

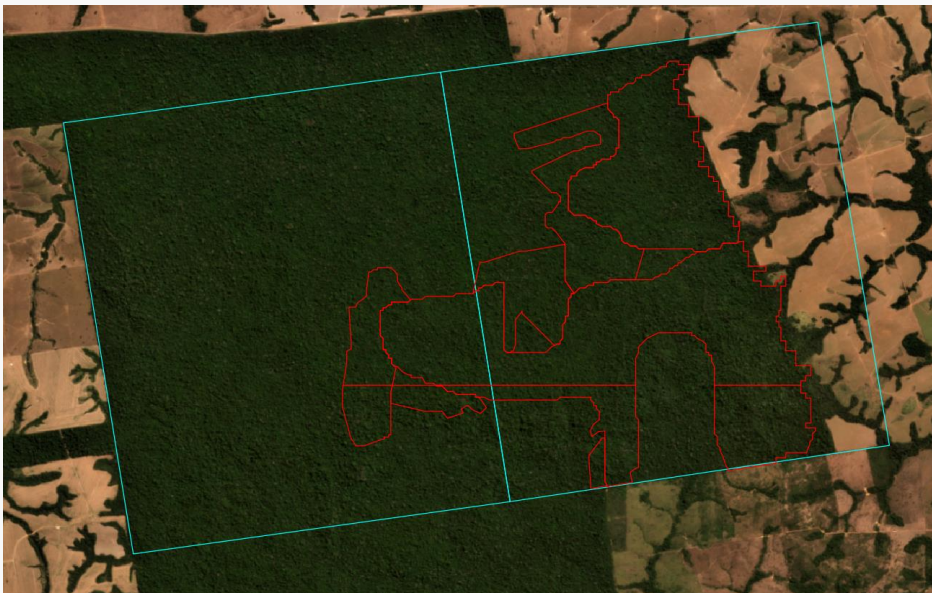


Location: Nova Monte Verde, Mato Grosso | Biome: Amazon (Brazil)

Area property (ha): 4,679

Coordinates property: -9.9879, -57.2174

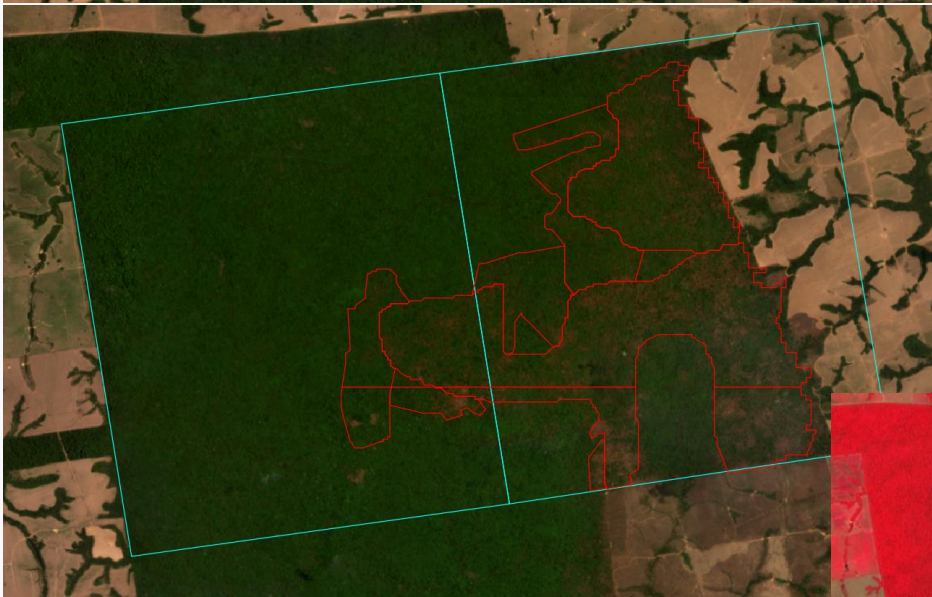
Cleared Area			
1,270	hectares	Period clearance: July to Oct 2024	Type of vegetation: Submontane Dense Humid Forest
721,783	tons of CO ₂		



July 2024

Imagery: An area of approx. 1,270 ha were cleared by fire between July and October 2024. Source: AidEnvironment. Imagery ©2025 Planet Labs Inc.

All the 1,270 ha of native vegetation cleared area falls into the FAO Forest definition and is non-compliant with the EUDR



October 2024

Processed satellite imagery. Source: Copernicus browser.



Fazenda Lídia



Ownership & Business relationship

Owner:	JBS response: In response to a draft version of seven beef and leather case studies shared with JBS on 4 March 2025, JBS states that Fazenda Lídia “does not violate any of the sector’s socio-environmental criteria (Beef on Track Protocol) or the JBS Responsible Purchasing Policy.” Moreover, the company states that “We did not identify the clearings mentioned for Lídia and Taiaman I farms”. AidEnvironment: JBS might not uncover the recent clearing since the company only relies on confirmed Brazilian INPE Prodes deforestation data, which can have a delay up to a year, and does not visually confirm the latest INPE Deter deforestation alerts and NASA VIIRS fire alerts.
Antonio Grejo Colonhezi / Antoninha Lidia Colonhezi / Marco Antonio Colonhezi	

Environmental sanctions

Embargoes:	Yes	Not on Fazenda Lídia, but historically five embargoes exist on linked farms Fazenda Charqueada and Fazenda São José do Apuy in Nova Monte Verde (MT) since 2006, and on unnamed farm in Uruara (PA) since 2019. Linked property Fazenda Terra Santa (Nova Monte Verde-MT) has an embargo issued in August 2024 by the Mato Grosso Environment Agency due to the deforestation of 17.5 hectares with the use of aerial spraying of pesticides (1).
Environmental fines:	Yes	Between 2006-2019, Ibama fined the owner of Fazenda Lídia seven times, totaling BRL 12.2 million, for clearing thousands hectares of Amazon forest.

Case description

In line with earlier violations of Brazilian law by clearing significant hectares of Amazon forest without authorization on different farms (see “environmental sanctions” above), Fazenda Lídia has cleared 1,270 hectares of permanent Amazon forest between July and October 2024, therefore since the EUDR cut-off date of 30 December 2020. This is all considered forest under the EUDR definition of forest loss. No authorization for deforestation at Fazenda Lídia was identified in the public system of the Mato Grosso Environment Agency (1), which may suggest that the deforestation took place illegally.

Fazenda Lídia has directly supplied bovine animals to JBS slaughterhouses in Alta Floresta and Colíder, both in Mato Grosso (2), also in periods when there were multiple environmental fines and embargoes linked to Fazenda Lídia’s owner (3). In August 2024, Fazenda Lídia supplied JBS Alta Floresta (4), one month after the deforestation started at the property. JBS Friboi’s own tracking system indicates that by the end of 2024, Fazenda Lídia supplied cattle to JBS Alta Floresta (SIF code 4302), for instance on 2024/12/11 (5). Many Brazilian cattle farms have a relatively stable supplier-buyer relationship and supply the same meatpackers for multiple years. Companies such as JBS strive for and establish long-term contracts with suppliers to “strengthen and enhance the relationship with its suppliers” (6), therefore it is likely the relationship continues in 2025. AidEnvironment has earlier identified linkages to JBS Brazilian beef sold in Swedish and Dutch supermarkets and wholesalers stores (e.g. Metro-Makro) (7), therefore, JBS exports to Europe pose deforestation and legality risks under the EUDR.

Companies linked to the owner include Agropecuaria Lídia Ltda, Agropecuaria Vo Pedro Ltda, and Zeus Participacoes S/A. Apart from cattle farming, the first two companies are also involved in soy, corn, and rice production (8, 9).

- (1) <https://geoportal.sema.mt.gov.br/>, viewed in March 2025
- (2) Animal Transit Data (GTA data) Mato Grosso (undisclosed)
- (3) Ibama, online: <https://servicos.ibama.gov.br/ctf/publico/areasembargadas/ConsultaPublicaAreasEmbargadas.php>, viewed in March 2025
- (4) Animal Transit Data (GTA data) Mato Grosso (undisclosed)
- (5) <https://www.friboi.com.br/qualidade/rastreabilidade/>, viewed in February 2025
- (6) <https://www.jbs.com.br/en/about/our-business/beef/>, viewed in February 2025
- (7) News articles based on joint work of AidEnvironment and World Animal Protection. Online in 2024: <https://veja.abril.com.br/coluna/radar-economico/holanda-vende-carne-oriunda-de-areas-desmatadas-na-amazonia-diz-relatorio/>, and <https://www.plurale.com.br/site/noticias-detelhes.php?cod=21749&codSecao=>
- (8) <https://www.consultasocio.com/q/sa/antonio-grejo-colonhezi>, viewed in February 2025
- (9) <https://cnpj.biz/47208230000104>, viewed in February 2025