

to offer more and better export opportunities across the value chain

VISEC 2024
ANNUAL REPORT







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GUSTAVO IDÍGORAS VISEC President

The future of sustainable production in Argentina requires tangible tools and collective commitments. On this path, VISEC is consolidating as a collaborative and participatory traceability platform

that offers technological solutions for export value chains, adapting to global challenges with responsibility and innovation.

The recent decision of the European Parliament to extend the implementation date of Regulation 1115 to December 31st, 2025 gives us a unique opportunity: to advance in greater depth in the processes necessary to ensure compliance with the world's most demanding standards.

This additional time will allow us to:

- Continue delivering training to all stakeholders in the production and commercial chain, ensuring a successful implementation in 2025.
- Improve integration between commercial operators 'systems and optimize process automation.

- Strengthen the platform through progressive testing, external evaluations and gradual implementation of modules.
- Broaden and expand training sessions for all users involved.
- Implement mechanisms to monitor legality of Argentine legislation and ensure compliance.
- Work on mutual recognition with European Union competent authorities, reinforcing trust in the value chain.
- Position VISEC as an international leader in traceability and sustainability for collaborative value chains.

The work of this past year and the joint efforts of all stakeholders in the value chain shows our capacity to adapt, consolidate our structure and move forward with determination towards the future.

VISEC is a platform for environmental and social sustainability that brings together stakeholders in different value chains.

Focused on meeting national and global demands, we prioritize the integral sustainability of our business systems.

- We promote protocols aligned with current and emerging national and international policies on environmental and social sustainability.
- Governance is strengthened and multisectoral collaboration across Argentina is encouraged.
- We promote environmentally, socially responsible and economically viable value chains.
- We design awareness-raising and comprehensive training programs for all players in the production chains.

 We position Argentina as a world leader in agroindustrial sustainable production.

VISEC's actions contribute to position Argentina as a global reference in sustainable agricultural production. In the face of new international regulations, we anticipate the challenges and turn them into opportunities. Each growing season is an opportunity to show that innovation and environmental care are at the heart of Argentina, paving the way to leadership in sustainable agriculture worldwide.



Corporate Video



Click to watch

The Path

A journey towards the consolidation and improvement of an innovative system

2019

Initiative Kick-off

- Starting conversations on the creation of a sectorial platform.
- Formation of the Secretariat composed of CIARA, The Nature Conservancy, and Peterson Mapping of stakeholders in the soy value chain.

2020-2021

Creation of the platform

- Design of a space for sectorial dialogue
- Contact with players in sourcing and the rest of the soy value chain.
- Formalizing the participation of major international traders.

2022

Commitment of members and stakeholders Plenary Meetings

- Tropical Forest Alliance joins the Secretariat
- Executive Board Meetings
- Committee Meetings
- Monitoring, Reporting and Verification (MRV) system design and architecture.
- Follow-up on the definition of policies, international regulations and market demands.

2023

Finalizing definitions and starting to develop the system

- Announcement of national and international events
- Collaboration agreements with government.
- Adhesion to the ABC Consortium and support from the beef sector.
- Developing the MRV System.
- Finalizing MRV system definitions
- Developing DFS protocol.
- Hiring a communications agency

2024 has been a key year for VISEC, with significant progress, accomplishments and challenges overcome, as detailed below, highlighting the impact of our actions and progress towards the consolidation of the platform.



Working structure and dynamics 2024

SECRETARIAT

The objective of the Secretariat is to assist VISEC in its functional operations, being responsible for leading the daily technic, administrative and communication activities. The Secretariat ensures the correct functioning of the Work Committees and represents VISEC at national and international events.









GORVENING BOARD



It is the highest decision-making body, responsible for leading and managing VISEC on behalf of the common interests of full members. In order to ensure the proper functioning of the group, the Executive Committee relies on three Working Committees, an Advisory Board and a Secretariat for its operational functions.



We consolidated the Platform's *Legal Status*, with the registration in IGJ (Companies' Registration Bureau) as a Civil Association in March and the Trademark Assignment in September 2024.

47 MEMBER ORGANIZATIONS

24 FULL MEMBERS



Producers



Processors



Exporters



Handlers | Brokers

20 COLLABORATORS



University Sector



Financial Sector



Input suppliers



Civil Society

3
OBSERVER MEMBERS



International Organizations



Full members



















































Collaborators









































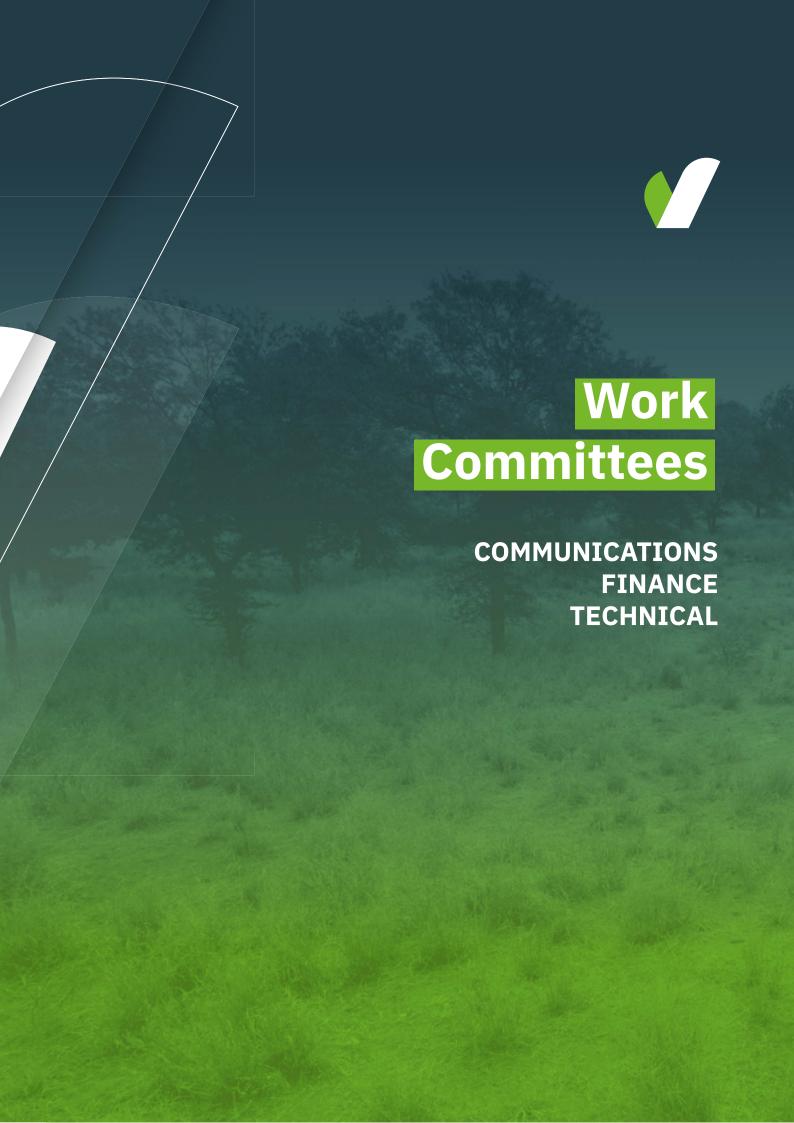


Observer Members









Communications Committee

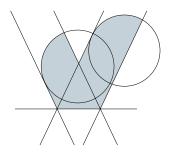
The purpose of this Committee is to communicate, promote and position VISEC among the different stakeholders in the value chains at the local level and organizations at the international level.

1 New visual identity and narrative

LOGO REDESIGN

VISEC updated its visual identity, moving from a descriptive design to a solid brand that reflects a more modern approach, leaving behind elements linked to geographic or sectoral denominations. This change was implemented in all communication channels and official materials.









NEW NARRATIVE

In 2024, VISEC consolidated its institutional narrative to reflect its commitment to sustainability and its strategic role in strengthening value chains.

This vision positions VISEC as:

- A strong-knit chain that protects international markets, ensuring compliance with global regulations, traceability and transparency.
- A bridge to new markets, promoting trade opportunities for the value chain actors.
- A driver of Argentine leadership, working to position the country as a global benchmark in sustainable production.

2 Engagement with the media

During 2024, VISEC's Communications team implemented a comprehensive strategy to position the platform as a national and international benchmark in traceability, sustainability and technological innovation. This strategy focused on establishing strategic links with high-profile journalists and editors, to effectively communicate VISEC's key milestones.

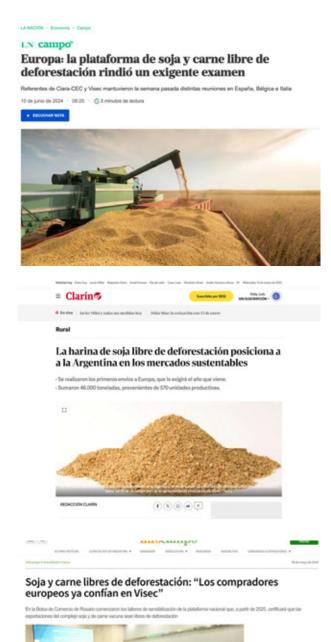
HIGHLIGHTS

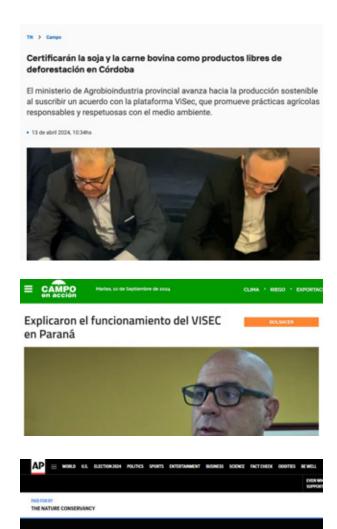
- Consolidated database: creation of a journalists' network having national, provincial and international reach, with a federal approach to ensure equitable coverage.
- Presence in specialized media: collaborations were established with Clarín Rural, La Nación Campo, Bichos de Campo, and Agrositio, among others, for contextualized coverage of VISEC's activities both in Argentina and abroad.
- International contacts: engagement with regional journalists, in line with VISEC's regionalization and institutionalization strategy.
- **Key contacts with media:** meetings were held with journalists from specialized media or farming-related productions, to offer them information about VISEC and establish a personalized contact. The reference people contacted work in
 - La Nación Campo
 - Hub Rural Grupo Clarín
 - Bichos de Campo
 - Radio La Red
 - Rivadavia Agro Agrositio
 - C5N
 - Ámbito Financiero
 - Radio 10
 - Agrofy News
 - En la Mesa

We have been actively in contact with the Argentine Association of Agricultural Journalists (CAPA), strengthening collaboration with reference people in the farming sector to guarantee communication in line with VISEC's values and objectives.

RESULTS

- 100+ articles and interviews: participation in interviews and generation of information replicated in national and international media.
- Impact: replication of news articles in specialized and general media, consolidating the public perception of VISEC as a reference in the sector
- Specialized communication channels through professional associations: in agreement with magazines and newsletters for professionals, publication of technical materials such as the RENSPA instructions. Some of the channels were used in collaboration with Errepar and the Argentine Federation of Associations of Professionals in Economic Science, among others.





Argentina becomes first major food exporter to create an end-to-end solution bringing deforestation-free soy to the global supply chain

3 Websites, social media and digital channels.

VISEC implemented several virtual tools to broaden its scope and improve communication:

INSTITUTIONAL WEB SITE

Updated in Spanish and English, with key sections: What is VISEC, Objectives, MRV Soy and Beef systems, Strategic Collaborations and Practical Guides.

DOWNLOADABLE MATERIAL

Protocols, instructions, reports and validations by other organizations. Continuous updates to improve user experience.

WHATSAPP

Communicates relevant content: workshops, news on Regulation EUDR 1115/2023, events and presentations.



184 followers

SOCIAL MEDIA

LinkedIn: main channel for sharing institutional content, news and updates on activities, generating interaction with a professional audience.



1429 followers

Instagram: intended for informational publications, with a focus on awareness and positioning of the platform.



170 followers

YouTube: key space to disseminate institutional material, including VISEC institutional video in Spanish and English, as well as records of different activities and major events.



With FAUBA's support, VISEC consolidates its digital presence, adapting content for each platform and strengthening its position as a sustainability benchmark.

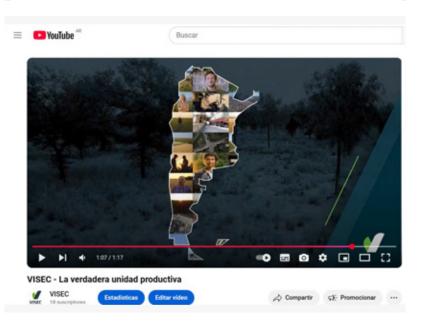












Finance Committee

The purpose of this Committee is to promote a space for dialogue between public and private institutions, in order to foster the creation of financial instruments with a positive environmental impact.

- Continuous engagement with the Sustainable Finance Protocol



- Inclusion of VISEC in the "Agriculture Sector Guide for Financial Institutions in Argentina"
- Training on sustainable innovative financial mechanisms
 - > Linkedin
- Participation in key financial seminars and forums



 VISEC Platform was presented to the following financial institutions:

ADEBA. Asociación de Bancos Argentinos

Syngenta Agro

Crop inputs Supplier

HSBC Argentina

Santander

Argentina BBVA

Argentina Banco Ciudad

NERA





Technical Committee

The purpose of the committee is to validate the implementation of the Monitoring, Reporting and Verification (MRV) system, and the protocol that will enable traceability of soybeans, beef and by-products across the value chain.

The Technical Committee was consolidated as a key forum for the presentation and joint construction of processes in the MRV systems. With monthly meetings, it enabled a constant dialogue on regulatory news, technological developments, and progress of the system implementation.

TECHNICAL COMMITTEE MEETINGS

With an average participation of



Highlights

- RENSPA update: Communications relative to producers' registrations updates, facilitating their inclusion into the MRV Soybean System.
- Technical Publications: distribution of technical materials through newsletters, magazines and mailing systems of the aforementioned institutions.



UPDATED PROTOCOLS AND ANNEXES

In collaboration with the VISEC Secretariat and Technical Committee, two updated versions of the VISEC Protocol were drafted in Spanish and English. These versions include:

- Adjustments based on the EUDR Regulation (European Union Deforestation Regulation).
- Specific adaptations to the Regulation suggested by VISEC.

Technical materials generated by the Committee in 2024

VISEC has drafted a number of technical documents that provide clear guidelines for producers, system operators and stakeholders in general. Over the past year, the priority has been to provide material with easily accessible and readable information

- Flyer with instructions for producers "How to operate in VISEC to trade deforestationfree sovbeans"?
- Infography VISEC Soybean MRV System
- Brief "European Union Regulation for Deforestation-free Products"
- Brief for importers
- Instructions for RENSPA update
- VISEC SISA Integration
- Instructions for polygon delimitation

SATELLITE IMAGERY PROVIDERS

- Joint work to define the analysis requirements pursuant to the latest EUDR provisions and updates.
- Sending test polygons for analysis.
- Alignment and standardization of evidence reports from different providers.
- Starting the integration process between providers' systems and the MRV System.



Fecha: Enero/2021



MONITORING REPORTING AND VERIFICATION SYSTEM (MRV)

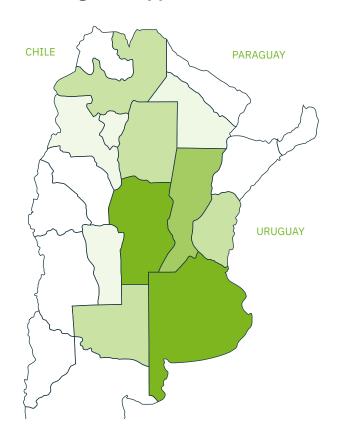
Led by the Rosario Stock Exchange, we spent 2024 working hard on the following:

- Registration of farming businesses, physical storage sites and users in the MRV System.
- Registration of production units and data on producer companies.
- Inclusion of terms and conditions and producers' affidavit into the system.
- Conceptualization of business needs.
- Environment management and necessary infrastructure.
- Support for deliverables, demos, inductions and tests in staging (test environment) as well as data upload in production (productive environment).
- Execution of associated systems in the security test cycles
- Survey of requirements for 2025

Indicators of new entries into the system in 2024

142 COMPANIES	372 USERS	1.345 PRODUCTIVE UNITS
409	18	389

Areas registered by province



Province	Area (Ha)	PUs
Buenos Aires	313.547,79	316
Catamarca	917	1
Chaco	5614	1
Córdoba	276.040,29	421
Entre Ríos	49.420,12	20
La Pampa	27.669,71	24
Salta	3.4596	5
San Luis	7.426	5
Santa Fe	16.1791,36	529
Santiago del Estero	29.912	19
Tucumán	3.144	1

PILOT TESTS

Three pilot tests of soybean meal shipments to the European Union were successfully carried out during 2024, totaling 56,243 tons from 321 Production Units (PU) registered with VISEC.

During the tests, VISEC supported the value chain in the challenging task of passing over this information in an efficient, traceable and confidential manner across the entire supply chain, including sending detailed information from VISEC to the European Union information system, ensuring compliance with Regulation 1115/2023.

In these tests the soybean industry has proved to have enough information and technical experience to comply with international regulations, thus laying a solid foundation for the future.







30.250 tons.



17.410 tons.



8.583 tons.





Strategic Alliances and Collaborations

DIALOGUE WITH THE NATIONAL GOVERNMENT

VISEC consolidated its relationship with the national government, achieving significant progress in the integration of systems and the positioning of the platform as a strategic tool for sustainability and traceability in international trade.

VISEC - SISA Integration:

- Streamlining export procedures through access to the AFIP's Simplified Agricultural Information System (SISA)
- Official Gazette Resolution 5533/2024.
- This integration allows VISEC to access key data to verify deforestation-free production units, avoiding duplication of records.
- The integration is carried out voluntarily and with the individual permission of producers.
- Registration with the Directory of Agroindustrial Differentiation Schemes EX-2024-114741673- -APN-SSMAIEJ#M

Collaboration Agreement with Córdoba Province

VISEC signed a collaboration agreement with the Ministry of Bioagroindustry of Córdoba Province to promote trading of deforestationfree soybeans and beef.

Collaboration with the Foreign Office and Embassies:

- Workshops in Europe to present the MRV System and consolidate the platform's international positioning.
- Official statements from the Foreign Office highlighted VISEC as a voluntary and collaborative tool, aligned with international technical standards.

ADHESION OF GRAIN BOARDS

VISEC incorporated the 7 main trade exchanges in the country: Buenos Aires, Rosario, Córdoba, Santa Fe, Bahía Blanca, Entre Ríos and Chaco.

Impact: This achievement reinforces federalism in the implementation of the MRV System, as it guarantees national reach.

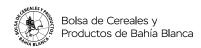














COLLABORATION WITH PROFESSIONAL ASSOCIATIONS

VISEC consolidated its alliances with various professional associations in Argentina to enable effective communication of technical information. These collaborations extended the reach of VISEC's technical communications.

Related associations and institutions

- Enciclopedias Errepar
- Argentine Federation of Associations of Professionals in Economic Science
- Buenos Aires City Professional Association of Economic Sciences
- Argentine Association of Bio Agroindustrial Professionals
- Argentine Federation of Agricultural Engineering

COLLABORATION WITH INCAGRO

A collaboration agreement was signed with the National Institute of Agricultural Training (INCAGRO) in order to expand the scope of the Training for VISEC EUDR Soybean MRV System Operators.



COLLABORATION WITH OTHER INSTITUTIONS

VISEC expanded its network of institutional relations in 2024, collaborating with organizations of national and international relevance to consolidate its impact in the agricultural sector.

Dialogue with other relevant institutions in Argentina:

UIA Environment Committee

International Chamber of Commerce

Argentine Council for International Relations (CARI)

Round Table on Responsible Soy Association GPS Institutional Forum

FUNDAR

National Institute of Indigenous Affairs (INAI)

Institute for International Agricultural Negotiations

Inter-American Institute for Cooperation on Agriculture (IICA)

Southern Agricultural Council (CAS)

DEVELOPMENTS IN INTERNATIONAL RELATIONS

As part of its internationalization strategy, VISEC participated in key events and strengthened strategic alliances in Europe and Latin America, consolidating its leadership in sustainable traceability.

Presentations in Europe:

- Events in Brussels, Madrid, Geneva, The Hague and Rome, where the pilot tests for deforestation-free beef and soybeans were acknowledged as outstanding.
- Traceability panels in organizations such as the WTO, with the participation of authorities and actors from the private sector.

Bilateral meetings:

- Engagement with embassies of the Netherlands, Germany, Spain, the United Kingdom and the EU Delegation in Argentina, among others.
- Dialogue with European associations including FEDIOL, FEFAC and Coceral.

Latin America:

- Participation in the IDB Sustainability Week in Brazil.
- Workshops in Uruguay and collaboration with the government of Paraguay to integrate regional traceability systems.
- Participation in the COP16 on Biodiversity in Cali, Colombia

ACKNOLEDGMENTS IN EXTERNAL PUBLICATIONS

Below are the most relevant national and international reports that support and validate the institutionalization of VISEC platform and its alignment with the requirements of Regulation 1115/2023:

- **Iguazú Summit:** enforcement of the EUDR in MERCOSUR countries.
 - > Access to the report
- **Identifying gaps:** analysis of the VISEC scheme
 - > Access to the report
- Tropical Forest Alliance (TFA): evaluation of traceability and sustainability initiatives in key commodities.
 - > Access to the report
- El Giro Verde (IDB): analysis of sustainable trade in Latin America.
 - > Read article
- Associated Press publication with TNC: use of images to prevent deforestation.
 - > Read article
- **Sustainable Finance Protocol:** guide to the development of sustainability policies.
- > Download guide



Sensibilization Workshops





REMOTE AND FACE-TO-FACE

The workshops brought together multiple stakeholders from the soybean and beef value chains, including:

- Producers, grain handlers, processors and exporters.
- National, provincial and municipal government officials.
- Brokers, service providers and other strategic stakeholders.

Topics addressed

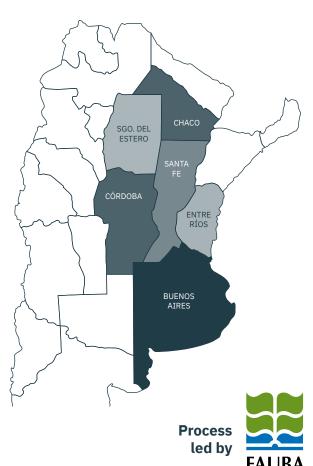
- Changes in the market and consumers
- European Union regulations
- Introduction to VISEC and the MRV System



Remote communication event open to the public with exhibition space and questions

Provinces reached

Awareness-raising Workshops were held in Buenos Aires, Entre Ríos, Córdoba, Santa Fe, Chaco and Santiago del Estero, covering the core production area and part of the Gran Chaco Region of Argentina.



Training Course

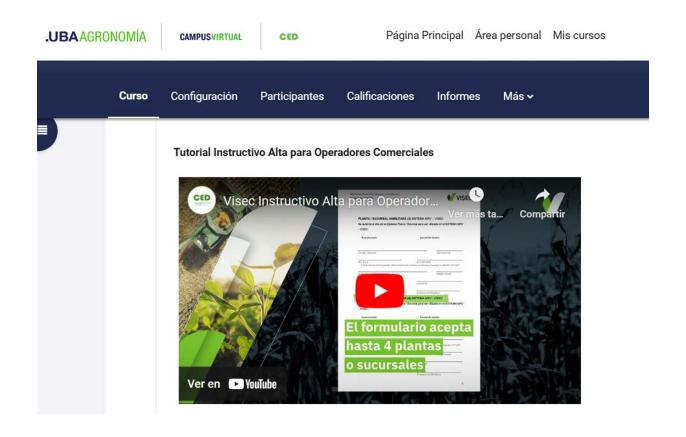
Launched November 7, 2024

Announcement via: VISEC email, WhatsApp, Instagram and LinkedIn

PHASE 1 | Main contents:

- Registration of commercial operators.
- Registration of handlers, brokers, cooperatives and exporters.
- Registration of producers.
- Uploading and registration of production units.
- Polygon delimitation
- Approval of production units.







HIGHLIGHTS

An overview of the most significant events of 2024.



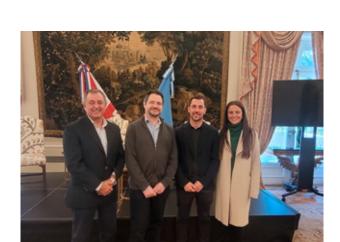
ExpoAgro



Rosario Grain Exchange - Presentation S&B Workshops



Rosario Grain Exchange- Presentation S&B Workshops



UK Embassy



VISEC Presentation in Brussels



WTO Thematic Sessio



Secretariat of Bioeconomy



Santa Fe Stock Exchange



Palermo Farming Trade Show



Brokers Association



Workshop in Entre Ríos



Meeting at the Argentine Embassy in The Hague



Innovative Finances



ACSOJA



Conference on Extrusion Santa Fe



COP 16



ProYungas Tucumán



XII Interacademic Meeting Argentina-Uruguay

From Vision to Reality

During 2024, VISEC continued working on its institutionalization and positioning process, consolidating as a relevant platform in the agribusiness sector at the national and international level.

Recognition and legitimacy:

VISEC has achieved a high level of recognition among key players in the agribusiness sector. The platform has become a reference point to address the challenges of traceability and sustainability.

Strategic engagement:

Having a comprehensive approach, VISEC has established close contact with the main links in the soybean and beef value chains. This includes alliances with the national government, international governmental entities, social and financial organizations, all of which strengthens its impact and institutional validity.

Visibility and impact:

VISEC's actions have had significant media coverage, with frequent mentions in national and international media. This level of exposure has contributed to strengthening the platform's image and influence in the sector.

Preparation for global challenges:

VISEC has developed a solid base of tools and information resources, thus becoming the leading platform to face the challenges posed by demanding international markets, such as those resulting from EUDR Regulation 1115/2023.



The real **Production Unit**



Click to watch

An initiative of





















