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# TOWARDS CERTIFIED CALDENAL LEATHER



Regenerative  
Fund for Nature®

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# REGENERATION AND COEXISTENCE

## REGENERATIVE LIVESTOCK FARMING OPPORTUNITIES

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**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 by-products.



# 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 socio-  
economic well-being of  
communities.**

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



**BY WORKING TOGETHER ACROSS  
THE VALUE CHAIN,  
STAKEHOLDERS CAN DRIVE THE  
TRANSITION TO A REGENERATIVE  
AND WILDLIFE-FRIENDLY  
LIVESTOCK MODEL, BOOSTING  
PRODUCTION, STRENGTHENING  
COMMERCIAL PARTNERSHIPS, AND  
DELIVERING MORE EQUITABLE  
AND SUSTAINABLE RESULTS.**



**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.

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# REGENERATIVE + WILDLIFE FRIENDLY™ 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.

**WILDLIFE FRIENDLY  
ENTERPRISE NETWORK IS AN  
ORGANIZATION ENABLING A  
WORLD WHERE PEOPLE AND  
NATURE NOT ONLY COEXIST,  
BUT THRIVE.**



# ALLIES FOR REGENERATION AND COEXISTENCE

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

Producers committed  
to the environment



Responsible management and  
Wildlife Friendly livestock practices



Regenerative grazing  
and ecological balance



Towards regenerative  
livestock production



Sustainable livestock production  
and improved livelihoods



Coexistence with wildlife  
and increased climate resilience



WE ARE HERE TODAY



Responsible brands



Conscious consumers







# LET'S CONTINUE THIS STORY!

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