



PROFITING FROM CRUELTY AND KILLING OUR PLANET



Image from the cover: Globally, more than 72 billion chickens are slaughtered for meat each year.

Credit: Andrew Skowron.

“Factory farming is the source of some of the greatest cruelty to animals in the world, and it runs on the large-scale production of feed crops at the expense of our environment and natural resources. The global grain and soy trade for animal feed is destroying critical habitats, decimating biodiversity, and polluting our climate. Without this access to cheap feed crops, factory farming would crumble.”

Cameron Harsh

Director of Programs, World Animal Protection US



As you read this, billions of animals are suffering on factory farms. Closely confined and condemned to unimaginable suffering, their painful lives fuel the ever-increasing global demand for meat that is backed by big business and governments.

Within this unsustainable system, animals are cruelly caged, mutilated, and pumped with antibiotics to keep them 'healthy' in unnatural stressful conditions. And chickens raised for meat are bred to grow so fast that their bodies collapse under them.

This cruel system severely affects wild animals too. It is behind the relentless fires in the pristine ecosystems of Brazil – the Amazon and Cerrado. Often deliberately set, these fires are destroying precious wild animal habitats to clear land to grow soy and other grains to feed factory farmed animals globally. The statistics are shocking.

Image: A global trade in animal feed underwrites factory farmed meat production around the world. Pictured: UK farm.
Credit: World Animal Protection / Tracks Investigations

More than 18,000 fire outbreaks occurred in the Amazon from January to June 2022.



Destroying wildlife and their habitats

Destruction of the Cerrado spiked dramatically in the first six months of 2023. This area is home to 5% of the planet's animals - including jaguars, anteaters, rhea birds, tapirs and armadillos - and rare trees and plants. The fires are also exacerbating climate change by shooting carbon into the atmosphere and destroying swathes of Amazon rainforest - the lungs of our world.

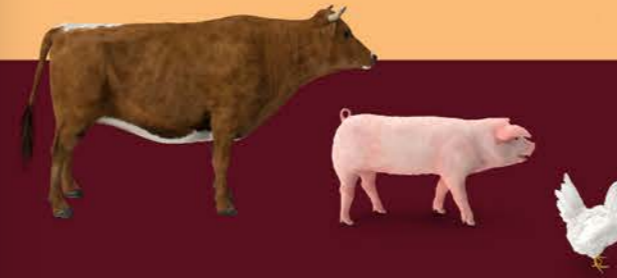
Big industry players like **JBS, the world's largest meat production company**, are behind such desecration. Our investigations have firmly linked them with deforestation, illegal farming, and the exploitation of local communities.

To date, JBS has refused to change their practices in response to the evidence of destruction and harm we have presented to them. They, and other major meat companies with similar practices, cannot be allowed to continue this.

Together, we can hold them accountable...

JBS: Global company: global destruction

JBS is the world's largest factory farming company that you've probably never heard of.



Across their global operations, JBS slaughters more than

13 million chickens

128,000 pigs

77,000 cows

around the world

EVERY DAY.



The JBS business arm exporting chicken and pork meat for profit around the world is called Seara. It has **30 chicken meat slaughterhouses and eight pig slaughterhouses in Brazil.**



Chickens and pigs farmed for JBS in Brazil are fed grains produced through several damaging practices including those outlined in this report. The company exports meat around the world to:



Meat with JBS labels is bought by retailers worldwide. But the reach of this global giant doesn't stop there. Meat produced by JBS around the world is also "hidden" in supply chains and sold at supermarkets and fast-food companies without JBS branding. Consequently, the presence of JBS and its deforestation links is hidden from consumers at restaurants and supermarkets **including ...**



In 2022, we exposed that JBS destroyed habitat for animal feed from the Mato Grosso region in Brazil's mid-west through our investigation with Repórter Brasil.

Despite such exposure the company has done nothing to eliminate deforestation in its animal feed supply chain.

Two new World Animal Protection investigations coordinating with Reporter Brasil have found more shocking evidence showing JBS is connected to intimidation, land stealing, and grain laundering through its animal feed supply.

unethically and involves cruelty and habitat destruction...

One of the new investigations reveals JBS is linked to a farmer [Farmer X] who registered neighboring land of a traditional community in the threatened Cerrado region as his own. Farmer X is a powerful farmer who owns land in the region totaling more than 30,000 acres.

Our investigation tracked Farmer X's sale of soy crops to grain trader Bunge, through to Bunge's soy crushing plant, and on to a JBS feed plant.

An employee at Bunge's soy crushing plant confirmed that the grain arrived from the farm in question "during all harvest season." In addition, a truck driver also reported having already transported it from the farm to that location. An employee at Bunge's plant and truck drivers confirmed that this unit supplies soy to the JBS plant in Feira de Santana in Bahia.

In the Cerrado region, farms are required to maintain 20% of their land for conservation.

But, instead of conserving the required portion of their own land, some unscrupulous farmers claim public land as their own and declare that set aside for conservation, allowing them to plant as much grain as possible on their existing farmland against local policy.

Image: A traditional small scale farmer finds his wire fence has been cut. Credit: World Animal Protection/Reporter Brasil/Fernando Martinho.



A second investigation with Repórter Brasil uncovered JBS's links with 'grain laundering', an illegal practice some farmers adopt to profit from growing grain on prohibited land. It enables them to evade government bans designed to allow habitat to regenerate.



Image: Farmer Y property - Aerial view of crops planted to feed animals on factory farms. Credit: World Animal Protection/Reporter Brasil/Fernando Martinho.

Image: Farmer Y property - Silo plastic bags are used to store crops. Credit: World Animal Protection/Reporter Brasil/Fernando Martinho.



Bunge - a supplier of soy to JBS - bought crops from a farmer (Farmer Y) who disguised the crops' illegal origins. This was revealed in the purchasing contract which showed a much higher volume of crops than would ordinarily be possible to grow on the farmer's legal lands.

Like Farmer X, Farmer Y is a large-scale farmer in the Cerrado ecosystem. He and his family have been fined multiple times over the past five years for illegally clearing land and growing crops in prohibited areas. And despite being banned in 2018 from growing grain on a 6,000 acre area of land, authorities discovered Farmer Y had violated this ban in 2020 and again as recently as 2022.

Image: Aerial view of soja crops. This land is under IBAMA (Brazil Ministry of Environment) embargo at Bahia State, Brazil.



Our research of contracts between Farmer Y and grain trader, Bunge revealed that Farmer Y had committed to provide 2.8 thousand tonnes of soybeans for the 2022 harvest. However, the supplying farm was not specified.



Image: Farmer X property - Crops are planted to feed animals on factory farms. Credit: World Animal Protection/Reporter Brasil/Fernando Martinho.

The investigations examination of the boundaries of Farmer Y's properties showed evidence that the area is not large enough to grow the amount of grain in the terms of his contract. This suggests the grain must have come from elsewhere - most likely from prohibited areas.



Images: Aerial view of corn silos at Tangará da Serra, Mato Grosso, Brazil Credit: World Animal Protection/Reporter Brasil/Fernando Martinho



We also traced a contract with another grain buyer committing Farmer Y to produce even more grain. Again, it would not ordinarily be possible to produce sufficient grain to satisfy both contracts on the area of land authorized for grain production.

Evidence from multiple people interviewed in the supply chain showed that grain from Farmer Y went to a Bunge facility and on to JBS.

A previous investigation by World Animal Protection and Repórter Brasil also showed that Bunge sells grains to JBS.

Reference: <https://reporterbrasil.org.br/wp-content/uploads/2022/10/220927-Monitor-Ra%C3%A7%C3%A3o-Animal-EN-03.pdf>

Holding JBS accountable

JBS responded to Repórter Brasil, claiming it does not have a current supply relationship with Farmer X. The company has not responded objectively to the evidence presented to it on Farmer Y, stating only that “the information is incorrect” without specifying exactly what it was referring to. It has not denied nor confirmed a supply relationship. Bunge did not respond to the specific evidence but stated that they avoid buying from farms that deforest.

JBS has been consistently exposed as an ethically bankrupt company and our new evidence is only the last in a long list of criticisms and scandals. The company was recently denounced after a US advertising watchdog accused them of making misleading claims about their environmental track record. The watchdog found the company had no plausible plan to achieve their ‘climate net zero’ promise. Since then, JBS has had to pare back its marketing of green credentials.

JBS has no plan to end habitat destruction when sourcing animal feed.
A credible public plan to stop the deforestation that destroys animals’ habitats and exacerbates climate change is urgently needed.

And it’s not just JBS. All global factory farming giants must reduce the amount of meat they produce and instead embrace humane, sustainable, and animal-free food.
This is for the sake of people, animals, and our climate crisis.

Image: Fire is used to clear land to grow animal feed crops, decimating wildlife habitat and exacerbating climate change. Fire in Nova Mutum municipality, Brasil. Credit: World Animal Protection / Noelly Castro.




Image: Forest fires in SINOP municipality in Brazil adjacent to land planted with corn for animal feed.
Credit: World Animal Protection / Noelly Castro


DESTROYING OUR WORLD IN NUMBERS


Factory farming backed by banks of governments, is...

 Inflicting horrendous suffering on more than **80 billion animals** cruelly farmed each year¹

 Releasing greenhouse gas emissions equivalent to **36 million**  cars on the road annually, from the top 5 companies alone²

 Creating ideal conditions for the next pandemic, with bird flu currently rampant in the world's factory farms, which can jump to humans and kill³

 Responsible for **one million deaths** from drug-resistant infections every year with the toll set to **double by 2050**⁴

 Consuming the world's resources and driving **30%** of global biodiversity loss⁵

 Undermining food security with **THREE-QUARTERS OF THE WORLD'S** soy crops feeding farmed animals not people⁶

A clear solution

Stopping factory farming's relentless spread....

Governments must use their authority to rein in unethical companies like JBS and stop factory farming's devastation.

The Brazil government has pledged to end **deforestation in the country by 2030**, but JBS wrongdoing puts this commitment at major risk.

And this is not only about Brazil. Factory farming continues to spread across our planet. Increased demand for meat and the crops to feed farmed animals is driving what happens on the frontlines of habitat destruction.



Image: World Animal Protection and local partner, GRAD, monitor the impact of fires on wildlife and help injured animals in Nova Ubirata municipality, Brazil. Credit: World Animal Protection / Noelly Castro.

Governments globally must say no to new factory farms. This is the only way to stop billions more animals being born into a lifetime of suffering and to end the decimation of wild animal habitats.

We don't need factory farming to feed the world. In fact, it will destroy our planet.

The future of food must protect animals, people, and our planet.



¹World Animal Protection. 2023. Global Public Health Cost of Antimicrobial Resistance related to Antibiotic Use on Factory Farms. worldanimalprotection.org/in/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth_0.pdf

²World Animal Protection. 2023. Top Five Factory Farming Climate Culprits Scorecard. <https://www.worldanimalprotection.org/sites/default/files/media/top-five-factory-farming-climate-culprits-scorecard.pdf>

³The Guardian. 1 March 2023. Why are eggs so expensive? Because an avian flu killed 43 million hens last year. <https://www.theguardian.com/commentisfree/2023/mar/01/why-are-eggs-so-expensive-because-an-avian-flu-killed-43-million-hens-last-year>

⁴World Animal Protection. 2023. Global Public Health Cost of Antimicrobial Resistance related to Antibiotic Use on Factory Farms. worldanimalprotection.org/in/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth_0.pdf

⁵Westhoek, H et al. 2011. The Protein Puzzle: The Consumption and Production of Meat, Dairy and Fish in the European Union. https://www.pbl.nl/sites/default/files/downloads/Protein_Puzzle_web_1.pdf (accessed 16th September 2021)

⁶Ritchie and Max Roser. 2021 "Forests and Deforestation". Published online at OurWorldInData.org. <https://ourworldindata.org/forestsand-deforestation> (accessed 15th September 2021)



NO MORE FACTORY FARMS



Image: A mother pig bites the steel bars of her cage in distress on a factory farm in South America.
Credit: World Animal Protection / Emi Kondo



We are World Animal Protection.

We end the needless suffering of animals.

We influence decision makers to put animals on the global agenda.

We help the world see how important animals are to all of us.

We inspire people to change animals' lives for the better.

We move the world to protect animals.

We strive to end injustice.

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