



egg
watch

2024

SOURCE: ISTOCK PHOTO | PLANALTO OVOS

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1. ABOUT ALIANIMA

Alianima is a non-profit organization that works closely with food industry leaders to identify and address key challenges faced by the animal production chain. We offer partnerships, consultancy, and free technical support to companies committed to improving animals' living conditions, helping to implement sustainable practices and enhanced animal welfare.

We have a specialized technical team, which bases all its actions and materials on technical-scientific data. Our goal is to encourage an industry that is more attentive to and concerned about animal suffering, and a consumer who is more informed about the origin of their food, fostering critical and conscious consumption.

Find out more about our work at alianima.org.



2. ABOUT ANIMAL WATCH (OBSERVATÓRIO ANIMAL)

In recent years, technological advances in access to information have been aligned with growing concerns about health, the climate crisis, and animal abuse. These factors have driven the search for more knowledge about the origin of food, as well as the ethical principles practiced by the food industry.

The public announcement of animal welfare commitments by more than 180 companies in the food and hospitality sectors in Brazil has impacted the entire supply chain, mainly due to the definition of deadlines for their implementation, serving as catalysts for change.

In this context, the purpose of Animal Watch (Observatório Animal), a platform developed by Alianima, is to make public commitments aimed at animal welfare by companies operating in the country visible, focusing on laying hens and pigs.

In addition to facilitating the monitoring of commitments by civil society, the platform also offers information and news about our actions and the reality of the food production chain, highlighting the role of the industry in promoting significant changes in the treatment of animals, with the aim of encouraging more critical and conscious consumption.



2.1 About Egg Watch

In Brazil, since 2015, almost 200 companies in the food and hospitality sectors have committed to using and selling only eggs produced by hens raised in cage-free systems by 2028 or sooner. With deadlines for meeting commitments approaching, Alianima understands the importance of monitoring the evolution of these companies and bringing transparency to the transition process. Furthermore, publishing the results allows us to identify the main points that can be worked on and improved, ensuring a successful transition to cage-free eggs, and to offer technical support based on our expertise in animal welfare.

This report is not only aimed at companies' sustainability departments, but is also aimed at investors, government representatives and the conscious consumer public, who are concerned both with the origin of the food they consume and the welfare of farmed animals, specifically laying hens.

This first edition focuses on retail and wholesale companies already committed to selling exclusively cage-free eggs in all their chains and stores. The importance of this sector's commitments is notable, as they speak directly to end consumers, who seek out these establishments for the ease and practicality of purchasing. Therefore, we seek to give visibility to supermarkets that are on the right path and effectively carrying out the transition, and also support those who have not yet managed to meet their goals, so that they achieve them within the deadline stipulated by the public commitment adopted, in addition to encouraging those who do not yet have any commitment signed.



3. INTRODUCTION

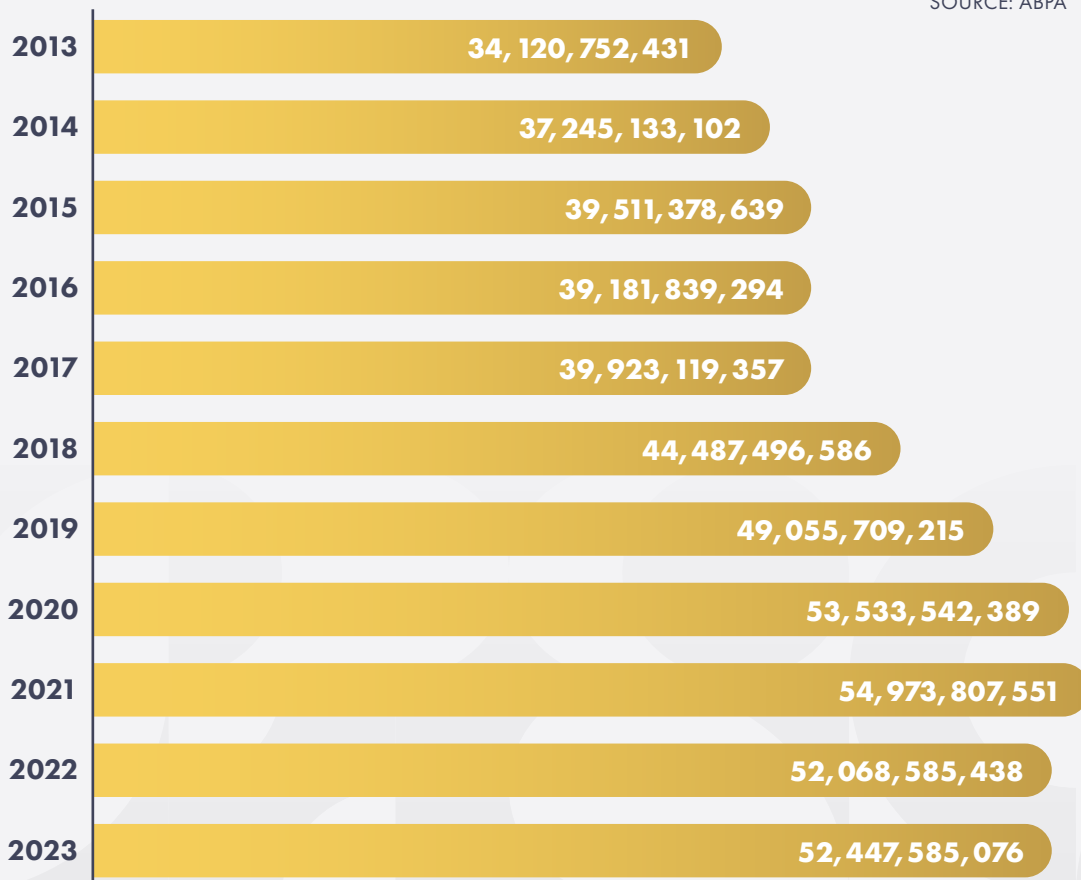
3.1 Overview of egg production in Brazil

As with other production chains, Brazil stands out worldwide in egg production. In 2023, the country reached 5th place as the largest egg producer in the world, with more than 52 billion units produced (ABPA, 2024).

There has been a significant increase in national egg production in the last 10 years (2013 - 2023), with a 53.7% increase for the period. One factor driving this growth was the large increase in *per capita* egg consumption. In the same period, there was a 44% increase in the number of eggs consumed, from 168 eggs to 242 in 2023.

BRAZILIAN EGG PRODUCTION (UNITS)

SOURCE: ABPA



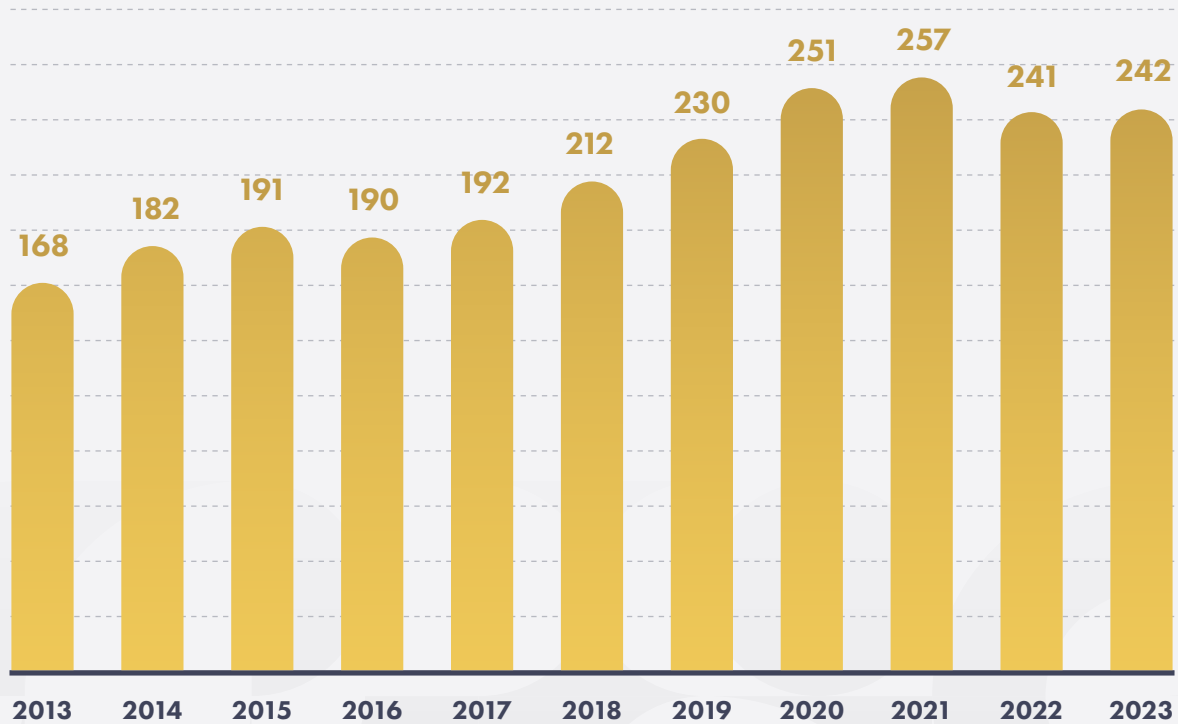
DESTINATION OF BRAZILIAN EGG PRODUCTION IN 2023

SOURCE: SECEX/ABPA



PER CAPITA EGG CONSUMPTION (UNITS/INHABITANTS)

SOURCE: ABPA



Despite the significant increase in production and consumption *per capita* over the years, Brazil still does not stand out in exports, with 99% of production remaining in the domestic market.

3.2 Types of production systems

Currently, the types of egg production systems we have available in Brazil are:



1) BATTERY CAGE SYSTEM:

This is still a conventional method, in which birds are kept in stacked cages, without any type of environmental enrichment, and can accommodate up to 28 birds/m². Birds receive antibiotics both as prevention and growth promoters.



2) CAGE-FREE SYSTEM:

Birds are kept loose in the shed, but without access to an external area. They have basic resources to perform natural behaviors, such as a nesting area, perches and loose bedding on the floor for scratching and taking a sand/earth bath. Can house up to 9 birds/m², depending on the type of aviary.



3) FREE-RANGE SYSTEM:

Birds are kept loose in the shed and have access to the outdoors during part of the day. It's also provided with perches, a nesting area and loose bedding. Hens can be given antibiotics and other medications whenever necessary to treat illnesses — but not as prevention — and only if prescribed by a veterinarian. It can house 9 birds/m², depending on the type of structure used on the internal side, and up to 2 birds/m² on the external side.



4) ORGANIC SYSTEM:

Birds are kept loose in the shed, and have access to the outdoors during the day, in addition to the basic resources to perform natural behaviors. Inside, the shed must have a single floor, with a maximum density of 6 birds/m², and 1 to 3 m²/bird in the external area. Furthermore, food must be mainly organic grains, and only a restricted list of medicines can be used to treat illnesses.

SOURCE: BATTERY CAGE: SINERGIA ANIMAL | CAGE-FREE: PLANALTO OVOS | FREE-RANGE: PLANALTO OVOS | ORGANIC: WE ANIMALS MEDIA

Farming in battery cages has been a source of criticism among researchers and professionals in the field of animal welfare for years. In addition to the physical discomfort caused by the lack of space, cages do not contain extremely important resources for birds, such as perches, nesting areas and substrate. Therefore, the environment is too monotonous, promoting behavioral disorders, such as feather picking, self-mutilation, and stereotyping. The bare floor of the cages causes injuries to the hens' legs, and the lack of movement increases the fragility of their bones and joints, making them more susceptible to locomotor problems. Hens are sociable animals that establish groups and spend most of their time exploring the environment mainly with their beaks, fundamental behaviors that are not addressed when housed in cages.

Thus, the cage-free system appears as a proposition to offer minimum conditions of animal welfare, even if it does not provide access to pasture and outdoor areas, in a more economically accessible farming than free-range and organic systems.

3.3 Corporate commitments to the welfare of laying hens

By legislation, several countries have already banned the production of eggs in battery cages, including all European Union countries, Bhutan, India, New Zealand and nine U.S. states. Additionally, Australia and Canada are in the process of banning.

However, what has truly driven this movement are the corporate commitments from companies in the food, retail, and hospitality sectors, who have committed to exclusively using and selling eggs produced by cage-free hens. Globally, there are more than 2,500 commitments, and, in Brazil, we have 176 companies that have already committed.

To find out about these companies and the progress of the transition, visit observatorioanimal.com.br/en

3.4 The importance of the supermarket sector

Among the 176 committed companies mentioned above, one category stands out due to its importance: supermarkets. Wholesalers, retailers and “wholesale retailers” (both physical stores and e-commerce) are, today, the primary locations for purchasing food products by the Brazilian population.

Due to the convenience offered by these establishments, which have different sectors, with many options for consumers, supermarkets have become almost an obligatory visit at least once a month. This proximity to customers, variety of products, prices and efficient communication demonstrate the relevance of this sector.

According to the Brazilian Supermarket Association (ABRAS), in 2022 alone, the retail sector earned close to 696 billion reais, counting on operations in all its formats (wholesale retailers, conventional supermarkets, hypermarkets, neighborhood stores, convenience stores, container/condominium stores and e-commerce), representing 7.03% of Brazilian GDP. There are 28 million customers who visit more than 94,000 stores across the country every day.



SOURCE: ISTOCKPHOTO

Furthermore, the cage-free commitment of a sector that sells whole eggs drives a more intense creation of supply by producers, unlike sectors that only use processed eggs or their derivatives, which often consist of surplus or discarded eggs, with lower market value.

Therefore, when we talk about animal welfare policies, as is the case with commitments to sell only cage-free eggs, the importance of the supermarket sector becomes obvious, as it manages to reach a large part of the population, showing the importance of this movement. With just one committed supermarket chain, it is possible to reach thousands of consumers and positively impact the lives of thousands of animals.



SOURCE: PLANALTO OVOS

“

Our actions, as retailers, have been based on transparency, conscious communication and consumer engagement — increasingly attentive to the origin of the products that enter their supply basket. This gives rise to concerns about sustainability, the correct disposal of waste, animal welfare and, part of the retail sector, effective action and joint action by the links in the value chain to improve handling practices, encourage compliance with targets established in legislation, as well as voluntary agreements and social commitments signed by suppliers.

In this way, we can — through our relationship with thousands of suppliers, producers, industry, distribution and service companies — promote more conscious consumption, give visibility to suppliers committed to animal and social environmental welfare and take to points of sale information that contributes to consumer decision-making, as we know the effectiveness of communication in retail to engage consumers, encourage new habits and meet their demands.”

”



Marcio Milan, vice-president of Institutional Relations and Administration at ABRAS, on the importance of engaging retailers/wholesalers in sustainability and animal welfare issues, in a statement to Egg Watch.

SOURCE: MARCIO MILAN'S ARCHIVE

4. METHODOLOGY

To provide an overview of the Brazilian retail/wholesale sector regarding the exclusive sale of whole eggs from cage-free hens, we have created a ranking of companies based on their level of commitment to this issue, which includes publication of a cage-free commitment, progress in transitioning to this commitment, and the transparency of the process.

4.1 Companies contacted

All supermarket companies operating in Brazil and with public commitments to sell exclusively whole eggs from cage-free hens were contacted by email and sent a questionnaire for data collection.



SOURCE: ISTOCKPHOTO

Below is a list of 19 companies, organized alphabetically, with their respective brands and announced deadlines for completing the transition:

			
Deadline 2028	Deadline 2023	Deadline 2028	Deadline 2021
			
Deadline 2028	Deadline 2028	Deadline 2028	Deadline 2028
			
Deadline 2028	Deadline 2026	Deadline 2027	Deadline 2028
			
Deadline 2028	Deadline 2028	Deadline 2028	Deadline 2028
			
Deadline 2028	Deadline 2028	Deadline 2028	

In addition to these companies, others from the same sector that do not yet have a cage-free policy but have been contacted by Alianima to publish a cage-free commitment are also included in the Egg Watch ranking:



4.2 Questionnaire

The questionnaire sent to the committed companies included questions related to the following evaluation and monitoring items:

1

Display of the percentage of cage-free eggs (cage-free, free-range, organic) in relation to the total number of eggs sold in 2023;

2

Designation of the Brazilian macro-regions served by the company;

3

Identification of the level of difficulty in obtaining a supply of cage-free eggs in each of the macro-regions;

4

Description of the difficulties encountered by companies during the transition to cage-free eggs;

5

Identifying the positive aspects of the transition to cage-free eggs.

The questionnaire was sent between March and May 2024, and companies had approximately one month to submit their responses.

All companies contacted were aware of the transparency proposal envisaged by the Egg Watch in relation to the topics covered and, therefore, consented to the subsequent publication of the results on the Animal Watch (Observatório Animal) platform.

To ensure a fairer and more balanced comparison between companies, they were asked about the total number of eggs sold in 2023. The statement clarified that this information would not be published, only used internally to understand the size of each group's operation, and to estimate the number of hens impacted by animal welfare policies. However, some companies did not respond, claiming that it was confidential information, which prevented stratification of companies by egg volume.



SOURCE: ISTOCKPHOTO

4.3 Classification and ranking

For the classification and ranking of supermarkets, the following criteria were used, with the respective points assigned:

CRITERIA	SCORE
1) HAS A PUBLIC COMMITMENT TO THE WELFARE OF LAYING HENS	20 POINTS
2) MAINTAINS COMMITMENT PUBLICLY ACCESSIBLE	30 POINTS
3) ANSWERED THE EGG WATCH QUESTIONNAIRE	50 POINTS
4) CONDUCTS ANNUAL PUBLIC REPORTING ON TRANSITION STATUS	60 POINTS
5) TRANSITION PERCENTAGE (SCORE EQUIVALENT TO EACH PERCENTAGE POINT OF TRANSITION)	0 TO 100 POINTS
6) BONUS FOR TRANSITION COMPLETION (100% CAGE-FREE)	50 POINTS

- The maximum points a company can get is 310, and the minimum is 0. Grades were also given to each of the companies, varying between A +, A, A -, B, C, D or F.

In order to establish a more balanced comparison between companies, two rankings were created: one for retail and one for wholesale for each supermarket group, as they present different operational, supply and consumer relationship challenges.

5. RESULTS

5.1 Answers given by committed supermarkets

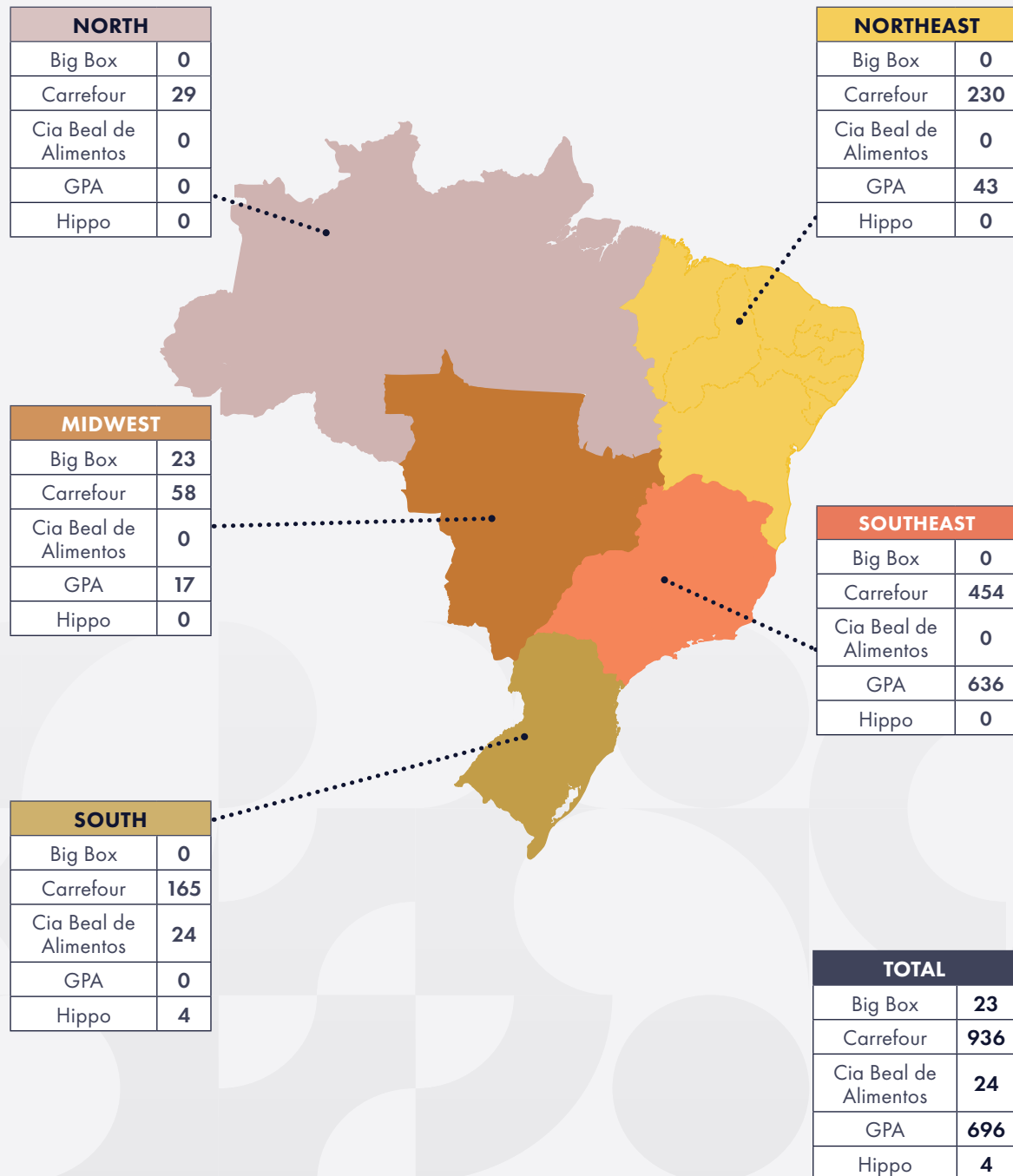
Five supermarket chains responded to the questionnaire: Big Box, Cia Beal de Alimentos, GPA, Carrefour group and Hippo, resulting in a 26% response rate.



SOURCE: ISTOCKPHOTO

5.1.1 Supply by Region of Brazil

The macro-regions served by the respondents and their respective number of stores are shown on the map below:



The North and Northeast were cited as the most difficult regions to find cage-free eggs for supply.



Carrefour: “In the North and Northeast, supply is the most complex, because there is little production of cage-free eggs. Therefore, it’s necessary to bring these products from other regions, which implies a higher transport cost, impacting the price of the product. In other regions, the issue of supply is less critical, (...) however, there is still a lack of production capacity (...) We offer cage-free eggs in all stores where there are suppliers/capacity to supply these production systems, which does not happen in some cities in the North of the country.”



GPA: “The Northeast region presents many challenges in the search for suppliers that are cage-free, making it difficult to offer them in our stores.”



Hippo: “We are located in a region with small producers, which makes [the supply and offering of products] much easier.”

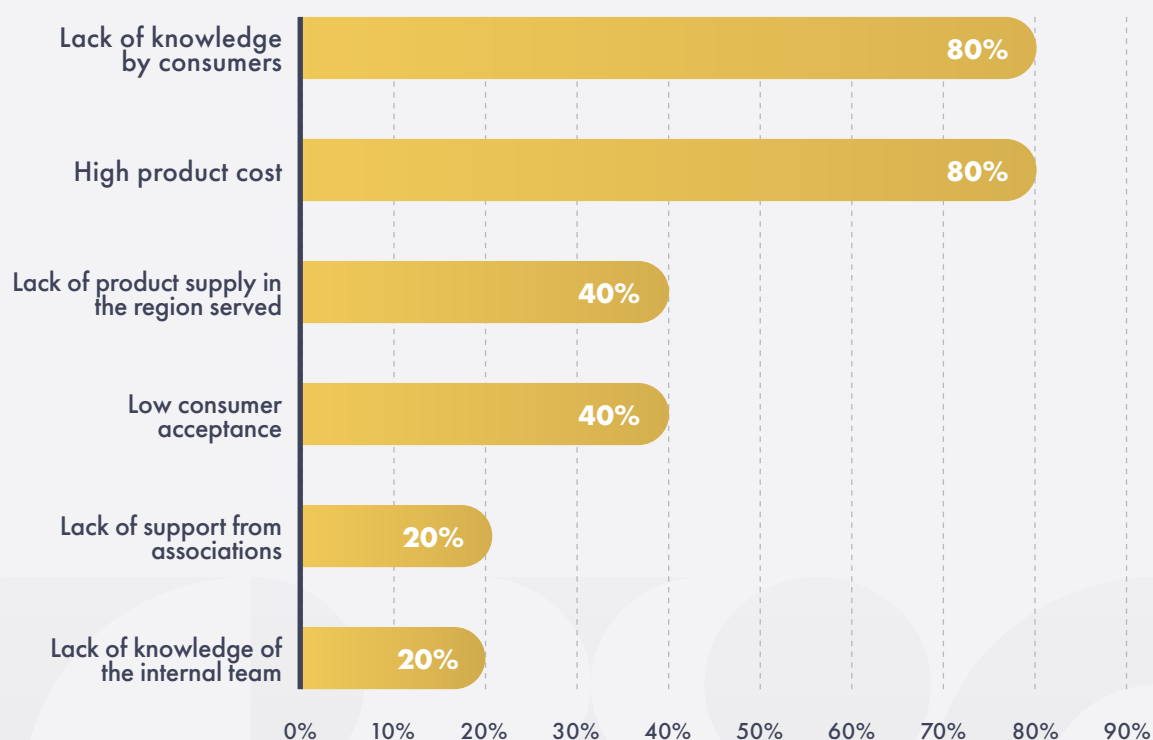


SOURCE: PLANALTO OVOS

5.1.2 Difficulties in cage-free transition

In addition to the different regions served by the chains, we inquired about the difficulties faced during the transition to cage-free eggs, and the responses from most supermarkets (80%) were “Lack of knowledge among consumers” and “High cost of the product”.

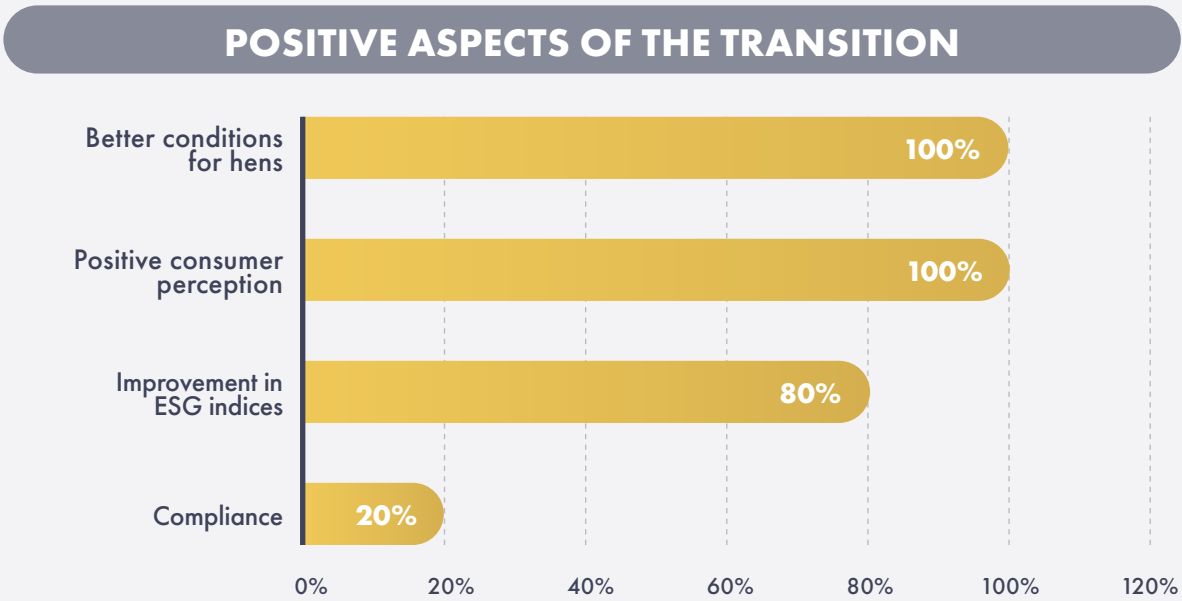
DIFFICULTIES FACED IN THE TRANSITION



GPA: “Other regional retailers and the informal market are highly competitive with the sale of conventional eggs, without action or commitments to cage-free hens, which implies a loss of competitiveness. The lack of mandatory regulations for animal welfare in the layer poultry chain is also a difficulty.”

5.1.3 Positive aspects of the cage-free transition

Regarding the positive aspects of the transition to cage-free eggs, all respondents recognized that the “improvement in the living conditions of poultry” and the “positive perception by consumers” are the most perceived advantages of the commitment to cage-free eggs.



GPA: “Promoting awareness among customers and internal teams on the topic and co-building a more responsible supply chain in partnership with suppliers are also positive aspects noticed by us.”



Beal: “Selling eggs from cage-free hens is a positive point for the company.”

5.2 Retailers Ranking

To find out more about the companies, click on the name.

RANKING	COMPANY	SCORE	GRADE
#1	<ul style="list-style-type: none"> CASA SANTA LUZIA ST. MARCHE 	260	A+
#2	<ul style="list-style-type: none"> FESTVAL AND SUPER BEAL (CIA BEAL DE ALIMENTOS) 	220	A+
#3	<ul style="list-style-type: none"> PÃO DE AÇÚCAR AND EXTRA (GPA) 	204	A+
#4	<ul style="list-style-type: none"> BIG BOX SUPERMERCADOS 	197	A
#5	<ul style="list-style-type: none"> CARREFOUR, NACIONAL, BOMPREÇO, TODODIA AND SAM'S CLUB (CARREFOUR GROUP) 	195	A
#6	<ul style="list-style-type: none"> HIPPO SUPERMERCADOS 	175	A
#7	<ul style="list-style-type: none"> SUPERMERCADO PAGUE MENOS 	145	A
#8	<ul style="list-style-type: none"> GRUPO DIA 	119	A-

RANKING	COMPANY	SCORE	GRADE
#9	• GBARBOSA, BRETAS, PERINI, PREZUNIC, SPID (CENCOSUD)	50	C
	• EMPÓRIO VARANDA		
	• RISSUL (UNIDASUL)		
	• SÃO VICENTE (SUPERMERCADOS CAVICCHIOLLI)		
	• SUPERNOSSO		
	• ZÁFFARI		
#10	• JUSTO	20	D
	• MERCADINHOS SÃO LUIZ, MINI SÃO LUIZ, MERCADÃO (GRUPO MSLZ)		
	• OBA HORTIFRUTI		
	• VERAN		
#11	• COMPER (GRUPO PEREIRA)	0	F
	• MATEUS SUPERMERCADOS, HIPER MATEUS, CAMIÑO (MATEUS GROUP)		
	• SAVEGNAGO		
	• SONDA		
	• SUPER MUFFATO AND PATÃO SUPERMERCADO (MUFFATO GROUP)		
	• SUPERMERCADOS BH		
	• SUPERMERCADOS KOCH (KOCH GROUP)		

The chart below shows the criteria met by each ranked company and the percentage of cage-free eggs in relation to the total eggs sold by committed retailers, comprising data collected by the Egg Watch or published by companies.

Company	Commitment	Online	Answer EW	Annual Public Report	Transition %
CASA SANTA LUZIA	✓	✓	✗	✓	100%
ST. MARCHE	✓	✓	✗	✓	100%
FESTVAL AND SUPER BEAL (CIA BEAL DE ALIMENTOS)	✓	✗	✓	✗	100%
PÃO DE AÇÚCAR AND EXTRA (GPA)	✓	✓	✓	✓	44%
BIG BOX SUPERMERCADOS	✓	✓	✓	✓	37%
CARREFOUR, NACIONAL, BOMPREGO, TODODIA AND SAM'S CLUB (CARREFOUR GROUP)	✓	✓	✓	✓	35%
HIPPO SUPERMERCADOS	✓	✓	✓	✗	75%
SUPERMERCADO PAGUE MENOS	✓	✓	✗	✓	35%
GRUPO DIA	✓	✓	✗	✓	9%
GBARBOSA, BRETAS, PERINI, PREZUNIC, SPID (CENCOSUD)	✓	✓	✗	✗	UNKNOWN
EMPÓRIO VARANDA	✓	✓	✗	✗	UNKNOWN
RISSUL (UNIDASUL)	✓	✓	✗	✗	UNKNOWN
SÃO VICENTE (SUPERMERCADOS CAVICCHIOLLI)	✓	✓	✗	✗	UNKNOWN
SUPERNOSSO	✓	✓	✗	✗	UNKNOWN
ZÁFFARI	✓	✓	✗	✗	UNKNOWN
JUSTO	✓	✗	✗	✗	UNKNOWN
MERCADINHOS SÃO LUIZ, MINI SÃO LUIZ, MERCADÃO (GRUPO MSLZ)	✓	✗	✗	✗	UNKNOWN
OBA HORTIFRUTI	✓	✗	✗	✗	UNKNOWN
VERAN	✓	✗	✗	✗	UNKNOWN
SAVEGNAGO	✗	✗	✗	✗	HAVE NO COMMITMENT
SONDA	✗	✗	✗	✗	HAVE NO COMMITMENT
COMPER (GRUPO PEREIRA)	✗	✗	✗	✗	HAVE NO COMMITMENT
SUPER MUFFATO AND PATÃO SUPERMERCADO (MUFFATO GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT
SUPERMERCADOS BH	✗	✗	✗	✗	HAVE NO COMMITMENT
MATEUS SUPERMERCADOS, HIPER MATEUS, CAMIÑO (MATEUS GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT
SUPERMERCADOS KOCH (KOCH GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT

It is worth noting that most supermarkets (79%) have a deadline of 2028, with St. Marche being the only one that has already completed the transition. However, 60% of these companies do not report any figures related to the commitment, demonstrating a lack of transparency with their consumers and clients. The chains in question are Cencosud, Empório Varanda, Oba Hortifruti, São Vicente, Mercadinhos São Luiz, Supernosso, UnidaSul, Veran and Záfari. Additionally, the supermarkets Justo, Mercadinhos São Luiz, Oba Hortifruti, and Veran not only fail to report the progress of the transition but also no longer have a commitment to cage-free eggs available anymore.



FOTOS: ISTOCK PHOTO | PLANALTO OVOS

5.3 Wholesalers Ranking

To find out more about the companies, click on the name.

RANKING	COMPANY	SCORE	GRADE
#1	<ul style="list-style-type: none"> • ATACADÃO (CARREFOUR GROUP) 	163	A
#2	<ul style="list-style-type: none"> • APOIO MINEIRO (SUPERNOSSO) 	50	C
	<ul style="list-style-type: none"> • ARENA ATACADO (SÃO VICENTE) 		
	<ul style="list-style-type: none"> • GIGA AND MERCANTIL ATACADO (CENCOSUD) 		
	<ul style="list-style-type: none"> • MACROMIX ATACADO, DISBEM AND MR. ESTOQUE (UNIDASUL) 		
#3	<ul style="list-style-type: none"> • ASSAÍ 	0	F
	<ul style="list-style-type: none"> • ATACADÃO DIA A DIA 		
	<ul style="list-style-type: none"> • ATACADO BATE FORTE AND FORT ATACADISTA (GRUPO PEREIRA) 		
	<ul style="list-style-type: none"> • COSTA ATACADÃO (GRUPO JC) 		
	<ul style="list-style-type: none"> • MART MINAS AND DOM ATACADISTA 		
	<ul style="list-style-type: none"> • MAX ATACADISTA AND MUFFATO MAX ATACADO (MUFFATO GROUP) 		
	<ul style="list-style-type: none"> • MIX MATEUS (MATEUS GROUP) 		
	<ul style="list-style-type: none"> • TENDA ATACADO 		
<ul style="list-style-type: none"> • KOMPRÃO KOCH ATACADISTA (KOCH GROUP) 			

The chart below shows the criteria met by each ranked company and the percentage of cage-free eggs in relation to the total eggs sold from committed wholesalers, comprising data collected by the Egg Watch or published by the companies.

Companies	Compromisso	No ar	Resposta 00	Reporte Público Anual	% Transição
ATACADÃO (CARREFOUR GROUP)	✓	✓	✓	✓	3,11%
APOIO MINEIRO (SUPERNOSSO)	✓	✓	✗	✗	UNKNOWN
ARENA ATACADO (SÃO VICENTE)	✓	✓	✗	✗	UNKNOWN
GIGA AND MERCANTIL ATACADO (CENCOSUD)	✓	✓	✗	✗	UNKNOWN
MACROMIX ATACADO, DISBEM AND MR. ESTOQUE (UNIDASUL)	✓	✓	✗	✗	UNKNOWN
ASSAÍ	✗	✗	✗	✓	HAVE NO COMMITMENT
ATACADÃO DIA A DIA	✗	✗	✗	✗	HAVE NO COMMITMENT
ATACADO BATE FORTE AND FORT ATACADISTA (GRUPO PEREIRA)	✗	✗	✗	✗	HAVE NO COMMITMENT
COSTA ATACADÃO (GRUPO JC)	✗	✗	✗	✗	HAVE NO COMMITMENT
MART MINAS AND DOM ATACADISTA	✗	✗	✗	✗	HAVE NO COMMITMENT
MAX ATACADISTA AND MUFFATO MAX ATACADO (MUFFATO GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT
MIX MATEUS (MATEUS GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT
TENDA ATACADO	✗	✗	✗	✗	HAVE NO COMMITMENT
KOMPRÃO KOCH ATACADISTA (KOCH GROUP)	✗	✗	✗	✗	HAVE NO COMMITMENT

6. Information about companies

6.1 Retailers Ranking

RANKING	COMPANIES	SCORE	GRADE
#1	<ul style="list-style-type: none"> CASA SANTA LUZIA ST. MARCHE 	260	A+
TRANSITION PERCENTAGE: 100%			

Casa Santa Luzia and St. Marche shares the top position in the ranking of retailers.

St. Marche was the second retailer in Brazil to announce a commitment to sell 100% cage-free eggs and completed the transition for all stores in 2023, five years ahead of the initial 2028 deadline.

Casa Santa Luzia achieved the transition to cage-free eggs in just two years. Both chains are located in the city of São Paulo and, despite not having responded to Egg Watch, they have always been very transparent, maintaining their commitment available, publishing the evolution of the transition periodically, participating in events and promoting the theme of welfare of laying hens.

Examples like these are crucial in demonstrating to other retail chains that it is possible to complete the transition within the deadline while also highlighting the transparency of their policies to consumers.

RANKING	COMPANIES	SCORE	GRADE
#2	• FESTVAL AND SUPER BEAL (CIA BEAL DE ALIMENTOS)	220	A+
TRANSITION PERCENTAGE: 100%			

The chain from Paraná occupies the second place in the retailers ranking, being the third and last Brazilian supermarket with the transition to cage-free eggs 100% complete.

It is important that, like the other retailers who have completed the transition, Beal keeps the commitment available and demonstrates their achievement of 100% cage-free status, which is not currently being done.

RANKING	COMPANIES	SCORE	GRADE
#3	• PÃO DE AÇÚCAR AND EXTRA (GPA)	204	A
TRANSITION PERCENTAGE: 44%			

GPA holds third place in the Egg Watch ranking. In 2017, they committed to transitioning its own brands to 100% cage-free eggs by 2025, and later expanded this commitment to all eggs sold by 2028. The GPA has always been very transparent regarding sustainability and animal welfare policies, and since then has published the percentage of cage-free eggs sold annually in its institutional reports, in addition to reporting annually to Egglab, and responding to the Egg Watch in this year. The annual reports indicate a gradual and continuous increase in the proportion of cage-free eggs.

It is important to recognize GPA's engagement in animal welfare issues. For the chain, engaging with suppliers on these matters is a priority, involving periodic events and training.

Furthermore, whenever possible they participate in events and projects, such as the [1st edition of the Opening Cages Case Study](#), in which GPA shared its experience in the transition to cage-free eggs, showing that there are challenges, but that they can be overcome, serving as an example for their peers.

RANKING	COMPANIES	SCORE	GRADE
#4	• BIG BOX SUPERMERCADOS	197	A
TRANSITION PERCENTAGE: 37%			

The Brasília chain is fourth in the ranking. They recently made the commitment and currently have 37% of their egg sales as cage-free. Additionally, they have maintained their public commitment and have been reporting developments publicly, as well as participating in this first edition of the Egg Watch.

RANKING	COMPANIES	SCORE	GRADE
#5	• CARREFOUR, NACIONAL, BOMPREGO, TODODIA AND SAM'S CLUB (CARREFOUR GROUP)	195	A
TRANSITION PERCENTAGE: 35%			

Brazil's largest food retailer, Carrefour Group, stands out in fifth place with its retail brands, Carrefour and Sam's Club. The group was the first supermarket chain in Brazil to commit to selling 100% cage-free eggs, with deadlines of 2025 for its own brands and 2028 for all eggs sold across the chain. Last year, Carrefour's retail brands achieved 21.64% cage-free egg sales, while Sam's Club reached 48.96%, resulting in an average transition rate of 35%.

The Carrefour Group has always taken sustainability and animal welfare policies seriously, being very transparent about the goals achieved and challenges faced. In addition to the annual report published by the chain, they respond to Egglab every year, and participated in the Egg Watch this year.

RANKING	COMPANIES	SCORE	GRADE
#6	• HIPPO SUPERMERCADOS	175	A
TRANSITION PERCENTAGE: 75%			

The Santa Catarina supermarket chain ranks sixth. The company has the commitment available, with 75% achieved. They responded to the Egglab in 2022 and to the Egg Watch, but it would be beneficial if they published progress on their website at least once a year to maintain the transparency regarding their commitment.

RANKING	COMPANIES	SCORE	GRADE
#7	• PAGUE MENOS	145	A
TRANSITION PERCENTAGE: 35%			

The São Paulo chain Pague Menos ranks seventh in the ranking. With 33 stores, they have made a commitment and, despite not responding to Egg Watch, they publish the percentage of cage-free eggs on their institutional website along with their annual target, which is 45% for 2024.

RANKING	COMPANIES	SCORE	GRADE
#8	• GRUPO DIA	119	A-
TRANSITION PERCENTAGE: 35%			

The DIA Brasil Group ranks eighth in the ranking. The chain has committed to cage-free eggs and has responded to Egglab every year since 2022, sharing the status of the transition publicly. When contacted to participate in this first edition of Egg Watch, they informed that they were undergoing judicial recovery in Brazil, and it was not the best time to talk about the Group's current and future initiatives in the country. Recently, the news came out that the chain is selling its operations and leaving Brazil.

RANKING	COMPANIES	SCORE	GRADE
#9	• G BARBOSA, BRETAS, PERINI, PREZUNIC, SPID (CENCOSUD)	50	C
	• EMPÓRIO VARANDA		
	• RISSUL (UNIDASUL)		
	• SÃO VICENTE (SUPERMERCADOS CAVICCHIOLLI)		
	• SUPERNOSSO		
	• ZÁFFARI		
TRANSITION PERCENTAGE: 35%			

The retailers ranked ninth are committed to selling exclusively cage-free eggs and have maintained their commitment. However, the percentage of the transition is unknown, as none of them ever publicly reported any progress, never responded to Egglab, did not respond to

our attempts to contact, nor to the request to participate in this first edition of the Egg Watch.

Highlighting the issue of transparency, public reporting is essential, and all companies should do it at least once a year, demonstrating commitment to their customers and the policies adopted.

RANKING	COMPANIES	SCORE	GRADE
#10	• JUSTO	20	D
	• MERCADINHOS SÃO LUIZ, MINI SÃO LUIZ, MERCADÃO (GRUPO MSZ)		
	• OBA HORTIFRUTI		
	• VERAN		
TRANSITION PERCENTAGE: UNKNOWN			

In tenth place are retailers that made a commitment to cage-free eggs but made them unavailable. None of them ever reported any progress regarding the transition to cage-free eggs.

The first step in demonstrating transparency with the adopted policies is to keep their commitment publicly available. Additionally, reporting annually on the transition is essential to demonstrate transparency and commitment.

RANKING	COMPANIES	SCORE	GRADE
#11	• COMPER (GRUPO PEREIRA)	0	F
	• MATEUS SUPERMERCADOS, HIPER MATEUS, CAMIÑO (MATEUS GROUP)		
	• SAVEGNAGO		
	• SONDA		
	• SUPER MUFFATO AND PATÃO SUPERMERCADO (MUFFATO GROUP)		
	• SUPERMERCADOS BH		
	• SUPERMERCADOS KOCH (KOCH GROUP)		
TRANSITION PERCENTAGE: HAVE NO COMMITMENT			

At the bottom of the ranking are those retailers that do not have a commitment to animal welfare, despite having already been approached for it by Alianima.

To improve your position in the ranking, it is essential to evaluate the possibility of joining other companies in the cage-free movement. Alianima can help draw up feasible action plans to demonstrate that they care about sustainability and animal welfare issues.

6.2 Wholesalers Ranking

RANKING	COMPANIES	SCORE	GRADE
#1	<ul style="list-style-type: none"> ATACADÃO (CARREFOUR GROUP) 	163	A
TRANSITION PERCENTAGE: 3%			

The first place in the wholesalers ranking goes to Atacadão, part of the Carrefour Group. Like the retail part of the Group, Atacadão was the first Brazilian wholesaler to make a commitment to exclusively sell cage-free eggs in Brazil. It is currently the only committed wholesaler that publicly reports its progress through annual reports and responded to this first edition of the Egg Watch.

RANKING	COMPANIES	SCORE	GRADE
#2	<ul style="list-style-type: none"> APOIO MINEIRO (SUPERNOSSO) 	50	C
	<ul style="list-style-type: none"> ARENA ATACADO (SUPERMERCADOS CAVICCHIOLI) 		
	<ul style="list-style-type: none"> GIGA AND MERCANTIL ATACADO (CENCOSUD) 		
	<ul style="list-style-type: none"> MACROMIX, DISBEM AND MR. ESTOQUE (UNIDASUL) 		
TRANSITION PERCENTAGE: UNKNOWN			

The wholesalers ranked second are committed to selling exclusively cage-free eggs and have maintained their commitment.. However, the percentage of transition is unknown, as none of them have ever publicly reported any progress, nor have they responded to our contact attempts, nor to our request to participate in this first edition of the Egg Watch.

Highlighting the issue of transparency, public reporting is essential, and all companies should do it at least once a year, demonstrating commitment to their customers and the policies adopted.

RANKING	COMPANIES	SCORE	GRADE
#3	• ASSAÍ	0	F
	• ATACADÃO DIA A DIA		
	• ATACADO BATE FORTE AND FORT ATACADISTA (GRUPO PEREIRA)		
	• COSTA ATACADÃO (GRUPO JC)		
	• KOMPRÃO KOCH ATACADISTA (KOCH GROUP)		
	• MARTMINAS AND DOM ATACADISTA		
	• MAX ATACADISTA AND MUFFATO MAX ATACADO (MUFFATO GROUP)		
	• MIX MATEUS (MATEUS GROUP)		
	• TENDA ATACADO		
TRANSITION PERCENTAGE: HAVE NO COMMITMENT			

At the bottom of the ranking are those wholesalers who do not have a commitment to animal welfare, despite having already been approached for the same by Alianima.

To improve their position in the ranking, it is essential to evaluate the possibility of joining other companies in the cage-free movement. Alianima can help draw up feasible action plans to demonstrate that they care about sustainability and animal welfare issues, which are extremely important today.

It is worth mentioning here that, despite not having any commitment to sell only cage-free eggs, it has always been open to talking about animal welfare issues with Alianima and with its suppliers. Since 2021, the public network has annually published the percentage of cage-free eggs sold in relation to the total number of eggs, which in 2023 was 6.2%, and has been increasing at around 2% per year.

Given their internal engagement, adopting a public commitment to exclusively sell cage-free eggs would significantly enhance their ranking position and more actively demonstrate their dedication to sustainability and animal welfare.

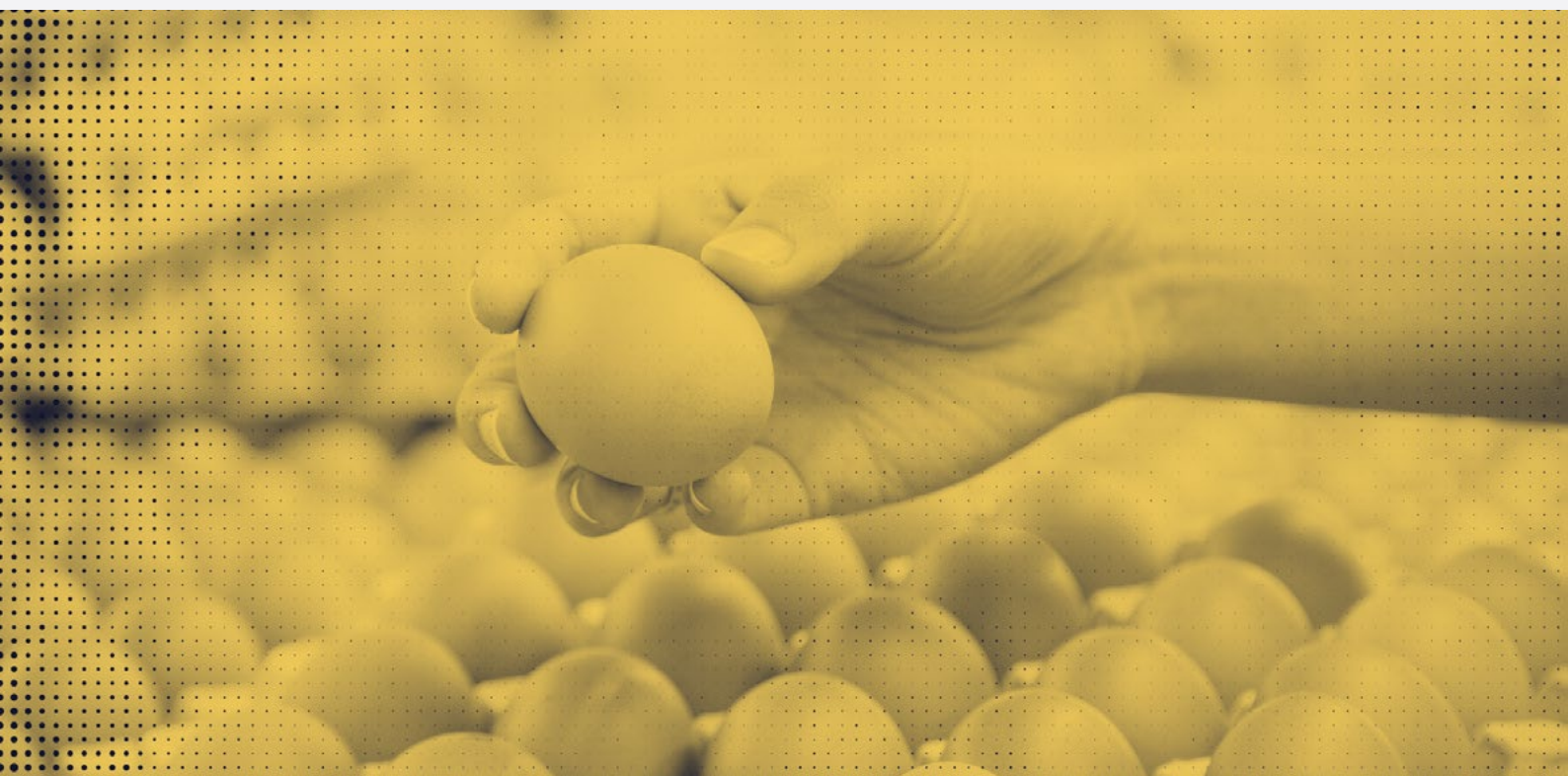


SOURCE: ISTOCKPHOTO

7. CONCLUSION

This first edition of the Egg Watch aimed to highlight the important supermarket sector. Companies of different sizes and from different regions of Brazil already have commitments to sell exclusively cage-free eggs in all their operations, showing that challenges in the transition exist, but can be overcome. It's essential to highlight again how important it is to keep the commitment always public on the institutional website, and report progress annually, demonstrating transparency and seriousness in fulfilling the goals assumed, in addition to an ethical positioning in relation to its consumers, suppliers, government institutions and the civil society as a whole. We hope more chains feel encouraged to adopt these practices.

Due to the reported difficulty in supplying cage-free eggs in the North and Northeast regions, we invite egg producers in these regions to also engage in the transition to cage-free eggs, as they will be able to help meet this demand.



SOURCE: ISTOCKPHOTO

The lack of official regulation of different types of egg production systems, also mentioned by companies, has been widely discussed over the years. It's essential that government agencies characterize the different types of breeding in laying poultry farming, and establish minimum standards of good practices, protecting companies with commitment and also producers who opt for systems with higher levels of animal welfare, such as the case of cage-free systems, compared to the conventional system.

Finally, we would like to thank ABRAS for its engagement and support on sustainability and animal welfare issues, and for participating in this first edition of the Egg Watch; and we also thank the responding companies for their participation, reflecting their commitment to promoting the welfare of laying hens. We hope that more supermarkets will be encouraged to adopt policies and actions that contribute to animal welfare, bringing greater transparency and engagement to their operations. This will not only improve their position in the ranking compared to their peers but also make a positive difference in the lives of millions of laying hens.

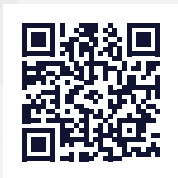
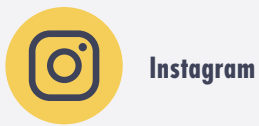


SOURCE: PLANALTO OVOS

8. CONTACT

Be Part Of This Great Movement Benefiting Animals!

If your company would like to obtain additional information about our operations or clarify specific questions related to animal welfare, please contact us through the following channels:



Scan and access our
social networks

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REALIZATION



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SUPPORT



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