



# PROFITING FROM CRUELTY AND KILLING OUR WORLD



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

**Credit:** Andrew Skowron.

“If factory farming is the source of the **greatest cruelty to animals in the world**, the animal feed trade is its rocket fuel. Without global trade in unsustainable animal feed crops, factory farming would crumble.”

**Jacqueline Mills**

World Animal Protection head of animals in farming campaign

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





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

Within this unsustainable system, animals are caged, mutilated and pumped with antibiotics to keep them 'healthy' in unnatural stressful conditions. And meat chickens are bred to grow so fast that their bodies collapse under them. The fact that farmed animals are feeling, living beings – not machines – is invisible and ignored.

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 at an alarming rate to clear land to grow soy and other grains to feed factory farmed animals globally. The statistics are shocking.

# More than 18,000 fire outbreaks occurred in these regions 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 and their factory farming activities and profits with deforestation, illegal farming and the exploitation of traditional 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 industry big players, cannot be allowed to get away with it.

Together,  
we can hold them to account...

# Global company – global destruction – making the links with JBS

JBS is the world's biggest factory farming company and you've probably never heard of them.

**They provide 206 million meals around the world daily.**



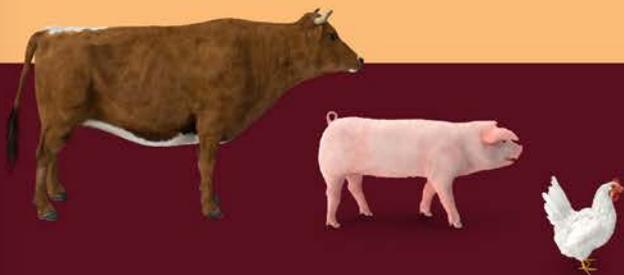
The JBS business arm exporting chicken and pork meat for profit around the world is called Seara.

**It has 30 chicken meat slaughterhouses and eight pig slaughterhouses in Brazil.**



JBS chickens and pigs farmed in Brazil are fed grains kept artificially cheap off the back of unscrupulous business practice and the company exports meat around the world to:





Across their global operations, JBS slaughters more than

**13 million chickens**

**128,000 pigs**

**77,000 cattle**

around the world

**EVERY DAY.**



**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.**

## **Investigating intimidation, land stealing and grain laundering**

**Our new and even more shocking evidence shows that JBS meat is produced unethically and involves cruelty and habitat destruction...**

A new World Animal Protection investigation with Repórter Brasil, reveals JBS links with Farmer X who registered neighbouring traditional community land in the threatened Cerrado as his own. Farmer X is a powerful farmer who owns three farms in the region totaling 12,500 hectares.

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



Our investigation tracked Farmer X's sale of soy crops to grain trader Bunge, to the Bunge soy crushing plant, and on to a JBS Seara feed plant in Feira de Santana.

At Bunge's soybean crushing plant in Luis Eduardo Magalhães in Bahia, an employee 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 in Luís Eduardo Magalhães and truck drivers confirmed that this unit supplies soy to the Seara/JBS plant in Feira de Santana in Bahia.

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

**But to make up for the land they have 'lost', unscrupulous farmers claim public land to set aside for conservation to allow them to plant as much grain as possible for profit on existing farmland.**



**And JBS is turning a blind eye...**

# Rule-dodging and destruction

Our second investigation with Repórter Brasil, uncovered JBS' links with 'grain laundering'. Some farmers adopt this illegal practice to profit from growing grain on prohibited land. It enables them to evade government bans designed to allow vegetation to regenerate following previous unauthorised land clearance.



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 JBS soy supplier - bought animal feed crops from Farmer Y who disguised its illegal origins. This was revealed in the farmer and crop purchaser 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 a 2018 ban to stop Farmer Y from growing grain on more than 2,500 hectares, authorities discovered he had violated this in 2020 and 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.

And the examination of the boundaries of the properties of farmer Y showed there was evidence of insufficient land authorised to grow grain to meet the terms of the contract. This suggests the grain must have come from elsewhere – most likely from prohibited areas – and this lack of contract specificity facilitates grain laundering.



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 authorised 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 Seara in Feira de Santana.

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

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

# Holding JBS to account

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 is well known 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.

Although JBS claims it is doing all it can to end habitat destruction, it has no plan to end the devastation 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 and sustainable plant-based 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, supported by finance institutions and governments is...



Inflicting horrendous suffering with  
more than **80 billion animals**  
cruelly farmed each year<sup>1</sup>



Releasing greenhouse gas emissions equivalent to

**36 million**      
cars on the road annually, from  
the top 5 companies alone<sup>2</sup>



Creating ideal conditions for the next pandemic,  
with bird flu currently rampant in the world's  
factory farms, which can jump to humans and kill<sup>3</sup>



Responsible for **one million superbug deaths**  
every year with the toll set to **double by 2050**<sup>4</sup>



Consuming the world's resources and driving  
**30%** of global  
biodiversity loss<sup>5</sup>



Undermining food security with  
**THREE-QUARTERS OF THE WORLD'S**  
soy crops feeding farmed animals not people<sup>6</sup>

# Stopping factory farming's relentless spread....

Governments using their power to rein in unethical companies like JBS is critical to stop factory farming's devastation.

The Brazil government has pledged to end **deforestation in that country by 2030**, but JBS wrongdoing puts the government's promise at major risk.

And this is not only about Brazil. Factory farming continues to spread across our planet. Increased demand for meat and animal feed drives 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.

## Stepping up for change

The UAE is hosting this year's UN climate conference, known as COP28, in November. It has said that it wants all governments to integrate agriculture and food into their plans to address climate change. But most haven't yet done so.

In September, world leaders converge on New York city to tackle climate change at a special summit. We are pushing for them urgently to tackle greenhouse gas emissions from factory farming.



<sup>1</sup>World Animal Protection. 2023. Global Public Health Cost of Antimicrobial Resistance related to Antibiotic Use on Factory Farms. [worldanimalprotection.org/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth\\_0.pdf](https://worldanimalprotection.org/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth_0.pdf)

<sup>2</sup>World 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>

<sup>3</sup>The 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>

<sup>4</sup>World Animal Protection. 2023. Global Public Health Cost of Antimicrobial Resistance related to Antibiotic Use on Factory Farms. [worldanimalprotection.org/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth\\_0.pdf](https://worldanimalprotection.org/sites/default/files/media/FINALTechnicalreportGlobalPublicHealth_0.pdf)

<sup>5</sup>Westhoek, 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](https://www.pbl.nl/sites/default/files/downloads/Protein_Puzzle_web_1.pdf) (accessed 16th September 2021)

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

## A clear solution

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.

It's vital that the UN and all its member states acknowledge factory farming's role as a major contributor to climate change and prevent its relentless habitat destruction.

A worldwide moratorium on factory farming will improve global food security and stop billions more farmed animals being born into the suffering of factory farms.

**We don't need factory farming to feed the world.**

The future of food needs to be sustainable, mostly plant-based diets and a small number of high-welfare farming systems. Better for animals, people and our planet.

**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

**About World Animal Protection:**

World Animal Protection is an international animal welfare organization whose mission is to create a better world for animals. Farm animals experience relentless suffering at the hands of factory farming, and World Animal Protection works tirelessly to ensure these animals live good lives by transforming the global food systems and attitudes towards farm animal welfare. As an organization, we believe a moratorium on factory farms is urgently needed to safeguard farm animal welfare, our climate, health and the environment. World Animal Protection is registered with the Charity Commission as a charity and with Companies House as a company limited by guarantee. World Animal Protection is incorporated in the United Kingdom.

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