

# MARCELO FERREIRA DE MENEZES

Animal Science | Agricultural Management

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## SUMMARY OF PROFESSIONAL QUALIFICATIONS

I hold a degree in Animal Science (Zootechnics) since 2010, with a strong academic background encompassing animal nutrition, genetics, reproduction, health, and welfare. My professional journey spans nearly two decades of hands-on experience as a rural producer on a farm of approximately 930 hectares, where I developed comprehensive skills in agricultural and livestock management.

Throughout my career, I have participated in numerous specialized courses, lectures, trade shows, and symposia, continually staying up to date with the best practices and innovations in the field.

Currently, my professional activities include assessing animal health and welfare across different properties, formulating balanced diets for various species, providing technical consulting to breeders and farmers, training farm teams, contributing to research projects aimed at improving animal productivity, and overseeing the administrative management of farming operations.

I am committed to excellence in all areas of animal science and continuously seek to enhance my skills and knowledge in order to make a meaningful contribution to the sustainable development of the agricultural sector.

## ACADEMIC QUALIFICATIONS

### **Bachelor's Degree in Animal Science**

**Jan/2007 to Dec/2010**

**FAGRAM – School of Agro-Environmental Sciences**

National Society of Agriculture Faculty SNA Digital

Sna Educational and Environmental Campus

Workload: 4,035 hours

Rio de Janeiro, Brazil

## PROFESSIONAL EXPERIENCES

### **DU XICO PRODUTOS EMBUTIDOS E DEFUMADOS LTDA**

**06/APR/2022 – 13/FEB/2025**

Miguel Pereira, Rio de Janeiro, Brazil

### **Position: Partner, Technical Manager of Production and Applied Animal Science (full-time)**

The company specializes in the artisanal production of sausages and smoked meats, focusing on preserving traditional methods of curing, salting and smoking, using raw materials of controlled origin and natural seasonings, promoting the appreciation of quality Brazilian charcuterie.

### Main responsibilities:

- **Animal Science technical supervision in the selection of animal raw materials:** Monitoring the quality of the carcasses received, with analysis of marbling, fat distribution and pH of the meat,

- ensuring zootechnical suitability for the production of high-quality sausages and smoked meats.
- **Advice on animal nutrition and management** with partner producers, focusing on specific diets that promote desirable characteristics in meat, such as texture, juiciness and stability for curing processes.
- **Consulting on animal welfare and sustainability of the production chain**, guiding agroecological and humane management practices, aiming to guarantee the quality of raw materials and compliance with the company's values.
- **Technical support in the development of new charcuterie products**: Application of knowledge in meat biochemistry to define cuts, ideal curing, smoking and maturation times, with a focus on innovation and sensory excellence.
- **Integration of animal husbandry and charcuterie in artisanal agroindustry**: Strategic planning for full use of carcasses, minimization of waste and maximization of added value through product diversification.
- **Training of the production team in technical aspects of meat**: Practical training on identifying cuts, characteristics of the ideal meat for each type of sausage and sanitary and handling practices, promoting standardization and quality control.
- **Administrative, accounting and financial management**, including inventory control, purchasing, accounts payable/receivable, negotiations with suppliers and support in preparing budgets and market analyses for gourmet products.
- **Implementation of management systems and good operational practices**, including internal audits, SOPs (standard operating procedures) and accounting reports.

#### Main achievements:

- **Creation of innovative artisanal charcuterie products based on zootechnical principles**: Developed exclusive products based on the careful selection of raw materials and technical knowledge in animal nutrition and management, resulting in distinctive flavors and textures. These creations contributed to enhancing local and regional palates, introducing gourmet options in markets still in the consolidation phase of artisanal charcuterie consumption, and adding value to the agro-industrial chain.
- **Founding and developing the 'Du Xico' brand as a synonym for zootechnical quality and artisanal sophistication**: He designed and structured the entire visual and conceptual identity of the brand, associating it with excellence in artisanal production with controlled origin and sustainable principles of animal production. This brand construction strengthened the brand's presence in the premium products market, highlighting the traceability and zootechnical differential of the raw material.
- **Menu improvement and product customization on demand**: Developed customized gastronomic solutions based on the zootechnical profile of the meat used (marbling, pH, texture), collaborating with chefs and gastronomic establishments to diversify menus and align with consumer preferences. This strategic action expanded sales channels and consolidated commercial partnerships.
- **Promoting relevant advances for the artisanal food industry**: Innovations in both the product line and the way of interacting with the consumer (education on the origin, processes and quality of meat) demonstrate the potential to contribute to diversification, adding value and strengthening the competitiveness of the food industry. This experience serves as a basis for replicating sustainable and innovative production models in the United States, aligning with national interests in stimulating rural entrepreneurship, food security and innovation in animal husbandry.

#### **MF DE MENEZES – POUSADA RECREIO DO PARAISO**

**25/MAY/2006 – 17/AUG/2018**

Pousada do Paraíso Farm

Pirai, Rio de Janeiro (RJ), Brazil

MF de Menezes – Pousada Recreio do Paraíso was an innovative sustainable rural tourism venture, operating for over 12 years on a farm integrated into the Atlantic Forest. The project offered guests an immersion into

agricultural life, combining hospitality, rural culture and practical experiences with animals and the environment. The activities developed provided a practical and continuous application of zootechnical knowledge in educational, productive and sustainable contexts.

**Position: Partner, General Director with experience in Rural Tourism and Applied Animal Science (full-time)**

Main responsibilities:

- **Promotion of practical experiences with animal management:** Developed and conducted educational activities involving milking cows, feeding calves, observing animal behavior and contact with extensive breeding systems, promoting the appreciation of animal welfare and sustainable dairy production.
- **Integrated management of agricultural property:** Implemented zootechnical practices for pasture management, health control of herds and supplemental feeding of animals, ensuring quality in the experiences offered to guests and health in agricultural production.
- **Environmental education and agroecological awareness:** Established pedagogical itineraries aimed at interaction with the production cycle in the field, highlighting principles of zootechnics and sustainability in food production (such as the role of food, genetics and management in the quality of milk and meat).
- **Valuing biodiversity and agroforestry systems:** Promoted educational trails and harvesting activities in systems integrated with fruit growing, demonstrating the role of zootechnics in environmental preservation and the conscious use of natural resources.
- **Integration between hospitality and rural agroindustry:** Used ingredients produced on the farm itself (corn, milk, fruits) in the preparation of typical dishes, strengthening the concept of short chain and food safety, pillars that directly involve knowledge of animal and agricultural production.
- **He managed** the entire **administrative and financial operations** of the inn, with a focus on sustainability, innovation and personalized experiences.
- **Led training** of multidisciplinary teams, including field and hospitality staff, promoting excellence in service and delivery of rural experiences.
- **He developed marketing campaigns** and commercial strategies that integrated the concept of experiential tourism with animal production and the Brazilian rural lifestyle.

**Main Achievements:**

- **Closing of large corporate contracts**, positioning the inn as a strategic rural tourism destination for companies seeking well-being experiences, connection with nature and cultural immersion.
- **Delivering excellence in hospitality based on valuing rural life**, with frequent guest recognition and return of recurring groups.
- **Collaborative coordination of integrated projects**, involving typical gastronomy, educational activities with animals, rural sports and recreation, connecting culture, leisure and agricultural science.
- **Replicable model of integration between animal science, tourism and environmental education**, reinforcing the capacity to generate economic, social and cultural value from the practical application of technical knowledge.

**RECREIO DO PARAISO FARM**

**03/SEP/2003 – 29/JUL/2022**

Pirai, Rio de Janeiro, Brazil

For 18 years and 9 months I was the owner and director of the Recreio do Paraíso Farm with approximately 2,300 acres or 930 hectares in the municipality of Pirai in the interior of the state of Rio de Janeiro, always with principles of sustainable production and animal welfare, with the ability to monitor and implement new technologies and practices in the agricultural sector in the Brazilian scenario, during the period of management at times of the farm with approximately 1,200 Nelore breed matrices for the sale of calves and heifers to supply animals to a giant Brazilian market, the fattening of cattle giving us today the status of the largest commercial herd in the world.

## **Position: Partner, General Director with Emphasis on Animal and Agricultural Management (full-time)**

### Main technical responsibilities in Animal Science:

- **Nutritional Management and Animal Feeding**  
Planned and formulated balanced diets adapted to the different productive and reproductive stages of cattle, goats, sheep and pigs.  
Evaluated and monitored the quality of inputs and nutritional cost-benefit, promoting better feed conversion and greater profitability.
- **Genetic Improvement and Reproduction**  
Implemented genetic improvement programs with careful selection of matrices and reproducers.  
Implemented reproductive management and artificial insemination protocols to increase pregnancy rates and progeny quality.
- **Animal Health and Welfare**  
Supervised complete health calendars (vaccination, deworming, parasite control).  
Implemented animal welfare practices focusing on thermal comfort, space, hygiene and stress reduction, resulting in improved productivity and product quality.
- **Production Management and Breeding Systems**  
He led the zootechnical planning of different breeding systems (extensive and semi-intensive), optimizing pasture areas, confinement and paddocks.  
Monitored zootechnical indicators such as weight gain, feed efficiency, birth/mortality rate, milk productivity and carcass yield.
- **Sustainability and Technology in Agriculture**  
Pasture rotation for soil recovery and increased forage productivity.  
No-till farming and green manure for soil conservation and erosion reduction.  
Crop-Livestock-Forest Integration (CLFI) to optimize land use and mitigate environmental impacts.  
Use of biofertilizers and composting to reduce dependence on chemical fertilizers.  
Rainwater harvesting and reuse for sustainable irrigation.  
Preservation of riparian forests and legal reserve areas to protect biodiversity.
- **Use of Technology in Agricultural Management and Livestock Control**  
Agricultural management software (AgroHUB, Ideagri, BovControl, Cargill Animal Nutrition) for traceability and herd management.  
Temperature and humidity sensors for monitoring animal welfare and environmental quality.  
Drones for area mapping, pasture evaluation, and pest and disease detection.  
Use of electronic scales and identification chips (RFID) for individual animal performance monitoring.  
Data analysis and artificial intelligence for optimizing nutrition and genetic improvement.  
Automation of irrigation and fertigation based on soil moisture sensors.

### Main Farm Management Responsibilities:

- **General Administration**  
Planned and coordinated all operational activities on the farm with a long-term strategic vision.  
Directly supervised technical and operational teams, ensuring productivity, discipline and engagement.
- **Financial and Commercial Management**  
Performed cost control, cash flow, budget planning and financial projections.  
He directly sold the farm's products (beef cattle, milk, animal genetics and agricultural products), negotiating with buyers, meatpackers and dairies.
- **People Management and Leadership**  
Recruited, trained and qualified field teams, promoting a collaborative organizational environment committed to technical goals.  
Established a culture of professional appreciation and compliance with best labor practices.

- **Compliance and Regularization**  
Ensured compliance with health, environmental and legal requirements.  
Kept all property documentation and certifications up to date, ensuring transparency and integrity in the operation.
- **Innovation and Business Expansion**  
Identified opportunities for diversification, such as rural tourism, agroecology and direct sales to consumers.  
Invested in new technologies and institutional partnerships, increasing the farm's competitiveness and visibility in the agricultural sector.

#### Main achievements:

- **Implementation of Sustainable Dairy Production Systems**  
Led the planning and execution of innovative projects based on the Voisin grazing system, with and without supplementation, integrating principles of animal welfare and rational use of natural resources. This approach resulted in increased productivity per hectare and system sustainability, demonstrating potential for replication on North American farms focused on regenerative agriculture.
- **Large-Scale Milk Production with Industrial Quality Standards Supervised a herd of 450 and**  
**Girolando**  
Gir dairy cows, reaching production peaks of up to 1,000 liters of milk per day, supplied to renowned dairies such as Nestlé and Vigor. This production contributed directly to food security and regional supply, strengthening the milk value chain with a focus on quality and traceability.
- **Strategic Management of Beef Cattle with High Economic Impact**  
Excellent management of the production of 1,200 Nelore cows, aimed at producing calves with selected genetics, sold to fattening and confinement farms. This operation increased the efficiency of the beef chain and provided essential zootechnical inputs to local slaughterhouses, with a direct impact on market supply.
- **Advances in Animal Reproduction with Reproductive Biotechnology**  
Led high-performance reproductive programs, using hormonal protocols for estrous cycle control, in addition to in vitro fertilization (IVF) techniques. Annually, prepared 120 recipients for embryos, optimizing genetic gain and promoting greater reproductive efficiency — in line with global trends of sustainable intensification of animal production.
- **Scientific Contribution with Impact on Public Health**  
Collaborated in the research published in the *Journal of Animal Science* (American Dairy Science Association, 2016), investigating the presence of aflatoxins in milk resulting from contaminated feed. The research demonstrated that the addition of yeast to the diet reduced the absorption of the toxin, offering relevant insights for safe nutritional practices and public health protection.
- **Promoting Academic Advancement and Knowledge Transfer**  
Transformed the farm into a center for teaching and applied research, receiving students and researchers from institutions such as Castelo Branco College and the College of Agro-Environmental Sciences. The property served as an experimental field for studies on reproduction, bovine surgeries, nutritional management and pastures, fostering scientific development and the training of new professionals.
- **Relevant Contributions to the Agricultural Industry, Science and Education**
- The experience accumulated over almost two decades combines high-level technical management of livestock, scientific innovation and practical education, generating direct benefits to the productive sector and applied knowledge. These contributions are in line with the strategic interests of the United States in the areas of food security, sustainable rural development, agricultural research and professional training.

<b>PROFESSIONAL LICENSE</b>
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- **CRMV – Regional Council of Veterinary Medicine**  
Registration number: 00968-ZP (Rio de Janeiro – RJ)

Member since Dec/2024

#### PROFESSIONAL ASSOCIATION

- **Brazilian Association of Animal Science Professionals (ABZ)**  
Registration number: 9300  
Member since Nov/2024
- **Brazilian Society of Animal Science (SBZ)**  
Member since Dec/2024

#### PROFESSIONAL AND ACADEMIC RECOGNITION

- **Collaboration in Scientific Research with International Relevance**

Granting of the farm I owned and was managing at the time for scientific research on **aflatoxins in bovine milk** and mitigation strategies via food additives (yeasts), published in the **Journal of Animal Science** (American Dairy Science Association®, 2016). The research contributed to the advancement of safe animal nutrition and public health policies aimed at the dairy chain, a topic of global interest. The publication of the article resulting from the research is: Journal of Animal Science, Volume 94, E-Supplement 5, American Dairy Science Association ® in the year 2016, page 648 research number 1343.

- **Promoting Academic Advancement and Knowledge Transfer**

Transformed Recreio do Paraíso Farm into a **center for teaching and applied research**, establishing partnerships with institutions such as **Castelo Branco College** and the **School of Agro-Environmental Sciences (SNA)**. The property was used as an **experimental field** for academic studies on bovine reproduction, field surgeries, pasture management and animal nutrition. This initiative provided practical training to students of animal science and veterinary science and fostered the generation of technical knowledge relevant to the Brazilian agricultural sector.

#### CERTIFICATES OF PROFESSIONAL COURSES

##### **Sustainable Food Production Through Livestock Health Management**

Institution: **University of Illinois at Urbana-Champaign (via Coursera)**

Completion: June/2025

Website: <https://coursera.org/verify/8HV9WE4O6B06>

##### **Course Highlights:**

- Strategies for improving livestock health to support sustainable food systems
- Integration of animal health with food production efficiency
- Veterinary approaches to disease prevention and herd management
- Economic and ecological implications of livestock production practices

##### **Dairy Production and Management**

Institution: **The Pennsylvania State University (USA) (via Coursera)**

Completion: May/2025

Website: <https://coursera.org/verify/QI4GN8SAGEP1>

##### **Course Highlights:**

- Comprehensive overview of dairy production systems and practices.
- Core principles of animal nutrition, reproduction, and health.
- Insights into dairy cattle genetics and herd management strategies.
- Economic and agronomic aspects of modern dairy farming.

### **Crispy Pork Preparations Course**

**Dos Pés à Cabeça – Chef André Vitaliano**

03/Nov/2024

Workload: 16 hours

#### **Course Highlights:**

- Traditional and advanced techniques for preparing torresmos and pururucas (crispy pork specialties)

### **Fresh and Smoked Artisan Sausages Course**

**Dos Pés à Cabeça – Chef André Vitaliano**

02/Nov/2024

Workload: 12 hours

#### **Course Highlights:**

- Production techniques for fresh and smoked artisan sausages

### **Artisan Sausages 2.0 (Online Course)**

Institution: **A Cava – Charcuterie School**

Completion: 13/Jul/2024

Course Duration: 20 hours

Instructor: Peterson – Founder of A Cava

#### **Course Highlights:**

- Advanced techniques and practices in artisan sausage making

### **Intensive Course in Artisan Charcuterie**

Institution: **Curata – School of Artisan Charcuterie**

20–22 Jan/2020

Workload: 7 hours per module

Instructor: Navarro – Master Charcutier

São Paulo, Brazil

#### **Course Highlights:**

- Module I: Artisan Sausages
- Module II: Smoking Techniques
- Module III: Fermentation and Curing

### **Artisan Cheese Course**

Institution: **Escola de Laticínios Docina Nutrição**

Workload: 24 hours

Held between 7–8 of March/2018

Instructor: Prof. Fernando César Rodrigues (CRQ 024043-84 21 RG-MG)

Juiz de Fora, Brazil

#### **Course Highlights:**

- Milk selection, pasteurization, and ingredients
- Cheesemaking processes and defect prevention
- Legal and structural requirements for dairy production
- Practical production of traditional Brazilian cheeses (Minas Frescal, Minas Padrão, Ricotta, Mozzarella, and Coalho)

### **Transform Your Farm into a Company: Management, Leadership and Technology**

Institution: Ensino Avançado CRV Lagoa – Serra Lagoon

Completion: January/2009

Workload: 40 hours

Course Highlights:

- Business-oriented agricultural management
- Leadership and decision-making on the farm
- Implementation of agricultural technologies
- Strategic planning for rural enterprises

### **Meliponiculture Course – 4th Honey Festival**

Institution: ACAMPAR – Association of Beekeepers of the Middle Paraíba and Baixada Fluminense

Completion: September/2008

Workload: 9 hours

Course Highlights:

- Fundamentals of meliponiculture (stingless beekeeping)
- Techniques for hive management and honey harvesting
- Native bee species and ecological impact
- Sustainable production practices

### **Practical Course on Artificial Insemination**

Institution: Lagoa da Serra – Genética a Toda Prova

Completion: May/2004

Workload: 36 hours

Course Highlights:

- Techniques for artificial insemination in livestock
- Genetic selection and reproductive planning
- Animal handling and hygiene protocols
- Hands-on insemination procedures

## **PUBLICATIONS**

**Marcelo Menezes** (June 18, 2025). *Rotational Grazing and Integrated Crop-Livestock-Forestry (ICLF): The Future of American Agriculture is in Regenerative Production*. LinkedIn. This article explores how regenerative practices like rotational grazing and ICLF can simultaneously boost productivity, regenerate soils, and support rural economies. It emphasizes the environmental, economic, and policy-driven imperatives behind transitioning to sustainable agricultural systems in the U.S.

Link: <https://www.linkedin.com/pulse/pastagem-rotacionada-e-integra%C3%A7%C3%A3o-ilpf-o-futuro-da-na-marcelo-ku8ve>

**Marcelo Menezes** (June 18, 2025). *Value-Added Charcuterie: When Animal Science Meets Territorial Identity*. LinkedIn.

This article highlights the intersection of animal science, sustainability, and local heritage in producing high-quality artisanal charcuterie. It outlines how traceability, animal welfare, and regional identity contribute to added value and economic resilience in rural communities.

Link: <https://www.linkedin.com/pulse/charcutaria-de-valor-agregado-quando-zootecnia-ferreira-de-menezes-kkjqe>

## **PARTICIPATION IN PROFESSIONAL EVENTS**

**2nd Forage Workshop by the Brazilian Society of Animal Science (SBZ)**

**Promoted by the Brazilian Society of Animal Science (SBZ)**



1–3 of Apr/2025

Workload: 10 hours

Participant in this technical-scientific event focused on advancements in forage science.

#### **4th Honey Festival**

**Promoted by the Municipality of Paty dos Alferes, Rio de Janeiro, Brazil**

04–07 of Sep/2008

Workload: 27 hours

Participant at this event focused on the celebration and development of honey production and apiculture.

#### **4th Agri Business of Rio de Janeiro**

Agri Business of Rio De Janeiro

18–19 of Mar/2002

Workload: 18 hours

Participant at this business-focused event discussing trends and opportunities in the agricultural sector of Rio de Janeiro.

#### **3rd Agri Business Internet – B2B E-Commerce**

Theme: The Future of Agri Business in the “New Economy”

11–13 of Dec/2000

Workload: 30 hours

Participant in this technical event exploring innovations and future directions in agricultural e-commerce.

#### **ZOOTECH 2001 – XI Brazilian Congress of Animal Science and III International Congress of Animal Science**

**Promoted by the Brazilian Association of Animal Science (ABZ)**

09–11 of May/2001

Workload: 18 hours

- Congress Participant at this congress focusing on advancements in animal science at both national and international levels.
- Attended at the event the **VII National Education Meeting and the XXIV Forum of Animal Science Entities.**

#### **III Veterinary Medicine Week at Castelo Branco University**

Castelo Branco University

24–27 of Oct/2000

Workload: 36 hours

- Participant at this week-long event centered on current topics and advancements in veterinary medicine.
- Module: Big Animals.

<b>ADDITIONAL CERTIFICATES</b>
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#### **AWS Certified Cloud Practitioner (CLF-C02)**

Institution: **Udemy**

Completion: March/2025

Workload: 16.5 hours

##### **Course Highlights:**

- Core AWS services and global infrastructure
- Cloud security, pricing, and support models
- Basic architecture principles and account setup
- Preparation for the AWS Certified Cloud Practitioner exam

**Docker from Zero to Advanced**

Institution: **Udemy**

Completion: May/2025

Workload: 5.5 hours

**Course Highlights:**

- Fundamentals of containerization and Docker CLI
- Image creation, networking, and data volumes
- Docker Compose and multi-container applications
- Best practices for container deployment

**Learn Git and GitHub in 3 Days + Real Projects**

Institution: **Udemy**

Completion: May/2025

Workload: 2.5 hours

**Course Highlights:**

- Git basics and version control concepts
- GitHub repository setup and collaboration
- Branching, merging, and conflict resolution
- Hands-on projects using real-world workflows

**Complete Python from Zero to Advanced + Real Projects 2025**

Institution: **Udemy**

Completion: May/2025

Workload: 26.5 hours

**Course Highlights:**

- Python syntax, data structures, and object-oriented programming
- File handling, exceptions, and built-in libraries
- GUI development and automation projects
- Real-world project implementation from scratch

**Internship Declaration in the field of Information Technology**

Institution: **Centro Educacional da Lagoa (CEL)**

Completion: 04/Dec/1996

Rio de Janeiro, Brazil

**English Course Recognized as Efficient by The British Council**

Institution: **Kent School for English**

Workload: 15 hours

Held between 03 to 30/Jan/1995

**English Course Graduation Certificate – ESL, English as a Second Language at Beginners**

**Professor Geraldine Denise Job**

Workload: 15h

Conclusion: 30/Nov/1994

**Introduction to microcomputing and MS=DOS**

Institution: **Centro de Informática da Barra (CIB)**

Workload: 20h

Completion: 08/Nov/1993

Rio de Janeiro, Brazil

<b>LANGUAGES</b>
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- Portuguese (Native)
- English (Intermediate)
- Spanish (Intermediate)