

International Strategy Meeting

**Impacts of
Unsustainable Livestock and Feed Production
and
Threats to Community Conservation in Paraguay**

Summary Report



Asunción, Paraguay
November 28-29, 2014



International Strategy Meeting on Impacts of Unsustainable Livestock and Feed Production and Threats to Community Conservation in Paraguay

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Contents

Summary	4
Testimonies and presentations	5
Recommendations	16
Post-meeting outcomes	18
Annex 1: List of participants	19

Summary

The International Strategy Meeting on the Impacts of Unsustainable Livestock and Feed Production and Threats to Community Conservation in Paraguay was held at the Ykua Sati conference center in Asunción, Paraguay on November 28-29, 2014. The two-day seminar was attended by more than 60 representatives from affected communities, social movements, and non-governmental organizations from 20 countries. It also brought together peasants, Indigenous Peoples, farm workers, campaigners and academics from different parts of Paraguay.

Presentations by the Paraguayan participants demonstrated the full extent of the environmental, social and economic impacts wrought by fast expanding cattle ranching and soybean export businesses in Paraguay. The seminar also included presentations analyzing the drivers behind this agroindustrial, export-oriented production model, from both Paraguayan and international activists and academics. In addition, the meeting included numerous presentations about livestock-related campaigns and the various strategies that can be used to raise awareness and address the negative impacts of unsustainable livestock farming in various different national contexts and from a variety of perspectives.

The seminar also featured working groups that discussed appropriate and effective campaign strategies and ways of improving collaboration amongst groups from consumer and producer countries. At the end of these working group sessions, broad agreement was reached on the need for a global alliance between groups and movements working on unsustainable livestock farming.

Prior to the seminar, a field visit was organized to communities living around major slaughterhouses and processing plants in Asunción. Chemicals are being released without regard for standard safety procedure, with the wind blowing them into peoples' houses. Members of the local community talked about and showed participants from other countries evidence of the impacts, especially air and water pollution, which cause various health problems including constant itching and persistent skin irritation (rashes), hypertension, diarrhea, and



vomiting. Their dining tables and food are frequently covered with flies as well.

Two other field visits to the department of Canindeyu, north-east of Asunción, were organized. These included a visit to the soy fields around the city of Curuguaty particularly for Northern livestock campaigners to see firsthand the vast expanses of genetically modified (GM) soy plantations that stretch to the horizon in all directions, and to meet with communities who are resisting the further expansion of these soy fields and fighting back against agribusinesses. One of the trips had to be altered due to a roadblock organized by peasant movements. This, however, offered a good opportunity for the participants in the strategy meeting to learn about the protestors' motivations and to express solidarity with the peasant movements.

A third, larger field trip for most of the seminar participants visited the Minga Pora community in Alto Parana, in eastern Paraguay near the Brazilian border. The community is well known for its fierce resistance to the soy plantations that surround the community and its small farms.

The situation in Paraguay is also analyzed in a report, which was updated in January 2015, "Meat from a Landscape Under Threat: Testimonies of the Impacts of Unsustainable Livestock and Soybean Production in Paraguay."

Testimonies and presentations

**Some of the power point slides are available by clicking on the links below the title.*

Introduction to community conservation resilience and the impacts of unsustainable livestock farming

Simone Lovera, Global Forest Coalition, Paraguay

Simone opened the meeting and gave a brief introduction, explaining that the meeting had two aims. The first one was for people who are impacted by cattle ranching and intensive soy production to engage in a dialogue with people from other countries who are concerned about the issues and working on related campaigns. The second aim was to bring people together to assess community conservation and resilience and how they are responding to current and anticipated threats to resources.

At the same time, she stated that support is needed for Indigenous communities and their projects. So another goal is to support communities in

developing their own projects with the outcomes that they want. In order to do this we need to analyse what the real threats to communities and their lands are, so that everyone can work with all players to change the system and diminish existing threats.

Paraguay—country of captive sovereignty

Jorge Lara Castro, Former Minister of Foreign Affairs in the government of former president Fernando Lugo (2008-2012), Paraguay

Jorge spoke about how cattle farming in Paraguay and Monsanto's soy policies have caused the destruction of nature and life in the country. He shared that after 200 years of independence, 85% of the land is still controlled by less than 3% of the population. This concentration of land ownership reflects historic power imbalances, and the state needs to intervene to guarantee the protection of territory, people, and the environment. He concluded that today, in Paraguay and more broadly in Latin America, people find themselves facing a great strategic challenge, that of preserving their land, forests and society. Their efforts to do this will contribute to global efforts to defend humanity and the planet.

Agribusiness in the global livestock sector and its environmental, social, cultural and health impacts

Mia MacDonald, Brighter Green, USA (POWERPOINT)

Mia gave an overview of the main forces driving agribusiness and its impacts. She highlighted that 95% of the soy produced in the world is for livestock feed and that there is an aggressive marketing of western style meat-based diets by the livestock industry. This industry has a significant ecological footprint: it requires massive amounts of land, is probably the largest source of water





Production of commodities and food

Perla Alvarez, CONAMURI, Paraguay

Perla testified about the impacts that genetically modified (GM) soy, intensive cattle farming and charcoal production have had on Indigenous Peoples living in the Chaco region of Paraguay. As a representative of the National Coordination of Rural and Indigenous Women Peasant Workers, she spoke about the consequences that stem from lack of access to land and forced migration, and the fact that it is women and children who suffer the most.

pollution and one of the key agents of deforestation and biodiversity destruction globally. Agriculture and land use change also emits an estimated third of global greenhouse gases.

She proposed challenging this system by promoting alternative visions and public policies that foster food sovereignty for all. This entails rejecting the meat-intensive western diet and the systems used to produce massive quantities of meat, other animal products, and animal feed, including through forging connections between organisations and movements in the North and South.

She explained that despite being supposedly protected by international law, the Indigenous communities in the Chaco have not granted prior consent, and at least three of the communities have been forcefully displaced. The struggle goes on to recover two of these territories.

The organization has also come together with others to build an ecological school where young people can learn about agroecology and the use of native plants and seeds.

Impacts of unsustainable livestock production in Paraguay

(POWERPOINT)

Miguel Lovera, ex-president of SENAPE, the National Plant Protection Agency, Paraguay during the government of former president Fernando Lugo

Miguel gave a detailed report of the state of resources in Paraguay and the impacts of unsustainable livestock production. Miguel shared the fact that 9 out of 10 of the world's strategic resources are found in the greatest concentrations in South America. He stated that the two main products of Paraguay are cattle and soybeans, and that there are almost twice as many cattle as people in Paraguay. The main market for that beef is Russia (by far), followed by Brazil, Chile and Hong Kong. Miguel stated that the rate of deforestation in Paraguay is currently 17,000 hectares per year. Agribusinesses earned approximately US\$3 billion in 2012, but only paid US\$31 million in taxes. Similarly in 2013 government revenue from agricultural exports was US\$16 million, and in 2014 it was US\$27 million. Can that really be considered economic reform? He concluded that society is subsidizing the costs and power of agribusiness, but gaining few or no benefits in return.



Threats to sustainable livestock farming in Colombia

Alejandro Diego Cardona, CENSAT Agua Viva, Colombia

Diego made a presentation about the situation in Colombia. He explained that, as in Paraguay and other Latin American countries, the colonial model is also prevalent in Colombia. The number of cattle in Colombia is not sustainable and intensive cattle farming is one of the main reasons for the loss of forests. Cattle ranchers currently use more than 38 million hectares of Colombian land.

He stated that the appropriate use for that land is not ranching; it should be kept as forest and for other uses. He reported that new farming settlements are taking a different and potentially more sustainable course, but that about 40% of production is still being done the 'old way.' This involves very poor working conditions with many families (60%) living in poverty. Recently, ten million hectares of ranching land has been recovered, but not for forest. Instead it has been converted into tree plantations and carbon offset projects.

Diego concluded that there is a similarity between Colombia and Paraguay in terms of the inequality of land ownership: 0.4% of people own more than 86% of the land in Colombia.



How trade liberalization and the WTO promote agribusiness in the livestock sector and agriculture in general (POWERPOINT)

Mary Lou Malig, Global Forest Coalition, Philippines

Mary Lou gave an overview of the global corporate architecture that supports big agribusiness, by driving the global implementation of policies that work against small farmers and Indigenous People. She began with a brief history of the World Trade Organization (WTO) and highlighted that agriculture as a sector was the main addition to the trade body and its rules when it was established in 1995. She went on to explain that peasants and social movements have been calling for the removal of agriculture from WTO rules, because agriculture is a way of life, not a commodity to be governed by trade rules.

Mary Lou gave a concrete example of how trade rules impede food sovereignty. One of the results of the last WTO ministerial was a temporary agreement on food security called the 'peace clause.' Developing countries that are part of the G33 (such as Indonesia, India and the Philippines) will be allowed to provide subsidies to poor farmers but only for a certain time. After this, they can be sued through the WTO. This, Mary Lou explained, is totally hypocritical when the US and EU provide billions in subsidies each year to agribusiness. She concluded that the right to food should not be decided by the WTO.



The threats of the expansion of cattle ranching for Indigenous communities in the Chaco

Victor Benitez, *Alter Vida, Paraguay* (POWERPOINT)

Victor presented the main threats to the Indigenous communities in the Chaco. These include land use changes; deforestation; cattle production; the dominance of GM crops from Monsanto, including two million hectares of soybeans being cultivated in the Chaco, which is part of a biosphere reserve area; oil; infrastructure, such as integration corridors created without the previous consent of Indigenous Peoples; and cattle ranchers using water without permission from the appropriate people or institutions.

Testimony from Guarani ñandevé community

Isabelino Bogado

Isabelino gave a presentation about the people inhabiting the Chaco biosphere reserve and the negative impacts they have experienced. In matters regarding deforestation of the communities' territory, they are continuously denouncing what is happening to the government, but without achieving any concrete results. They do not feel like Paraguayan citizens because no one pays any attention to them. They were happy that people from abroad and around the country were present to listen to them, and asked for their support.



Union of Ayoreo People of Paraguay

Carlos Picanerai (POWERPOINT 1) (POWERPOINT 2)

Carlos presented the union's work. They are developing a management plan for the forest that will be a tool clarifying the management the communities will do and how they can take advantage, sustainably, of natural resources within the communities. For example, they will use the native forest in the traditional way, obtaining wood while taking into account the multi-functionality of the forest.

Carlos highlighted that it is the community that actually implements the management plan, with some advice from technical experts. Community members do not just tag along, they manage and perform the work themselves. The whole community takes part and the plan gives importance to biodiversity and associated values.

Impacts of unsustainable GM soy production

Luis Rojas, Ñamoseke Monsanto

Luis spoke about the agribusiness model in Paraguay and how it relies on concentrated GM soy production. He explained that one of its characteristics is the capture of high levels of income by a small group of people, which polarizes society into one group of people who are extremely rich and another who are extremely poor.

Luis also explained that occupation by soy agribusinesses has been increasing: in 2013, soy cultivation in Paraguay extended over more than three million hectares. Soy monocultures rely on capital investment and intensive land use, and destroy rural agricultural employment. At the same time, they devastate the environment, contaminating soil, polluting water and causing other kinds of pollution. They are also driving migration from the country to the city and, in the process, robbing communities and people of their identity. He concluded that a lot of people in Paraguay are now living in heavily polluted environments and precarious situations due to poverty, and the loss of land, productivity and food.



The relationship between unsustainable livestock production in China, USA and Latin America (POWERPOINT)

Wanqing Zhou, Brighter Green, China

Wanqing stated that the US, China and Brazil are big players in the global meat and animal feed sectors.

She shared that the system is not stable and the impacts include human-induced climate change, loss of ecosystems and biodiversity, a public health crisis due to overuse of antibiotics and other drugs, threatened livelihoods of Indigenous Peoples, environmental pollution, and violence to animals.

The US is an exporter of factory farming practices and a meat-centered food culture. China has a growing appetite for meat and other animal-based foods and is now a major importer of agricultural products, including soy and corn for livestock feed, and pork and poultry. China was also described as a country engaged in 'meat grabbing', importing five times the amount of meat and animal feed that it produces domestically.

Wanqing concluded that on its current trajectory, China will be importing 112 million tonnes of soy a year by 2023, which is equivalent to the annual productive capacity of the US and Brazil combined. She ended with the question: how will this demand be met and at what cost?





European campaigns against biofuels and GMOs (POWERPOINT)

Helena Paul, Econexus, UK

Helena spoke about GM crops and products entering Europe as food, animal feed or biofuels. She explained that food and feed have to be approved and labeled, but this is not usually required for meat and dairy products produced from animals fed with GM feed. Labeling would increase awareness, and might well lead to an overwhelming demand for non-GM fed products. Supermarkets in some EU states sell animal products that have been fed with non-GM feed,



but in the UK many supermarkets claim they cannot source non-GM products easily or cheaply enough. Helena concluded with a focus on Europe's consumption of biodiesel, some of which is made from GM soy. People have no choice about buying it if they buy petrol. She also noted that the biofuel industry is heavily subsidized and could not exist without these subsidies.

Unsustainable livestock production and the Climate Change Convention—false solutions?

Doreen Stabinsky, USA

Doreen's presentation focused on the United Nations Framework Climate Change Convention (UNFCCC) in relation to sustainable and unsustainable livestock and feed production. She focused on how to use the UNFCCC at national and international levels, as a tool and space to fight the livestock industry. It is important to note that some decisions taken within the UNFCCC can undermine advocates' work at the national level (in the same way that the World Trade Organization (WTO) impacts on national policies). Nevertheless, the UNFCCC is a space for contesting ideas of equity and justice. Doreen explained that livestock is a huge source of greenhouse gas (GHG) emissions and that there is considerable scope at the global level for reducing these emissions. This in turn means that unsustainable livestock production can be pushed as a key issue within the UNFCCC. The threat, though, is that the climate regime has created a market in which small reductions in methane emissions from large livestock herds can be used to generate profits, creating an incentive to maintain industrial scale production.

Identifying opportunities for local, regional and global campaigns (POWERPOINT)

Ines Franceschelli, Ñamoseke Monsanto, Paraguay

Ines spoke about the Ñamoseke Monsanto campaign. She argued that the real fight is in the communities. She explained that Ñamoseke is quite diverse and that the various groups do what they

can do best. It now has 30 member organizations as well as individual members. It has proposed an alternative economic model, and called for a general strike. It also has a 'native seeds' campaign.

Ñamoseke has made a great effort to create its own media coverage, and this has included producing documentaries. It has also organized fairs and other activities. Ines stated that they are very aware that the current model is affecting countries across the region in the same way: we always see a ruling minority fighting a majority. She concluded that it is critical for people and communities to join their voices together creating the necessary power and influence to challenge this process.

Resistance against contamination by abattoirs in Paraguay (POWERPOINT)

Fidel Goncalves and Patricia Añazco, community representatives from Capiata, Paraguay

Fidel and Patricia are community representatives from Capiata. They described the impacts of the local Pechugon poultry factory, which they have to live with on a daily basis. The factory produces everything from eggs to meat, and exports poultry products to Russia, Brazil and the USA. Its storehouse and waste pools are located right next to the community. Fidel and Patricia explained that the biggest problem for years has been the unbearable odor, flies, and the contamination of the river, which is polluted with waste. Chemicals are also transmitted in the air and people suffer skin problems, vomiting, diarrhea and other intestinal problems, etc. There has been no support for their concerns from the government. They have been filing complaints since 2011, and will keep fighting. They want the factory to leave. They want more research and studies of the contamination around them.



The resistance of campesino communities (POWERPOINT)

Marcial Gomez, Federación Nacional Campesina, Paraguay

Marcial gave a presentation about the resistance of the Federación Nacional Campesina (National Federation of Peasants) in Paraguay. He explained that 2.5% of landowners own 85% of the cultivable land in the country, and that the campesinos have only 4% of arable land. This concentration of land ownership is the fundamental issue. It creates a conflict between the industrial and peasant agricultural models. The industrial model includes the production of transgenic soy, corn and rice, as well as beef.

Marcial explained that there are 3.5 million hectares of transgenic soy and that this is the source of many problems including the destruction of native forests. The land is also polluted by agrotoxins as a result, and peasants and Indigenous People have to leave their land.

He gave an example of two young girls who had recently died from poisoning, explaining that 43 cows, pigs, and chickens died right after that, showing the same symptoms. More than 33 people with the same symptoms were also hospitalized. The campesinos will keep fighting and resisting. They recently stopped a truck carrying transgenic soya seeds, but they were arrested and prosecuted—whereas the soy producers, who do not respect any of the environmental laws in the country, never get prosecuted. He concluded that, “The only war you lose is the one you abandon”.





Campaigns in Europe against the consumption of meat produced with transgenic soybeans and for people to eat less and better meat

Vicky Hird, Friends of the Earth (England, Wales & N Ireland) (POWERPOINT)

Vicki spoke about a UK poll showing that 34% of the people polled were willing to eat less meat, and 50% were willing to pay more for better quality meat. However, a new global poll in Brazil, China, Germany, the US and other countries, including the UK, shows a global desire to eat more meat, and low awareness of the impacts of this dietary choice. She said that we need to promote a better and fairer diet to reduce the drivers of soy production.

Friends of the Earth (England, Wales & N Ireland) has produced an Eat Smart action pack, to make the issue fun and educational. They are part of a new 43-member coalition 'Eating Better: for a fair, green, healthy future'. Vicky explained that we need to tackle the issue of food waste too.

She concluded that lessons they have learned include the value of working in unusual alliances, knowing that there is no single 'consumer' type, and understanding that food is about identity, habits, values, history, community, different motivations, and creativity.

It is also important to develop positive policies, and work with farmers who are willing to call for the consumption of less and better meat.

The Dutch campaign against intensive livestock and transgenic soybean animal feed

Hugo Hooijer, Milieudefensie/Friends of the Earth Netherlands

Hugo spoke about focusing on solutions to the problems of soya. His organization is trying to do what they can in terms of consumption, since the Netherlands is a key importer of soya. The EU imports 31 million tonnes of soy from Latin America annually. The Netherlands' share of this is 8 million tonnes per year, making it the second largest importer after China.

Friends of the Earth Netherlands's overall goal is to reduce soy imports by increasing EU production of plant-based animal feed proteins to replace it. They are working with farmers in the Netherlands to get livestock producers to use local proteins, with a view to marketing an egg that is produced using homegrown proteins only. They will work with shops and consumers, and use the project to teach people about the impacts of soy in Latin America. In this way they can improve the availability of proteins in the EU and change consumer behavior as well.





Public awareness campaigns in Russia on the impacts of livestock in Paraguay

Andrey Laletin, Socio-Ecological Union and Friends of the Siberian Forests, Russia

Andrey spoke about his organization's work within a coalition of organizations who are planning to campaign on the impacts of unsustainable livestock production in Paraguay. This is a relevant issue in Russia, because it is one of the main importers of Paraguayan meat. They want to start educational activities and begin encouraging reduced meat consumption. They have translated Miguel Lovera's paper into Russian and distributed it widely including to various universities, where they are promoting discussion amongst students about vegetarianism and the health consequences of meat consumption.

Photography as a tool to combat soybean and non-sustainable livestock

Ronnie Hall, UK, and Orin Langelle, USA, Critical Information Collective (CIC)

Ronnie spoke about using photography to combat soy and non-sustainable livestock production. She remarked that a photo is worth a thousand words: photography is an important campaign tool because

it can bring an issue to life, stimulating emotions and getting people involved. Importantly, photos tend to be looked at first, before words. Photography is also a means of securing proof and evidence, and can be used to record important documents. Furthermore, images do not need to be translated.

Ronnie explained that collectively we do not have enough campaign photos, they are rare and hard to find online. Photographs that already exist are hidden on people's phones and computers. Hiring photographers to take new images can also be expensive. She proposed that we take them ourselves and share them. Critical Information Collective's new environmental and social justice image library is for this purpose.

Livestock campaigners could be taking and sharing images of new cattle ranches, soy fields, deforestation, ill health, polluted streams, keep out signs, etc. Images could also be of positive examples such as people using traditional farming techniques, agroforestry and other alternatives. Photographs could also document resistance and communities self-organising to create new solutions. Photoessays can be used to illustrate local biodiversity and landscapes, to introduce yourself and community, and to show where you live.



It is important to record information like species and local names and if safe, people's names and the locations where the photos were taken. This information can all be embedded in the image as 'IPTC' data. Ronnie invited everyone to register as users and photographers with CIC, so that they can share and use images on the themes of intensive livestock and feedstock production, and alternatives.

Orin Langelle has been a photojournalist for four decades and shared his experience of going to the Gran Chaco, where one of the lead elders showed him what he wanted to share with the world via photos. Campo Loro was one of the first Ayoreo communities to be forced into 'civilization' in the 1940's and 1950's because the Mennonites wanted their land. They Ayoreo were put into 'camps' and there were many killings on both sides. Now in Campo Loro they are making bricks.

Miguel Lovera added that thanks really must go to Mateo and to Orin for 'sharing the eye'. Campo Loro is not the first concentration camp, but it is the largest. The Mennonites 'solved' two problems: They got access to the forests for their livestock, and they concentrated the labor force. The Ayoreo were considered fierce warriors who must be eliminated. What we have seen now is their resilience, as they still persist.

This was what the Ayoreo wanted to focus on, not the catastrophes of the past. They are fighting for restoration of their territory and for their rights. What we have witnessed is a call for solidarity. They are a very proud people and honest, and this is what Mateo showed us.



Rights, Resilience and Reclaiming Governance in Iran

Taghi Farvar, National Union of Nomads, Iran, and Chair of the International Consortium on Indigenous Peoples and Local Community conserved Territories and Areas (POWERPOINT)

Taghi described the contribution that Indigenous pastoralists make to biodiversity conservation in Iran, and the challenges they face. Changes in government have had major consequences for nomadic tribes, as territories have been nationalized and there has been a history of attempts to sedentarize the nomads including by providing housing, which they have resisted!

He explained that threats to the nomadic way of life include agricultural expansion, ecotourism, and development along traditional migration routes. Infrastructure development includes the building of roads, tunnels, refineries, factories, military bases and dams.

In nine regions of the country, the ICCA Consortium is working together with tribes to get the tribes and their territories (ICCAs) recognized by the Convention on Biological Diversity (CBD). Communities in these areas are at various stages of mapping their customary territories. The mapping enables a collaborative approach to preparing sustainable livelihood plans based on communities' ideas and interests.

Taghi gave an example of one nomadic tribe using adaptive measures which include learning to cultivate pistachio trees. The nomadic tribes sell the pistachios, and feed the leaves to their animals, which reduces over-grazing.



IALA Guarani (POWERPOINT)

Presentation by the students of the IALA Guarani

The students of IALA Guarani presented their school and the education they receive. They come from peasant families and the education they receive in the agroecology school is based on the knowledge of the Indigenous People and the peasants. The education is provided in a scientific way, and it will also enable them to fight for the community and against capitalism. They are a part of the agroecology schools of La Via Campesina, and are part of the CLOC-LVC.



Closing remarks

Elias Diaz Peña, Sobrevivencia, Paraguay

Elias concluded the meeting with the observation that these have been very productive and rich discussions. He stated that a common link has been made concerning the industrial system of producing beef and soy. He felt sure that we were all going to leave the meeting enriched by the ideas presented. He emphasized the importance of supporting IALA Guarani, and that it was very inspiring to hear the young people speak at the end of the meeting. Elias proposed a collaborative effort to buy the land for this school as our first step, as we embark on collaborative campaigning on livestock-related issues.



Recommendations

Some of the key recommendations from the two parallel working groups and other discussions at the unsustainable livestock strategy meeting included the following:

1 Overall Framework

A need exists for an alliance of existing campaigns, movements and organizations campaigning on livestock-related issues.

It was agreed to:

- Establish an international alliance of organizations campaigning against unsustainable livestock production.
- Build on international networks, federations and coalitions that have North-South linkages and constituencies, such as Global Forest Coalition, Friends of the Earth International and Brighter Green.
- Avoid duplication with existing campaigns, and support them instead (e.g. Ñamoseke Monsanto in Paraguay).
- Target producers as well as consumers, involving agricultural workers, peasants, trade unions, pastoralists and other small-scale producers, thereby creating awareness on both sides about the impacts of unsustainable production.
- Aim to bridge gaps between research and academic institutions (including those that focus on ecology and those that focus on social sciences), and campaigning organizations and social movements.
- Promote recognition of the rights and role of pastoralists and other sustainable livestock producers, including women.
- Elaborate an analytical framework that takes into account the international and local dimensions of the livestock sector, especially the impact of corporate-led trade liberalization, and promote systemic changes that are in line with the concept of food sovereignty.

2 Dimensions of cooperation

It was agreed that direct links are necessary between organizations, movements, communities and individuals in consumer and producer countries, in order to:

- Provide Southern campaigners with support for creative campaigns denouncing destructive production methods, including activities such as field visits and testimonies.
- Ensure that Southern campaigners can access more information and analysis about the corporate architecture of agribusiness and the impacts of free trade agreements.
- Provide Northern campaigners with trustworthy information and stories, including an accurate documentation of facts, problems and data, which they can use to implement effective campaigns in consumer countries.

3 Scope of campaigns

It was agreed that the alliance will collaborate on two types of campaigns, one set focusing on outreach, the other on advocacy.

a) Outreach campaigns targeting consumers and voters

Proposed activities include:

- Supporting campaigns to reduce meat and dairy consumption and increase beneficial and sustainable forms of farming and production (such as community farming).
- Exposing and denouncing the actions of transnational corporations (TNCs), specifically agribusinesses, government agencies promoting the industrial livestock and feed sectors, and the global corporate architecture supporting unsustainable livestock production in general.

- Supporting new educational approaches, like the Guarani agro-ecological institute, IALA Guarani, and facilitating the exchange of experiences with agro-ecological universities and schools.
- Focusing on the GM health angle in particular, especially for EU, Chinese and Russian consumers, highlighting the increased use of pesticides used in GM production and escalating concerns about health impacts, and encouraging consumers to reject meat and dairy products produced with GM feedstock. The campaign could also include a focus on antibiotics, since their widespread use in industrial livestock operations is increasingly recognized as contributing to the growing threat of antibiotic resistance.
- Adding an additional focus on the climate change impacts of meat and dairy production, highlighting that consumption of these products is one of the largest sources of greenhouse gas emissions.

b) Advocacy campaigns targeting decision-makers and their advisors.

Proposed activities include:

- Demonstrating the relationship between the world's highest level of deforestation, in Paraguay, and the unsustainable livestock production model, and using that information for global campaigns.
- Campaigning for the redirection of subsidies and other forms of support in line with Aichi Target 3 of the Convention on Biodiversity and, possibly, the post-2015 Sustainable Development Goals (SDGs).
- Promoting a rights-based, holistic approach to land use and undertaking damage control activities at the UNFCCC (for example, opposing the inclusion of agriculture in carbon markets).
- Drawing attention to the impact of unsustainable livestock production on the future world food supplies in the SDG negotiations and within the FAO Committee on Food Security.

4 Communication tools to facilitate collaboration within the alliance

Participants agreed to:

- Set up a listserv, sharing any relevant information and making sure people in the field have the information they need.
- Use as many communication means as possible, including the internet, mobile telephones and community radio.
- Bridge the language gap, by improving language skills and translating more materials.
- Develop, adapt and translate materials to suit the specific cultural contexts where they will be used.
- Increase the use of communication methodologies that allow people to express themselves more effectively, such as photography.
- Increase documentation so that people in the regions most affected have more information. Critical Information Collective offered to add a livestock section on their website, so that all kinds of useful information and campaign materials can be housed there.
- Share prompt alerts about urgent cases/human rights violations in producer countries.

5 Short-term proposals included:

- Mapping who does what on unsustainable livestock (i.e. organizations and institutions).
- Creating an analytical framework for work on this issue.
- Elaborating a briefing on the role of the World Trade Organization (WTO) and trade liberalization in promoting unsustainable livestock, especially in relation to the potential impacts of trade-related climate change 'solutions' like carbon markets, for social movements in producer countries such as Ñamoseke Monsanto. The document could also include an overview of major corporate actors in the livestock sector.

- Planning follow up meetings in 2015, with European groups at gatherings such as the World Social Forum in Tunisia, and/or in the Netherlands; and with Latin American groups at the CLOC meeting, Congress of Rural Organizations/Congreso Latinoamericano de Organizaciones del Campo, in Buenos Aires in April.
- Signing the Friends of the Earth Netherlands declaration that calls for EU-produced proteins to replace imported soya protein.
- Producing a letter of protest from Russian NGOs concerning the pollution caused by Paraguayan chicken producer Pechugon, with similar efforts for other campaigns.
- Asking the Heinrich Boll Foundation (HBF) to translate Friends of the Earth Europe's Meat Atlas, published in 2014, into Chinese.

Post-meeting outcomes

- A closed group listserv has been established as an initial means of maintaining communications amongst all the participants at the November 2014 seminar. The network is envisioned to grow as more organizations join this international effort to build an effective international alliance on unsustainable livestock farming. Active outreach is being done to include other organizations and movements who were not at the Paraguay meeting.
- Participants have also produced blogs and articles in mainstream media like The Guardian detailing the experience of seeing the impacts of unsustainable livestock and animal feed production firsthand in Paraguay and meeting affected communities.
- Critical Information Collective has set up an online photo gallery on unsustainable livestock and feedstock production where participants are sharing photos taken on the field trips in Paraguay, for future campaign uses.
- One of GFC's members, Orin Langelle, has produced a powerful photo essay, 'The Pillaging of Paraguay', with compelling images and detailed analysis that reveals the extent of the destruction being wrought across Paraguay by large-scale, genetically modified soy production and the deforestation due to unsustainable livestock production.
- Friends of the Earth Netherlands commissioned a professional photographer to produce an online photo exhibition featuring portraits and stories of members of communities in Paraguay who are living with the impacts of the destructive large-scale production of feedstock for unsustainable livestock production.



Annex 1: List of participants

Name	Organisation
Victor Benitez	Alter Vida
Guillermo Ortega	Base Is
Oliver Munnion	Biofuelwatch
Rachel Smolker	Biofuelwatch
Sabine Schmidt	Bread for the World
Mia MacDonald	Brighter Green
Wanqing Zhou	Brighter Green/Worldwatch Institute
Anatoly Lebedev	BROC
Alejandro Diego Cardona	CENSAT-Colombia
Fidel Goncalvez / Patricia Añazco	Capiata
Doreen Stabinsky	College of the Atlantic
P. Guillermo E. Lebrón, SJ	Compañía de Jesús/JPIC
Ronnie Hall	Critical Information Collective
Elin Boija	Demoindo-Paraguay
Helena Paul	EcoNexus
Ricarda Steinbrecher	EcoNexus
Amon Richard	EnviroCare, Tanzania
Miguel Lovera	Espacio Organico, Paraguay
Octavio Vera Novara	FG
Marcial Gomez	FNC Paraguay
Vicki Hird	Friends of the Earth (England, Wales and Northern Ireland)
Stella Haller	Global 2000
Isis Alvarez	Global Forest Coalition
Mary Louise Malig	Global Forest Coalition
Simone Lovera	Global Forest Coalition
Swati Shresth	Global Forest Coalition
Mrinalini Rai	Global Forest Coalition
Anne Peterman	Global Justice Ecology Project
Orin Langelte	Global Justice Ecology Project
Myanna Lahsen	INPE (Brazilian Institute for Space Research)
Delia Orguiolo	IALA Guarani
Antonio Soso Oviedo	IALA Guarani
Eusebio Fernandez	IALA Guarani
Aydah Vahia	IPO-Network for Indigenous Peoples Solomon
Tesfaye Tola	MELCA-Ethiopia
Hugo Hooijer	Milieudéfensie/FoE Netherlands
Inés Franceschelli	Ñamoseke Monsanto
Alphonsa Jojan	Natural Justice
Coco Arce	Periodico EA
Andrey Laletin	Russian Socio-Ecological Union/ FoE Russia
Elias Diaz Geña	Sobrevivencia
Miguel Angel Duarte	Sobrevivencia
Lupa	TEDIC
Carlos Picamerai	Union de Nativo Ayoreo del Paraguay (UNAP)
Carolina Lagos	Viento Sur-Chile



The Global Forest Coalition (GFC) is an international coalition of 67 NGOs and Indigenous Peoples' Organizations from 47 countries defending social justice and the rights of forest peoples in forest policies. GFC participates in international forest policy meetings and organizes joint advocacy campaigns on issues like the need to respect Indigenous Peoples' rights, women's rights and needs and community conservation, the need for socially-just forest policy and the need to address the underlying causes of forest loss. It's staff and collaborators work from, amongst others, Paraguay, the Netherlands, Colombia, Thailand and the UK.

www.globalforestcoalition.org



Brighter Green is a public policy action tank that works to raise awareness of and encourage policy action on issues that span the environment, animals, and sustainability. Based in New York, Brighter Green works in the U.S. and internationally with a focus on the countries of the global South and a strong commitment to ensuring and expanding equity and rights. On its own and in partnership with other organizations and individuals, Brighter Green generates and incubates research and project initiatives that are both visionary and practical. It produces publications, websites, documentary films, and programs to illuminate public debate among policy-makers, activists, communities, influential leaders, and the media, with the goal of social transformation at local and international levels.

www.brightergreen.org