



**XVII Curso "Novos Enfoques na  
Produção e Reprodução de Bovinos"**

# **Estratégias adotadas visando melhorar os resultados da IATF**

**Leone Furlanetto**

Gerente Técnico



Uberlândia-MG

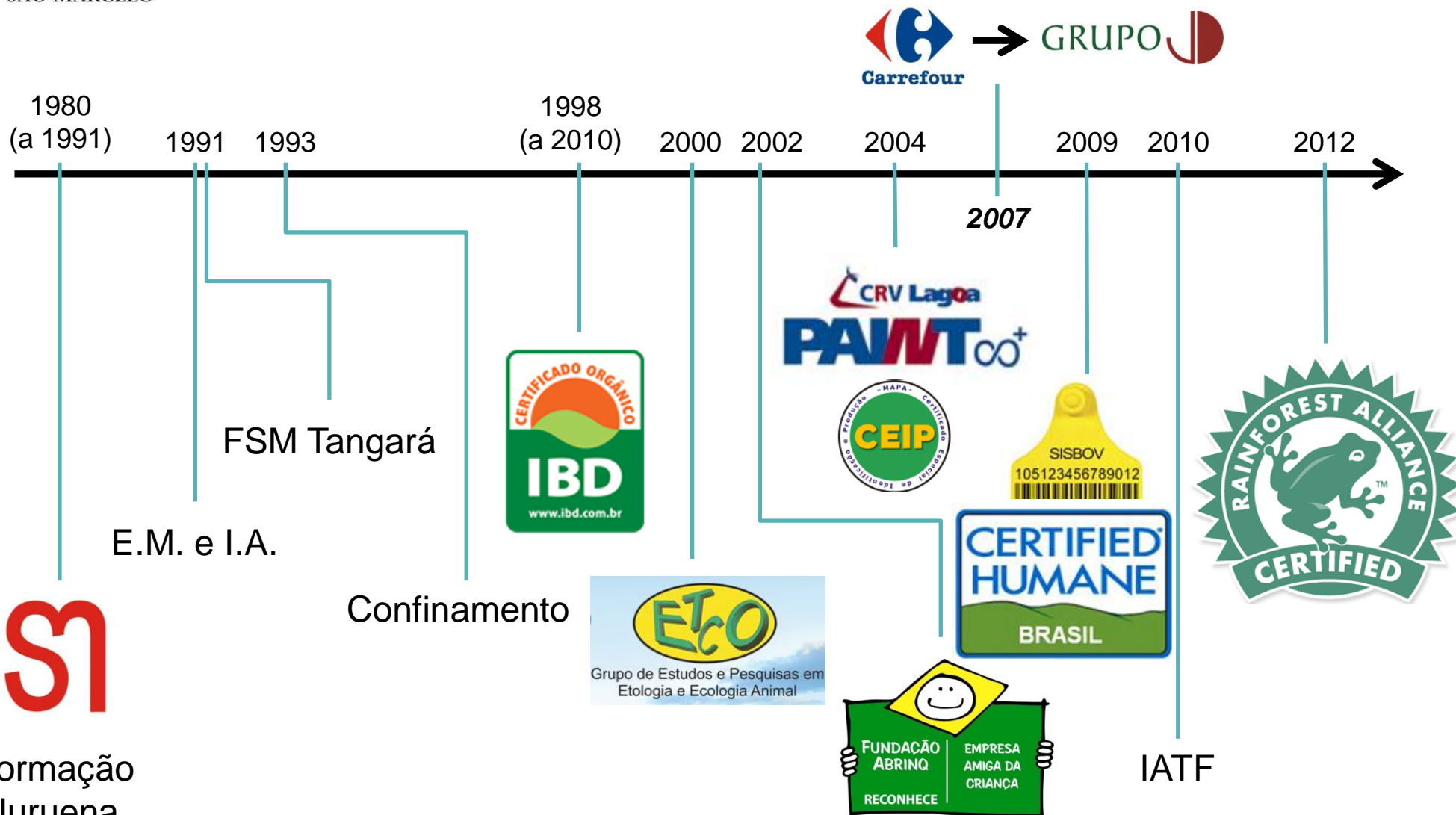
15/03/2013





**S**  
FAZENDAS  
SÃO MARCELO

# Histórico



**1ª fazenda no Brasil  
certificada no programa,  
desde 2009**





THE TREND FASHION

TRENDING/ JUSTIN BIEBER

NEWS/ Gucci La  
Handbags

by Jennifer Chan

Like 25 Send Tweet



Announced today and whose celeb fans include [Stewart](#), is unveiling a and stylish.

That's right, the Italian luxury goods world, joined leather from approved everywhere.

## WILDLIFE PROMISE

BLOGS FROM AROUND THE FEDERATION

FRONT

TOPICS

NWF BLOGGERS

ABOUT WILDLIFE PROMISE

SUBSCRIBE

Like 8

Tweet 8

Email

Print

CONSERVATION

## Gucci Goes Green at Paris Fashion Week

from Wildlife Promise

4 3/5/2013 // NWF // [Amazon](#), [deforestation](#), [Green Carpet Challenge](#), [leather](#), [rainforests](#), [sustainability](#), [Sustainable Living](#)

*This post was written by Nathalie Walker, Manager of National Wildlife Federation's Tropical Agriculture, Forests and Climate Project*

For decades, fashion designers have looked to wildlife and the natural world for inspiration. Today, however, they're taking it one step further at Paris Fashion Week. [Gucci](#), the renowned Italian fashion house, is launching the world's first line of designer handbags made with leather from [Rainforest Alliance](#) Certified ranches. These ranches have committed to protect their forests, so **purchasing these bags is actually helping to conserve Amazon forest and the wildlife it contains.**

National Wildlife Federation has been [supporting solutions to deforestation](#) driven by cattle ranching in Brazil for many years. We ran a program of workshops for ranchers in the Amazon, encouraging better environmental practices with Imafloa, Rainforest Alliance's Brazilian partner. We learned that there was a ranching group, [Fazendas São Marcelo Ltda](#), in the state of Mato Grosso, Brazil, aiming to be the first in the world to become certified by the Rainforest Alliance, which sets standards for ecosystem



Each of the sustainable leather bags comes

RAINFORCE

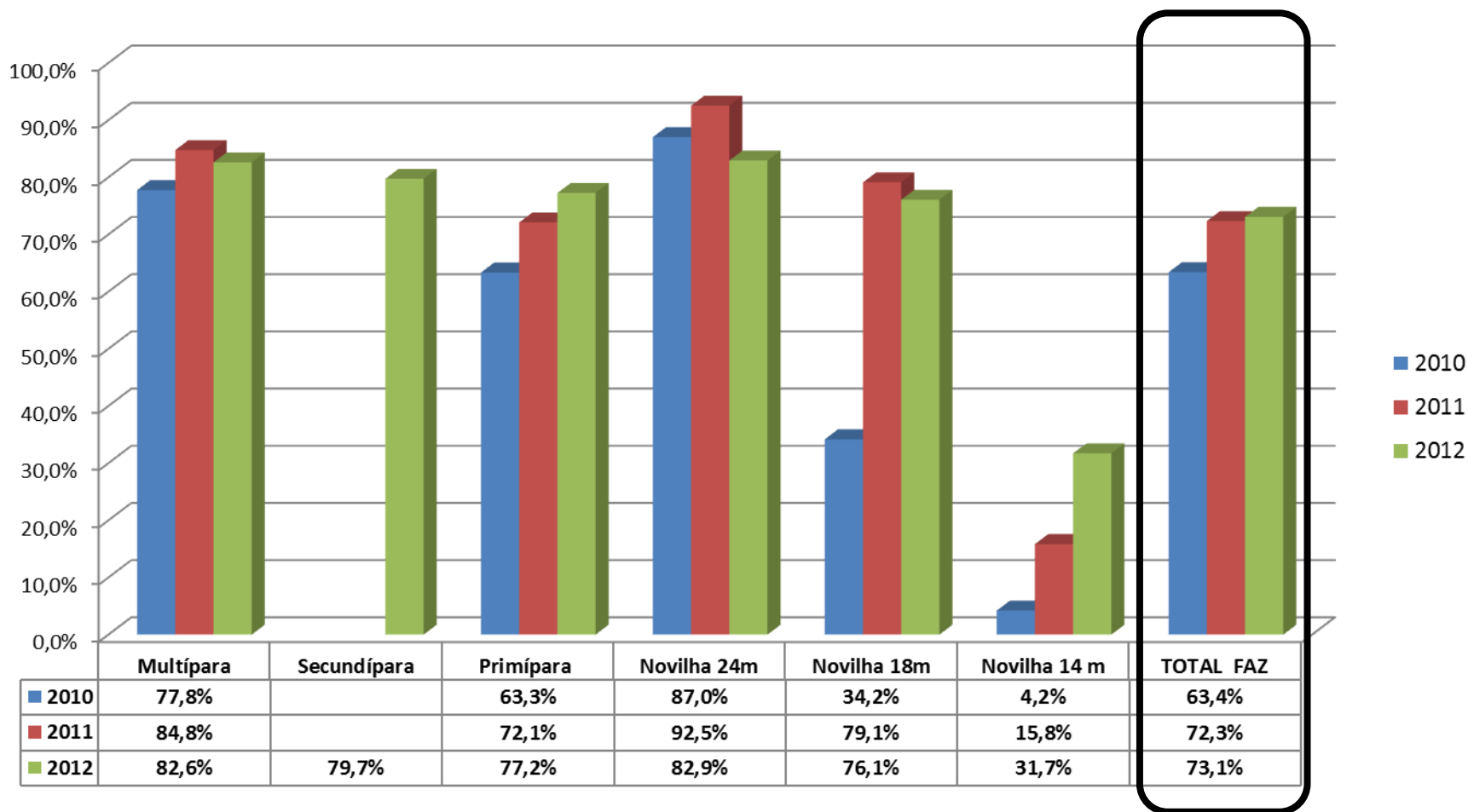


# Estratégias adotadas EM 2012

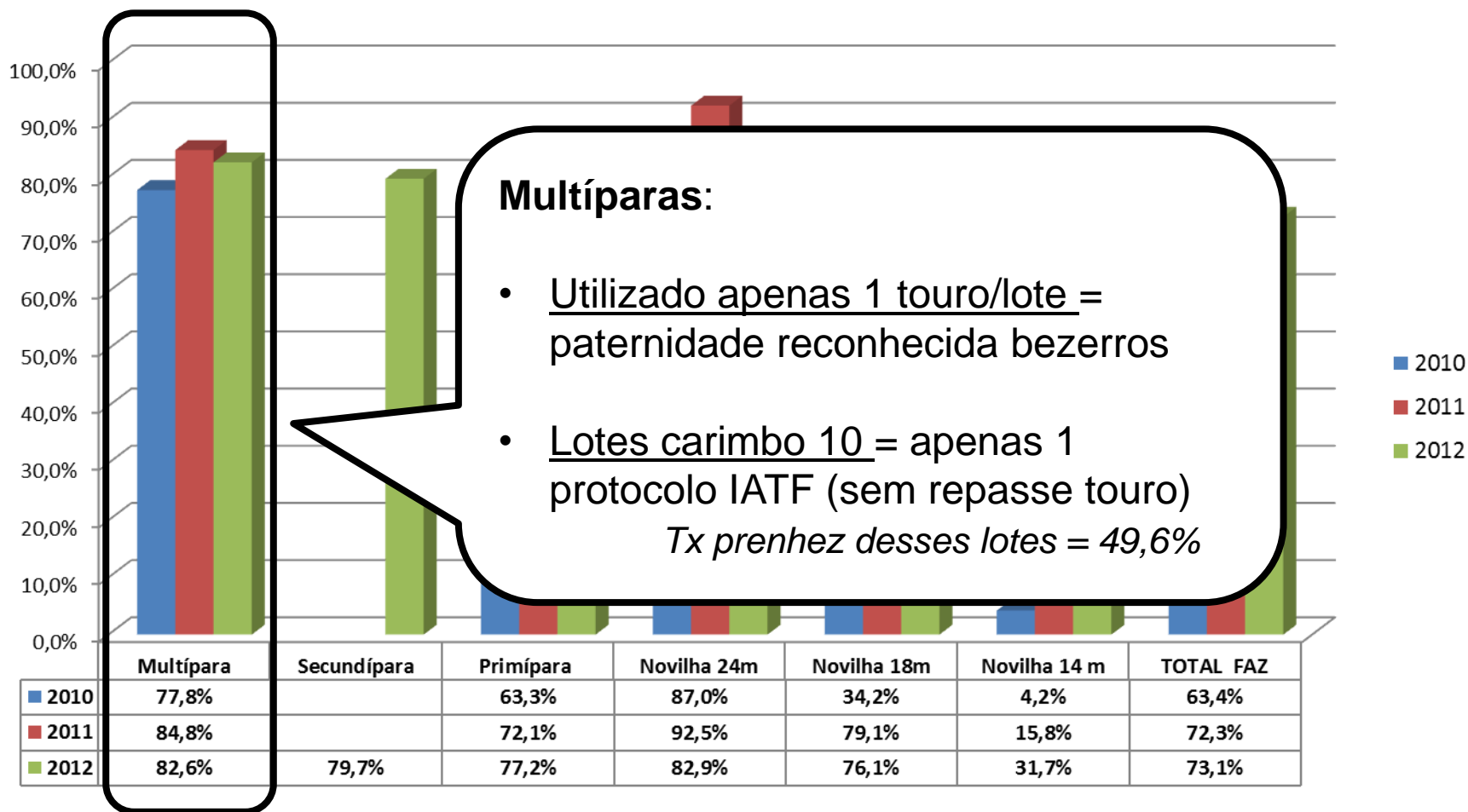


# Comparativo Taxa de Prenhez

## EM 2010 x 2011 x 2012

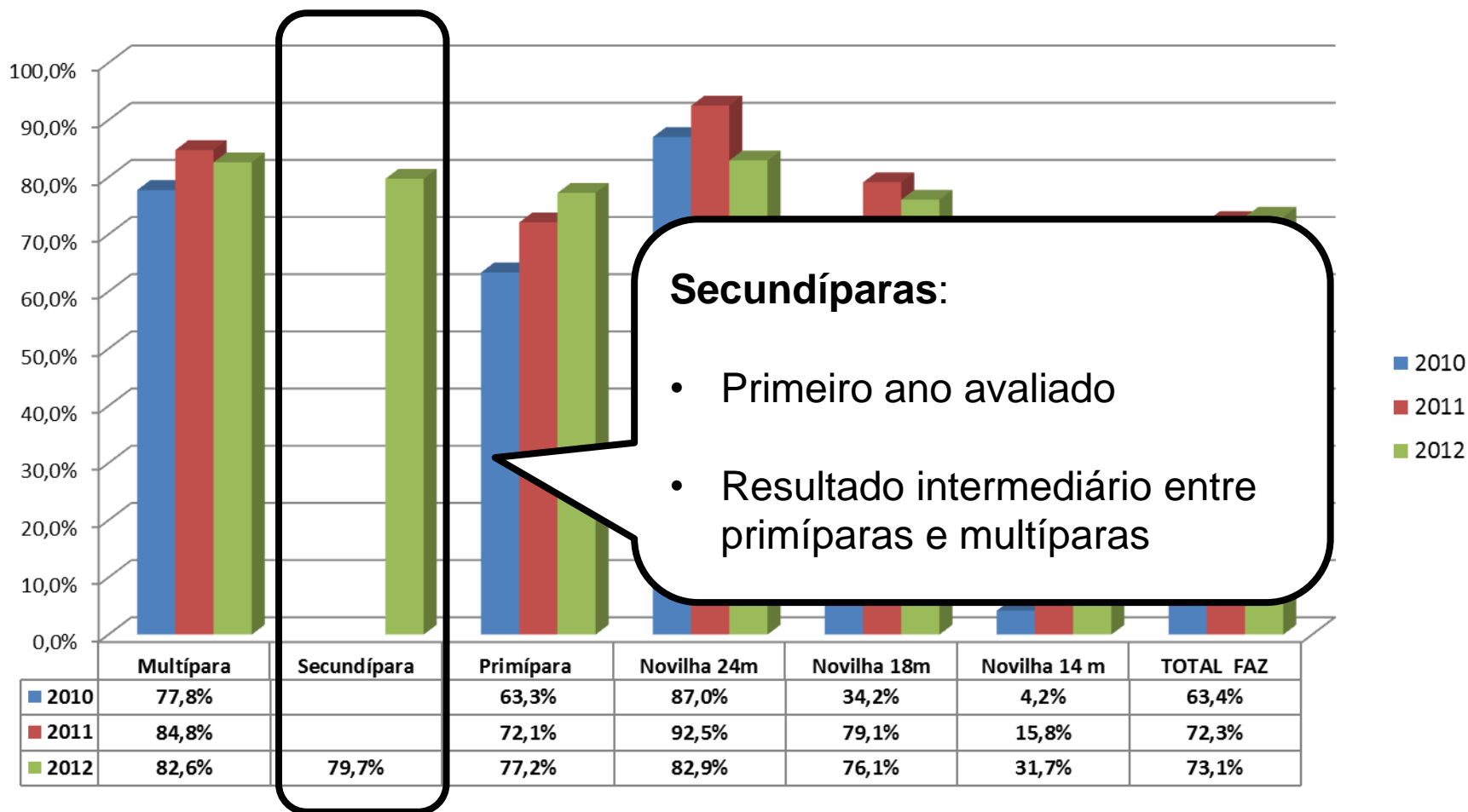


# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012

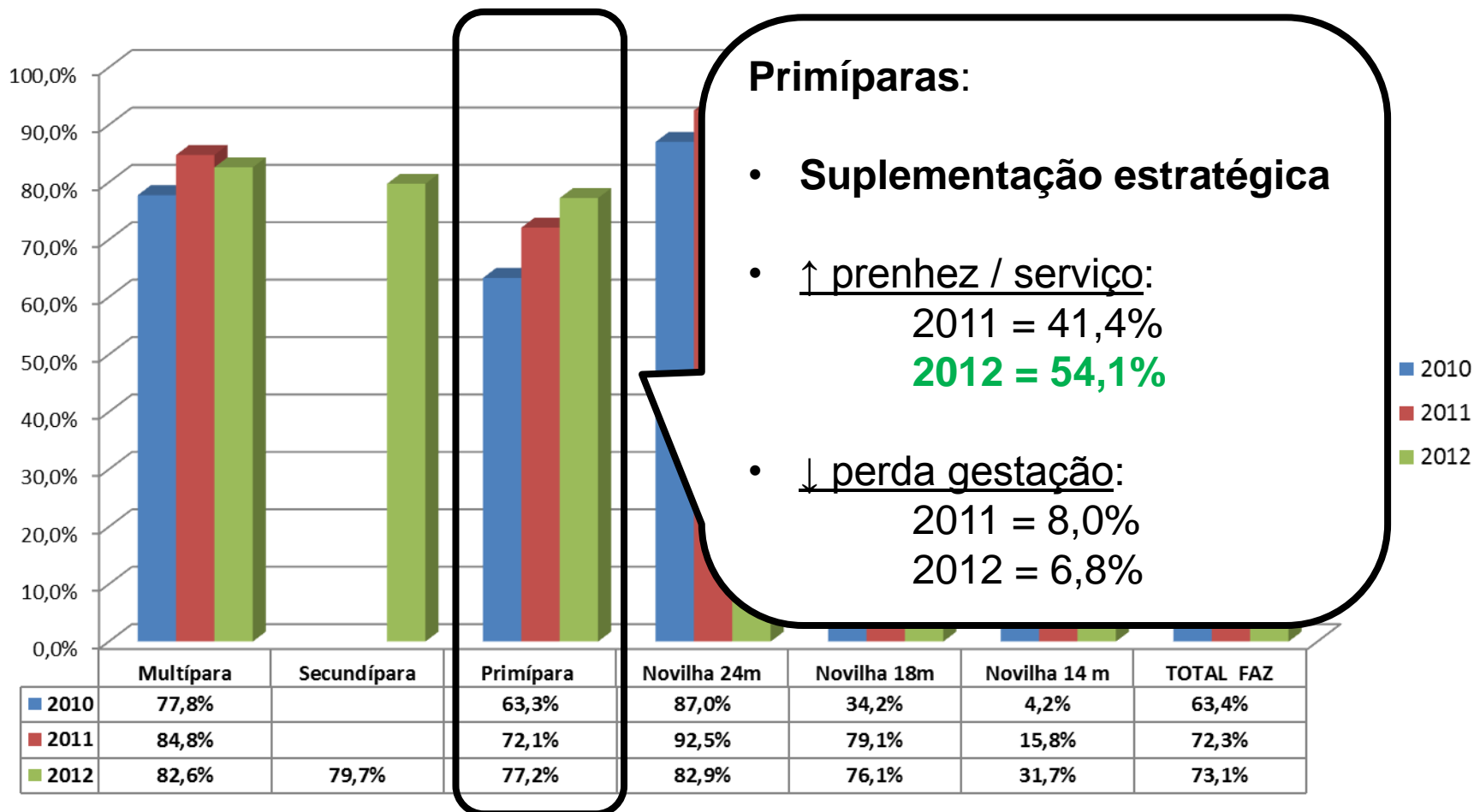




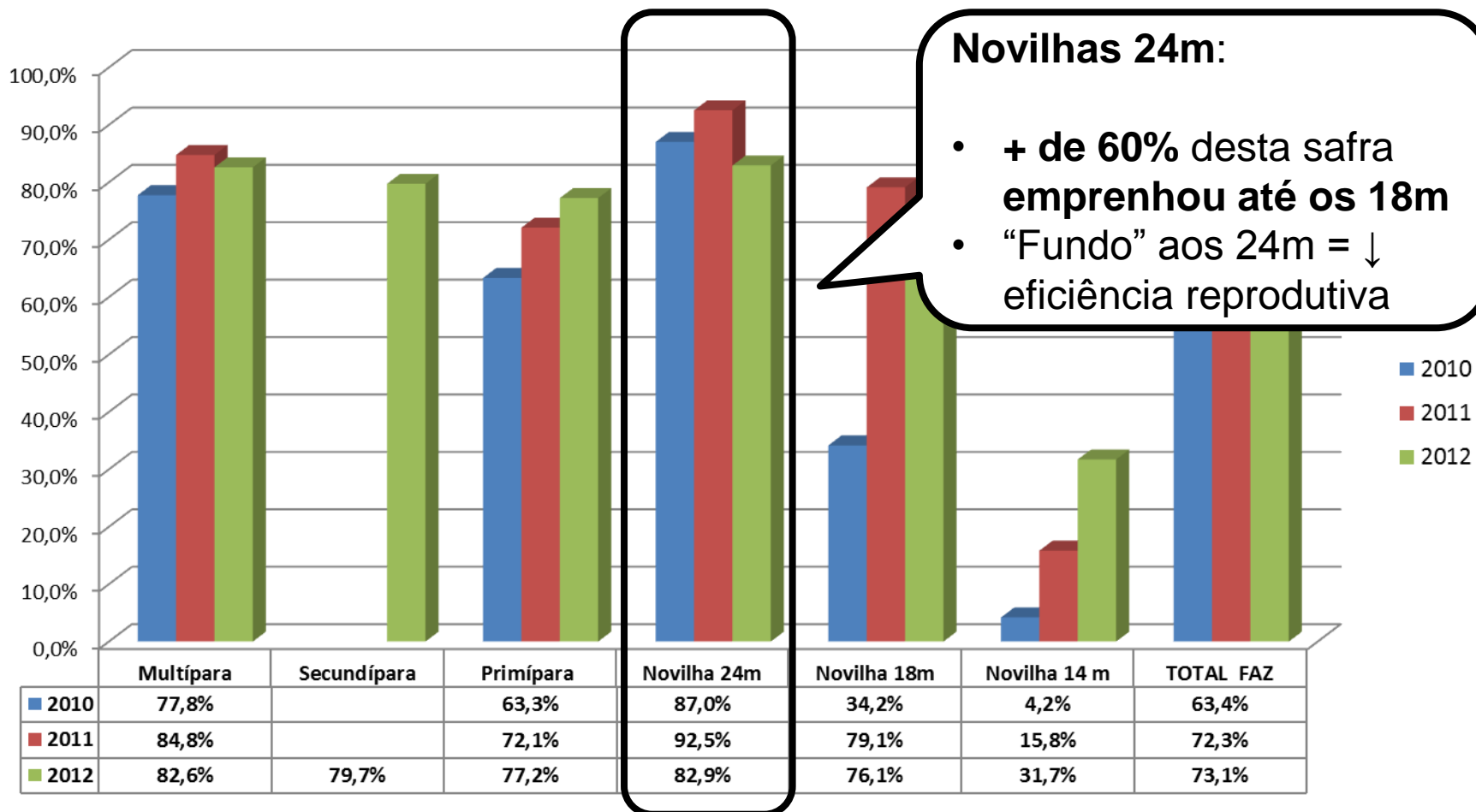
# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012



# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012



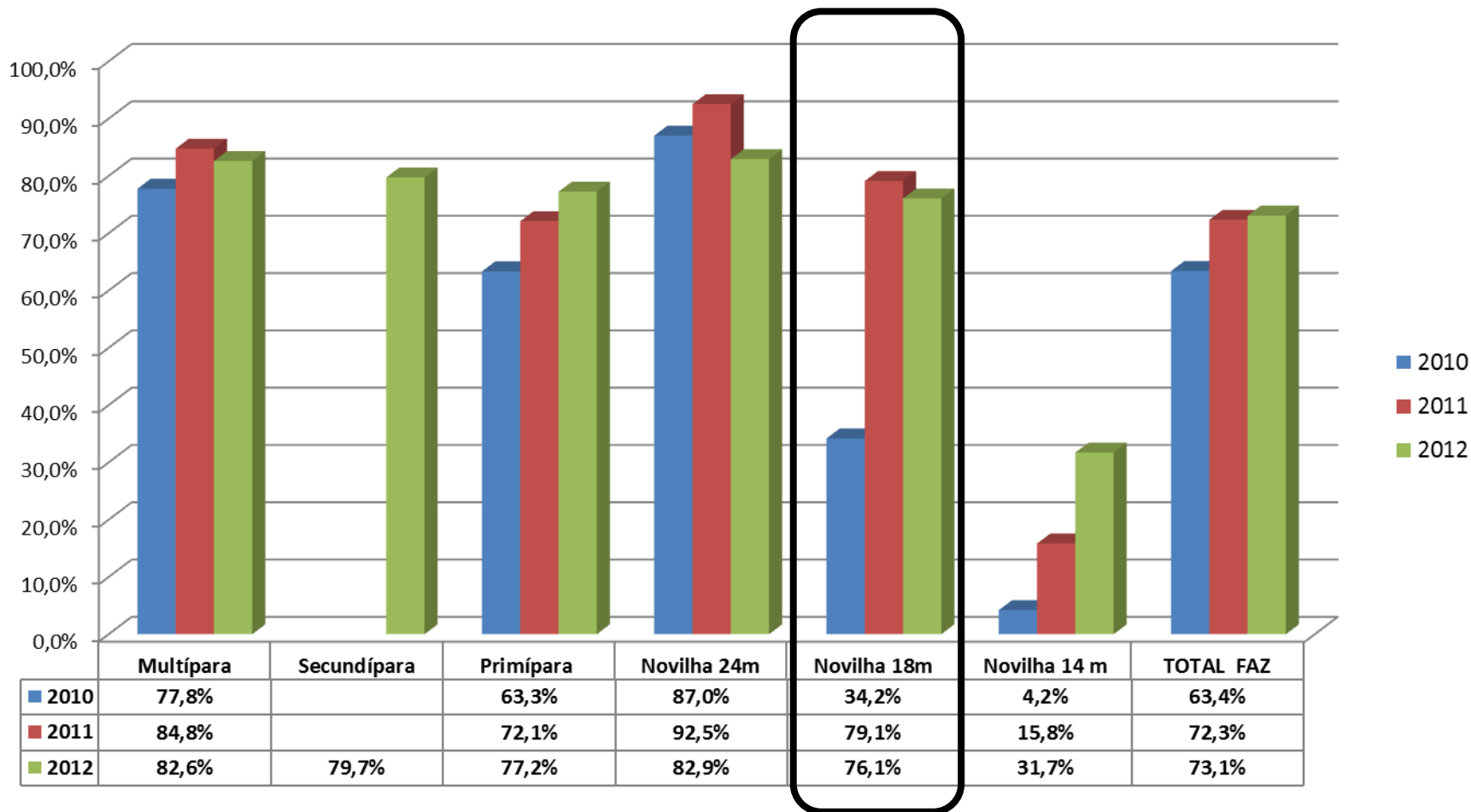
# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012





# Comparativo Taxa de Prenhez

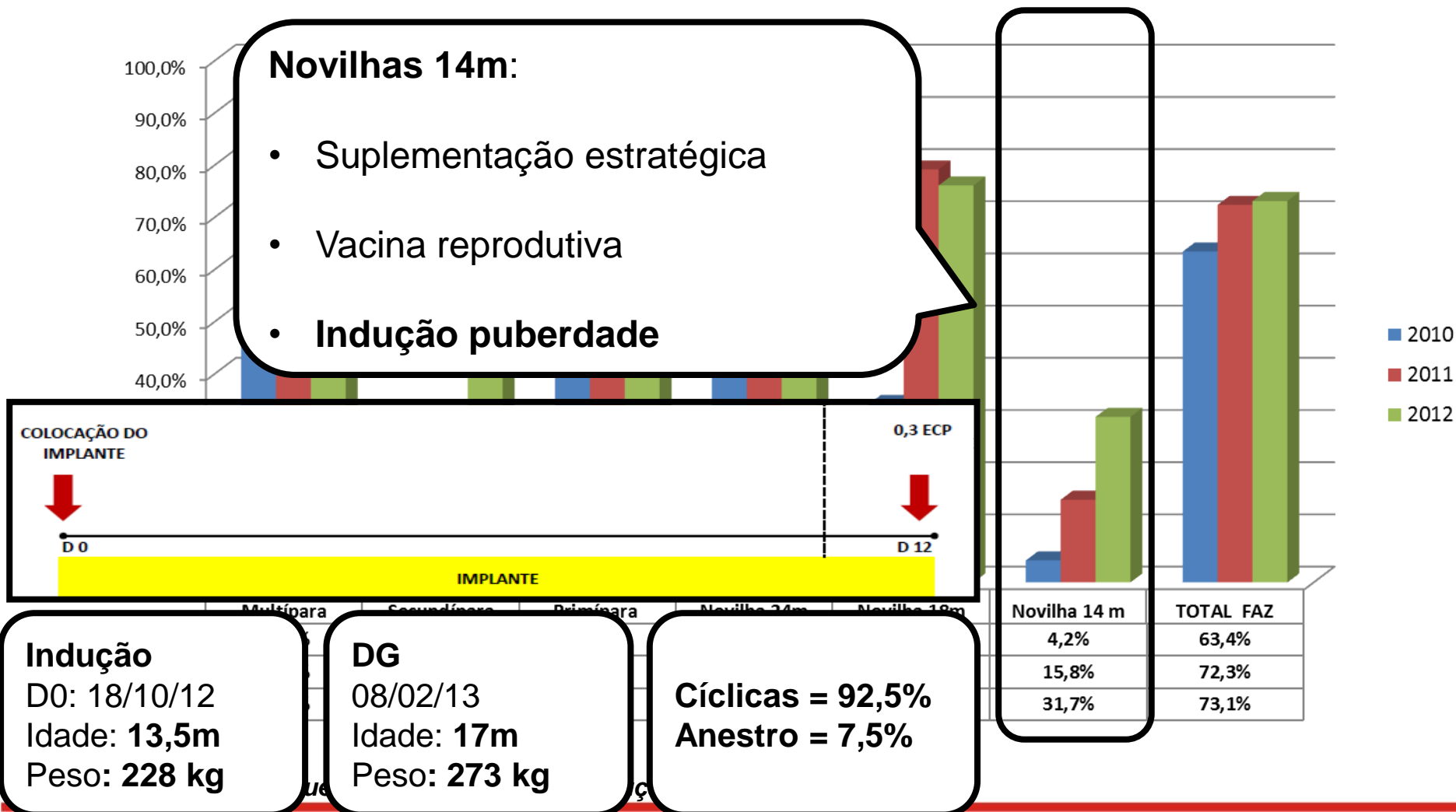
## EM 2010 x 2011 x 2012



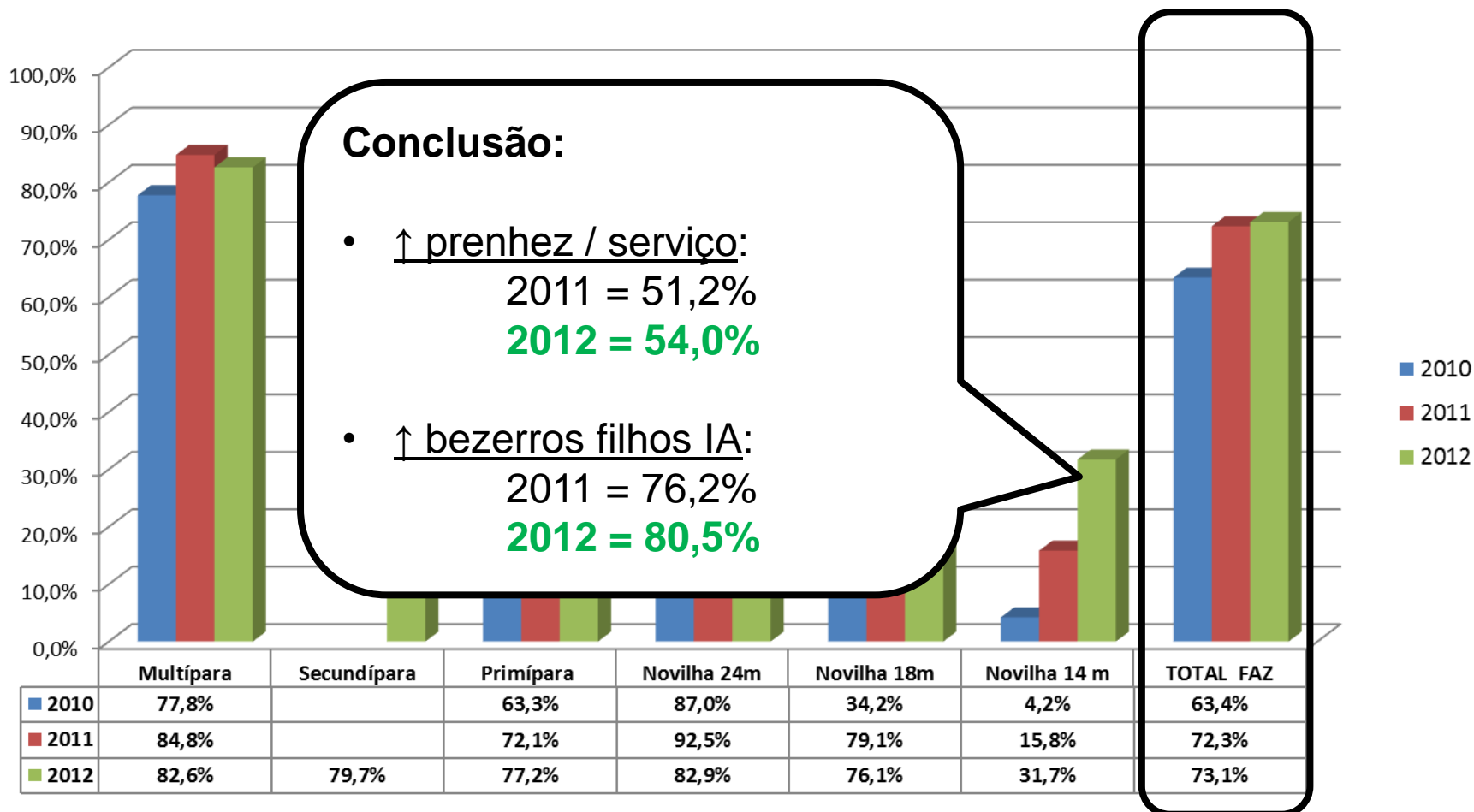
# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012

## Novilhas 14m:

- Suplementação estratégica
- Vacina reprodutiva
- Indução puberdade



# Comparativo Taxa de Prenhez EM 2010 x 2011 x 2012





# OBRIGADO

leone@saomarcelo.com.br



**Qualidade bem criada.**



Agradecimentos

Equipe EM 2012:

Deisy M. L. Cruz

Deise D. Canani

Adriana M. Oliveira

*XVII Curso "Novos Enfoques na Produção e Reprodução de Bovinos"*