



ACTIVITIES REPORT

ALIANIMA 2024

NOSSO 2023

03 PRESIDENT'S LETTER

04 ALIANIMA

05 HIGHLIGHTS

06 WHERE WE ARE

07 OUR SCOPE

07 CORPORATE RELATIONS

10 PUBLIC POLICIES

12 COALITION

13 ENGAGEMENT WITH SOCIETY

18 TRANSPARENCY

19 GOVERNANCE

20 OUR CHANNELS



PRESIDENT'S LETTER

In 2023, Alianima completed four years since its founding, and publishing this activities report illustrates how we are maturing our processes and advancing on our journey towards better conditions in the lives of animals exploited by factory farming.

This year, we strategically started our actions and incidence in public policies, expanding the knowledge of our agenda to parliamentarians and government representatives in Brasília. We promoted two Public Hearings in 2023, on complementary themes reflecting the transversality of Animal Welfare and One Health on the public agenda.

In our axis of activity "Future Without Cages", we highlight the official launch of broiler welfare standards during an event promoted by the certifier Produtor do Bem, with wide repercussions in the press. We also had success with a new cage-free commitment.

Regarding pig welfare, we helped guarantee an important new producer commitment, positively impacting the lives of thousands of animals. In addition, we published the 4th edition of the Pig Watch Report, our annual survey that seeks to bring more transparency and monitor the evolution of companies already committed to animal welfare in pig farming. We launched this report at a Public Hearing in Brasília, shedding light on the topic of the use of antimicrobials in pork production. On the fish agenda, we formed an advisory board with prominent names in science and the sector and expanded our work with the scientific community.

Our presence and scope on social networks were amplified, and, through collaborative content with influencers, we promoted an expansion of our agendas for civil society, demonstrating the implications of consumption habits on the lives of animals, the environment and human health. And we continue to work together with other animal and environmental protection organizations to increase our operations and impact.

You will see throughout this report that these actions do not end with these highlights, with the addition of other topics exemplifying our commitment to improving the welfare of farmed animals. In the midst of increasingly alarming climate issues, we need to look at animal welfare as an ally in the fight for better environmental conditions.

Thank you very much for your support!

.....
Patrycia Sato



ALIANIMA

Alianima is a non-profit civil society organization working for better living conditions for animals exploited by factory farming, in addition to promoting public interest in fairer and more responsible food systems.

Through our campaigns and projects, we unite the food industry, government and consumers towards a society more respectful of animals and the environment.



1. CORPORATE RELATIONS

Cooperative and continuous relationship with the food industry to end the worst farming practices and publicize its advances in the Animal Watch.



2. PUBLIC POLICIES

Ongoing dialogue with representatives of the Legislative, Judiciary and Executive branches seeking improvements for animal welfare and the environment.



3. COALITIONS

Partnerships and coalitions on behalf of animals.



4. ENGAGEMENT WITH SOCIETY

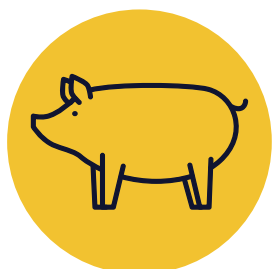
Communication that inspires, informs and engages about the impacts of our habits on the lives of animals, the environment and our own health.

HIGHLIGHTS



CORPORATE ACCOUNTABILITY

The [4th edition](#) of the Pig Watch Report was launched during the Public Hearing [“Pig Watch 2023: data and information”](#) in Brasília/DF. The event was attended by the Ministry of Health, the Ministry of Agriculture and Livestock, the Brazilian Association of Pig Breeders and the National Confederation of Agriculture. The report was released in [Portuguese](#) and [English](#).



NEW COMMITMENTS

We were involved in the public commitment launched by [Alibem](#), a large producer and exporter of pork, which committed to adopting the housing of pregnant sows in collective pens by 2031, with all new facilities using the “pre-implantation” system. We have been working with the company since 2021.



ENGAGEMENT WITH SOCIETY

We participated for the first time with a [stand](#) at VEGFEST, the largest vegan fair in Latin America. A unique moment to talk to the public in person about our campaigns.



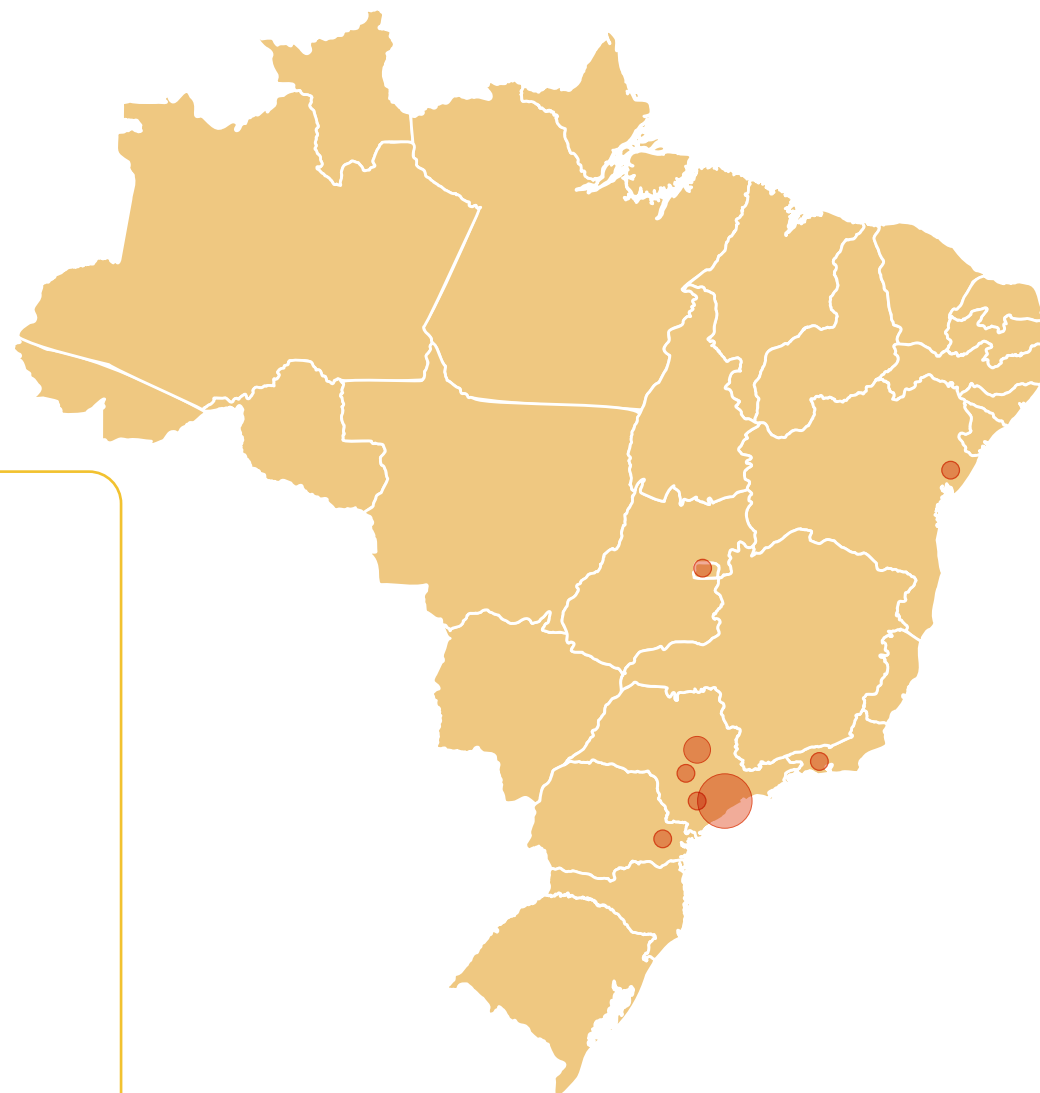
PUBLIC POLICIES

Together with more than 60 civil society organizations, we participated in the 1st Sustainable Parliamentary Turn, at the National Congress, in a public hearing on [“Sustainability in the production and consumption of foods of animal origin”](#).

WHERE WE ARE

We are a team that works remotely from different locations in Brazil, so promoting self-management is one of our mottos. Understand how we are distributed in the figure alongside.

In 2023, we began developing a self-management system based on Sociocracy as the organization's management model. Also known as "dynamic governance", Sociocracy allows balanced participation of all group members in the organization's decision-making.



12

PEOPLE IN
OUR TEAM

5

STATES

8

CITIES

Botucatu, SP

2

Brasília, DF

1

Campinas, SP

1

Curitiba, PR

1

Osasco, SP

1

Rio de Janeiro, RJ

1

Salvador, BA

1

São Paulo, SP

4

OUR SCOPE

CORPORATE RELATIONS

40+ MEETINGS WITH SECTOR LEADERS AND OTHER STAKEHOLDERS

12 EVENTS AS SPEAKERS

02 COMMITMENTS

SUÍNOS EM FAMÍLIA | PIGS CAMPAIGN

PIG WELFARE COMMITMENT

Throughout the year, we were involved in the pig welfare commitment of the following company:

- [Alibem](#), a large pig producer and exporter, has committed to migrating to housing pregnant sows in collective pens by 2031, with all new facilities adopting the “pre-implantation” system. We have been working with the company since 2021.

ACTIVITIES

- The [4th edition](#) of the Pig Watch Report was launched during the Public Hearing “[Pig Watch 2023: data and information](#)” in Brasília/DF. The event was attended by the Ministry of Health, the Ministry of Agriculture and Livestock, the Brazilian Association of Pig Breeders and the National Confederation of Agriculture. The report was also released in [Portuguese](#) and [English](#).

PARTICIPATION IN EVENTS:

- Lecture about the Pig Watch at GPA benchmarking event on Animal Welfare in São Paulo/SP;
- Mediation of the discussion panel at the Seminar “Facing antimicrobial resistance: evidence to advance towards One Health”; carried out by World Animal Protection in partnership with the Josué de Castro Chair in Healthy and Sustainable Food Systems.

GALINHAS LIVRES DE GAIOLAS | LAYING HENS CAMPAIGN

LAYING HENS WELFARE COMMITMENT

- We were involved in the public commitment launched by [Minerva Foods](#), leader in beef exports in South America, which also operates in the processing foods segment. The company has committed to using only cage-free eggs in the manufacturing of its products from 2026. We have been working with them since 2021.

PARTICIPATION IN EVENTS

- Participation in the roundtable at the International Symposium “Animal Welfare as Added Value in Livestock Production Chains”. We discussed the topic “Practices promoting poultry welfare” with José Rodolfo, from animal welfare certifier *Produtor do Bem*, and Victor Lima, from BEA Consultants. We were also co-authors of a chapter in an E-book to be released in 2024.

FRANGOS SEM CORTES | BROILERS CAMPAIGN

ACTIVITIES

- Launch of minimum broiler welfare requirements for corporate commitments, based on both the *Better Chicken Commitment* (BCC) and the *European Chicken Commitment* (ECC). The standards were adapted for Brazil and defined in coalition meetings together with other organizations that work on broiler welfare. It was launched during Alianima's lecture at the International Symposium of animal welfare certifier *Produtor do Bem* "Defining the future of animal welfare in Latin America".

PARTICIPATION IN EVENTS

- Lecture at the Produtor do Bem International Symposium: Defining the future of animal welfare in Latin America in São Paulo/SP, on the "BCC Advances in Latin America".

PEIXES SEM TEM | FISHES CAMPAIGN

ACTIVITIES

- Creation of the [Alianima Fish Advisory Board](#), made up of renowned professionals and scientists in the field, to guide our planning, projection and decision-making regarding the fish agenda. The members are: Dr. Ana Silvia Pedrazzani, Dr. Daniel Santiago Rucinke Gonzalez, Dr. Eliane Gonçalves de Freitas, Dr. João Luis Saraiva, Dr. Leonardo José Gil Barcellos, and Dr. Tavani Rocha Camargo.

- Publication of an [article](#) on the humane slaughter of fish in the journal *Panorama da Aquicultura*, a publication with wide national reach among producers and other stakeholders in the aquaculture sector. The article, for the first time, opened space for an in-depth and detailed discussion on the welfare of farmed fish.
- Development of proposals for the [MSC](#) fish welfare certification, in collaboration with our Advisory Board. Our objective was to include minimum fish welfare requirements in fisheries certification.
- Meeting with 7 certifiers of fish welfare and/or sustainability issues and environmental impact of fishing in Brazil: Naturland, RSPCA Assured, Aquaculture Stewardship Council (ASC), GLOBAL G.A.P., Best Aquaculture Practices (B.A.P.) - Global Seafood Alliance, Marine Stewardship Council (MSC) and Global Animal Partnership (GAP). Our goal was to build relationships and include and/or improve fish welfare standards in their respective audit protocols.

PARTICIPATION IN EVENTS

- Lecture on preferences and motivations applied to fish welfare given to master's and doctoral students of the postgraduate course in Aquaculture at the Aquaculture Center of the *Universidade Estadual Paulista* (Caunesp). We also taught a course on scientific dissemination in fish welfare for the Caunesp postgraduate Aquaculture course in collaboration with professor Eliane Gonçalves de Freitas, who invited us to give the lecture.

- Online participation in a panel at the Aquatic Life Institute (ALI) Conference, presenting and discussing resources/tools for assessing fish welfare.
- Online lecture at the inaugural workshop of *Forum Animal's* Welfare Guidelines for Fish Farming.
- Presentation of a mini course on scientific divulgation on fish welfare, and oral presentation in a coordinated session presenting scientific works on fish welfare at the XL Annual Meeting of Ethology in São Paulo/SP.
- Participation in the IFC (International Fish Congress) in Foz do Iguaçu/PR, with presentation of lecture and scientific work.
- Online lecture on Veterinary Medicine in the Third Sector for the University of Passo Fundo (UPF).

PUBLIC POLICIES

EXPANSION OF POLITICAL INCIDENCE AND PRESENCE IN BRASILIA

In 2023, the first in-person actions took place in Brasília, both at the National Congress and in Ministries, and we ended the year with the hiring of an Alianima representative in Brasília, which facilitated and expanded our political influence.

BILLS: FORCE FEEDING, ANIMAL WELFARE, AND SLAUGHTER OF EQUIDAE

We mainly worked on three projects:

- [Bill 90/2020](#), which prohibits the commercialization of any food product obtained through force-feeding of animals, gained space on the political agenda and made considerable progress in the Consumer Protection Commission, being approved in August, and at the Commission for the Environment and Sustainable Development, where it was approved in November. Then, the project went to the Constitution, Justice and Citizenship Commission, the last one where it needs to be approved.
- [Bill 2237/2019](#), which establishes guidelines and standards to ensure compliance with the principles of welfare of domestic and wild animals. We prepared a technical note on the merits of the project and held conversations with parliamentarians. The Bill has faced resistance and has been moving timidly.

- [Bill 2387/2022](#), which provides for the prohibition of the slaughter of equidae (e.g. donkeys and horses) for the trade of meat for consumption or export. We participated in a meeting with the Ministry of Environment and Climate Change, and also met with other organizations to discuss the content with parliamentarians.

PUBLIC HEARINGS AND EVENTS

2023 SUSTAINABLE PARLIAMENTARY TURN

- We participated in the 1st edition of the [Sustainable Parliamentary Turn](#), established by civil society organizations to influence and insert important topics on the agenda of sustainability, environment, biodiversity, food security, animal rights and protection and climate change in the Brazilian National Congress.
- During the event, Alianima held the public hearing [“Sustainability in the production and consumption of food of animal origin”](#) at the Participatory Legislation Committee of the Chamber of Deputies, on June 28, and aimed to raise awareness among parliamentarians and advisors about the animal protection agenda and its transversal debate with multiple themes, such as health and consumer protection.

PIG WATCH 2023: LAUNCH AT PUBLIC AUDIENCE

In November, Alianima held a [public hearing](#) at the Commission for the Environment and Sustainable Development and the Participatory Legislation Committee to discuss data from the Pig Watch 2023. The objective of the hearing was to spread knowledge about the research within the Legislature and also strengthen and initiate matters in the Executive Branch, in addition to expanding Alianima's discourse towards the productive sector.

LIVESTOCK DATA AND RESEARCH

Via the access law, we obtained information related to the following IBGE (Brazilian Institute of Geography and Statistics) surveys: Agricultural Census, Municipal Livestock Survey and Chicken Egg Production. Such research was fundamental for the beginning of our advocacy activities on including data on animal welfare in such statistical studies.

TECHNICAL NOTES

FISH WELFARE

We prepared a technical note that stands by the inclusion of fish in Ordinance 365, of July 16, 2021, which deals with the technical regulation of humane pre-slaughter and slaughter management and stunning methods by the Ministry of Agriculture and Livestock. The document was filed as a process within the Executive Branch as a way of including and opening the possibility of debate in the public sphere.

INCLUSION OF ANIMALS EXPLOITED IN FACTORY FARMING

In the processing of the aforementioned Bill 2237/19, which deals with the principles of animal welfare, species intended for consumption, such as hens, chickens and pigs, were deliberately excluded in a report by the Agriculture, Livestock, Supply and Rural Development Commission. As a result, we sent a technical dispute note so that the exclusion would not continue.

OTHER TOPICS FOLLOWED

- We held 3 meetings with the Ministry of the Environment (Vanessa Negrini, director of the Department of Protection, Defense and Animal Rights) to address the topics of poultry depopulation methods, Avian Influenza and promotion of sustainable development in the chicken industry chain.
- We also focused on other topics important to animal protection and civil society, such as wild boar hunting in the national territory, fish production in Brazil, the Federal Code of Animal Welfare, export of live animals, and debates about Animal Sentience.

COALITION

- [Aquatic Animal Alliance \(AAA\)](#) - Alianima is part of this global coalition of organizations that has been working to improve the welfare of aquatic animals since 2021. In 2023, we participated in the Aquatic Life Institute (ALI) Conference panel, presenting and discussing resources/tools for assessing fish welfare.



- [Open Wing Alliance \(OWA\)](#) - Since 2020, we have been working with the Open Wing Alliance (OWA), the largest global coalition to improve the lives of laying hens and broiler chickens. In 2023, we gave the lecture "Broiler welfare work in Brazil and Latin America", in the city of Prague, Czech Republic, at a Global Summit.



- [Rede de Advocacy Colaborativo \(RAC\)](#) - We have been part of the Socio-Environmental Working Group since 2022. In 2023, together with other organizations, we participated in the 1st edition of the Sustainable Parliamentary Turn.



ENGAGEMENT WITH SOCIETY

SOCIAL MEDIA

200 POSTS
55 VIDEOS
2.200 MILLION VIEWS
2K SHARES
25K INTERACTIONS
10 MEDIA MENTIONS

[CLICK HERE TO FOLLOW ALIANIMA](#)

Social Media	2023*
Instagram	60%
Facebook	3%
Linkedin	18%
TikTok	100%**
Twitter	52%
Youtube	32%
Newsletter	26%

* Growth compared to 2022

** We started TikTok activation in 2023

ACTIVITIES AND MATERIALS DEVELOPED

COLLABS

- In partnership with influencer, waste picker and environmental educator Litz Gouvea (@barbielixeira) and the movement @pimpmycarroca, we developed two pieces of content that explored how eating habits have impacted human health and the environment, as well as how the issue of “nutricide” goes beyond food, and is a symptom of social injustice. The videos were viewed by more than 2 million people.



[CLICK TO WATCH CONTENT](#)

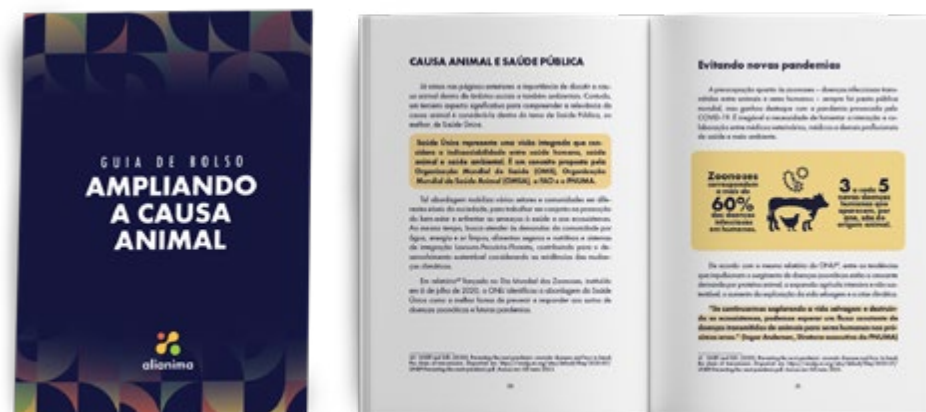
- During COP 28, in Dubai, we joined the [Engajamundo](#) delegation to address the urgency in guaranteeing the well-being of farmed animals in the fight against climate change, thus demonstrating the transversality of the topic.



 **CLICK TO WATCH CONTENT**

- Aiming to reflect and reaffirm the transversality of animal welfare, and our appreciation for connecting with new communication trends, we updated our visual identity.

- We redesigned [Alianima's institutional website](#), designed with a better user experience to make our mission more accessible and transparent to the public, making navigation between campaigns easier and facilitating engagement with civil society.
- We developed the Pocket Guide "Expanding the Animal Cause", a practical compilation of information and arguments based on scientific evidence that seeks to demonstrate the importance and necessity of inserting the animal cause across the public agenda. The Guide, in its printed format, was distributed to the public participating in the Public Hearing "Sustainability in the production and consumption of foods of animal origin", promoted by Alianima during the Sustainable Parliamentary Turn.



DOWNLOAD THE POCKET GUIDE FOR FREE

EVENTS

Alianima's first participation in the 10th edition of VegFest took place through the exhibition of the organization's activities through a stand seeking to promote responsible activism, using scientific arguments to dialogue to participants about the living conditions and treatment given to animals in industrial food production.



During the event, Alianima distributed informative flyers about its campaigns, namely "Galinhas Livres de Gaiolas" (laying hens), "Peixes Sentem" (fishes), "Suínos em Família" (pigs) and "Frangos Sem Corte" (broilers). Furthermore, the stand provided a space so that participants could share their involvement in the fight for animal rights on social media.



INTERVIEWS AND MEDIA MENTIONS



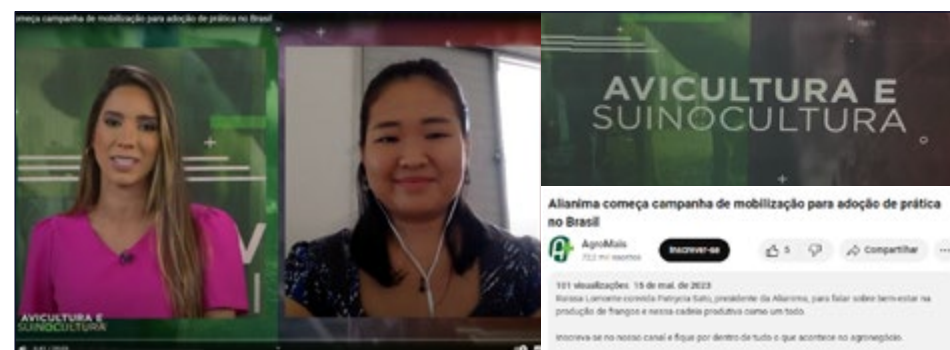
 [Interview](#) for the podcast Beabá da Sustentabilidade



 Participation in the article "[Animal testing: what the reality of laboratory animals is like](#)", for the magazine Vida de Bicho, from Globo Publishing



 Participation in the article "[World Chicken Day](#)", by Globo Rural



 [Interview](#) with president and technical director Patrycia Sato for the channel Agro+

ENTREVISTAS E MENÇÕES NA MÍDIA



▶ Participation in the article "[Happy Hen Egg](#)", from the newspaper Estado de Minas



▶ [Coverage](#) of the Public Hearing "Sustainability in the production and consumption of foods of animal origin", by Congresso em Foco



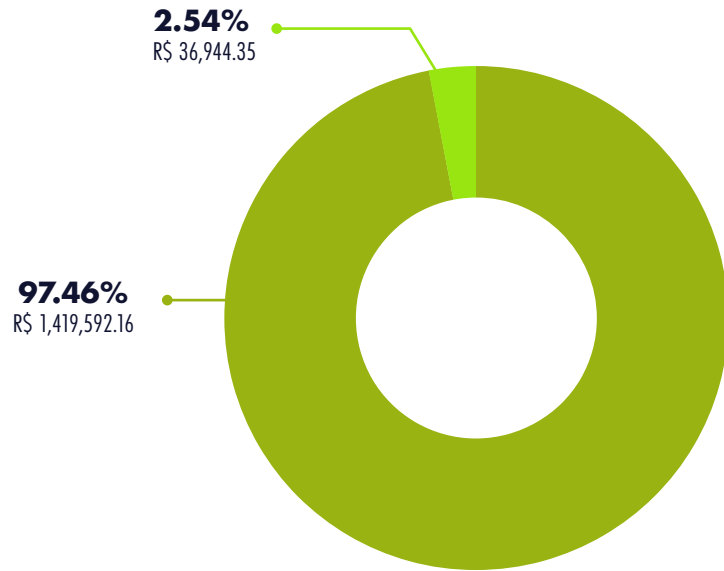
▶ [News](#) about the launch of the Pocket Guide: Expanding the animal cause



▶ [News](#) about the launch of the 4th edition of the Pig Watch

TRANSPARENCY

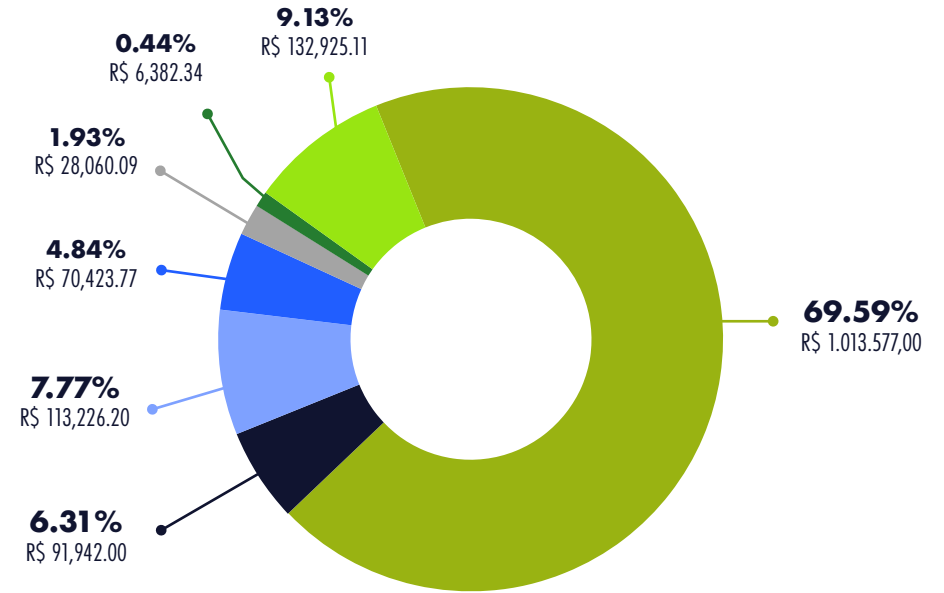
SOURCE OF FUNDS



Total - R\$ 1,456,536.51 (100%)

- International grants
- Other collections

TYPES OF EXPENSE



Expense Destination - R\$ 1,456,536.51 (100%)

- Team
- Service provision
- Communication
- Logistics
- Events
- Organizational development
- Operations

GOVERNANCE

EXECUTIVE BOARD

- Patrycia Sato
- Pedro Matarazzo Aquino
- Sylvia de Oliveira Souza Rodrigues

FISCAL COUNCIL

- Cleide Aparecida de Andrade
- Lucas Arthur de Souza
- Guilherme Amado Sette Mosaner

ALIANIMA TEAM 2023

- Amanda Pessoa Mello dos Santos
- Caroline Marques Maia
- Eliane Junqueira Horning*
- Iasmim Cristina da Silva Moreira
- Ícaro Felipe Bezerra Silva
- Leticia Candido de Lima Cunha
- Maria Fernanda Martin Guimarães Lebre
- Maria Fernanda Molero Loverra
- Talissa Medina dos Santos

*UNTIL JUNE

NOSSOS CANAIS



Website
Alianima



Website
Observatório
Animal



E-mail
info@alianima.org



Instagram



LinkedIn



YouTube



Facebook



Twitter



TikTok



Scan this QR Code and access the Alianima channels via [linktree.](#)

