



REPORT
EGGLAB

2021





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SUMMARY

01

INTRODUCION

07

EGGLAB RESULTS

02

FARMED ANIMALS TEAM

08

FROM NON-RESPONSIVE COMPANIES

03

COMPANY LETTER FERRERO

09

FROM RESPONSIVE COMPANIES

04

WHY EGGLAB?

10

CONCLUSION

05

THE EGGLAB METHODOLOGY

11

BIBLIOGRAPHIC REFERENCES

06

THE COMPANIES



FÓRUM NACIONAL DE PROTEÇÃO E DEFESA ANIMAL



The National Forum for Animal Protection and Defens

The National Forum for Animal Protection and Defense is one of the largest Animal Protection NGOs on the national scene. Born over 20 years ago, its mission is to protect animals across the country, regardless of species. We work so that they are respected as sentient beings, that is, capable of feeling. Our multidisciplinary team is made up of veterinarians, lawyers, marketing and communication professionals, geographers and researchers, who support the development of animal protection and defense actions.

The participation of animal protection movements was and is essential for positive changes in the way we relate to and treat animals. The union of animal and environmental protection and defense entities is essential, so that we can support each other and offer mutual assistance, acting in a network, with the partner entity being our regional representatives and also an inspector of local demands so that the Animal Forum can give the support needed.

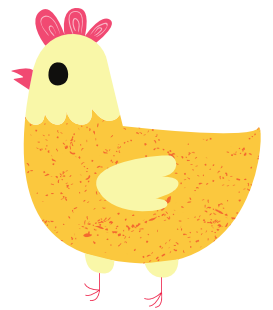
The “Affiliated Project” is a work carried out for over a decade by the Animal Forum and has more than 100 other registered animal protection entities, which work in the protection of different species and are distributed across different regions of the country.



FARMED ANIMALS TEAM

FARMING CHICKEN

Most of Brazil's egg production causes immense suffering in the lives of laying hens as they spend their entire lives trapped in cages so tight that they cannot even turn or walk! We talk to companies that commit to animal welfare policies to put an end to this suffering. In addition, we bring information for the consumer to make more informed choices, and buy products that do not involve cruel practices.



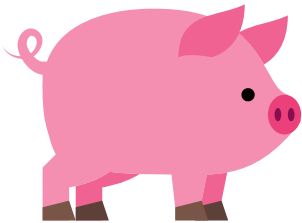
TEAM EGGLAB (OUR FOCUS)

The public commitment of companies to no longer use eggs from caged hens is only part of the process of transforming animal welfare practices. This process needs to be evaluated! With this intention, our team searches for committed companies and evaluates their transition processes within the established deadline, including assisting in the demands of difficulties in this process.



FARMED ANIMALS TEAM

SWINE TEAM



For most of their lives, sows can spend their lives in gestation and maternity cells where they cannot express simple behaviors such as turning their own bodies and piglets undergo other pain-inducing procedures such as castration without anesthesia. Today, more than 50% of sows are already out of cages and we talk to companies throughout the chain to commit to policies that benefit as many animals as possible. We contribute by bringing information so that consumers can learn about the practices in the chain and make sustainable choices that do not encourage cruel practices.

LEGISLATIVE FRONT TEAM

Seeing the need to expand the concepts of more conscious eating ("mindful eating") and aligned with the environment, we created a program of legal-legislative guidance that works with representatives of the Municipal and State Legislatures, in a supra-party manner, aimed at transforming bidding processes in the purchase of food products, that purchases with animal welfare guarantees are prioritized.



COMPANY LETTER

FERRERO



To the National Animal Protection and Defense Forum

Firstly, Ferrero would like to express our great satisfaction for having been considered as an outstanding company participating in Egg Lab 2021.

This recognition reinforces and strengthens our purpose of "Caring for the Best", This mission is part of the Ferrero Group's DNA and is present at every stage of the our value chain. Several actions have been developed to preserve human rights, the environment and animal welfare.

As one of our pillars of action, our priority is to monitor and minimize the impacts of activities across the supply chain, ensuring that our raw materials are of responsible origin. In this context, we have already reached very significant results, especially in relation to our main raw material. Since 2015 Ferrero has obtained 100% sustainable palm oil certified by RSPO (Roundtable on Sustainable Palm Oil), segregated and traceable to plantations – ensuring a high level of security and transparency. In 2021, we are also very proud to announce the achievement of the goal of achieving 100% of sustainable cocoa through independently managed standards.

Another important objective is to ensure the progressive improvement of our animal welfare standards in the supply chains. Since 2017, we have worked with a multidisciplinary team project involving specialists from Ferrero and Fai Farms, an organization of consultancy and research dedicated to generating progress towards the sustainability of food, to develop programs dedicated to animal welfare, improving the the quality and safety of our products and the sustainability of our chains.

In this sense, in 2014 we reached our goal of using 100% cage-free eggs in the European Union (representing 95% of Ferrero's global egg supply). Our aim is to provide only cage-free eggs and egg ingredients throughout the world by 2025.

Additionally, we have the ambition to contribute to avoiding the impacts of climate change, that's why we set the goal of reducing by 50% the emissions of all our operations by 2030 and use 100% renewable energy in all our factories. We also signed the Global Commitment for a New Plastics Economy and we will, by 2025, make all our packaging reusable, recyclable or compostable.

We are convinced that a more sustainable production is possible and we want to be a driver of transformation in our sector, while we also understand that we have a long way to go through a production chain that is entirely good for people, for societies and for the planet. we follow working to expand our sustainable agricultural practices in order to achieve a fair, sustainable and transparent supply chain.

Report EggLab 2021

WHY EGGLAB?

The well-being in animal production systems has aroused the interest of the population of developed countries, such as the EU, which approved in 2021 the plan to abolish cages in production by the year 2027¹. In this sense, poultry farming will be one of the most demanded sectors for changes, and it will have to adapt in order to remain in the market.

The breeding of birds in cages has been criticized when it comes to the animal's living conditions. The restricted space, the lack of contact with the ground and the non-interaction with other birds make activities considered natural and healthy for the species impossible. In addition, practices such as forced molting and beak trimming are also considered stressful to the animal.

In Brazil there are more than 2 million egg producers and it is estimated that there are more than 200 million chickens raised for the production of eggs where more than 90% of them spend their lives confined in cages. The cage system is a cruel reality, which imposes a hard life on chickens: they are crammed into very small spaces, where each animal has about 375 square centimeters to move around².

Therefore, linked to a more conscious and less harmful creation for animals that focus on management practices that promote well-being, there is a collective effort by society, increasingly demanding on the origin of consumed products and animal protection NGOs that encourage companies from different segments to sign public commitments to no longer use eggs from the battery cage system, in addition to moving from other countries in the world, such as the case of some states in the USA³ and countries in the EU.

It is necessary not only to encourage and dialogue with companies so that they no longer use eggs from battery cages but also to evaluate this transition process.

The way to evaluate its process in Brazil was the creation of EggLab, which consists of an annual audit that aims to understand and evaluate the transition process of committed companies.

In 2021 EggLab is in this third edition. In this edition, we find 149 companies operating in the Brazilian territory, which have public commitments for free chicken eggs. Of these 149, in the 2020 edition, 10 had already completed the transition, so the main focus was the remaining 139 companies.



THE EGGLAB METHODOLOGY

We structured an action model based on positive marketing, the process of contacting companies began with a publication on the social networks of the National Forum for Animal Protection and Defense that announced the official launch of EggLab 2021, and through this publication we invite companies to be transparent concerning to the evolution of the commitment assumed.

The communication channels selected for contacting the companies were emails, direct Instagram messages, phone calls and the "contact us" services of the companies themselves.

We provided companies with a dynamic and streamlined survey with strategic questions capable of demonstrating the evolutionary process in the companies' transition and also the expectations of the future for the final objective, that is, the transition reaching 100%.

Sending the survey and opening dialogue with companies with the companies also show the level of commitment of the companies with the well-being of laying hens, the degree of transparency with their consumers, the progress made since the commitment, as well as the difficulties encountered throughout the process.



THE COMPANIES

From the active search, 139 companies were found with public commitments to transition to cage-free eggs. They are, in alphabetical order:

10 PASTÉIS	FÁBRICA DE BOLO VÓ ALZIRA	MCCAIN FOODS
ACCOR HOTELS	FALEIRO	MEGAMATTE
ALSEA	FERRERO	MERCADINHOS SÃO LUIZ
AM PM	FOGO DE CHÃO	MINI KALZONE
AMOR AOS PEDAÇOS	FORNO DE MINAS	MINOR HOTELS
APETECE	FRAN'S CAFÉ	MONDELEZ
APETIT SERVIÇOS DE ALIMENTAÇÃO LTDA	FREDDO	MR. BAKER
ARCOS DORADOS (MCDONALD'S)	GENERAL MILLS	MR. CHENEY
ARYZTA	GIRAFFAS	MR. FIT
AURORA ALIMENTOS	GPA	MUNDO VERDE
B.LEM	GRÃO EXPRESSO	NAVEG PIZZA
BACIO DI LATTE	GRSA - COMPASS GROUP	NESTLÉ
BAKED POTATO	GRUPO ALENTO	NISSIN
BARILLA GROUP	NAA SUSHI BAR	NORWEGIAN CRUISE LINE
BENJAMIN A PADARIA	GRUPO BIG	O PASTIFÍCIO
BFFC (BOB'S, DOGGIS, YOGGI)	GRUPO BIMBO	OFNER
BIFUM BRASIL ALIMENTOS	GRUPO CRM	OVOS FILLIPSEN
BIG X PICANHA	GRUPO HABIB'S	PARMEGGIO
BIMBO DO BRASIL	GRUPO HALIPAR	PATRONI PIZZA
BLOOMIN' BRANDS (OUTBACK)	GRUPO PANDURATA	PAVIOLI
BOM SABOR	GRUPO TREND FOODS	PEPSICO
BRF	GRUPO TRIGO	PIF PAF
BRICO BREAD ALIMENTOS	HAVANNA	PREMIER PET
BROWNIE DO LUIZ	HEMMER	PRIMO PASTIFÍCIO
BUNGE	HERSHEY'S	PURATOS
CACAU SHOW	HILTON	RÁSCAL
CAFÉ SUPPLY	HYATT	RBI
CANNOLI DO CALIMANO	IMC	REDE LEVE PIZZA
CARGILL	INTERCONTINENTAL HOTEL GROUP (IHG)	REDE OBA
CARNIVAL CRUISE LINE	J. MACEDO	REI DO MATE
CARREFOUR	JBS	RESTAURANTE AMÉRICA
CASA DE BOLOS	KELLOGG'S	ROYAL CARIBBEAN
CASA DO PÃO DE QUEIJO	KRAFT HEINZ BRASIL	SANTO GRÃO
CASA SUIÇA	LA BASQUE	SAPORE
CASA VOVÓ PALMIRINHA	LA BELLA	SELETTI
CELIVITA	LC ADM. DE RESTAURANTES LTDA	SODEXO
CHIQUINHO SORVETES	LE PAIN QUOTIDIEN	GRUPO ST MARCHE
CHOICE HOTELS (ATLANTICA HOTELS)	LEMONS PASSOS ALIM. E TERC.	STARBUCKS
CIA BEAL DE ALIMENTOS (FESTVAL E BEAL)	LEVAPAN	SUAVIPAN
CIA TRADICIONAL DO COMÉRCIO	LIG-LIG	SUBWAY
CLUB MED	M. DIAS BRANCO	TEA CONECCION
CRISTALLO	MADERO	THE FIFTIES
D'MACARRONS	MANTIQUEIRA	UNILEVER
DE NADAI	MAKRO	VIGOR
DIDIO PIZZA	MANIA DE CHURRASCO	WICKBOLD
DIVINO FOGÃO	MARRIOTT INTERNATIONAL	YOUBURGER
		ZAFFARI

All these companies made commitments until the year 2020. Companies that made commitments in 2021 will be invited to participate in EggLab from 2022 edition.



EGGLAB RESULTS

In the approach of the 139 companies, we reached the following results:

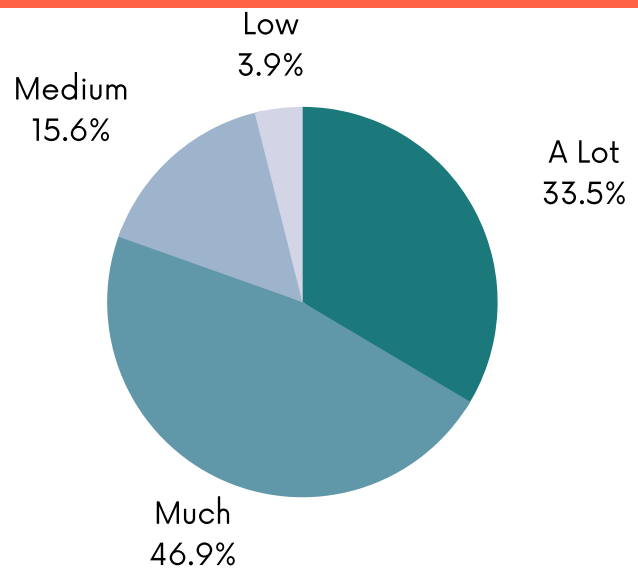
44 companies responded to the questionnaire

07 companies formally refused to respond

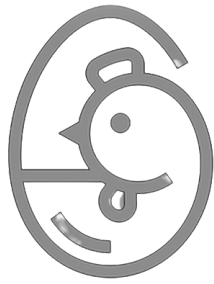
48 companies reacted to the communication but did not respond to the questionnaire

40 companies did not respond to any approach or blocked our contacts

How much does your company value the adoption of the cage-free system?

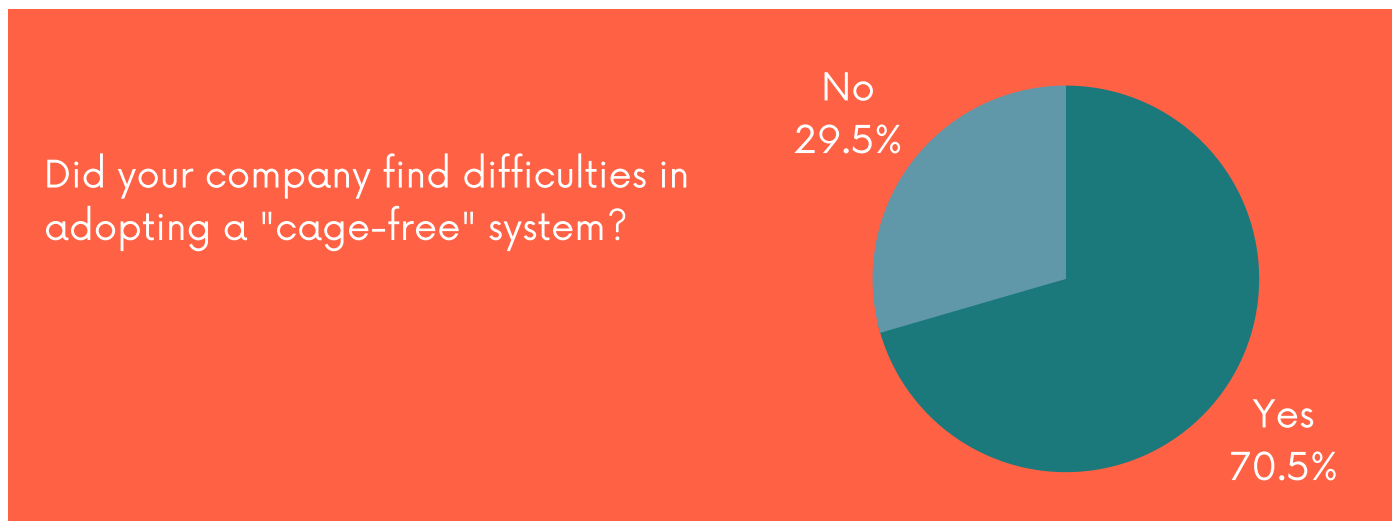


Of the 44 responsive companies, most highlight how important it is to adopt a cage-free system



EGGLAB RESULTS

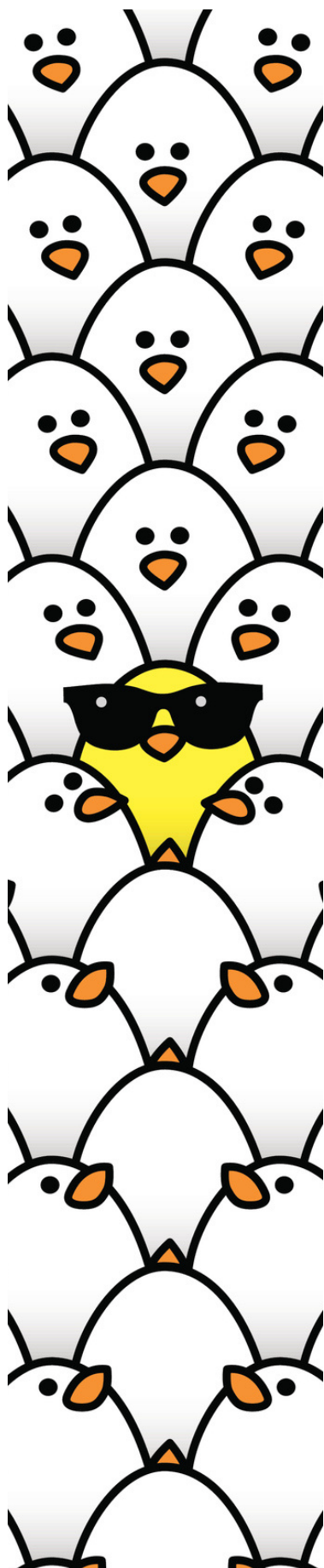
However, the overwhelming majority of companies consider they encounter difficulties in the transition process



The most relevant answers about the difficulty in the transition process were the lack of suppliers, which can be understood as the lack of knowledge of where the producers are, and can be supplied by initiatives such as MIRA, which maps all the producers of eggs in Brazil, giving visibility to producers who already are cage-free; the cost of the cage-free egg and the unavailability in the market of cage-free products for industrial-scale supply. From these difficulties listed by the companies, we can see that although responsive companies have great interest in achieving the transition, this process has been taking place slowly, as shown in the data below:



EGGLAB RESULTS

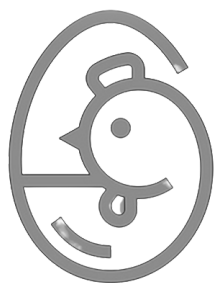


From companies that use whole eggs in their products
10 have the transition at 0%
05 are transitioning between 10 and 30%
02 are transitioning between 70 and 75%
03 reached 100% transition

From companies that use liquid eggs in their products
14 are with the transition at 0%
06 are transitioning between 1 and 6%
01 company is transitioning at 35%
04 reached 100% transition

From companies that use ingredients or derivatives in their products
14 are with the transition at 0%
04 are with the transition between 1 and 5%
05 are transitioning between 6 and 15%
02 companies are in 50%
03 reached 100% transition

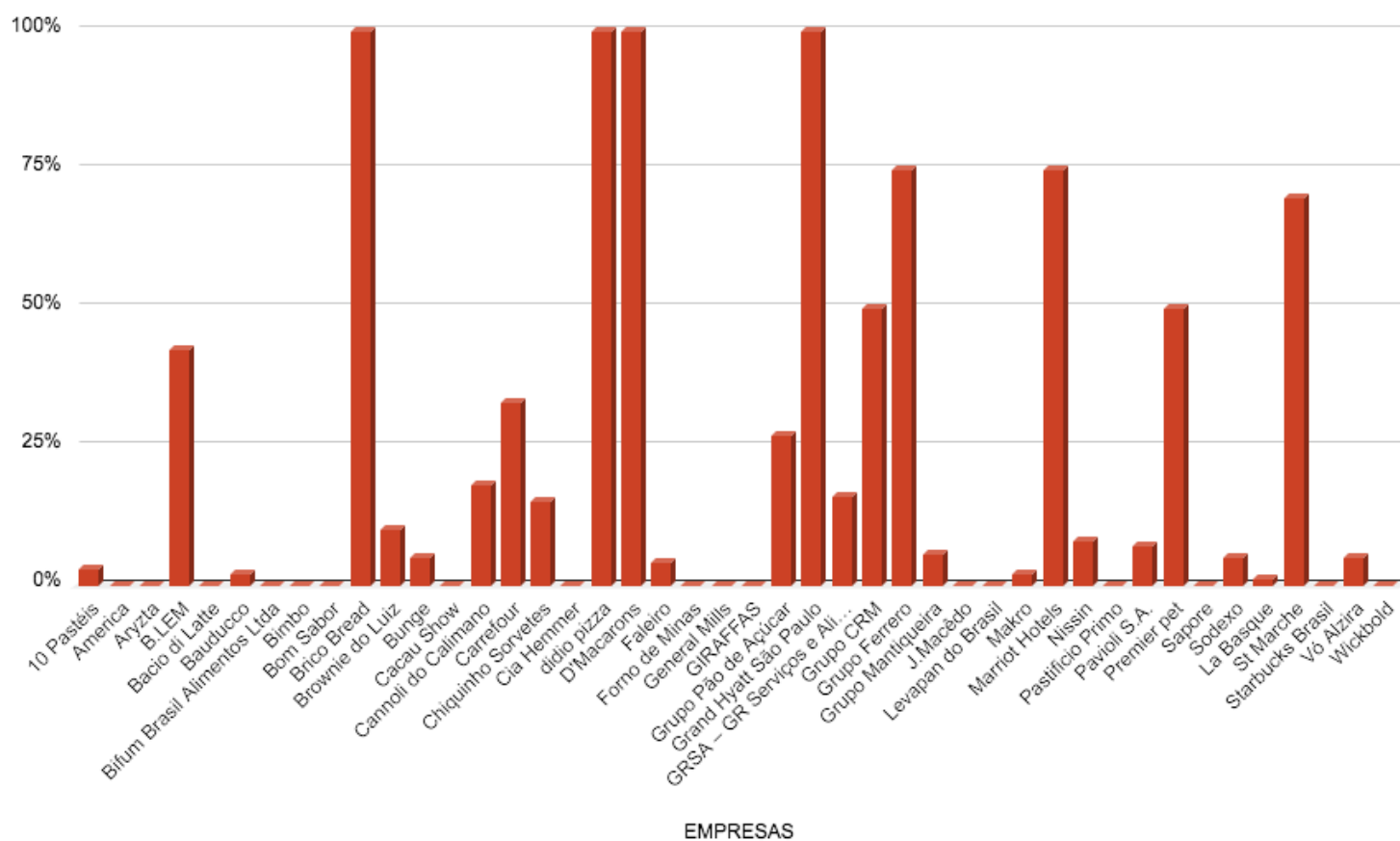
We highlight that some companies use the egg in more than one of the ways described in the survey.



EGGLAB RESULTS

Statement of the evolution of the transition in 2021

The chart below shows the evolution of the transition by companies. For the same, the average of the evolution percentages was extracted, as many companies use the egg in more than one of the ways described in the research.



FROM NON-RESPONSIVE COMPANIES

There is a work process carried out by animal protection NGOs and companies so that the commitment is signed, published and the transition to good practices aimed at animal welfare is made over the given period.

This process includes the frequent evaluation of the transition process not as a way of exposing the company or even of punishment, but as a way to help the company in this process and also to guide the concerned consumer which companies demonstrate transparency in their commitments.

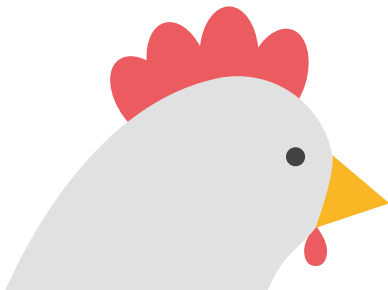
THE NON-RESPONSE IN AN AUDIT LIKE EGGLAB POINTS US TO DIFFERENT SITUATIONS:

1 - Many companies, after the commitment, did not organize themselves internally to carry out the transition and avoid contact;

2 - Some companies do not have personnel prepared to dialogue with NGOs;

3 - The companies' communication systems are not very transparent and efficient, many of them do not respond even a message like "talk to us".

4 - Changing employees considerably affects the success of the transition and fulfillment of the commitment.



It is noteworthy that NGOs have an intermediary role between companies and society and this dialogue is important, as our society is becoming more demanding about the origin of consumed products and also in the perspective that changes aimed at well-being of animals are, more and more, a Brazilian reality.

FROM RESPONSIVE COMPANIES

In 2021, we had 44 companies that responded to the questionnaire. And it was possible to notice that the more the dialogue is established between the company and the NGO, the more the transition process becomes evident for both, as well as it is possible to find ways to help those companies that face difficulties in their transitions.

It is also possible to notice some innovations in the companies' concern to improve their production chain and, in some cases, even looking for alternatives to totally exclude products of animal origin or that cause animal suffering in their products. As an example, we have the company Bacio Di Latte, which reported having already excluded eggs from its production and is moving towards the development of recipes without milk or using vegetable milk.

We also had companies that submitted their sustainability reports and in it we have a good view of the company's care in advancing sustainable practices, seeking respect for animals, people and the planet.



CONCLUSION

EggLab 2021 brought very positive results in observing the transition process of the companies. The Pandemic scenario was a factor that pointed out difficulties in some sectors in advancing in this process, especially the food sector. However, even with these difficulties, it was found that responsive companies are concerned about animal welfare.

There was an increase in the number of responsive companies in relation to the previous year. As a refinement of the methodology, this number is expected to increase over the years. More transparent companies with good communication end up standing out in the scenario.

It is also important to point out that many companies have not organized themselves internally to evolve in the transition, and in many of these cases, the company's internal communication, when changing employees, is not satisfactory for the evolution to happen.

Many companies also reported the difficulty in finding suppliers of cage-free eggs. As there are already initiatives in Brazil to map cage-free egg producers, the EggLab team acted in order to present these initiatives to the companies, when requested.

We conclude that this process, from the company's public commitment to EggLab's evaluations, is an important milestone for the transformation of the current scenario, serving as an example for new companies to also seek the evolution of their practices with new alternatives that preserve the lives of animals, people, and the environment.



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REALIZATION



FÓRUM
NACIONAL DE
PROTEÇÃO E
DEFESA ANIMAL

MADE POSSIBLE BY



Effective Altruism

