Workshop on Risk Analysis
Targeting risk communication: The Brazilian Experience

Guilherme Antonio da Costa Junior
Ministry of Agriculture, Livestock and Food Supply
Secretariat of Agribusiness International Relations
Department of Sanitary and Phytosanitary Negotiations
General Coordination on WTO Issues

guilherme.costa@agricultura.gov.br
ggguilherme@hotmail.com

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One native cow raised for breeding purposes
Died at approximately age 13
Raised on pasture and mineral supplements
Animal died < 24 hours after the daily survey of the animals
Targeting risk communication
The BSE case (2)

- Animal carcass was duly buried in a deep ditch (same premises where it died)
- It did not represent any contamination risk (food or feed chain)
Targeting risk communication

Risk communication strategy

- Crisis Office
- Vice-Minister of Agriculture, Livestock and Food Supply Office (coordination)
- Social Communication Advice Office
- Ministry of External Relations
- Secretariat of Agribusiness International Relations
- Secretariat of Animal and Plant Health and Inspection
Targeting risk communication

Risk communication strategy (2)

- The Media
- Brazilian Consumers
- The World Organisation for Animal Health (OIE)
- The World Trade Organization (The SPS Committee)
Targeting risk communication
SPS Committee
Multilateral Mode
Bilateral meetings

- 56th SPS Committee Meeting
- G/SPS/GEN/1232 (BSE Case in Brazil – Final Report)
- 2. INFORMATION ON RELEVANT ACTIVITIES
  (a) INFORMATION FROM MEMBERS
- Bilaterals
Permanent Delegation of Brazil to the WTO

- December 19th, 2012
- Vice-Minister, CVO, Diplomats, Agricultural Attachés
- Representatives from 20 countries
- SPS/WTO Committee Secretary and Chairperson
- Presentation of the case (Q&A)

Targeting risk communication
Geneva Delegates
Plurilateral Mode
Targeting risk communication
The Brazilian Experience
Final comments

- 142 Markets
  - 19.6% of the total production
  - Measures established by 17 countries
- 8 million tons (local demand)
- No reduction of national consumption (41 Kg/year)
- 2013 - Export Record: > US$ 6 billion
- OIE Negligible Risk Status