

## Grant proposal 2016

### The Proposer's history and main achievements:

[The National Forum for Animal Protection and Defense \(Animal Forum\)](#) is Brazil's largest animal protection network with over 120 affiliated NGOs spread throughout the country. For over 15 years, the Animal Forum has been working on advocacy, educational and hands-on programs to protect animals in Brazil.

Our greatest legislative victories include a nationwide legislation setting up standards for humane slaughter; a countrywide ban on the practice of keeping marine mammals in captivity for entertainment; and the inclusion of animal cruelty or abuse as an environmental crime in the federal constitution. Over the last five years, the organization has also qualified nearly 8.000 teachers and educators in animal welfare science and animal protection principles.

Since 2014, we started deepening our efforts to eliminate some of the worst practices in livestock production. Our efforts – combined with the work of our affiliates and partner groups – have led Brazil's three largest pig producers to declare a phase-out of gestation crates. These three victories alone mean that around one million sows will be free of the life-long confinement in crates every four years in Brazil.

In 2015, we started to work to get bans on foie gras sale and production approved. So far, five cities – including Sao Paulo, the country's largest city with nearly 12 million inhabitants – have approved laws that ban foie gras' production and/or sale in Brazil and many more municipalities and states have similar bills being discussed.

### Our plans for farm animals from August 2016 to August 2017:

#### Battery cages:

So far, only two international companies have clear policies – with specified deadlines – to end the use of battery cages in Brazil: Unilever and Grupo Bimbo. In 2016, we plan to launch various campaigns targeting – one by one – the largest food retailers in Brazil. We will carry out investigations and these campaigns will have online petitions, ongoing efforts to get media attention, direct outreach to the senior leadership and a direct action in front of one of their stores, creating a good photo opportunity for media attention.

#### Social media:

Currently, we only have 30.000 followers on Facebook and less than 200 on Twitter. We strongly feel that all our campaigns and alerts for people to take action would be hugely benefited by a larger number of supporters. Companies and governments would also be much more worried about us targeting them, from the very beginning. We estimate that with around USD 5,000.00 for sponsored adds and a good flow of popular posts we can reach around 200.000 social media followers in the next year. This would also be used to increase our mailing list.