

Sinergia Animal's achievements (2017–2018)

ORGANISATION AND GOVERNANCE:

- Established as an activist group in September 2017
- Registered as an international NGO in Brazil in October 2017
- Accepted as a member of the Open Wing Alliance, the world's largest coalition of NGOs working to ban the use of battery cages in the egg industry, in October 2017
- Attended ProVeg's 50by40 International Summit in May 2018 to initiate strategy development to fundraise and implement institutional programs to reduce consumption of animal products in Latin America
- Secured USD 100,000 to fund corporate cage-free campaigning in Argentina, Chile and Colombia for a full year in March 2018
- International Board of Trustees formed in June 2018

LEGAL:

- Recruited volunteer lawyers to guide our campaign and direct action plans in Chile and Argentina. In Colombia and Brazil, Trustees are experienced lawyers and also serve as legal advisors.
- Sinergia Animal [won a dispute](#) started by Carozzi, one of the largest food manufacturers in Chile, when they addressed the World Intellectual Property Rights Organization (WIPO). Carozzi sought to cancel the website www.crueldadencarozzi.com, which targets the company in an effort to ask them adopt to a cage-free egg policy for its supply chain. Upon reviewing argumentation and justification from Sinergia Animal, WIPO ruled in favor of Sinergia Animal, allowing the organization to keep the website and domain live.

CORPORATE OUTREACH:

Since establishing the Corporate Outreach team in September 2017, Sinergia Animal has won 12 corporate policies banning cages for hens used in the egg industry in Argentina, Chile and Colombia. Additionally, policies to phase out gestation crates in Chile and Brazil have been established via Sinergia Animal's work.

Corporate policy wins:

1. Nestlé

Sinergia Animal informed Nestlé about the intention to launch a campaign asking them to adopt a cage-free egg policy for all Latin American countries. Sinergia Animal negotiated extensively with Nestlé's global and Latin American animal welfare teams for three months. Subsequently, Nestlé informed Sinergia Animal that the efforts were crucial in helping them prioritizing the adoption of a [global cage-free egg commitment](#), with implementation by 2025.

2. Jenó's Pizza

Sinergia Animal carried out a four-month public campaign targeting Jenó's Pizza, one of Colombia's largest fast food chains with 111 locations. The campaign led the company to announce a [cage-free egg policy](#), with immediate implementation, in March 2018.

3. Mikaela

After negotiations with Sinergia Animal, Mikaela, a national bakery chain and caterer in Colombia, announced a [cage-free egg policy](#) with a 2020 deadline.

4. Grupo Takami

After Grupo Takami was informed about the launching of a public campaign by Sinergia Animal, they decided to announce a [cage-free egg policy in their supply chain by 2022](#). Grupo Takami is a leading restaurant and catering company, operating several brands and 27 locations in Colombia.

5. Servihoteles

After negotiations with Sinergia Animal, Servihoteles, one of the largest food service companies in Colombia, announced a [cage-free egg policy](#) with a 2022 deadline.

6. Alimentos Colomer

After negotiations with Sinergia Animal, Alimentos Colomer, one of the largest food service companies in Colombia, announced a [cage-free egg policy](#) with a 2022 deadline.

7. Crepes & Waffles

After Crepes & Waffles was informed of Sinergia Animal's intention to launch public campaign, they decided to announce a [cage-free egg policy in their Colombian supply chain](#) by 2025. Crepes & Waffles is one of Colombia's largest chains of restaurants and coffee shops with 165 locations across the country. Negotiations continue for them to expand their policy to their international supply chain.

8/9. OMA and Presto

After Mesoamerica, the investment fund that owns OMA and Presto, was informed about Sinergia Animal's intention to launch a public campaign, they announced a [cage-free egg policy with immediate effect for fresh eggs and a 2025 deadline for processed eggs and products that contain eggs](#). OMA is Colombia's largest chain of coffee shops and Presto one of the largest fast food. Together, they have nearly 400 locations across the country. Negotiations continue for them to expand their policy to their Chilean food operations. Mesoamerica owns Unifoods, Chile's second largest fast food operator.

10. G&N

After Gastronomía & Negocios (GYN Brands) was informed about Sinergia Animal's intention to launch a public campaign, they announced a [policy to phase out the use of battery cages for laying hens and gestation crates for breeding sows](#) in their entire supply chain, by 2025. GYN Brands is Chile's largest fast food company, with 320 locations and famous restaurant brands such as Doggi's, Mamut, Bob's, Popeye's, Tommy Beans and Juan Maestro.

8. Havana

After a five-month campaign carried out by Sinergia Animal, Havana, a major industrial baking company and one of the largest coffee shop and baked goods chains in Latin America, became Argentina's first company to [announce a cage-free egg policy](#). The company, with more than 300 locations worldwide, adopted an international policy to phase out the use of caged eggs by 2025 in all the nine countries where it operates: Argentina, Bolivia, Brazil, Chile, Paraguay, Peru, Spain, USA and Venezuela.

9. BFFC

After being informed about Sinergia Animal's intention to launch a campaign targeting BFFC, Brazil's largest fast food companies with 1,144 locations across the country, they announced a [policy to phase out the use of gestation crates](#) by 2025 in its entire supply chain.

Methodology:

A core part of Sinergia Animal's strategy is to be able to quickly launch cost-effective campaigns. Therefore, we have created a modular template campaign website, which can be utilized for an infinite number of campaigns. The goal is to be able to launch campaigns quickly with minimum effort, enabling streamlining of the work and rapid response when opportunities arise.

We also created a volunteer sign-up form in four countries (Brazil, Argentina, Chile and Colombia). So far, over 1,000 volunteers have signed up and around 100 are active and responsive to our action calls, online protests and direct actions on the streets.

Sinergia Animal is currently in contact with over 70 companies in Latin America across all sub-sectors of the food industry and have outreached to major pig producer and processing companies in all countries of engagement.

Since September 2017, Sinergia Animal has run six corporate outreach campaigns, which gathered around 153,700 supporters. Two of these campaigns were won. Some funding has been used to promote these petitions and campaigns on social media and around 3 million people have been reached so far with the adds.

- 1) Arcor, largest food manufacturer in Argentina. Ongoing.
 - 41,000 signatures at www.change.org/arcor
 - Two direct actions in Argentina ([1](#), [2](#))
 - One direct action [in Brazil](#)
 - One direct action [in Chile](#)
 - Extensive media coverage in Argentina and Chile: [Diario Hoy](#), [Revista El Federal](#), [Diario de Cuyo](#), [Panorama Rural](#), [Primicias Rurales](#), [Agromeat](#), [Extra](#), [Telam](#), [El Ciudadano](#).
- 2) Carozzi, largest food manufacturer in Chile. One of the largest chains of cafeterias in Argentina. Ongoing.
 - 42,000 signatures at www.change.org/carozzi
 - Ten direct actions in Argentina: [1](#), [2](#), [3](#), [4](#), [5](#), [6](#), [7](#), [8](#), [9](#), [10](#)
 - One direct action [in Chile](#)
 - Media coverage [in Chile](#)
- 3) Jeno's Pizza. One of Colombia's largest fast food chains. Campaign won.
 - 8,500 signatures at www.change.org/jenospizza
 - Various online actions
- 4) Havana, food manufacturer and second largest chain of coffee shops in Argentina. Presence in 9 countries. Campaign won.
 - 9,200 signatures at www.change.org/havanna
 - Various online actions

5) Wendy's. One of the largest fast food chains in the world. Campaign ask for a Latin American policy. Ongoing.

- 23,700 signatures at www.change.org/wendyschile
- Various online actions
- One direct action [in Chile](#)
- One direct action [in Brazil](#)
- One direct action [in Argentina](#)
- Media coverage: [El Desconcierto](#), [Sustempo](#) and [EPA News](#).

6) Colombina. Largest food manufacturer in Colombia. Ongoing.

- 20,800 signatures at www.change.org/colombina
- Various online actions
- [One direct action](#)

INVESTIGATIONS:

Currently working on investigations in two of the Latin American countries where we operate. The expectation to be able to release them by the end of 2018 and to use them strategically to promote and improve corporate campaigns.

EDUCATION:

Although lack of funds have seen education and social media expansion not being a top-priority, a presence of around 20,000 followers on Facebook and Instagram have been established .

- [Facebook - Spanish page: 12,700 followers](#)
- [Facebook - Portuguese page: 5,000 followers](#)
- [Instagram - Spanish page: 2,600 followers](#)
- [Instagram - Portuguese page: 490 followers](#)

CELEBRITY ENGAGEMENT:

Javiera Mena, one of Chile's most famous singers, recorded a video for Sinergia Animal talking about cruelty in the egg industry. So far, around 29,000 people have seen it on [Facebook](#), [Instagram](#) and [YouTube](#). The aim is to increase the number of views at all channels.