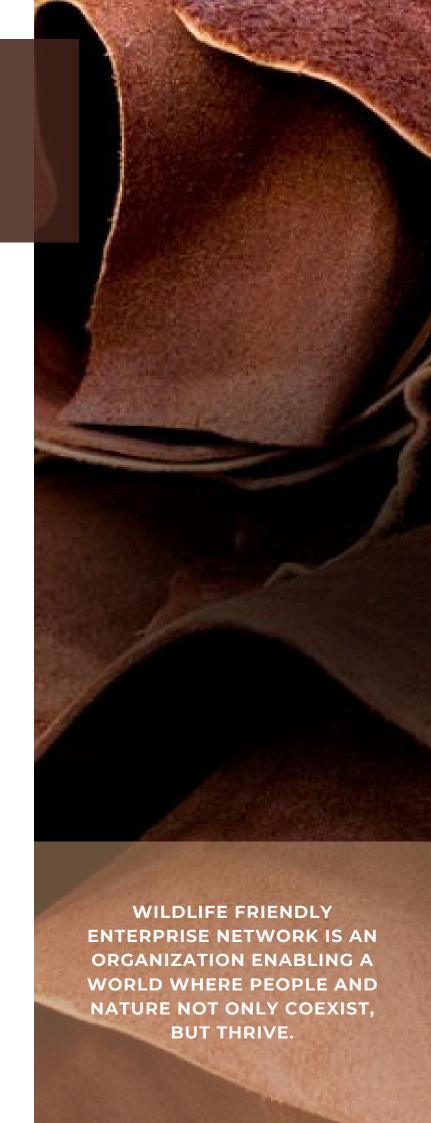
Protecting the Caldén forest means working hand in hand with local organizations, civil society, producers, and the broader community, integrating the vision of all sectors involved.

# REGENERATIVE + WILDLIFE FRIENDLY TM CERTIFICATION

Most clothing made from cotton, wool, or leather begins its journey on farms and ranches. Yet conventional agricultural practices can often harm the land, leading to deforestation, soil degradation, and biodiversity loss.

Today, consumers are increasingly asking where their products come from, and how they're made. The fashion industry is responding. That's why Wildlife Friendly™ certification for natural leathers and fibers is increasingly recognized by designers and conscious consumers seeking responsible sourcing.

By adopting a regenerative livestock model with this certification, we can position agriculture as a solution that benefits nature, people, and the climate.



## ALLIES FOR REGENERATION AND COEXISTENCE

TOGETHER WE CAN MAKE REGENERATIVE AGRICULTURE A GLOBAL SOLUTION FOR PEOPLE, NATURE AND THE CLIMATE.





