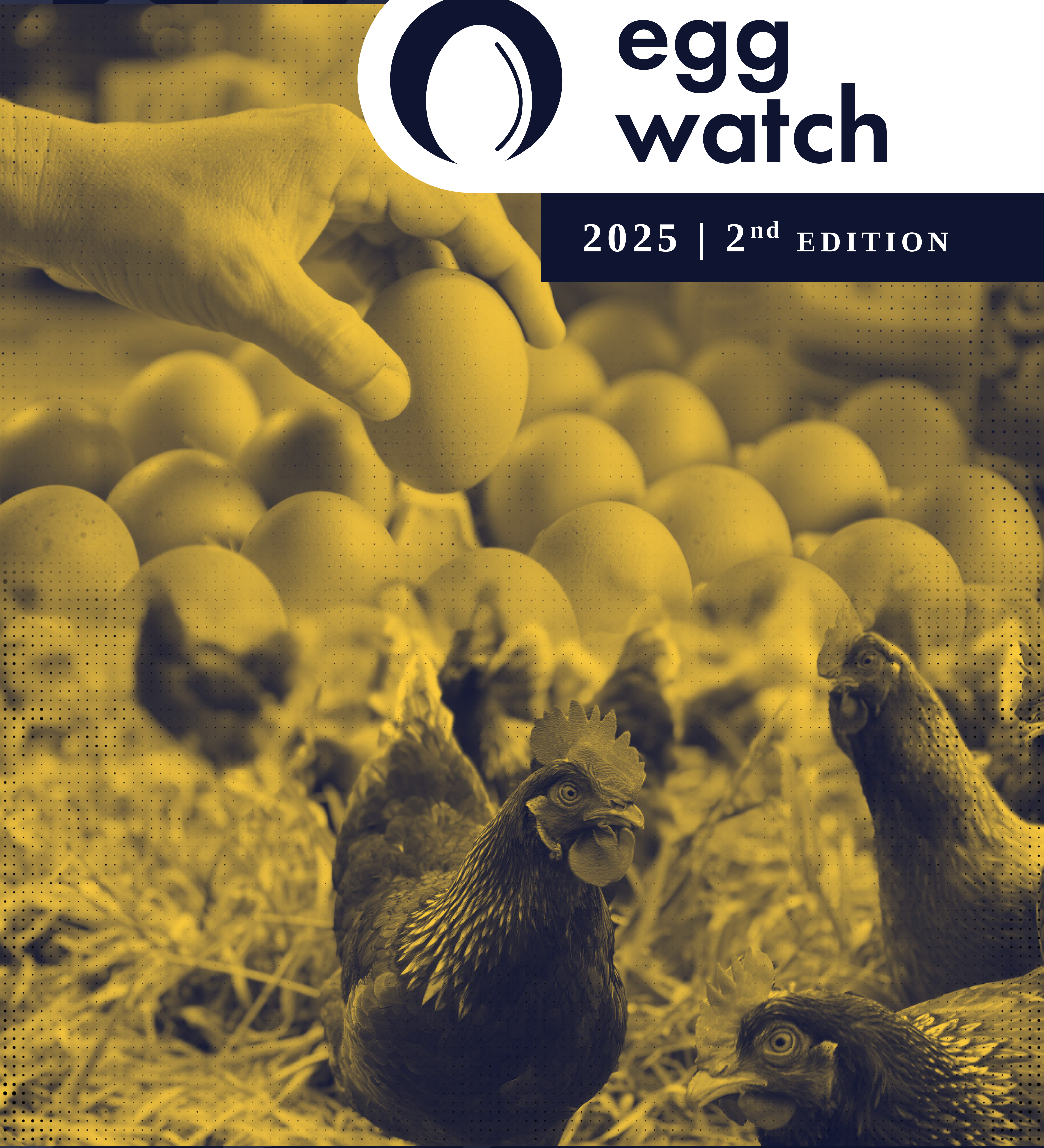
egg watch

2025 | 2nd EDITION



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observatório animal

SUMMARY

1. ABOUT ALIANIMA

Alianima is a non-profit organization that works closely with food industry leaders to identify and address the key challenges faced by the animal production chain. We offer partnerships, consulting, and complimentary technical support to companies dedicated to enhancing animal welfare, facilitating the implementation of sustainable and animal-friendly practices.

Our specialized technical team bases all actions and materials on scientific and technical data. Our goal is to foster an industry that is more attentive and concerned with animal suffering, and to encourage consumers to be more informed about the origin of their food, promoting critical and conscious consumption.

Learn more about our work at alianima.org/en

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2. ABOUT ANIMAL WATCH

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

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

In this context, the Animal Watch (Observatório Animal), a platform developed by Alianima, aims to make public commitments to animal welfare by companies operating in Brazil more visible, with a focus on laying hens and pigs.

In addition to facilitating civil society's monitoring of these commitments, the platform also provides information and news about our work and the reality of the food production chain, highlighting the industry's role in promoting meaningful changes in animal treatment, to encourage more critical and conscious consumption.

Access it at observatorioanimal.com.br/en

oa observatório animal

2.1 ABOUT THE EGG WATCH

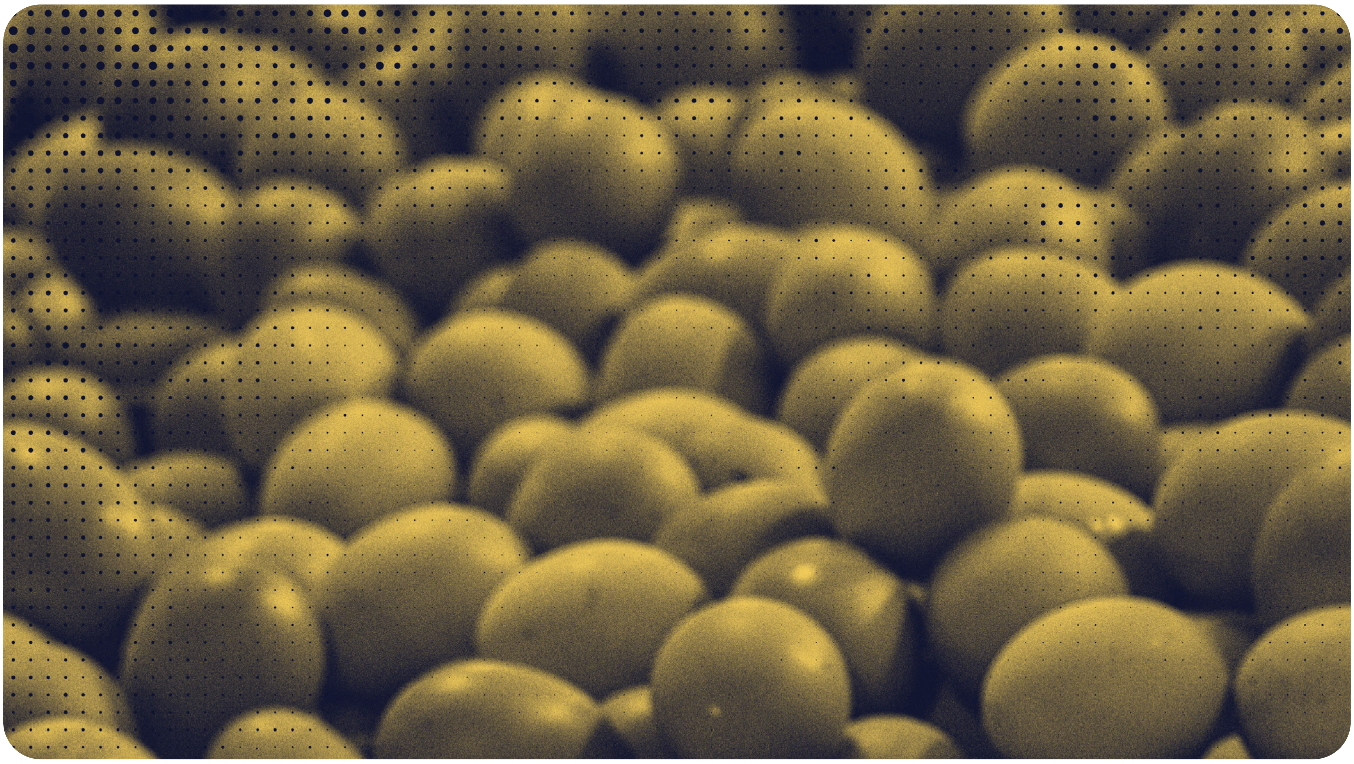
Since 2015, over 150 food and hospitality companies in Brazil have committed to using and selling only cage-free eggs by 2030 or earlier. With the deadline for fulfilling these commitments approaching, Alianima recognizes the importance of monitoring the progress of these companies and bringing transparency to the transition process. Additionally, sharing results helps identify the main areas that can be improved to ensure a successful transition to cage-free eggs, while offering technical support based on our expertise in animal welfare.

Egg Watch focuses on retail and wholesale companies already committed to exclusively selling cage-free eggs across all their stores and networks. As in the first edition, we aim to spotlight retailers that are on the right path and effectively transitioning, while also supporting those that have not yet achieved their goals so that they can meet their public commitment deadlines. We also encourage companies that have not yet made any formal commitments.

This report is not only intended for companies' sustainability departments but also targets investors, government representatives, and conscious consumers who care about the origin of their food and the welfare of farm animals, especially laying hens.

egg watch

Access all editions at
observatoriodoovo.com.br



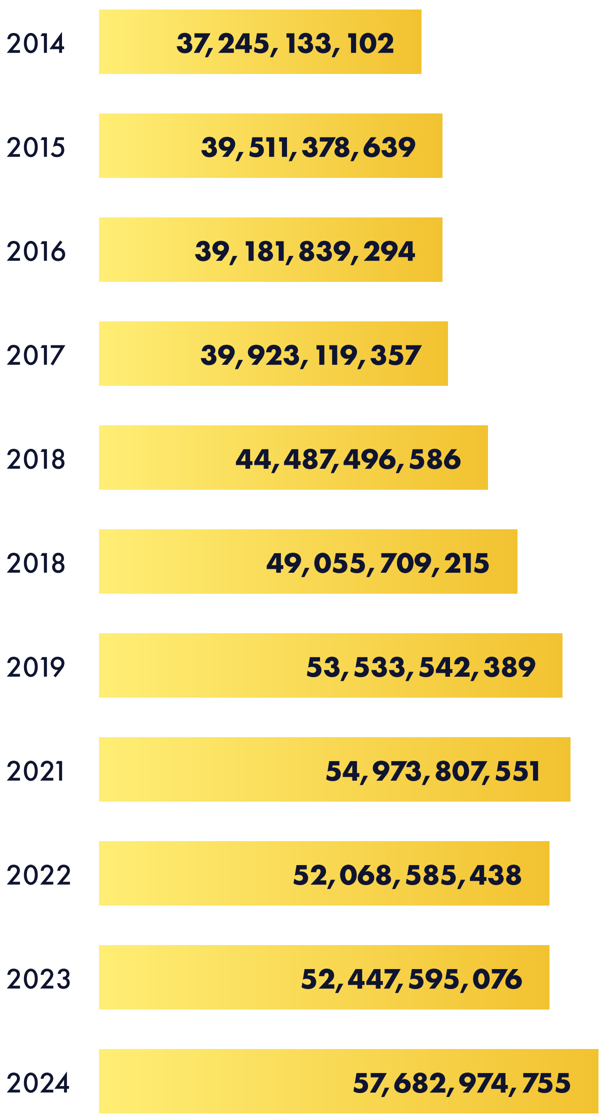
3. INTRODUCTION

3.1 OVERVIEW OF EGG PRODUCTION IN BRAZIL

In 2024, Brazil remained the 5th largest egg producer in the world, with over 57 billion units[1]. Compared to the previous year, production rose by nearly 10%—a significant jump within the past decade.

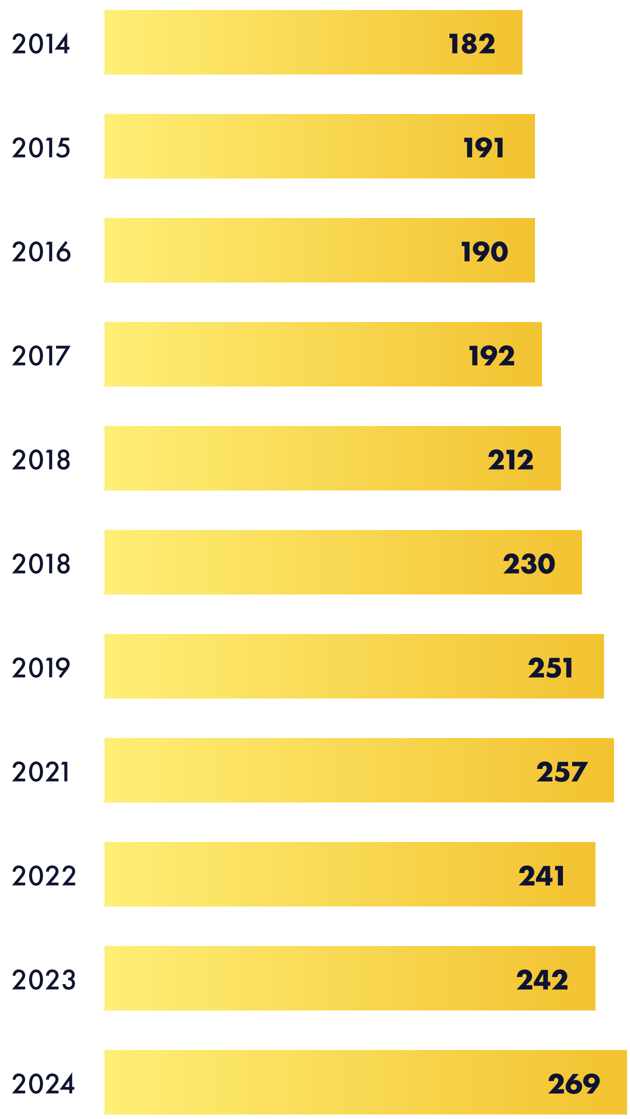
In the same period, per capita egg consumption increased by 11.2%, jumping from 242 units in 2023 to 269 in 2024.

BRAZILIAN EGG PRODUCTION (UNITS)



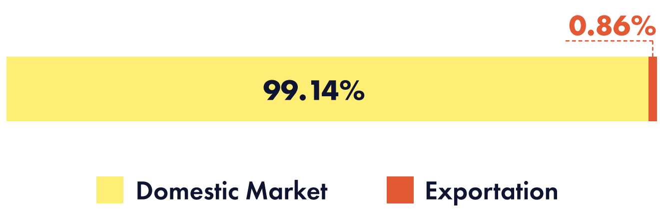
Source: ABPA

EGG CONSUMPTION PER CAPITA (UNITS/INHABITANT)



Source: ABPA

DESTINATION OF BRAZILIAN EGG PRODUCTION IN 2024



1 Relatório Anual ABPA 2025

3.2 TYPES OF PRODUCTION SYSTEMS

Learn about the different egg production systems currently available in Brazil.

FEATURE	CAGED	CAGE-FREE	FREE-RANGE	ORGANIC
Hens roam freely	✗	✓	✓	✓
Outdoor access	✗	✗	✓	✓
Max. density	28 birds/m²	9 birds/m²	7 birds/m² (indoors), 2 birds/m² (outdoors)	6 birds/m² (indoors), 1–3 m²/bird (outdoors)
Antibiotic use	✓	Not specified	Only for treatment	Restricted list, only for treatment
Environmental enrichment*	✗	✓	✓	✓

*perches, nesting boxes, and dust bathing

3.3 CORPORATE COMMITMENTS AND THE ROLE OF SUPERMARKETS

Currently, Brazil has 160 corporate commitments in the food and hospitality sectors to exclusively use and sell cage-free eggs[2]. Among these, supermarkets (wholesalers, retailers, and hybrid formats) play a major role, as they are the primary point of food purchases for the Brazilian population, which includes eggs.

In 2024, the retail sector generated BRL 1.067 trillion, representing 9.12% of Brazil's GDP, with 30 million customers visiting the country's 424,120 stores[3].

Additionally, the cage-free commitment from a sector that predominantly purchases shell eggs from producers has a stronger impact on encouraging the supply of cage-free eggs, unlike sectors that mainly use egg byproducts, with lower market value.

Therefore, a single supermarket chain's commitment can reach thousands of consumers and positively impact the lives of thousands of animals.

2 Animal Watch
3 Ranking ABRAS 2025 - Grandes Números e Destaques

3.4 ANIMAL WELFARE CERTIFICATION FOR LAYING HENS

Animal welfare certification emerges as a response to growing consumer demand for ethically, responsibly, and transparently produced food. For laying hens, the focus is on ensuring adequate conditions that allow birds to express natural behaviors, such as scratching, perching, dust bathing, and laying eggs in nests, alongside enough space for movement, exploration, and social interaction.

Certification involves farms and companies undergoing regular, independent audits to ensure compliance with science-based animal welfare standards. This process provides credibility and transparency to consumers, who gain more information about product origins and strengthen their relationship with brands.

In Brazil, reliable organizations such as Certified Humane and *Produtor do Bem* already carry out this work, making their certification standards publicly available.

CERTIFIED HUMANE BRASIL BEM-ESTAR ANIMAL

Produtor do Bem

4. METHODOLOGY

The 2025 edition of Egg Watch maintains the format adopted in the first edition, featuring a ranking of companies according to their level of engagement with cage-free egg policies, including both the publication and progress of their commitments.

In addition to providing an updated overview of Brazil's supermarket sector regarding the exclusive sale of shell eggs from cage-free laying hens, we continue to monitor regional differences and highlight retailers that prioritize animal welfare and transparency.

4.1 CONTACTED COMPANIES

All supermarket chains operating in Brazil with public commitments to exclusively sell shell eggs from cage-free systems were contacted via an emailed questionnaire.

Below is the list of the **17 contacted companies**, organized alphabetically, along with their respective store brands and publicly announced deadlines for completing the transition. Unlike last year, which included 19 companies, this edition excludes Justo and Veran: Justo ceased operations in Brazil in November 2024, and Veran ended activities in April 2025

Big Box Supermercados Deadline: 2028	**Casa Santa Luzia** Deadline: 2023	**Cencosud (GBarbosa, Mercantil Atacado, Bretas, Perini, Prezunic, etc.)** Deadline: 2028	**Cia Beal de Alimentos (Super Beal, Festval)** Deadline: 2021	**Empório Varanda** Deadline: 2028
GPA (Pão de Açúcar, Extra) Deadline: 2028	**Grupo Carrefour (Carrefour, Atacadão, Sam's Club, etc.)** Deadline: 2028	**Grupo DIA** Deadline: 2028	**Grupo MSLZ (Mercadinhos São Luiz, Mini São Luiz, Mercadão)** Deadline: 2028	**Hippo** Deadline: 2026
Oba Hortifruti Deadline: 2028	**St. Marche** Deadline: 2028	**Supermercados Cavicchiolli (São Vicente and Arena Atacado)** Deadline: 2028	**Supermercados Pague Menos** Deadline: 2028	**Supernosso (Super Nosso, Apoio Mineiro)** Deadline: 2028
UnidaSul (Rissul, Macromix, Disbem, Mr. Estoque) Deadline: 2028	**Záffari** Deadline: 2028			

To gain a more accurate overview of the Brazilian retail/wholesale sector on this topic, 12 of the largest supermarket groups in Brazil[4] have also been contacted by Alianima in recent years to encourage the publication of cage-free commitments and are included in this year's assessment.

4.2 QUESTIONNAIRE

For this edition, the questionnaire sent to companies included the following items:

1. Disclosure of the percentage of cage-free eggs (cage-free, free-range, organic) sold in 2024.
2. Indication of the Brazilian regions served by the company.
3. Identification of the level of difficulty in sourcing cage-free eggs in each region.
4. Reporting the challenges faced during the transition to cage-free eggs.
5. Identification of the positive aspects of transitioning to cage-free eggs.
6. The company's knowledge of animal welfare certification labels and their potential perception by consumers.

4 Ranking ABRAS 2025.

The questionnaire was sent in March 2025, and companies had one month to submit their responses.

All contacted companies were aware of the Egg Watch's transparency goals regarding the themes covered and, therefore, consented to the public disclosure of results on the Animal Watch platform.

Additionally, one week after the questionnaire was sent, a **webinar** was held to clarify any questions participants had about how to fill out the form.

WATCH THE WEBINAR HERE (IN PORTUGUESE)

4.3 SCORING AND RANKING

The following methodology was applied for classifying and ranking the supermarket chains:

- All companies started with a maximum score of 280 points.
- Companies that reported publicly in the last year or confirmed via Egg Watch that 100% of their egg sales were cage-free kept the maximum score.
- Points were deducted for companies that had not completed the transition, based on:
  - remaining percentage to reach 100%;
  - transparency on progress (annual public reporting and/or participation in editions of the Egg Watch);
  - maintenance of a publicly accessible cage-free commitment;
  - publication of a cage-free commitment.

Deduction Criteria	Points
Percentage of conventional egg sales (1 point deducted per remaining percentage point)	0 to -100
Lack of public annual reporting on transition status (e.g., on website, sustainability report, or response to Egg Watch or Egglab)	-60
Non-participation in Egg Watch 2025	-50
Non-participation in Egg Watch 2024	-20
No publicly accessible cage-free commitment	-30
No animal welfare commitment, including cage elimination for laying hens	-20

Companies were also assigned a grade, as shown below:

Points	Grade
280	A+
250–279	A
200–249	A–
150–199	B+
100–149	B
50–99	C
20–49	D
0–19	F

Grades were used to clearly and intuitively summarize companies' performance in the ranking, allowing for standardized comparison. High grades like A+, A, and A– publicly recognize supermarkets making consistent efforts, while lower grades like C, D, or F can negatively affect reputation.

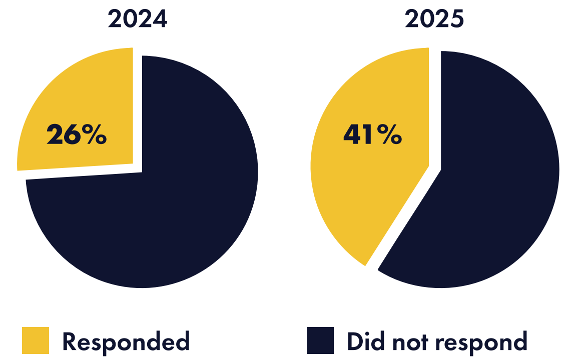
As in the first edition, two separate rankings were created: one for **retailers** and one for **wholesalers**, given the distinct operational, supply, and consumer relationship challenges of each model.

5. RESULTS

5.1 RESPONSES FROM COMMITTED SUPERMARKETS

In this edition, seven supermarket chains responded to the questionnaire: **Casa Santa Luzia, Cia Beal de Alimentos, Empório Varanda, GPA, Grupo Carrefour, Hippo, and São Vicente**, resulting in a 41% response rate. This marks an improvement compared to the previous year, which had only a 26% response rate.

QUESTIONNAIRE RESPONSE RATE



5.1.1 Supply by Region in Brazil

The macroregions served by the responding companies and their respective store counts are shown on the map below:

NORTH*	
Carrefour	23
Casa Santa Luzia	0
Cia Beal de Alimentos	0
GPA	0
Hippo	0
São Vicente	0
Varanda	0

NORTHEAST*	
Carrefour	129
Casa Santa Luzia	0
Cia Beal de Alimentos	0
GPA	39
Hippo	0
São Vicente	0
Varanda	0

CENTRAL-WEST	
Carrefour	65
Casa Santa Luzia	0
Cia Beal de Alimentos	0
GPA	16
Hippo	0
São Vicente	0
Varanda	0

SOUTHEAST	
Carrefour	251
Casa Santa Luzia	1
Cia Beal de Alimentos	0
GPA	671
Hippo	0
São Vicente	27
Varanda	3

SOUTH	
Carrefour	90
Casa Santa Luzia	0
Cia Beal de Alimentos	32
GPA	0
Hippo	4
São Vicente	0
Varanda	0

TOTAL	
Carrefour	558
Casa Santa Luzia	1
Cia Beal de Alimentos	32
GPA	726
Hippo	4
São Vicente	27
Varanda	3

***North and Northeast** remain the most challenging regions for sourcing cage-free eggs.

***Carrefour is the only respondent that does not offer cage-free** options in all stores, citing logistical difficulties in these regions.

Carrefour: "The Northeast and North regions face challenges in terms of the availability of cage-free egg suppliers, supply volume, regional coverage, and consistency. On the other hand, the South, Southeast, and Central-West regions have a greater supplier availability, but not necessarily with the volume, reach, and competitive pricing [we require]."

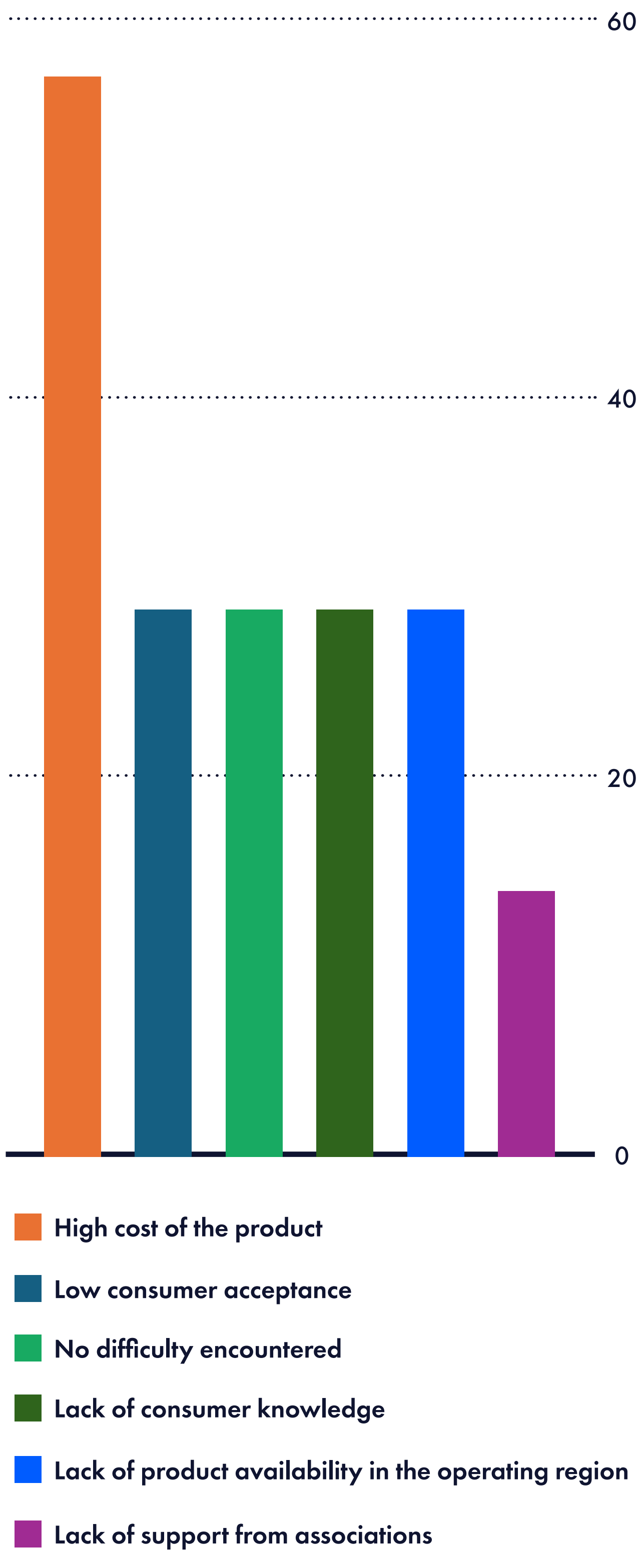
Cia Beal de Alimentos (Super Beal, Festval) and Varanda reported no difficulties during the transition.

GPA: "In the Northeast, the local market does not have a habit of consuming cage-free eggs, which is why demand in the region is low and there are few suppliers available. In the Southeast, we have large suppliers and easy logistics; however, the region also has high demand for conventional eggs, with a considerable cost difference compared to cage-free eggs. In the Central-West, suppliers still focus little on cage-free egg production due to the region's higher demand for conventional eggs, and there is also a significant cost difference."

5.1.2 Challenges in the Cage-Free Transition

Unlike last year, when "Lack of consumer knowledge" and "High cost of the product" were the most frequently cited challenges, this edition highlighted "High cost of the product" as the main difficulty faced by most supermarket chains.

CHALLENGES ENCOUNTERED IN THE TRANSITION TO CAGE-FREE EGGS



Casa Santa Luzia: "Our suppliers could not adapt to the policy, so we had to find new ones."

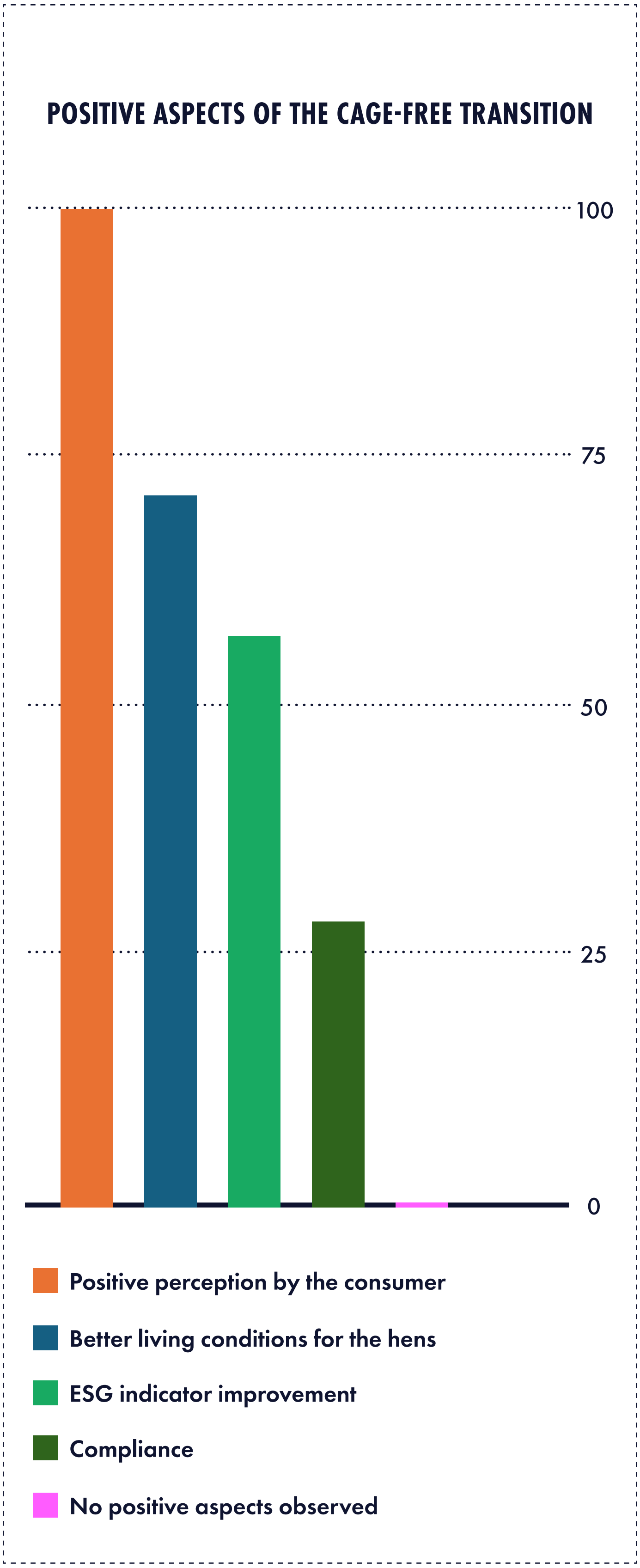
GPA: "There is a lack of a greater number of players selling eggs with animal welfare commitments. This scenario creates price competition, making it difficult for those investing in more ethical and sustainable production models to remain competitive, and discourages suppliers from investing in the transition to cage-free systems."

Carrefour: "The economic context in Brazil. The Carrefour Group's customer base is concentrated in social classes C and D, and is therefore highly influenced by the competitiveness of the price of conventional eggs."

5.1.3 Positive Aspects of the Cage-Free Transition

The "positive perception by the consumer" was the positive aspect highlighted by everyone, just as in the previous edition.

In this edition, not all retailers recognized the "Better living conditions for the hens" as a positive aspect, placing this option in second.



Other positive aspects observed were:

Carrefour: "Consumer education on the benefits of cage-free eggs; empowering the consumer as a driver of change in the supply chain; transparency with all stakeholders."

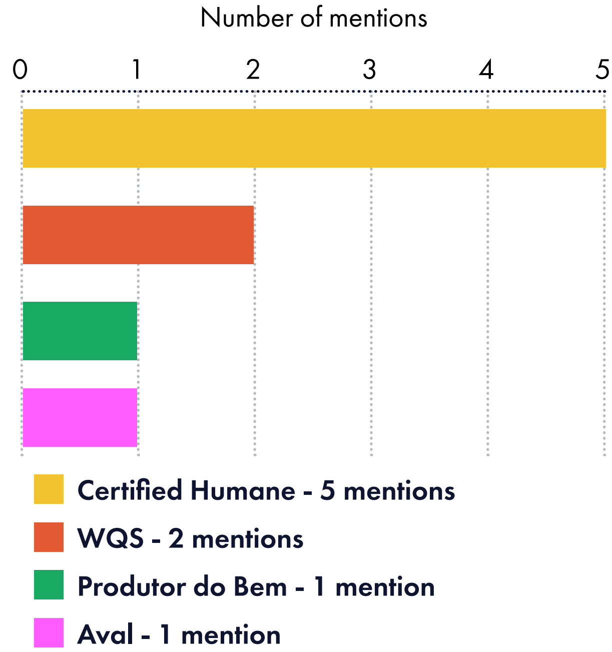
GPA: "In addition to the growing demand for more sustainable and responsible products, companies that adopt animal welfare policies may get ahead of possible future regulations requiring better animal conditions."

5.1.4 Knowledge of Animal Welfare Certification Labels and Consumer Perception

This edition included new questions to assess supermarket managers' and consumers' knowledge of animal welfare certification for laying hens.

DO YOU KNOW ANY ANIMAL WELFARE CERTIFICATION LABELS FOR EGGS?

ANIMAL WELFARE CERTIFICATIONS MENTIONED:



We clarify that WQS certification is for broiler chickens, and AVAL certification is for the type of production system, not necessarily covering animal welfare standards.

Carrefour Brazil has already surveyed customers' perception regarding animal welfare certification labels on egg packaging: "There is a trend of positive perception but low purchase adherence due to the price difference and its impact on the consumer's shopping basket."

5.2 RETAILERS RANKING

Ranking	Company	Score	Grade
1	Casa Santa Luzia	280	A+
	Empório Varanda	280	A+
	Festval and Super Beal (Cia Beal de Alimentos)	280	A+
	St. Marche	280	A+
2	Hippo Supermercados	255	A
3	Pão de Açúcar and Extra (GPA)	224	A-
4	Carrefour and Sam's Club (Grupo Carrefour)	219	A-
5	Supermercados Pague Menos	156	B+
6	Supermercados São Vicente	125	B
7	Big Box Supermercados	101	B
8	Cencosud	64	C
9	Grupo DIA	50	C
	Supernosso	50	C
	Rissul (UnidaSul)	50	C
	Záffari	50	C
	Mercadinhos São Luiz	50	C
10	Oba Hortifruti	20	D
11	Savegnago	0	F
	Sonda	0	F
	Comper (Grupo Pereira)	0	F
	Super Muffato and Patão Supermercado (Grupo Muffato)	0	F
	Supermercados BH	0	F
	Mateus Supermercados, Hiper Mateus, Camiño (Grupo Mateus)	0	F
	Supermercados Koch (Grupo Koch)	0	F

Casa Santa Luzia and St. Marche remained in 1st place.

Cia Beal de Alimentos (Super Beal, Festval) maintained 100% transition and also stayed in 1st place.

Empório Varanda completed the transition, moving from 9th to 1st place.

Hippo gained 4 positions, moving from 6th to 2nd place.

GPA maintained 3rd place.

Carrefour gained one position, moving from 5th to 4th place.

Pague Menos showed the greatest increase with 11 percentage points, rising from 7th to 5th place.

São Vicente, responding to the Egg Watch for the first time, moved from 9th to 6th place.

Cencosud publicly reported its progress for the first time, moving from 9th to 8th place.

Big Box was the biggest loser in positions, falling from 4th to 7th place.

The table below shows the criteria met by each ranked company and the percentage of cage-free eggs in relation to the total eggs sold in both editions of the Egg Watch, based on the companies' responses to the questionnaire or publicly available reports.

COMPANY	COMMITMENT	PUBLISHED	RESPONSE 2024	RESPONSE 2025	ANNUAL PUBLIC REPORT	% 2024	% 2025
Casa Santa Luzia	✓	✓	✗	✓	✓	100%	100%
Empório Varanda	✓	✓	✗	✓	✓	UNKNOWN	100%
Festval e Super Beal (Cia Beal de Alimentos)	✓	✗	✓	✓	✓	100%	100%
St. Marché	✓	✓	✗	✗	✓	100%	100%
Hippo Supermercados	✓	✓	✓	✓	✓	75%	75%
Pão de Açúcar e Extra (GPA)	✓	✓	✓	✓	✓	44%	44%
Carrefour e Sam's Club (Grupo Carrefour)	✓	✓	✓	✓	✓	35%	39%
Supermercados Pague Menos	✓	✓	✗	✗	✓	35%	46%
Supermercados São Vicente	✓	✓	✗	✓	✗	UNKNOWN	25%
Big Box Supermercados	✓	✓	✓	✗	✗	37%	31%*
Grupo DIA	✓	✓	✗	✗	✗	9%	UNKNOWN
Cencosud	✓	✓	✗	✗	✗	UNKNOWN	14,4%
Supernosso	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Rissul (UnidaSul)	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Záffari	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Mercadinhos São Luiz	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Oba Hortifruti	✓	✗	✗	✗	✗	UNKNOWN	UNKNOWN
Savegnago	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Sonda	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Comper (Grupo Pereira)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Super Muffato e Patão Supermercado (Grupo Muffato)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Supermercados BH	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Mateus Supermercados, Hiper Mateus, Camiño (Grupo Mateus)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Supermercados Koch (Grupo Koch)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT

*Informado no site da empresa, sem data de reporte.

GENERAL OVERVIEW OF THE TRANSITION (2025)

79% **of supermarket chains have set a deadline of 2028 to complete the transition.**

4 out of 17 have already completed it:

Casa Santa Luzia 1926 | Empório Varanda desde 1971 | Beal Cia Beal de Alimentos | st marche supermercado

Progress in Transparency

2024: 53% did not report progress
2025: 35% did not report progress

18 percentage point improvement in transparency

Positive Highlights

- **Pague Menos:** publishes annual progress on its own website
- **São Vicente:** reported for the first time through the Egg Watch
- **Sam's Club:** Carrefour's brand showed good progress, with a 6.7% increase

Red flags:

❌ No progress: **Carrefour, GPA, Hippo**

❌ Reported in 2024 but not in 2025: **Big Box, Grupo DIA**

❌ Transition status unknown: **Oba Hortifruti, Mercadinhos São Luiz, Supernosso, UnidaSul, Záffari**

❌ Commitment offline since 2024: **Oba Hortifruti**

❌ No response since 2024: **Savegnago, Sonda, Comper, Super Muffato, BH, Mateus, Koch**

5.3 WHOLESALER RANKING

Ranking	Company	Score	Grade
1	Atacadão (Grupo Carrefour)	183	B+
2	Arena Atacado (São Vicente)	100	B
	Giga and Mercantil Atacado (Cencosud)	100	B
3	Apoio Mineiro (Supernosso)	50	C
	Macromix Atacado, Disbem, Mr. Estoque (Unidasul)	50	C
4	Assaí	0	F
	Atacadão Dia a Dia	0	F
	Atacado Bate Forte and Fort Atacadista (Grupo Pereira)	0	F
	Costa Atacadão (Grupo JC)	0	F
	Mart Minas and Dom Atacadista	0	F
	Max Atacadista and Muffato Max Atacado (Grupo Muffato)	0	F
	Mix Mateus (Grupo Mateus)	0	F
	Tenda Atacado	0	F
	Komprão Koch Atacadista (Grupo Koch)	0	F

Atacadão reported a slight increase in cage-free egg sales and remained in 1st place.

Arena Atacado participated for the first time and secured 2nd place.

Giga and Mercantil Atacado also made their first public report and tied for 2nd.

The table below shows the criteria met by each ranked wholesale company and the percentage of cage-free eggs in relation to the total eggs sold in both editions of the Egg Watch, based on the companies' responses to the questionnaire or publicly available reports.

COMPANY	COMMITMENT	PUBLISHED	RESPONSE 2024	RESPONSE 2025	ANNUAL PUBLIC REPORT	% 2024	% 2025
Atacadão (Grupo Carrefour)	✓	✓	✓	✓	✓	3,11%	3,33%
Arena Atacado (São Vicente)	✓	✓	✗	✓	✗	UNKNOWN	UNKNOWN [5]
Apoio Mineiro (Supernosso)	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Giga e Mercantil Atacado (Cencosud)	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN [6]
Macromix Atacado, Disbem e Mr. Estoque (Unidasul)	✓	✓	✗	✗	✗	UNKNOWN	UNKNOWN
Assaí	✗	✗	✗	✗	✓	NO COMMITMENT	NO COMMITMENT
Atacadão Dia a Dia	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Atacado Bate Forte e Fort Atacadista (Grupo Pereira)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Costa Atacadão (Grupo JC)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Mart Minas e Dom Atacadista	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Max Atacadista e Muffato Max Atacado (Grupo Muffato)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Mix Mateus (Grupo Mateus)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Tenda Atacado	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT
Komprão Koch Atacadista (Grupo Koch)	✗	✗	✗	✗	✗	NO COMMITMENT	NO COMMITMENT

5 Arena Atacado submitted a single report covering all the Supermercados Cavicchioli Group brands and chose not to present the numbers separately, making progress unknown.

6 Cencosud published an institutional public report without separating the progress by brand, making progress unknown.

Positive Highlights

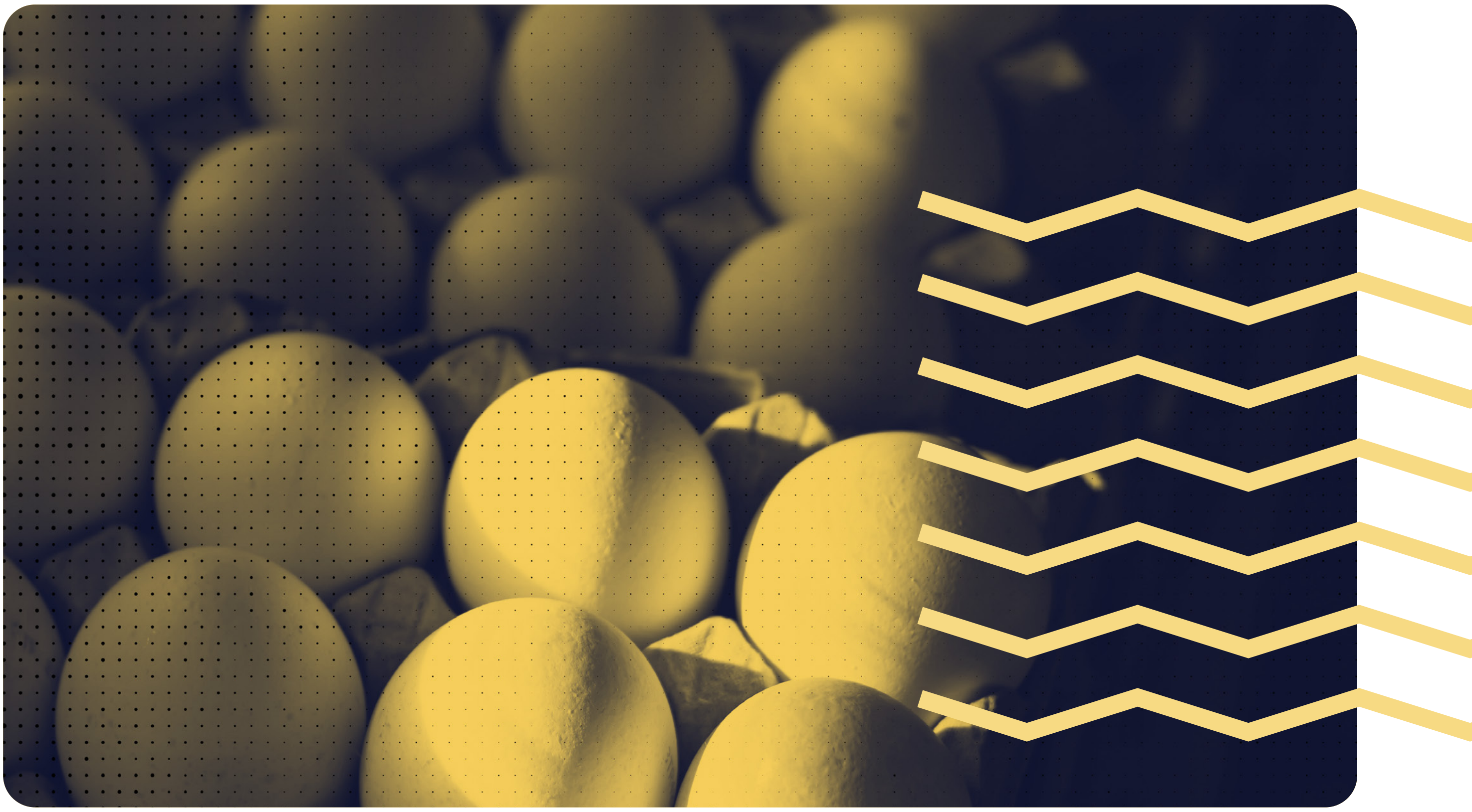
✅ **Apoio Mineiro, Giga, and Mercantil Atacado** reported publicly for the first time.

✅ **Assaí**, despite not having any formal cage-free commitment, has reported its percentage of cage-free egg sales annually since 2021. In 2024, this was 7.3% — a 1.1% increase from the previous year. Furthermore, 100% of its stores offer at least one cage-free egg option.

Negative Highlights

❌ **Macromix Atacado, Disbem, and Mr. Estoque** again failed to report transition progress and did not respond to any contact attempts.

❌ Multiple major wholesalers, including **Atacadão Dia a Dia, Bate Forte, Fort, Costa Atacadão, Mart Minas**, among others, as in 2024, did not respond to any contact to help them adopt a cage-free egg policy.



6. CONCLUSION

For the second consecutive year, the supermarket sector remains the central focus of Egg Watch, given its importance and close relationship with the end consumer.

In this edition, **the increased response rate** from supermarket chains signals a more engaged sector, with one more company having completed its cage-free egg transition within the deadline. Still, **some chains showed little to no progress compared to the previous year**, raising concerns as the deadlines for public commitments approach. It is also alarming that many committed companies fail to publicly report their progress. Maintaining a public commitment and annually reporting on the transition process to consumers, suppliers, government institutions, and civil society should be the first steps in demonstrating transparency. **Egg Watch serves as an excellent opportunity for this**.

Due to the recurring challenge of supplying cage-free eggs in the North and Northeast regions, it is crucial that egg producers and government representatives in these areas also engage in the movement to help meet the demand that has been growing for several years. When all actors in the supply chain work together, they gain strength to promote positive change in favor of animal welfare and sustainability.

Over the past year, several factors contributed to a significant increase in the price of both conventional and cage-free eggs, which helps explain the unanimous concern among supermarkets about the higher cost of cage-free eggs. Unfortunately, many of these factors are beyond control, such as the spread of Highly Pathogenic Avian Influenza (HPAI) and rising feed prices for corn and soy, both of which affect eggs final pricing. On the positive side, there is likely an increase in consumer knowledge about different types of eggs, largely driven by in-store effective communication of the committed chains.

Regarding animal welfare certification, it is encouraging that Certified Humane is widely recognized. We hope that other certifiers, such as *Produtor do Bem*, can also be recognized among supermarkets. The next step is for consumers to identify certification labels on the packaging and feel confident purchasing certified eggs.

Lastly, Alianima thanks the companies that responded, reflecting transparency and a genuine commitment to the welfare of laying hens. We hope that more supermarket chains will feel encouraged to adopt policies and actions that contribute to sustainability and animal welfare, helping drive the change in the lives of millions of animals. And for that, you can count on Alianima.

7. CONTACT

Join this powerful movement for animals!

If your company would like more information about our work or to clarify specific questions regarding animal welfare, please contact us through the following channels:

Instagram
@alianima.br

LinkedIn
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TikTok
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Scan and access our social media channels

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