

Fazenda Granada II



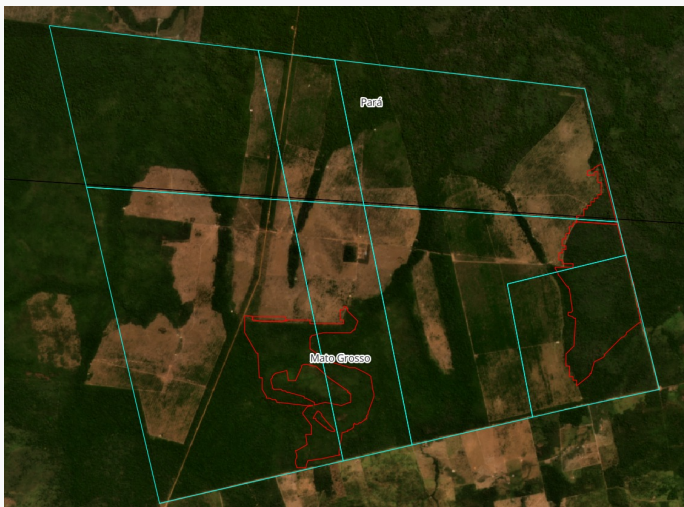
Location: Santana do Araguaia, Pará/
Santa Terezinha-Mato Grosso
Area property (ha): 5,727

Biome: Amazon (Brazil)

Coordinates property: -9.8138, -50.5476

Cleared Area

502	hectares	Period clearance: July 2021 – April 2022	Type of vegetation: Open-canopy rainforest, submontane (also known as Open Submontane Humid Forest)
229,252	tons of CO ₂		



July 2021



Imagery: An area of approx. 1,684 ha were cleared by fire in September 2024. The photo shows active fire on September 1st, 2024. Man-made, controlled fires are often used for the preparation of the land after deforestation. Source: Copernicus browser.



April 2022

Imagery: Before and after clearing of 502 ha in Fazenda Granada II. The blue lines represent the farm boundaries, the red polygons the cleared areas. Source: AidEnvironment. Imagery ©2025 Planet Labs Inc.



All the 502 ha of native vegetation cleared area falls into the FAO Forest definition and is non-compliant with the EUDR

Imagery: Screenshot of Mapbiomas deforestation alerts in the farm. Mapbiomas Alerta confirms the clearing in the left 'alert polygon' and right 'alert polygon'. Source: MapBiomas, August 2025.

Fazenda Granada II



Ownership & Business relationship

Owners: CAR: MT-5107776-ADBDD57B282847E59D22D1F69CFD4510 Grupo Gouveia / Gouveia Holding e Agropecuária Ltda Dirceu Luiz Flumian Jane Margaret Droppa Flumian	Company responses: In response to a draft version of five beef/leather case studies shared with FriGol and JBS on 2 October 2025, FriGol stated (22 October 2025): “FriGol has never purchased from Fazenda Granada II, located in the state of Mato Grosso. The only property owned by Dirceu Flumian known to FriGol is Fazenda Granada, in the state of Pará, which has no embargoes or any associated socio-environmental issues, in accordance with the criteria of the Beef on Track Protocol. This property supplied FriGol in 2018, 2019, and 2023 – all prior to the deforestation reported in September 2024, caused by man-made fires, as mentioned by Aid Environment.” Aid Environment believes that FriGol’s response deflects responsibility by focusing narrowly on direct purchases, while ignoring common practice in Brazil that adjacent farms with similar ownership exchange cattle to mask deforestation or embargoes in one of the properties and only sell from the “clean” property. Moreover, Fazenda Granada II is also partly located in Pará, and deforestation occurred between July 2021 and April 2022, followed by fire in September 2024. JBS stated (23 October 2025): “Aid Environment failed to demonstrate the movement of cattle from the aforementioned farms to JBS facilities. None of them are JBS suppliers.” However, follow-up questions from Aid Environment revealed that JBS was only referring to its direct purchases from the alert cases, while confirming that the indirect farms mentioned in the cases studies (here: Fazenda Granada) are direct suppliers of JBS, reportedly “all in compliance with industry protocols and the company’s responsible raw material purchasing policy”. This is ignoring the well-documented indirect cattle transfers potentially linking JBS to deforestation at Fazenda Granada II.
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Environmental sanctions

Embargoes:	No	Historical embargoes. In 2021, part of Fazenda Granada II (in Santa Terezinha municipality, the Mato Grosso part of the farm) was embargoed for destroying 777 ha of Amazon vegetation using fires (see fines). However, there seems to be no current embargo in the farm (Mapbiomas). Another embargo was issued in 2018 for clearing 2,337 ha in the Pará-site (Santana do Araguaia) of the farm.
Environmental fines:	Yes	Since 2021, IBAMA fined the owners of Fazenda Granada (II) two times, totaling BRL 17.1 million, for clearing thousands hectares of Amazon forest, of which BRL 5.8 million in Fazenda Granada II (destruction of 777 ha Amazon vegetation using fires) and BRL 11.3 million in municipality Brasília for preventing or hindering “the natural regeneration of native Ombrophilous Forest in an area previously embargoed by IBAMA (TE 439532-C).”

Case description

Fazenda Granada II, located in both Santa Terezinha (in Mato Grosso) and Santana do Araguaia (Pará) municipalities, has cleared 502 ha of open-canopy rainforest since the EUDR cut-off date of 31 December 2020, which can all be classified as forest under the definitions used by the EUDR (1). Mapbiomas Alerta confirms the clearing in the farm, without an environmental license (2). Much of the clearing was followed by man-made fire razing in September 2024, covering an enormous area of 1,684 ha (see also previous page).

According to Mapbiomas Alerta there are no current embargoes in the self-declared Rural Environmental Registry (CAR) system by owners Dirceu Luiz Flumian and Jane Margaret Droppa Flumian (2; 3). The Flumian family owns the company DJFlumian e Filhos Agropecuária, a livestock farming company registered in Goiânia (GO) and with a unit in Santana do Araguaia. There have been historical embargoes in parts of the farms declared by these owners, including Fazenda Granada II, for which IBAMA fined them for more than BRL 17 million (4). Ownership of the farm seems to be contested. There are indications that Grupo Gouveia purchased Fazenda Granada II in 2021, however, there has been an BRL 44 million outstanding payment, and therefore formal registration of ownership transfer may not have been finalized (5). Grupo Gouveia operates across several economic sectors—agribusiness, fuel distribution, healthcare, and construction (6), including livestock and farming and acquiring undervalued rural properties for future appreciation and resale. Banco Santander is one of the financiers of Grupo Gouveia (5). The CAR number (see above) is also declared by Gouveia Holding e Agropecuária Ltda, but that CAR is classified as “suspended” and “under regularization” (7). The company filed for bankruptcy protection in 2024 but failed in its attempt (8).

Fazenda Granada (similar ownership), the property adjacent to Fazenda Granada II, directly supplied FriGol’s slaughterhouse Água Azul Do Norte in Pará in 2018, 2019, and 2023 according to FriGol’s response to this report, therefore all prior to the deforestation by fire in 2024 (but the initial clearing already happened in 2021-2022). Moreover, Fazenda Granada supplied JBS in Santana do Araguaia in Pará between November 2024 and May 2025 (9). Since the two “Fazenda Granada” properties are connected by roads, allowing for easy cattle exchange, there is substantial risk that cattle from Fazenda Granada II have entered the supply chains of FriGol and JBS. A recent investigation of Earthsight (2025) revealed that FriGol likely indirectly supplied bovine hides to the leather industry in Italy through Brazilian leather producer Durlicouros, that indirectly, through Italian tanneries Conceria Cristina and Faeda, supplied European high-fashion brands such as Coach (see also page 8 of this report) (10). These European operators and downstream brands may have been (indirectly) linked to the noncompliant farm reported in this case. Continued (indirect) sourcing from this farm with deforestation after the EUDR cut-off date may also create future noncompliance issues under the Regulation. Also, under Brazilian law this case implies irregularities and noncompliance (2).

- (1) EU Forest Observatory Global Forest Map, online: <https://forest-observatory.ec.europa.eu/forest>, viewed in August 2025.
- (2) Mapbiomas Alerta, online: <https://plataforma.alerta.mapbiomas.org>, with CAR-number MT-5107776-ADBDD57B282847E59D22D1F69CFD4510, viewed in August 2025.
- (3) <https://geoportal.sema.mt.gov.br>, viewed in August 2025.
- (4) Ibama, online: <https://servicos.ibama.gov.br/ctf/publico/areasembargadas/ConsultaPublicaAreasEmbargadas.php>, viewed in March 2025
- (5) Court Rondonópolis, Mato Grosso (no. 1039387-13.2023.8.11.0003), online: <https://recuperacaojudicial.pansieriadvogados.com.br/uploads/files/7451821dc31cab9a12108312a0b5f91c.pdf>, viewed August 2025.
- (6) Company website, online: <https://grupogouveia.com/>, viewed in August 2025.
- (7) Environmental Agency of Mato Grosso (Sema-MT) database (evidence available upon request)
- (8) <https://www.comprerural.com/grupo-tenta-manobra-alegando-r-617-milhoes-em-dividas-e-juiz-anula-rj/>, viewed in September 2025.
- (9) Animal Transit Data from the Agricultural Defense Agency of the State of Pará (Adepará) (undisclosed).
- (10) Earthsight (2025), online: <https://www.earthsight.org.uk/news/hidden-price-luxury>, viewed in August 2025.