



**Program 1 achievements**  
**Reducing suffering in the egg industry**  
2021 and the first six months of 2022

Program Type:

- Corporate Outreach and Campaigns

Achievements:

**New commitments**

- Our campaigns and negotiations helped secure **36 corporate commitments** by food companies that apply locally, regionally, and globally, covering over 100 different countries.
  - Global and International Commitments: [Focus Brands](#), [Groupe Le Duff](#), [Minor Food](#), [Krispy Kreme](#), [Inspire Brands](#), [Yum! Foods](#), [Mondelez International](#), [Bloomin' Brands](#).
  - Latin America: [OFC S.A.](#), [Almacén de Pizzas](#).
  - Argentina: [Brioche Dorée](#), [Pampa Gourmet](#), [Carne](#), [La Mantequeria](#).
  - Colombia: [Le Pain Quotidien](#), [Harinera del Valle](#), [La Lonchera](#), [Wok](#), [Hotel Vilar América](#), [Cencosud](#), [Productos La Locura](#).
  - Chile: [Fork](#), [Cencosud](#), [Le Vice Chocolat](#), [Tquila](#), [Food Brands Delivery](#), [Buffalo Waffles](#).
  - Ecuador: [Crepes and Waffles](#)
  - Thailand: [Central Food Retail Group](#), [Food Passion](#), [Sunshine Market](#), [Lemon Farm](#).
  - Indonesia: [Pizza Marzano](#), [Hokkaido Baby](#), [Ismaya Group](#).
  - First commitment in Uruguay: [El Trigal](#).
- For a list of all commitments and more details about their scope, please access: [Commitments Spreadsheet](#).
- More details about these companies are also available in our [Year in Review Report](#) from 2021 and our [Mid-Year](#) Report from 2022.

**Campaigns**

- In 2021 and 2022, we ran 40 campaigns—8 in Argentina, 5 in Chile, 8 in Colombia, 3 in Peru, 4 in Thailand, 5 in Indonesia, and 7 global campaigns along with the OWA. We also performed pre-campaign actions and sent campaign notices to local companies. Twelve of these initiatives resulted in policies.
  - In Asia, Sinergia Animal worked with seven other organizations from the OWA and escalated [the campaign asking McDonald's to go cage-free in Asia](#). We have coordinated at least 4 street actions together in 12 different cities. Our campaign

gained local and international media attention, including [Plant Based News](#) and The Guardian's newsletter linked to an article on [Free Malaysia Today](#).

- In Thailand, Sinergia Animal worked with an artist to create [a 10-panel comic about Belle](#), a hen kept inside a battery cage. The hen asks Siam Makro, one of the country's largest retailers, to stop sourcing eggs from battery cages. This is the first time we have tried using comic and cartoon characters to communicate with the public instead of using actual images and footage of the egg industry.
- In Indonesia, we launched a campaign asking A&W to extend its cage-free policy to cover the country. Since we started in 2021, [our petition on change.org](#) has accumulated more than 35,000 supporters.
- We also joined the global campaign led by OWA, asking Toridoll to go cage-free globally. [The global petition has more than 85,000 signatures](#). Our team in Indonesia has been actively participating in the online global actions and is coordinating with volunteers to pressure Marugame Udon, the restaurant chain under Toridoll, in Indonesia.
- We launched the first [cage-free egg campaign in Uruguay](#), asking three of the biggest supermarkets in the country to go cage-free: Ta-Ta, Disco, and Tienda Inglesa. The campaign was launched along with the first investigation exposing caged egg production in the country. Following the launch, we placed a [billboard](#) about the campaign on one of the main avenues of the capital Montevideo.
- In May 2021, Sinergia Animal worked with an artist from Chile to create [digital interventions](#) at Cencosud's locations in Argentina, Chile, Colombia, and Peru. In August of the same year, we created a [6x8 meter mural](#) with local artist Erre called "Jaulas del Horror (cages of horror). In January 2022, our activists started an informative campaign by [pasting stickers on egg boxes](#) to inform consumers of the suffering of egg-laying hens in battery cage systems.
- In February, our team of activists [demonstrated](#) at the offices of Cencosud Colombia and different supermarket locations in the city of Bogota. In April, we installed a [big billboard](#) in Bogota calling on Cencosud Colombia to extend its cage-free commitment to Colombia. Cencosud is one of the largest retailers in Latin America.
- We used Argentina's main cultural expression, the tango, to create a [video](#) aimed at AGD, one of the country's largest food manufacturers, asking the company to stop making a "tango" (tragedy) out of the hens' lives. The video was shown in front of the company's headquarters on a [big screen attached to a truck](#). We also put dozens of banners throughout the city of Buenos Aires inviting the public to know more about what AGD is not showing their customers: the terrible reality of hens in cages in the egg industry. Our activists put stickers on products made by AGD across various supermarkets in several cities in Argentina to raise consumer awareness. In May, our activists organized a [demonstration](#) in front of AGD's office, asking the company to announce a commitment. AGD is a well-known manufacturer and producer of mayonnaise in the region.



- In November 2021, we put our [first billboard up in Chile](#) as part of our campaign that asks Walmart to go cage-free. It is located in a busy location from Santiago. In the same month, in collaboration with the local artist Anis, we created a [large mural](#) in the city of Valparaiso, Chile, targeting Walmart. Valparaiso has an important art scene in the country, where murals are a common protest expression.
- Along with our volunteers in Argentina, we went to Walmart's locations in Buenos Aires with a [big banner](#) and called on them to end the cruelty of battery cages. We also had a special [valentine's day](#) online action asking Walmart to show some love to hens.
- Back in Chile, [we demonstrated with our volunteers](#) at the front of an Express Lider supermarket in Santiago, one of the brands from the big retailer Walmart in the country. We had one of our volunteers dressed as a hen and the other holding signs with messages to the company.
- In April 2022, we installed two billboards in busy areas of Chile's capital Santiago asking Lider (Walmart's most well-known brand in the country) to announce a cage-free policy. Lider means "leader" in Spanish, and thus we asked the public: "[Is this something you would expect from a leader?](#)" and called them a "Leader in animal suffering." In June, our activists [protested](#) in front of and inside Walmart supermarkets in Santiago.
- In June 2021, we sent a call to our activist base in Colombia to gather drawings from kids showing how they think hens live. Then, we made a [comparison](#) between what kids think and the reality of Ramo's egg farm. Ramo is a major food producer that also owns an egg farm. In September 2021, our [mobile billboard](#) circulated in the streets of Bogotá. In April 2022, we used the motto of the Disney movie Encanto to [call on Ramo](#) and focus on what the company "doesn't talk about." In June, we went to the streets with a big banner and asked the public to leave messages to Ramo. We recorded the testimonials in video and [delivered](#) the banner to the company's office.
- In September 2021, the team of activists from Sinergia Animal in Chile [labeled Castaño products](#) to inform its consumers and demand a clear commitment from the company with a cage-free egg policy.
- In March 2021, we created [special masks](#) with a clear message to Grupo Éxito: No more cages! Our activists used the masks to take selfies at Colombia's company stores. In June 2021, our team worked with a local artist and activist on a [song](#) for the Éxito campaign that is available on most streaming platforms. Following the song release, we created a [video clip](#) for the company that was announced as a premiere on YouTube. In September, we went to Medellín, Colombia, and with a large cinema truck, we drove around the busiest company locations showing the music video we made for the company. In March 2022, we took a [gigantic globe](#) to the headquarters of Grupo Éxito in Envigado, Colombia, and protested where the Annual Meeting of Shareholders of the company was



taking place. Éxito is owned by the Casino Group and is one of the largest supermarket chains in Colombia.

- We went to La Plata, province of Buenos Aires, Argentina, to [protest](#) at the door of one of the stores of Mostaza, one of the country's largest fast-food chains. In May 2022, we organized a demonstration with a local artist in which she did a live painting portraying the suffering of hens in cages in front of a Mostaza location in [Puerto Madero](#), one of the most visited sites in Buenos Aires.

For pictures and more details, access our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.

### Enforcement Program

- Sinergia Animal is very concerned about making its best to see cage-free commitments be fulfilled and implemented. That is why we are working with yearly tracking programs.
- In 2021 our team increased participation in the [Cage-free Tracker](#) in Latin America by 86%, with 26 companies reporting progress in the region, compared to 14 in 2020.
- The third edition will be relaunched in Latin America later in 2022.
- In Asia, we launched the first edition of our [Cage-free Tracker report](#), focusing on India, Indonesia, Japan, Malaysia, and Thailand, in 2022.
- 70% of the companies in the report are already phasing out the use of eggs produced in cages in their global supply chains, and 16% reported progress in Asia.

### Legislation

- [REDACTED]
- [REDACTED] we presented an egg labeling bill in Argentina to make it mandatory for egg cartons to differentiate the production system used: caged, cage-free, free-range, and organic eggs.
- During the second semester of 2021, we shared the project with the most relevant institutions in the country: the Ministry of Agriculture, Livestock and Fisheries, SENASA (National Service of Agrifood Health and Quality), and INTA (National Institute of Agricultural Technology) [REDACTED]. It garnered 110 publications in the media, including some major ones such as La Nación, Filo News, Perfil, and La Voz del Interior. The campaign comprises a [website](#), a video, and an [online petition](#).
- We will continue working on the bill in 2022 and in the coming years.

For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.



**Program 2 achievements**  
**Institutional Meat Reduction**  
2021 and the first six months of 2022

Program Type:

- Institutional Meat Reduction / Food Policy Work

Achievements:

**New commitments**

- We achieved commitments with 17 institutions with the potential to replace animal products with plant-based options in more than 372,400 meals yearly.
- **Argentina:** 6 new agreements with the potential to serve more than 71,000 vegan meals per year
  - Educación Alimentaria Transformadora, an institution that provides daily meals to schools, committed in two moments, in 2021, with Saint Mary of the Hills School (Sede Pilar) and in 2022, with Escuela Limerick. So far, the institution has the potential to serve 15,732 plant-based meals a year - committed in 2021 and 2022;
  - Reserva el Potrero, an ecological reserve with the potential to serve more than 9,360 plant-based meals a year - committed in 2021;
  - Catering Gourmet delivers meals to about 20 hospitals and clinics - committed in 2021;
  - Asociación Promover Conin, a center for preventing and treating child malnutrition, with the potential to serve 28,860 plant-based meals per year - committed in 2022;
  - Municipality of Gualeguaychú, nine municipal kindergartens, with the potential to serve 17,100 plant-based meals;
- **Colombia:** 5 new commitments, with the potential to eliminate animal products in over 204,600 meals a year
  - Evergreen, a private educational institution, has the potential to eliminate animal products in approximately 6,000 meals a year - committed in 2021;
  - Colegio Unidad Pedagógica, a private education institution in Bogotá, with the potential to serve 44,400 plant-based meals per year;
  - Fundación La Gracia de Vivir, a non-profit entity with the potential to serve 83,400 plant-based meals per year - committed in 2022, and we have already conducted educational actions on plant-based nutrition and the program's environmental impact.
  - Colegio Inmaculado Corazón de Maria, a private educational institution in Popayán with the potential to reduce animal products to 5,800 meals per year - committed in 2022, and we conducted the first culinary training and educational actions on plant-based nutrition.



- Secretaría Distrital de Salud de Bogotá, the District Health Governing Body, with the potential to serve 65,000 plant-based meals a year - committed in 2022, and we also conducted educational actions.
- **Indonesia:** 3 new commitments, with the potential to reduce animal products in over 18,500 meals per year.
  - SMK Bakti Karya Parigi, a private school with 70 students, has the potential to replace animal products in 6,840 meals per year - committed in 2021;
  - SDS Islam Fatimah Azzahra Sumedang, a private elementary school in West Java with the potential to serve 10,450 plant-based meals per year - committed in 2022.
  - TK Islam Fatimah Azzahra Sumedang, a private kindergarten in West Java, with the potential to impact 1,216 meals per year - committed in 2022.
- **Thailand:** 3 new commitments, with the potential to reduce animal products in over 78,300 meals per year
  - Wattosatit School, a public school with the potential to serve 10,760 plant-based meals a year - committed in 2021 to start implementation in 2022;
  - Lekkomes Anusorn School, a private school in Nonthaburi city with the potential to serve 41,400 plant-based meals per year;
  - Trang Ruampattana School, a private bilingual school in Trang city, with the potential to impact 26,160 meals per year.
  - In Thailand, we also coordinated seven culinary events collaborating with Dharma Voices for Animals. These events aimed to promote a healthy plant-based lifestyle among Buddhist monks, teach the monasteries plant-based cooking techniques, and encourage them to implement at least one day with 100% plant-based meals.

### **Implementations**

- We have started the implementation phase and provided hands-on culinary and educational training on health, nutrition, and the environment to institutions in Argentina, Colombia, Indonesia, and Thailand.

### **Online Course for Healthcare Professionals**

- We launched a course entitled "Plant-Based Diets: Health, Culture, and Sustainability" in 2021. The purpose of this course was to provide free of charge training to health sciences graduates about plant-based nutrition.
- The course had more than 300 professionals registered in the first edition, and 165 finished the course. 97% of the students who completed it said they would recommend it.
- The second edition was launched in 2022, and 180 participants finished the course.
- The third edition is ongoing and counts 538 sign-ups.



For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.



### Program 3 achievements

#### Vegan Challenges

2021 and the first six months of 2022

#### Program Type:

- Vegan Challenges - Consumer Outreach

#### Achievements:

- During this period, we had over **72,000 new signups** in our vegan challenges in Asia and Latin America, which provide free nutritional advice, recipes, and social support for consumers interested in trying a plant-based diet.
- Since we started running challenges in 2019, we have secured more than 145,000 signups.

#### Latin America - Desafio 21 Días Veg - <https://www.desafio21diasveg.com/>

- New Sign-ups: 29,000 +
- Impressions from Ads on Meta: 11.7 million
- [Media hits: 250](#)
  - Main media hits: [TVN](#), [LUN](#)
- We were mentioned 90 times by vegan influencers and/or businesses on social media.
- We established partnerships with 2 influencers. The first one is a Colombian flexitarian influencer with a presence on IG ([@mamanomeveas](#)) and TikTok, who took the challenge in January and shared her journey. Second, we partnered with vegan foodstagrammer [@vegana.mica](#).
- Organically reached IG accounts since account creation in May 2021: 84,000 +
- 85% of participants who answered our [survey](#) at the end of the challenge mentioned they intend to continue being vegan.
- In 2022, we have sent monthly newsletters to all our contacts, encouraging people to stay vegan. Emails had an average opening rate of 23%.

#### Indonesia - 21 Hari Veg - <https://www.21hariveg.org/>

- New Sign-ups: 14,500 +
- Impressions from Ads on Meta: 6.8 million
- [Media hits: 23](#)
  - Main media hits: [Okezone 1](#), [Line Today](#)
- Thirty-four influencers, celebrities and/or businesses supported the challenge on their social media, including [Brandon Salim](#) (1.1 million followers) and [Andovi da Lopez](#) (1.4 million followers).





- In 2022, we sent monthly newsletters to all contacts, with an average 21% opening rate.

Thailand - Thai Challenge 22 - <https://www.thaichallenge22.org/>

- New Sign-ups: 29,500 +
- Impressions from Ads on Meta: 5.8 million
- [Media hits: 39](#)
  - Main media hits: [Khaosod](#), [Naewna](#)
- 17 influencers and social media pages supported the challenge, including [Environman](#), an environmental-related page with more than 570k followers
- We partnered with [Root The Future](#), Thailand's biggest sustainability community.
- In 2022, we sent monthly newsletters to all participants, with an average 21% opening rate.

For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.



**Program 4 achievements**  
**Research and Investigations**  
2021 and the first six months of 2022

Program Type:

- Research and Investigations

Achievements:

- Investigation of Fish Farms in Thailand
  - Release Date: March 2022
  - We released images and footage that expose animal suffering and unsanitary conditions in the farming and trade of tilapia, the most farmed fish in Thailand.
  - <https://www.sinergiaanimalinternational.org/fish-thailand>
  - Number of impressions on social media: 985,039
  - [2 media hits](#) - highlight: [National Geographic](#)
  - Negotiations with Makro in regards to stopping the sales of live fish are ongoing.
- Investigation of Fish Farms and Markets in Indonesia
  - Release Date: April 2022
  - Act for Farmed Animals, a coalition between Sinergia Animal and Animal Friends Jogja, launched a new investigation of fish farms and markets in Indonesia. The investigation uncovers serious welfare concerns, including fish skinned and cut open while still fully conscious and unsanitary conditions.
  - The investigation was conducted in partnership with We Animals Media.
  - <https://www.sinergiaanimalinternational.org/fish-indonesia>.
  - Number of impressions on social media: 1,028,274
  - [9 media hits](#) - highlight: [Gridhype](#)
- Investigation of Duck Egg Farms in Indonesia
  - Release Date: December 2021
  - Act for Farmed Animals also released an investigation in Indonesia exposing duck egg cage farming. The investigation aims to end cages in egg production for ducks and laying hens.
  - <https://www.actforfarmedanimals.org/>
  - Number of impressions on social media: 5,109,288
  - [10 media hits](#) - highlight: [Scoop](#) - New Zealand



- Egg Investigation in Uruguay
  - Release Date: June 2022
  - We released an egg investigation in Uruguay, which marks the kickstart of our work in the country. This is the first time an investigation shows how eggs are produced in Uruguay and was narrated by actress and rapper Clipper (Josefina Tomás).
  - <https://www.sinergiaanimal.org/uruguaysinjaulas>
  - Number of impressions on social media: 471,412
  - [3 media hits](#) - highlight: [Diario Uruguay](#)

Additional Numbers from past investigations that continue to be shared on Social Media in 2021 and 2022:

- [Chilean Egg Farms](#): 2,390,683
- [Colombian Egg Farms](#): 3,756,653
- [Ecuadorian Egg Farms](#): 401,960 impressions (investigation in partnership with the NGO Protección Animal Ecuador (PAE))
- [Argentinian Egg Farms](#): 2,772,788 impressions
- [Thai Egg Farms](#): 1,881,144 impressions
- [Indonesian Egg Farms](#): 7,322,761 impressions

Achievements with Research:

- Research in Indonesia - Salmonella and antibiotic-resistant bacteria in eggs obtained from different systems
  - In Indonesia, researchers from the Universitas Gadjah Mada detected antibiotic-resistant bacteria in chicken eggs sold in supermarkets, but not Salmonella. The results were presented at the [3rd International Symposium for Global Physiology 2022](#), and the paper was selected for publication in a Scopus indexed journal. The manuscript is currently [under review](#).
- Research in Chile - Salmonella and antibiotic-resistant bacteria in eggs
  - Researchers from the University of Chile's Institute of Nutrition and Technology of Food analyzed the presence of Salmonella in eggs obtained from cage and cage-free systems. They are working on a final report.
- Research in Argentina - Consumers' perceptions of egg production and labeling
  - We sponsored an IPSOS survey about the population's opinion about egg production and labeling in Argentina. We found that 60% of the population favor labeling egg products according to their production system, and 64% are against



using battery cages after being informed about it. The results are being used to lobby politicians to approve a bill to make labeling according to the production system mandatory.

- <https://www.sinergiaanimal.org/single-post/argentinos-produccion-huevos>
- Research in Indonesia and Thailand - Perceptions on animal welfare and veganism
  - We sponsored IPSOS to conduct a market study with focus groups to better understand consumers' perceptions of animal welfare and veganism. The main finding is that Thai and Indonesian consumers are willing to support organizations that seek to improve animal welfare and human health but find veganism too challenging and have many misconceptions about cage-free egg production. The local teams are learning from these findings to improve campaigns and messaging.
- Latin America - Workshop on Animal Welfare
  - We conducted a Latin American Workshop on Animal Welfare: [www.tallerbienestaranimal.org/](http://www.tallerbienestaranimal.org/)
  - The event gathered leading specialists from Argentina, Brasil, Canada, Colombia, and Chile. Almost 480 people joined the workshop throughout the day, and most expressed an interest in working on sponsored academic studies related to animal welfare, public health, or the production of cage-free systems.
- Building Relationships with academics in Indonesia and Thailand
  - Members of our local teams had meetings with leading academics from Indonesia and Thailand. In addition, they are attending animal welfare and food industry events to identify more academic researchers interested in working with us.

For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.



**Program 5 achievements**  
**Reducing suffering in neglected areas in Brazil**  
2021 and the first six months of 2022

Program Type:

- Corporate Outreach and Campaigns

Achievements:

Pig Welfare

- Commitment from Halipar - One of the largest franchise groups in Brazil, with more than 400 stores in 25 states.
  - Release date: July 2021
  - Commitment to no longer buying products from suppliers that use gestation crates by 2025.
- Commitment from Forno de Minas - One of Brazil's 100 largest food companies, exporting frozen foods to several countries such as the USA, Canada, and Portugal.
  - Release date: September 2021
  - Commitment to no longer buying products from suppliers that use gestation crates by 2029.
- Commitment from Pamplona - The fifth largest pork producer in Brazil.
  - Release date: January 2022
  - Commitment to mix sows right after insemination (preimplantation system), to ban surgical castration without pain control or to adopt immunocastration, to ban ear notching, to limit teeth clipping, and to end the use of antibiotics as growth promoters.
- Commitment from Bloomin' Brands - one of the world's largest casual dining companies, with more than 110 restaurants in Brazil
  - Release date: January 2022
  - Commitment to no longer buying products from suppliers that use gestation crates by 2029.
- Commitment from Pif Paf Alimentos - One of the 10 largest Brazilian companies in the meat processing sector.
  - Release date: May 2022
  - Commitment to transition to group-housing gestation systems by 2029, to ban surgical castration without pain control by 2022 and ear notching by 2024, and to implement environmental enrichment by 2023.
  - \* We continue to ask Pif Paf to reduce the transition time and to eliminate gestation crates entirely.



- Campaign focusing on BRF - Brazil's largest producer of meat products
  - Release date: August 2020
  - Since our campaign launch, the company has updated its policies and committed to using analgesics when cutting pigs' tails. It states that they will carry out studies to eliminate this practice in the future and be committed to not performing surgical castration and not cutting pigs' teeth. However, there is still no commitment to end the use of gestation crates completely.
  - [REDACTED]
- Campaign Action for Aurora - Brazil's third-largest meat processor
  - Action Date: October 2021
  - The company stated that it would postpone the commitment to transitioning sows to group housing to only 2045 (instead of 2026 as previously promised). We posted our [deep disappointment on social media](#), and our publication received a lot of engagement from the public. The next day, the company responded, in our Instagram post, that it was a misunderstanding, so they backtracked again and kept the [policy's original deadline for 2026](#).

#### Dairy Cattle Welfare

- [Campaign](#) asking Nestlé for better conditions in the dairy industry
  - Campaign Launch: August 2020
  - We organized several actions for this campaign, including billboards, newsstands, and bus doors in busy areas of São Paulo and Rio de Janeiro, actions on the streets and in front of Nestlé's HQ, and action putting stickers on the company's products in supermarkets during Easter in Brazil.
  - [REDACTED]
- Along with other groups in Brazil, Sinergia Animal is supporting Bill: 356/2021, which aims to prohibit the disposal of dairy calves by any cruel means in the state of São Paulo and calls out the government for publishing a regulation that allows the slaughter of pregnant cows.

For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.



**Program 6 achievements**  
**Financial Institutions**  
2021 and the first six months of 2022

Program Type:

- Outreach and Campaigns focused on financial institutions

Achievements:

Commercial Banks and Financial Institutions:

- New website launched: [www.BanksForAnimals.org](http://www.BanksForAnimals.org)
  - This site ranks the policies of 69 banks and investors from 19 different countries on their animal welfare criteria.
  - To the best of our knowledge, this is the largest ranking of financial institutions, the only one that ranks banks and investors from multiple countries and compares global banks with banks from the Global South.
- BNP Paribas, the world's seventh largest bank by total assets and the largest bank in Europe, strengthened the requirements for farmed animal welfare by asking clients to implement the minimum standards of the FARMS initiative.
- Bank Australia has strengthened its policy by prohibiting the finance of fur farms, the trade of wild animals, and animal testing.
- Singapore-based DBS has also updated its policies, including a reference to the Five Freedoms and encouraging clients to install housing systems that account for animal welfare needs, among others.

Development Banks:

- We expanded the coalition and now work closely with Bank Information Center, Feedback Global, Global Forest Coalition, Friends of the Earth, International Accountability Project, and World Animal Protection on this coalition.
- We updated the name to "Stop Financing Factory Farming"
- Main Initiatives of the Coalition:
  - We opposed the loan to Pronaca, the largest meat company in Ecuador. We worked with [Plant Based News](#) to share more information about this project and created social media content close to the voting dates. Unfortunately, this loan was approved.
  - With the same coalition, we organized actions to oppose the IDB Invest (a brand of the Inter-American Development Bank) loan to Marfrig, the world's largest burger producer. We also worked with [Plant Based News](#) on this project, and [IDB Invest dropped its proposed \\$43 million loan.](#)



- We also participated in a campaign against a \$200 million loan to Louis Dreyfus Company by the International Finance Corporation (IFC), the World Bank's private sector arm. More than 235 civil society organizations signed our letter against the loan. We got the loan delayed twice and forced a full board discussion. However, the loan was ultimately approved despite the coalition's efforts. We'll continue working to hold the IFC accountable for the negative impacts of this project since the IFC is now preparing a Board presentation/discussion about its entire agribusiness portfolio in response to the concerns raised.

For more detailed information, we have our [Year in Review Report](#) from 2021 and our [Mid-Year Report](#) from 2022.





**Program 7 achievements**  
**Influencing Public Opinion (Education and Social Media)**  
 2021 and the first six months of 2022

Program Type:

- Education, Communication, and Social Media

Achievements:

- We secured over 1,000 media hits globally (list of hits from [2021](#) and [2022](#)), and many of our press releases were featured in mainstream media outlets. This represents a 125% increase compared to 2020, in which we had 443 hits. This work strengthens our identity and capacity to influence a wider audience. It strongly supports all our investigations, campaigns, and programs, as all our press releases mention at least one of them.
- We divided our social media pages into international, Latin, Brazilian, Thai, and Indonesian. We also have pages for our Vegan Challenges and Nourishing Tomorrow Programs.
- Our social media audience keeps growing each year.

	<b>Audience 2021</b>	<b>Audience June 2022</b>
<b>Channel</b>		
IG International	1,426	2,372
IG Latam	43,600	46,500
IG Brazil	3,972	5,031
IG Thailand	4,472	6,700
IG Indonesia	9,292	9,885
FB International	16,240	28,069
FB Latam	89,707	110,899
FB Brazil	31,888	41,183
FB Thailand	34,430	55,400
FB Indonesia	29,837	49,458
Twitter International	129	193
Twitter Latam	784	845
Twitter Brazil	27	46



Twitter Thailand	583	603
Twitter Indonesia	679	640
Youtube International	110	331
Youtube Latam	756	990
Youtube Brazil	44	270
Youtube Thailand	44	190
Youtube Indonesia	18	35
LinkedIn	219	1,974
IG Latam Vegan Challenge	835	2,668
IG Thai Vegan Challenge	0	185
IG Indonesia Vegan Challenge	8,825	8,506
IG Latam Nourishing Tomorrow	4,071	7,462
IG Indonesia Nourishing Tomorrow	0	267
FB Thai Vegan Challenge	2,029	2,158
FB Vegan Challenge group Indonesia	994	3,632
FB Vegan Challenge group Thailand	15,111	24,010
FB Latam Nourishing Tomorrow	16,064	21,265
FB Thai Nourishing Tomorrow	0	10,295
FB Indonesia Nourishing Tomorrow	6,529	12,398
<b>Total</b>	<b>322,715</b>	<b>454,460</b>
<b>Total over 1 1/2 years</b>	<b>454,460</b>	
<b>Growth Btw 2021 - 2022 1st semester</b>	<b>41%</b>	



- We started investing in Google Ads, using the grants from Google.

Google Ads Results	IMPRESSIONS			CLICKS		
	2021	2022	%	2021	2022	%
Vegan Challenge Indonesia	2,986	2,629	-11.96%	249	206	-17.27%
Vegan Challenge Thailand	846	870	2.84%	59	70	18.64%
Investigation - Duck Egg Farm	0	123		0	7	
Investigation - Dairy Calves	4,503	8,231	82.79%	176	400	127.27%
Investigation - Thailand Egg Farms	1,466	2,971	102.66%	50	143	186.00%
Investigation - Indian Slaughterhouse	8,714	9,136	4.84%	538	745	38.48%
General Ads targetting Donation, Volunteers and our Homepage	9,736	46,361	376.18%	695	2,441	251.22%
Banks for Animals	0	11,608		0	442	

- More results from our Investigations:

INVESTIGATIONS	2021		2022	
	Impressions	Clicks	Impressions	Clicks
Egg Investigation Colombia	464,768	48,552	3,291,885	340,941
Egg Investigation Chile	617,274	29,471	1,773,409	141,217
Egg Investigation Ecuador	401,960	27,433	2,410,880	2,410,880
Egg Investigation Indonesia	2,634,201	132,450	4,688,560	159,734
Egg Investigation Thailand	1,528,441	47,453	352,703	8,686
Egg Investigation Argentina			2,772,788	209,473
Indonesian Fish Investigation			1,028,274	47,295



Indonesian Duck Investigation			5,109,288	445,594
Thai Fish Investigation			985,039	57,765
Uruguay Egg Investigation			471,412	4,538



## Program 8 achievements

### Fish Welfare

2021 and the first six months of 2022

#### Program Type:

- Research, Consumer Awareness. Future Plans: Producer Engagement

#### Achievements:

- Other achievements can also be seen in Program 4 - Research and Investigations.
- As we haven't started the work with stakeholders' engagement, most achievements for this project are related to investigations and research.
- We conducted research and became more aware of fish welfare issues with [Animal Ask](#).
- Trial Campaign with Siam Makro:
  - After launching the investigation of fish farms in Thailand, we created a webpage dedicated to asking for better treatment for fish and asked Siam Makro to stop selling live fish in tanks. The release has garnered several media attention, including [Thai National Geographic](#).

