

Communications & Social Media: 2021-June 2022 achievements.

We have had a constant growth in our main social media: Instagram, we have a total of over 230,000 followers at @vegetarianos_hoy.

Here are some of the most successful posts we have had during the last 18 months and their insights, they range from general post, campaigns achievements and news:

Vota por los animales: Informing about presidential candidate programs. Accounts reached: 122.444, likes: 12.235, shares: 10.192.

The image shows two screenshots from an Instagram mobile app. The left screenshot displays a post with a black background and white text. The text reads "VOTA POR LOS ANIMALES" in a stylized font, followed by "PARTE 1" in a white box. Below this, it says "PROPUESTAS ANIMALISTAS EN PROGRAMAS DE GOBIERNO". Two circular portraits are shown: Gabriel Boric on the left and José Antonio Kast on the right. The bottom of the post has a "View insights" link and a blue "Boost post" button. The right screenshot shows the "Post insights" page for the same post, dated December 17, 2021, at 4:03 PM. It lists 13,235 likes, 910 comments, 10,192 shares, and 1,416 saves. An "Overview" section provides a summary of performance: 122,444 accounts reached, 16,537 accounts engaged, and 1,664 profile activities.

15:35

Post

15:35

Post insights

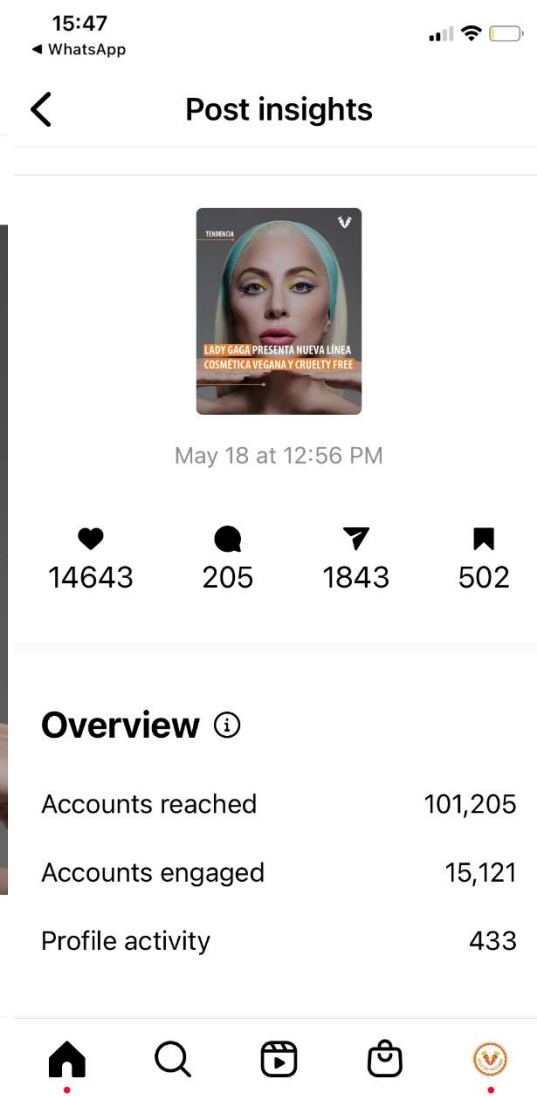
December 17, 2021 at 4:03 PM

13235 910 10192 1416

Overview ⓘ

| | |
|------------------|---------|
| Accounts reached | 122,444 |
| Accounts engaged | 16,537 |
| Profile activity | 1,664 |

News post: Lady Gaga: Accounts reached: 101.205, likes: 14.643, shares: 1.843.



We have also jumped to make own content through trends in reels.

Reel: https://www.instagram.com/reel/CfM6re1jomr/?utm_source=ig_web_copy_link

The image shows two screenshots from an Instagram mobile app. The left screenshot is a Reel featuring a 3D animated character with a green feathered headdress, a purple polka-dot dress, and a blue long-sleeved top. The text on the Reel reads "Reels No me importa" at the top and "Estoy haciendo algo por los animales, mi salud y el planeta" in a white box. The bottom of the Reel shows the audio "os_hoy · Ori" and the location "Santiago M...". The right screenshot is the "Reel insights" page for the same Reel. It shows the title "Cuando me critican por no comer carne" with a thumbnail of a woman. Below the title is the text "Por los animales, medioambiente y..." and "vegetarianos_hoy · Original audio". The duration is "June 24 · Duration 0:09". The engagement metrics are: 153462 plays, 6576 likes, 75 comments, 1271 shares, and 646 saves. The "Reel Insights" section shows "Instagram and Facebook plays" as 153,526 and "Instagram and Facebook likes" as 6,576. The bottom navigation bar of the app is visible in both screenshots.

We also started to use Tik Tok to share the content we make as it can have great reach. We currently have 37,000 followers in this account.



2022 is the 10th anniversary of our organization, during June 2022 we performed public activities in Chile and México to celebrate and bring awareness for Vegetarianos Hoy.

We printed 1000 collectible figures designed by the outstanding artist Trinidad Guzmán (@holaleon) and distributed them in Plaza de Armas, Santiago, and 500 figures in Palacio de Bellas Artes de CDMX, México. In Chile we accompanied our activity with the now famous giant inflatable cow and chicken.

Chile:



Gracias a tu apoyo logramos **QUE LOS ANIMALES** estén en el borrador de la nueva **CONSTITUCIÓN DE CHILE**

Si no lo quieres perder nada del proceso constituyente, [sigue al hashtag #vegetarianos_hoy](#)

vegetarianos_hoy • Siguiendo
Santiago de Chile

vegetarianos_hoy Hoy celebramos en la calle en Plaza de Armas, Santiago de Chile el aniversario número 10 de la fundación @vegetarianos_hoy

Estuvimos regalando 1.000 figuras coleccionables de pollitos y vaquitas diseñadas por la destacada artista Trinidad Guzmán @holaleon. Además estaban los increíbles inflables de la vaca y el pollito.

Si estuviste ahí, cuéntanos ¿Qué te pareció?

Atento Argentina AR Colombia CO Perú PE México MX tenemos sorpresas

Les gusta a cristian.apiolaza.acevedo y 492 personas más

JUNIO 6

Agrega un comentario... [Publicar](#)

México:



vegetarianos_hoy • Siguiendo
Ciudad De México

vegetarianos_hoy Así se vivió hoy la celebración del aniversario n°10 de @vegetarianos_hoy en México MX

Festejamos junto a la comunidad en una intervención a las afueras del Palacio de Bellas Artes de CDMX, regalando más de 500 figuras coleccionables diseñadas por la destacada artista Trinidad Guzmán (@holaleon)

Gracias por ser parte de todo esto

Editado · 8 sem · [Ver traducción](#)

iaelayala Estoy triste. Hoy mis padres me invitaron a comer ravioles de espinaca supuestamente. Estaba comiendo tranquila hasta que veo que uno tenía un pedazo de pollo gigante. Me siento triste y defraudada por mi familia. Que feo es que no nos entiendan

8 sem · [Responder](#) · [Ver traducción](#)

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JUNIO 18

Agrega un comentario... [Publicar](#)

Regarding press management, we have increased our appearances for more than double between 2020 and 2021.

We have maintained active by sending press releases not only for the achievements of our programs but also being able to connect relevant topics with our work:

- 2020: 200
- 2021: 490
- By June 2022: 168

No Son Muebles: 2021-June 2022 achievements.

Context: In Chile, the process for a constitutional change started after the social outburst of October 2019. The first step of the process was the election of the people who would conform the Constitutional Convention, 105 citizens in charge of writing the new constitution.

During the first semester of 2021 Vegetarianos Hoy and APLA (*Abogados por los Animales*) wrote an article proposal to include animals as sentient being and ensure their protection in the Constitution and started to work for candidacies to sign a compromise to work on our proposal if elected.

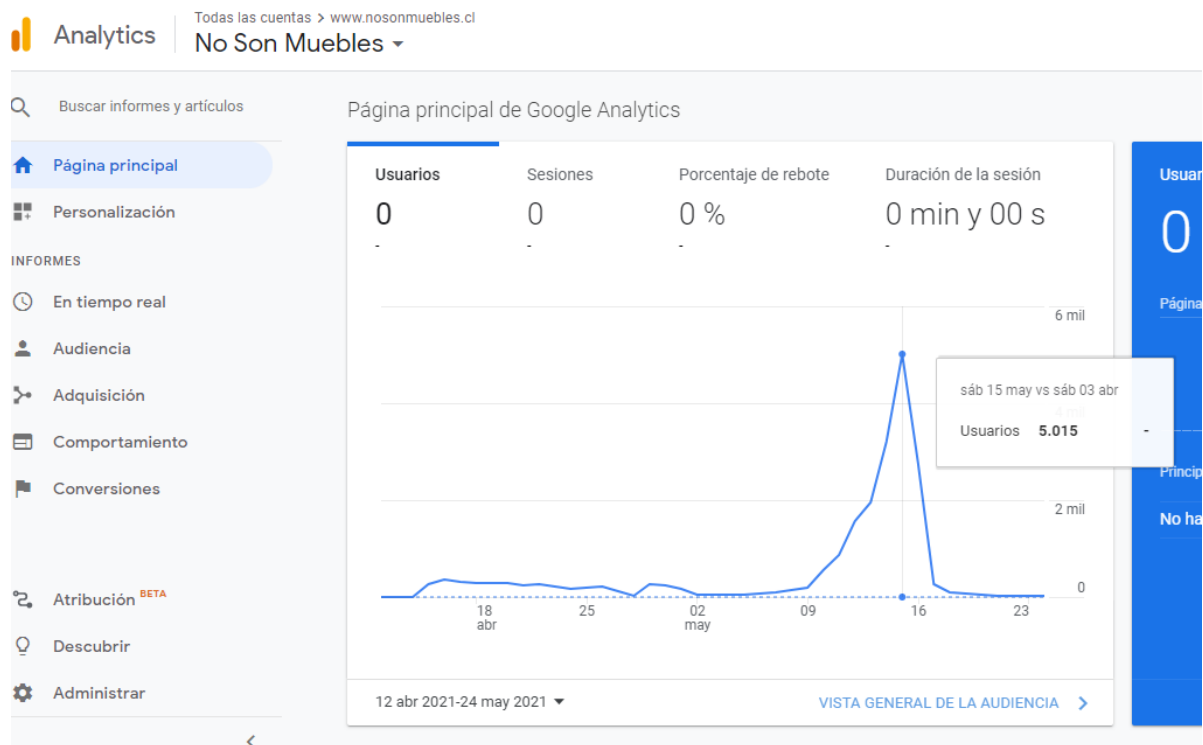
Prior of the day of elections, 505 candidacies signed the compromise, representing a 35% of the candidacies. We had notable press appearances, highlighting the appearance on a printed conservative newspaper “[El Mercurio](#)”.

Our website www.nosonmuebles.cl served as a platform to show all the candidacies that had compromised to include the proposal for animals.

Though press appearances, our Instagram and paid Facebook Ads we had:

+14,500 users during May.

5,000 users on one of the elections day.



Finally, after the elections held on April 17th and 18th, 64 of the 105 elected members had signed the petition, representing a 41% of the convention.

During June we perform a public opinion survey with **IPSOS Chile**, outstanding market research organization, in which we included questions about the reality of laying hens, fish and the perceived importance of farmed animals' welfare. With representative data about Chilean's opinions in these topics we expect to generate press content, setting topics into **public opinion**, have **data to back up bills** that

have and will be presented and all our programs. The results were launched in three reports all publish in our website. One of them Treatment to animals was launched on August 2021 and had 26 press appearances.

To name a few key results:

80% believes that hens, pigs and cows can feel pain as human.

62% believes that animals must be included as sentient being in the new Chilean constitution and Laws as the Civil Code.

82% believes that both the government and the political class should intervene to prohibit cruel practices and create high animal welfare norms.

This report and it's results were used for meeting with members of the constitution, law makers, cited, social media and general public awareness.

Following our previous work, Vegetarianos Hoy continued to push the inclusion of animals as sentient beings in the new Chilean Constitution. We participated in "[Iniciativas de Norma Popular](#)" in which the proposals presented by citizens and organizations that reached 15,000 legal signatures would be directly discussed and voted at the Convention.

Vegetarianos Hoy toured between December 2021 and February 2022 different cities with a giant inflatable cow to promote the initiative and signatures. The activities had great [media coverage](#), resulting that our No Son Muebles proposal was the 13th to reach the signatures goal on January 19th, 2022. By the end we were one of the most voted proposals with the support of +, ranking 13th of the 77 proposals that reached the goal.



Vegetarianos Hoy cow that toured the Chilean cities

The article was later discussed in the Convention, and Vegetarianos Hoy held presentations to support the proposal at different stages. The article was approved and is part of the Constitution Proposal that will be voted on September 4th, 2022. **The Constitution Proposal includes animals as sentient beings, [article 131](#).**

Bill Projects

N°: 12.581-07

During October 2021, the bill project we presented in 2019 to modify the Chilean Civil Code, a norm where animals are qualified as “objects” (movable property), and to establish a new qualification of animals to be considered “sentient beings.” was **discussed in the Senate’s Environment Commission**, we participated in its discussion online. The project was re-founded with a similar one and advanced to the next step.



Screenshot of Vegetarianos Hoy’s presentation at the Senate’s Environment Commission.

N° 14.993-12

In order to keep making progress with this program, in May 2022, with the support of 10 representatives we presented a new [bill project](#) to change the article 581 bis of the Civil Code that states that animals are “objects” and change their status to sentient beings. Where the new constitution is approved in September 2022 or not, we believe it is important to keep promoting these changes that will create more possibilities to improve animal welfare in the long term.

We decided to present a second bill on the First Chamber (Representatives) as, due to the legal advocacy we had done with the representatives, it had better change to advance its discussion instead of the bill that awaits to be discussed in the Senate.

Total Press appearances for the program:

*Link can be provided

Press appearances 2021: 80

Press appearances Public Opinion Report 2021: 26.

Press appearances by June 2022: 77

Libre de Jaula: 2021-June 2022 achievements.

IPSOS

During June 2021 we perform a public opinion survey with **IPSOS** Chile, outstanding market research organization. The last report on **Hens Welfare** was launched on October 8th (World Egg Day) and contained supporting results:

- 62% of Chileans is worried about the reality of laying hens
- 76% of Chileans would support a campaign ask companies to prohibit their suppliers to keep hens caged.

Full reports can be downloaded in our website: www.vegetarianoshoy.org/proyectos

On 2022 Other organizations such as Sinergia Animal have cited our report to support their own cage free campaigns, citing it on 6 press appearances in the media.

POLITICA ENTREVISTAS HUMOR OPINION
COSECHA PROPIA LA CONVENCION

THE CLINIC

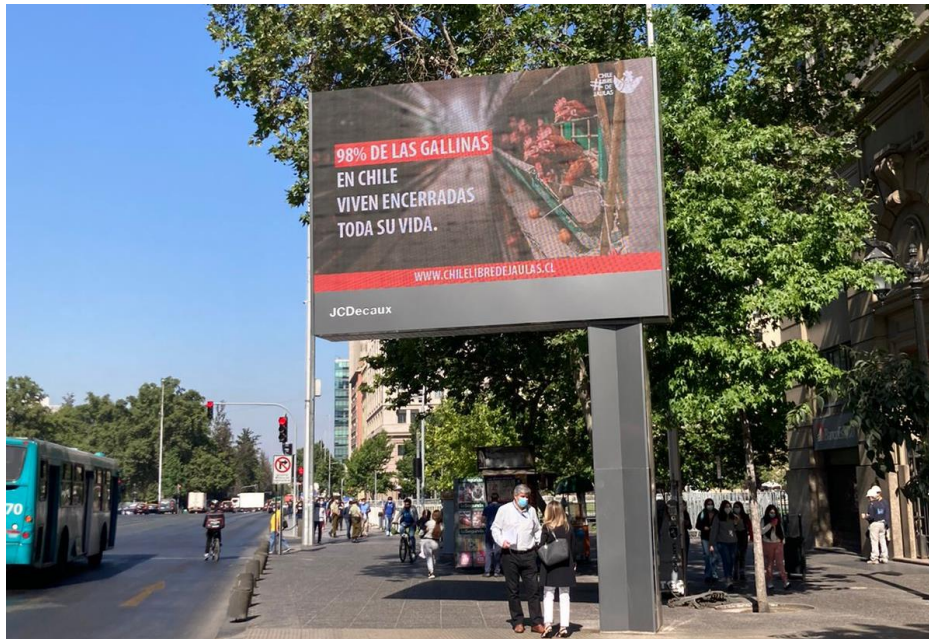


PLANETA

Ipsos: Al 62% de los chilenos le preocupan las condiciones de vida de gallinas que ponen los huevos que se venden

- Public intervention

To continue the work on public opinion we performed an intervention on Digital Billboards on the center of Santiago using the data recollected on the Ipsos report and calling people to visit the campaign website.



Billboard at Morandé, Santiago Centro, Chile.

YouTube CL

Buscar

La situación de las gallinas de la industria avícola Chilena

14 millones de gallinas.
98% en jaulas de batería.

Gráfico 4. Participación de producción por sistemas productivos Año 2016 (Porcentaje)

| Sistema Productivo | Porcentaje |
|--------------------|------------|
| Jaulas de batería | 88,7 |
| Piso | 7,8 |
| Free-range | 2,5 |

Fuente: elaborado por Ordeza con información de WATT Global Media.

VEGETARIANOSHOY

zoom

Comisión V

24 usuarios viéndolo ahora...

9 0 COMPARTIR GUARDAR

- Sharing our work

On November we presented in the **Colombian Senate** to share to representatives and other organization about the experience with the bill project N° 13839-12 that our organization presented in Chile in 2020.

The bill establishes the prohibition of cage systems in Chile, the implementation of in-ovo sexing when the technologies are available and egg labeling.

In Chile on May 2022, we performed an awareness campaign with an inflatable chicken and hen to bring awareness about the reality of laying hens in the country:



We started our work in Argentina hiring a coordinator in the country and re-naming the campaign to be “Libre de Jaulas” and adding the name on the country in each case.

In Argentina we have held meetings with cage free producers through the Alternative Poultry Network and with Siete Hermanos, que largest cage free producers in Argentina, provider to Univerler.

Finally, thanks to the work done on 2021 in Chile, the president Gabriel Boric, has a commitment to work to promote the Chile Libre de Jaulas bill to ban the cage system, presented by Vegetarianos Hoy in 2020.

Challenges: 2021-June 2022 achievements.

- *In 2020 we started to collaborate with Challenge 22 implementing their Facebook groups model in our 30 days Veggie Challenge and the groups were 100% implemented by 2021.*
- *In 2021 we had a total of 17,000 sign ups in our Veggie Challenge. With this number we reached an accumulated total of 25,000 persons that tried a plant based diet thanks to this program, and 30,000 during the first semester of 2022.*
- *40% of participants are joining the Facebook support groups led by volunteers: mentors and dieticians.*
- *We participated with Oracle Latin-American, a software company in an online [activity](#) about the environmental impact of food systems and dietary choices and cooked live a vegan ceviche with over 200 participants from different countries.*
- *Only during 2021, we had more than 150 influencers promoting the Veggie Challenge, receiving products kits from us.*
- *Our Semana Sin Lacteos challenge (Plant based dairy week) had 4,500 participants in 2021.*
- *In April 2022, instead of using only Facebook Ads we started using Facebook Leads having great results, over 500 sign ups in one week.*

Product Labeling: 2021-June 2022 achievements.

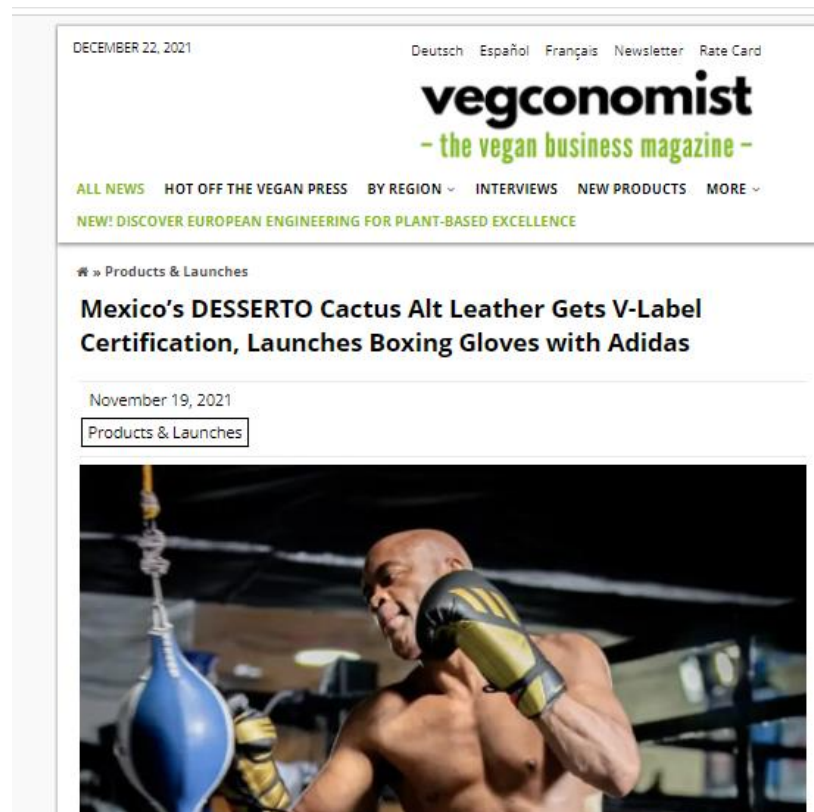
During 2021, we surpassed our own expectations currently having over 1,000 products certified with vegan labels in all Latin America.

By 2022 we were able to renew over 80%+ of the certified products and by 2022 we have +1,400 products, Chile 998, Colombia 312, Mexico 104.

The certification is not only increasing the visibility of vegan products but also impacting and boosting the market.

Some examples are:

Mexican Brand Desserto that certified cactus alt leather and provides to international brands.

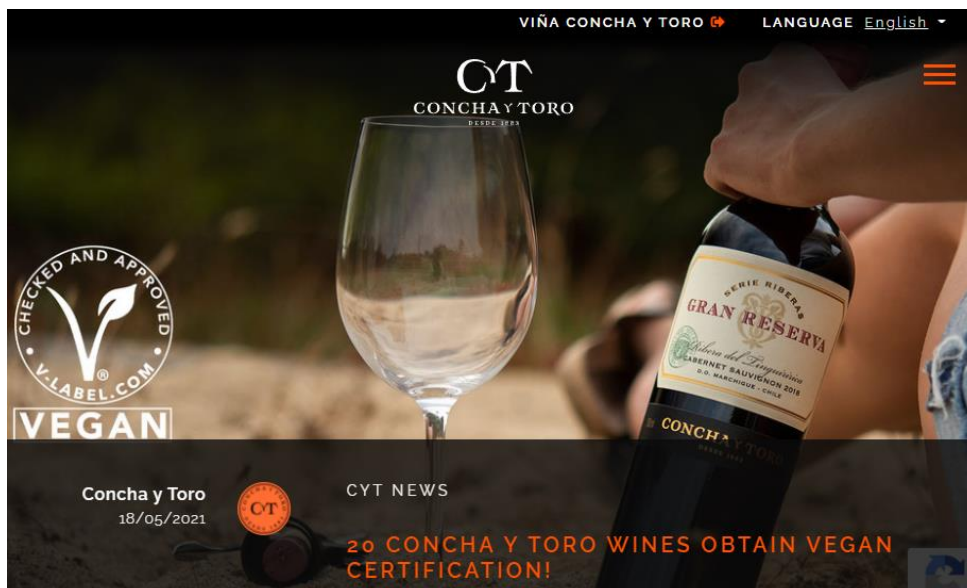


The image is a screenshot of a webpage from Vegconomist, dated December 22, 2021. The page features the magazine's logo, navigation links for various languages and newsletters, and a main article titled "Mexico's DESSERTO Cactus Alt Leather Gets V-Label Certification, Launches Boxing Gloves with Adidas". The article is dated November 19, 2021, and includes a sub-header "Products & Launches". Below the text is a photograph of a man in a boxing ring, wearing yellow and black boxing gloves, with a blue speed bag in the foreground.

Nestlé that on 2019 started with a vegan certified yogurt but currently has a whole ice cream product line with V-Label in Chile.



Our work with the companies has led to some brands having full pages on their websites promoting their certified products as Concha y Toro, largest vineyard in Latin America and sold in over 50 countries, that by December 2021 had 20 certified wines.



We have certified important brands in Colombia such as Ceresco and +240 of their famous nail polish brands Masglo, commercialized in many countries of Latin America, USA, Spain, and more.

On April 2022 we launched the Sello Vegano certifications in Argentina with a new label and launching it's own website <https://sellovegano.com.ar/>.

Press appearances 2022: 24

Press appearances 2021: 58

Legal and Political Affairs: 2021-June 2022 achievements.

Through the initiative Vota por los Animales, we collected and presented information about the candidacies to different elections so the citizenship can be informed about the proposal, or lack of, their candidate had for the animals and the votes they gave to different bill projects during their period. We also contacted representatives and presidential candidates to get them compromised to work for our proposals for farmed animals if elected.

We got that the current elected president in Chile signed our compromise to work for the animals while he was a candidate.

We performed public awareness campaigns in our own social media and with billboards in Santiago calling to get informed on the website.



Social Media Post on Instagram, 5,000 likes

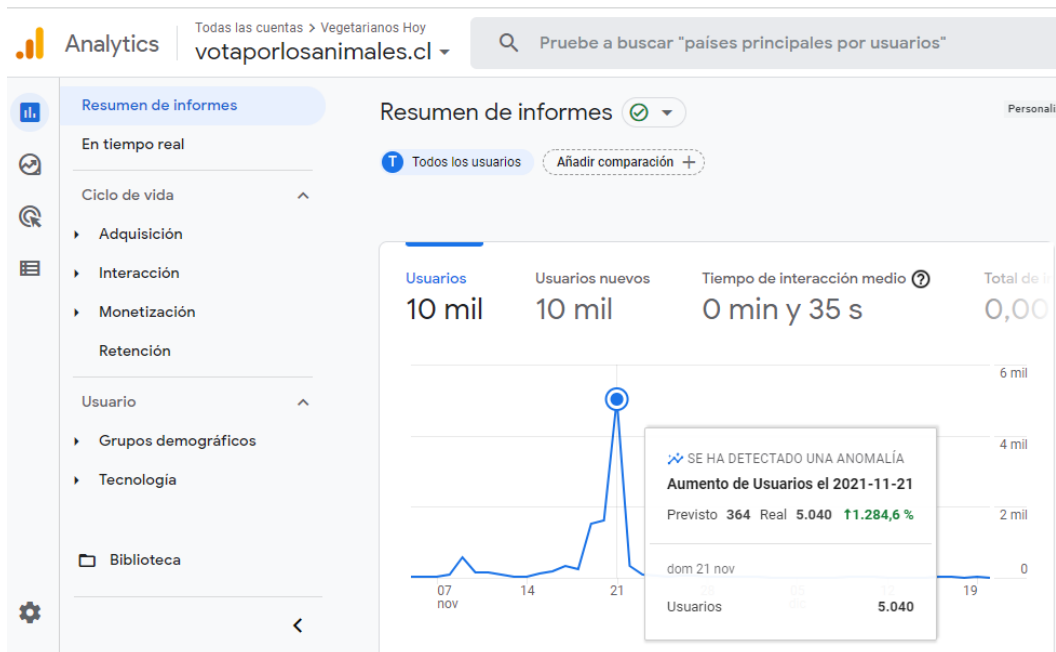


Billboard at Paseo Huérfanos, Santiago Centro, Chile.

Looking at the Analytics of the website we had great results that indicate interest in the information the program was providing:

+10,500 users during the elections period.

5,000 users on one of the elections day.

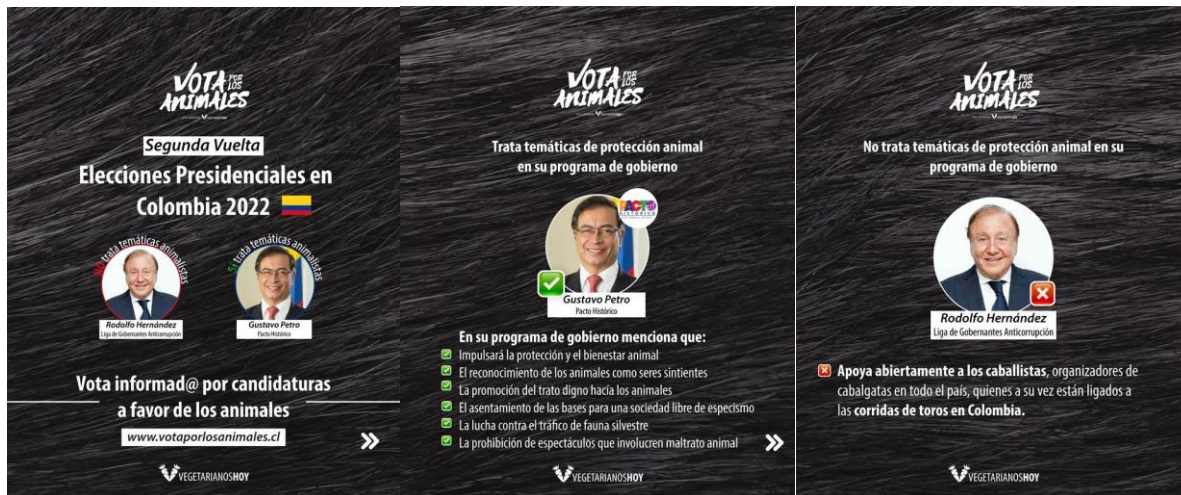


- To follow up on the Presidential Commitment Gabriel Boric, current Chilean President, assumed during his candidacy, assisting to [meetings](#) in La Moneda with the Office of the Presidency and the Ministry General Secretariat of the Presidency to discuss the next steps in each area.
- To build relationships with key decision makers and bringing awareness to animal welfare and vegan advocacy, Vegetarianos Hoy has gifted the Carol J Adams's book The Sexual Politics of Meat to politicians and members of the new Chilean government. So far they have handed over 15 books among the [Ministry of Environment \(Maia Rojas\)](#), the [Ministry of Women and Gender Equity \(Antonina Orellana\)](#), and to several Deputies and Gender Ministerial Advisers of the new government.

Press appearances 2021 for Vota por los Animales in Chile: 12, of which half are from the most important media outlets in Chile.

| | |
|--------------|---|
| 24horas.cl | https://www.24horas.cl/politica/que-opinan-los-candidatos-presidenciales-sobre-el-trato-de-animales-5090536 |
| Biobio | https://www.biobiochile.cl/noticias/nacional/chile/2021/11/18/que-proponen-los-candidatos-presidenciales-sobre-proteccion-animales.shtml |
| ADN Radio | https://www.adnradio.cl/nacional/2021/11/16/elecciones-presidenciales-2021-que-dicen-los-candidatos-presidenciales-sobre-los-derechos-y-proteccion-de-los-animales.html |
| El Mostrador | https://www.elmostrador.cl/generacion-m/2021/10/22/inedito-sitio-web-entrega-informacion-sobre-senadores-y-diputados-y-su-trabajo-a-favor-o-en-contra-de-los-animales/ |
| Publím metro | https://www.publím metro.cl/cl/noticias/2021/09/15/eleccion-presidencial-estos-son-los-candidatos-comprometidos-con-los-animales.html |
| ADN Radio | https://www.adnradio.cl/nacional/2021/09/09/vota-por-los-animales-sitio-web-informacion-sobre-que-presidenciables-incorporan-propuestas-sobre-animales.html |

In 2022, although we didn't have a complete campaign for the presidential elections in Colombia as the Legal Coordinator in Colombia had not been hired yet, we did share information in Social Media about the commitment or lack thereof, for animals of the candidates during May and June 2022 with the support from the team in Chile and our staff in Colombia:



During May 2021 we launched an informative campaign under the name Individuos No Toneladas (Individuals not Tons) that refers to the fact that aquatic animals are not even considered individuals and are counted in tons with it's website: <https://vegetarianoshoy.org/individuosnotoneladas/> to support the presentation of a bill project that aims to improve the welfare of aquatic animals in the acuaculture industry in Chile

We also became members of the Aquatic Animal Alliance, AAA, an Aquatic Life Institute's (ALI) initiative. We have participated on open letters from the coalition, having press appearances on important international media in Colombia (Vanguardia) and Chile (El Ciudadano).

Bill Project 14620-21

By the end of September 2021, we presented a bill proposal for **fish and other aquatic animals' welfare** in Chile. We had the support of 9 representatives, including the current president of the Commission on fisheries, aquaculture and maritime issues, where the project awaits to be discussed.

Press appearance example: CNN Chile *"They are the most forgotten"*

The image is a screenshot of a news article from CNN Chile. At the top, there is a red navigation bar with 'SECCIONES' on the left, the 'CNN CHILE' logo in the center, and 'EN VIVO' on the right. Below this, a black bar contains the text 'PAÍS INDUSTRIA ACUÍCOLA' and the date '24.09.2021 / 09:07'. The main headline reads: **“Son los más olvidados”: Presentan proyecto sobre estándares de bienestar animal en producción acuícola**. The sub-headline states: 'La iniciativa busca ser aplicada en todas las instalaciones donde animales acuáticos de producción sean mantenidos, producidos, criados, cosechados, transportados o sacrificados. Incluye la prohibición de cocción de animales acuáticos vivos.' Below the text is a large photograph of an aquaculture farm with several rectangular pens in the water. To the right of the photo is a 'DESTACAMOS' section featuring a small portrait of a man and the text: 'La trayectoria familiar y política de Gabriel Boric Font, el presidente más joven de Chile'. At the bottom right, there are three social media links: 'Síguenos en nuestro Facebook', 'Agréganos a tu Twitter', and 'Míranos en Instagram'.

Press appearances 2021 for Individuos No Toneladas: 32

Press appearances 2022 Individuos No Toneladas: 6

Menú Por El Planeta: 2021-June 2022 achievements.

During June 2021, **3 initiatives were presented**, two resolution bills (they seek to have a pronouncement from the chamber of deputies/representatives and senators on an issue of public interest, making recommendations directly to the President) and a bill.

Approved resolution bills:

Resolution bill: N° 1601. Requests that the President instructs the Social Development Ministry that through the program Elige Vivir Sano (“Choose to live healthy” in english) to **incorporate actions and strategies that promotes the consumption of plant-based proteins**.

The bill was [approved](#) after only one week of its presentation , July 8th, with 88% of votes in favor.

We got 5 press appearances.

Resolution bill: N° 1602: Requests that the President instructs the Education Ministry to create actions to **educate the Chilean population on climate change, food policies and animal welfare**, incorporating these topics on school’s curriculum.

The bills was [approved](#) with 97,6% of votes in favor

We got 46 press appearances in 2021 for Menú Por El Planeta.

The screenshot shows a news article on the website 'elmostrador'. The article title is 'Aprueban proyecto para incluir en el currículo escolar temáticas sobre cambio climático, bienestar animal y políticas alimentarias'. The byline is 'por Generación M | 18 agosto, 2021'. The main image shows a classroom with students and a teacher. Below the image, there is a text block: 'Además de las acciones urgentes que hay que tomar para frenar el cambio climático, también es necesario ahondar "en la formación y educación de las nuevas generaciones de estudiantes, que son un gran motor de cambio social sobre este tema".' To the right of the text are social media sharing options for Facebook, Twitter, LinkedIn, Print, and Email. Further right are two promotional banners: one for 'TEENOS MÁS DE UNA FORMA DE DARTER UNA MANO CON TU CUENTA' and another for 'Seguimos celebrando 40% de descuento en todos los medios de pago de Todo Pisco Alto del Carmen 40°'. At the bottom right is a section titled 'Agenda País'.

Press example from El Mostrador.

We held meetings with the Ministry of Education, and the program Elige Vivir Sano in 2021 to follow up after the approval of the two resolutions bills.

In December 2021, the then candidate and now current president Gabriel Boric signed the compromise to promote the bills from Menú por el Planeta if elected. We have had meeting with different institutions during 2022 to follow up this compromise:

- Department of agriculture.
- Ministry General Secretariat of the Presidency.



- ODEPA Chile (Office of Agricultural Studies and Policies) to ask that they include plant-based proteins in the MAT (best seasonal foods) a report they share everyone showing the most convenient and recommended food and their prices each week. Until now they have never added plant-based proteins, only animal products such as chicken and other meats, even when they are not seasonal and are more expensive than legumes. After meeting with them they decided to include beans, chickpeas and lentils in their following reports, a huge change that we published in our social media and had great reception from the public:

BC [Redacted] 12:51
Para: Ignacia Cc: Antonia, Andrea >

legumbres en MAT

Estimada Ignacia, te comento que incorporaremos legumbres en el MAT a partir del informe de hoy. Saludos,

Jefe (s) Depto. de Información Agraria, Análisis Económico y Transparencia de Mercado

Oficina de Estudios y Políticas Agrarias (Odepa)
Ministerio de Agricultura
Teatinos 40, Piso 8, Santiago, Chile
(56) 22 397 31 50
www.odepa.gob.cl

vegetarianos_hoy • Siguiendo
Santiago de Chile

vegetarianos_hoy ¡VICTORIA! Durante la semana pasada, nos reunimos con ODEPA para solicitar que incluyeran proteínas vegetales en el MAT (Mejores Alimentos de Temporada), y la mañana del viernes 17 de junio nuestra directora general recibió este correo confirmando que nuestra petición había sido escuchada y que se realizaría el cambio desde hoy 🥰🌱

Estos informes indican cuáles son los alimentos de temporada más convenientes para el consumo, mostrando precios 💰 y su variación semanal. En ellos, las legumbres nunca habían sido consideradas... ¡hasta ahora! ❤️

¡Este es el fruto del trabajo del Equipo Legal y de Incidencia de [@vegetarianos_hoy!](#) 🌱❤️

👉 ¡Ayúdanos a seguir trabajando por los animales! Hazte soci@

Les gusta a **cristian.apiolaza.acevedo** y **3,997 personas más**

JUNIO 20

Agrega un comentario... Publicar

| Producto | Porcentaje | Detalle |
|----------------|------------|---------------------------|
| PAPA | 53% | más bajo en ferias libres |
| CEBOLLA | 43% | más bajo en ferias libres |
| BROCOLI | 18% | más bajo en ferias libres |
| MANDARINA | 62% | más bajo en ferias libres |
| LIMÓN | 63% | más bajo en ferias libres |
| POROTO TÓRTOLA | 25% | más bajo en ferias libres |

odepa.gob.cl

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Santiago de Chile

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👉 ¡Ayúdanos a seguir trabajando por los animales! Hazte soci@

Les gusta a **cristian.apiolaza.acevedo** y **3,997 personas más**

JUNIO 20

Agrega un comentario... Publicar

During 2022: 13 press appearances for Menú por El planeta.

In the other hand, we had been in conversations with Regional Ministerial Secretariats of Health from Maule to implement Lunes Sin Carne in their cafeteria since August 2021, the process is slow due to the change of management to the new government but launching the campaign is scheduled for the second semester of 2022.

During the first semester of 2022 we collaborated with IVU (International Vegetarian Union) and translated their Guide for Nutritionists to Spanish, during the following months we will start the distribution of the guide not only in Chile but other countries in Latin America to inform nutritionists and dietitians about plant-based diets.

Observatorio Animal: 2021-June 2022 achievements.

During 2021 we published 3 reports for Chile and 2 reports for Perú.

In 2022 we published 3 reports in Chile and 6 for Perú.

All reports are available in www.observatorioanimal.org

We have published reports of the audits performed by the Servicio Agrícola Ganadero (SAG; agricultural livestock service) between 2018 and 2019. The objective is to make public the infractions and situations witnessed by the inspectors on livestock farms and whether the correct sanction was implemented. We had success with our prior report that analyzed the audits between 2016 and the first semester of 2018, where it was found that 11 cases of animal abuse were left without sanctions. After the publication, SAG approached us to have a meeting because they wanted to improve their audit process to prevent more cases of animal abuse to be not sanctioned and we have maintained contact with this important governmental institution in Chile.

We had 20 press appearances in 2021, of which 6 came from Perú.

Example of one of our most recent Instagram posts for a report published about Livestock transportation in Perú:



The image shows an Instagram post from the account 'vegetarianos_hoy' in Peru. The post features a photograph of two alpacas in a field. Overlaid on the photo is the text 'Nueva investigación' (New investigation) and a large orange banner at the bottom that reads 'PERÚ: TRANSPORTE DE ANIMALES VIVOS EN EL EXTERIOR (2018-2021)' with the website 'WWW.OBSERVATORIOANIMAL.ORG' below it. The post's caption asks '¿Qué sabemos sobre el transporte de animales vivos desde el Perú a otros países?' and provides information about export quotas and the lack of regulations for animal welfare during transport. It includes a call to action to visit the website and a poll asking if the user wants to help publicize the situation. The post has 107 likes and was posted on April 6th.

vegetarianos_hoy • Siguiendo
Perú

vegetarianos_hoy PE ¿Qué sabemos sobre el transporte de animales vivos desde el Perú a otros países?

👤 @midagriperu establece cada año una cuota máxima de exportación de llamas y alpacas.

Según la información de @senasa_peru, Perú actualmente no exporta animales de producción vivos.

No existe una reglamentación que considere el bienestar durante el transporte de animales.

Para conocer en detalle esta nueva investigación, visita nuestro sitio web: www.observatorioanimal.org

🗳️ ¿Quieres ayudarnos a visibilizar esta situación? Te invitamos a

📍 PERÚ: TRANSPORTE DE ANIMALES VIVOS EN EL EXTERIOR (2018-2021)
WWW.OBSERVATORIOANIMAL.ORG

Les gusta a irisvegan y 107 personas más
ABRIL 6

Agrega un comentario... Publicar

Opción Vegana: 2021-June 2022 achievements.

By working with companies to launch new vegan alternatives we aim to increase the availability and make it easier to people to chose plant-based alternatives.

Through the work with **Dunkin Donuts** in Chile we helped the release of 15 vegan donuts to the market in 90 stores across the country having a great reception in the public.

With the work with **Buffalo Waffles**, they also launched 2 vegan waffles options, sweet and savory, now available in 30 locations.

The traditional **Cafetería Mokka**, launched a several vegan alternatives in their menu including the chilean classic “Ave Palta” (chicken and avocado sandwich) with vegan mock meat.



Poster at a Dunkin Donuts store promoting the vegan products

The work in social media and press media is key to ensure that the companies have a positive reception and keep promoting and developing new vegan alternatives.

Instagram Post:



vegetarianos_hoy • Siguiendo Chile

vegetarianos_hoy ¡🌱🌱🌱🌱! ¡NUEVA OPCIÓN VEGANA en @dunkin_chile! 🌱🌱🌱🌱

La cadena internacional que hoy cuenta con 89 locales en Chile, tras meses de trabajo y estudio con @vegetarianos_hoy en el marco del programa Opción Vegana y sus ganas por ser una cadena más inclusiva, descubrió que la mayoría de sus recetas de siempre, ¡son veganas! 🌱

Es por eso que desde este 1 de noviembre en TODOS los locales de Dunkin' podrás encontrar 17 variedades de Donuts aptas para veganos y con un correcto etiquetado para que puedas reconocerlas 🌱🌱. ¿No te parece genial? Acá te dejamos un par de ideas para probar 🌱:

- 🌱 Rollo de canela glaseados (premium)
- 🌱 Doble Boston Creme (premium)
- 🌱 Boston Kreme
- 🌱 Bavarian Kreme
- 🌱 Glaseada
- 🌱 Frutilla Arcoiris
- 🌱 Chocolate Arcoiris
- 🌱 Vainilla Arco Iris
- 🌱 Pink berry
- 🌱 Jelly de Frambuesa
- 🌱 Chocolate creme
- 🌱 Chocolate marmolado

Les gusta a tamarabustiosc y 12,476 personas más

1 DE NOVIEMBRE

Agrega un comentario... [Publicar](#)

Dunking Donuts: +12,000 like

Buffalo Waffles lanza opción apta para veganos

La chilena se suma a otras compañías que ya buscan opciones veganas, como Starbucks, Papa John's y Dunkin Donuts.

Publicado hace 1 mes en Noviembre 10, 2021

Por [María José Blanco](#)



Foto: Buffalo Waffles.

[f](#) La empresa chilena **Buffalo Waffles** -fundada en 2013- se suma a las marcas que están desarrollando opciones dulces basadas en plantas, para entregar



Press appearance example: Forbes Chile

Buffalo Waffles releases vegan friendly option.

The Chilean joins other companies with vegan options as Starbucks, Papa Johns and Dunkin Donuts.

Press appearances for the program in 2021: 26

So far during 2022 we have signed 3 agreements to work with companies developing their first vegan options in Chile.