

What if Brazilians reduce their beef consumption?

Topic: Input-Output Modelling: Sustainable Production and Consumption Policies - I

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In favor of sustainability, a dietary change is urgent. Beef, among all foods, has the greatest environmental impact. Brazil is one of the largest consumers, on par with developed countries, and most of its GHG emissions are related to deforestation and agriculture. This article projects economic and environmental impacts of a beef consumption reduction by households preference changes. A dynamic interregional Computable General Equilibrium model for regions of the Brazilian economy is used. It has a land use change module and allows for substitution between different foods in its theoretical structure. The results show that a 40% reduction in beef consumption could contribute to avoid a 63,297 km² area of deforestation and would have a virtually zero impact on the national GDP by 2050.