



MERCY FOR
ANIMALS

Strategic Plan

Brazil

APPENDIX | HIGH-LEVEL GOALS

2022-2024



Regional Strategic Plan

Our regional teams are a wealth of talent, creativity, and insight into making meaningful progress in line with our global objectives. Given the cultural, economic, and political differences across regions, strategy must be set by these teams to be effective. Below we present a high-level summary of the strategic direction for Brazil, underpinned by more-detailed plans and their local application to our global objectives.

Brazil

Since its launch in January 2015, our team in Brazil has expanded from one to 27 members, trained more than 700 active volunteers, and collaborated with prominent animal protection groups to develop the movement in the country. Mercy For Animals Brazil has partnered with major celebrities on campaigns and helped create the momentum for major laying-hen welfare reforms and the boom in plant-based eating that we see today.

Mercy For Animals is now the largest and best-known farmed animal protection organization in the country. With such a robust foundation in place, it's time to reach and engage major media outlets, celebrities, and key decision-makers and gain their respect as the authority on farmed-animal protection and plant-based eating in Brazil.

To gain the public's attention and support, we will invest heavily in major campaigns that shine a light on the problems of factory farming. We will also focus efforts on building influence with corporate and legislative decision-makers who are positioned to help advance our proposed reforms. To ensure the trend toward ending battery cages in Brazil continues, we must hold retailers accountable and demand follow-through from companies that have committed to implementing cage-free policies.

By the end of 2024, we will have achieved the following:



Built strong relationships with major policymakers and other political powerholders to advance our government affairs work



Worked with the press on relevant events, including industry summits, and with major companies on implementing their commitments to cage-free policies in order to pressure the second wave of leading companies that lack cage-free policies



Significantly increased our brand awareness and gained recognition by the general public, the press, and important decision-makers as a trustworthy, robust organization



Worked with Brazil's major restaurant chains to mainstream plant-based options in order to create a countrywide domino effect



Expanded our organizing program to all 24 states, building a solid presence of engaged volunteer teams that are trained and supported not only to take actions on our campaigns but to foster the movement in their communities



Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<p>Mainstream vegan options</p> <p>in the foodservice segment by working with well-known, influential market players—restaurant chains, consumer-packaged-goods companies, foodservice providers, and others—to add and promote at least one vegan menu or portfolio option.</p>	<p>Decrease the number of animals in the food system</p>
<p>Persuade Brazil’s major municipal institutions</p> <p>to replace at least 20 percent of animal-based food served with plant-based food by building strategic relationships with people well connected to decision-makers.</p>	<p>Decrease the number of animals in the food system</p>
<p>Build relationships with powerful political decision-makers</p> <p>at regional and national levels.</p>	<p>Decrease the number of animals in the food system</p> <p>Reduce suffering for animals who are trapped in the food system</p>
<p>Focus on litigation, regulations, or trade agreements</p> <p>that draw massive public support in order to make producing animal products more difficult or to ban certain existing industry practices, such as live export and cruel confinement.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>
<p>Focus on government projects</p> <p>that increase investments, incentives, and subsidies that will accelerate national animal welfare reform and the transition of the food industry toward plant-based products.</p>	<p>Decrease the number of animals in the food system</p> <p>Reduce suffering for animals who are trapped in the food system</p>
<p>Maintain our focus on banning cages in the egg industry</p> <p>by establishing strong alliances with top companies and producers to gain the power to influence the entrenched companies with the highest egg-industry impact.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>

Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
Persuade companies and producers to adopt cage-free policies by changing the narrative of animal welfare in general and specialized media and relevant public spaces, such as industry summits.	Reduce suffering for animals who are trapped in the food system
Ensure that companies stay on track to meeting their cage-free commitments and that they report their progress.	Reduce suffering for animals who are trapped in the food system
Amplify our issues and solutions in the public sphere by presenting them more often and more widely to an audience targeted according to specific objectives.	Build people power and increase public awareness to drive change
Establish Mercy For Animals as the media and celebrities' go-to source in Brazil for information on animal rights, animal welfare, factory farming, and plant-based eating.	Build people power and increase public awareness to drive change
Expand our supporter program in all 24 states, including a system for mobilizing thousands of volunteers to take action in a matter of hours.	Build people power and increase public awareness to drive change
Maintain a high retention rate within our supporter base.	Build people power and increase public awareness to drive change
Develop and maintain a strong internal culture that aligns with all Mercy For Animals core values and leadership principles.	Build a thriving internal culture and strong infrastructure





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