



PACTO
CONTRA
A FOME

**Annual
REPORT
2023**

SUMMARY



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LETTER FROM THE CHAIRWOMAN OF THE BOARD

You can't dream of a better future when you're hungry.
Neither for people nor for Brazil.

Hunger is a major obstacle to the country's social and economic development. Studies show that without food security we won't make progress in productivity, education, or any other area.

We live in a country that is considered one of the world's breadbaskets, but hunger persists here. Today 33 million people have nothing to eat. At the same time, we waste around eight times the amount needed to feed this population. This is unacceptable and it was our dissatisfaction with this situation that motivated us to go one step further.

Pacto Contra a Fome was founded by 40 people after a long journey of active listening, studying, and building. Pacto is a supra-partisan, multi-sectoral movement whose purpose is to join forces and propose innovations to fight hunger and reduce food waste in Brazil.

In 2023 we structured our house and finally pressed start.



We have set up a robust governance system, formed by an assembly, a board of directors, and an extremely competent team of experts.

At the end of May, we held our official launch, which was attended by more than 900 people, including federal ministers, governors, organized civil society leaders, members of the private sector, and the press, demonstrating our broad capacity of mobilization against hunger.

The launch was accompanied by a set of important deliveries for society: the first edition of the Prêmio Pacto Contra a Fome, an award to recognize initiatives from the third sector; and the HUB, a platform to give visibility, boost, and connect those who work to reduce hunger and food waste. We ran a national campaign with artists and celebrities to propose reflections on future trajectories that might not happen because of hunger. We've reached 50 million Brazilians with this campaign.

On the following pages, you'll see that despite our short existence, we've achieved a lot. We've done this without reinventing the wheel; we've connected ourselves with people who work at the cutting edge and who have been engaged in the fight against hunger for years. The good news is that there are many initiatives, knowledge, and technologies available. We seek to be a bridge in this environment, promoting synergies and uniting everyone around this agenda.

We've worked together with experts and researchers to produce studies and technical notes that have guided discussions on food insecurity and food waste.

We liaise with key players from all sectors, reinforcing our belief that hunger can only be eradicated structurally and permanently through data, effective public policies, and, above all, joint effort.

The approval and enactment of the National Food Basket (Cesta Básica Nacional) in the Federal Constitution is one of the achievements we are most proud of. This was our first impact on a public policy that culminated in a historic achievement for the country.

We know that none of this would have been possible without the support of our partners and donors. Thank you! We also know that hunger doesn't wait, so there's no time to lose. We invite you to be part of this movement so that, together, we can guarantee everyone's most basic and essential right: food



Geyze Diniz

*Co-founder and chairwoman of the board
of directors of Pacto Contra a Fome*



MESSAGE FROM THE CEO

2023 was a challenging year. The start of Pacto Contra a Fome's activities marked not only the connection of people, organizations, and companies in the search for permanent and structural solutions to ban hunger and food waste in Brazil. Our efforts were also responsible for building a dedicated, dynamic, and committed team. And the results couldn't have been better.

We spent 223 days working hard and we have reached 2024 convinced that we are on the right track. What gives us this confidence are the results of 2023, but also the steps planned for 2024.

Looking to the future, we have taken on the task of implementing new projects and actions focused on strengthening important public policies, such as the National Food and Nutrition Security System (Sistema Nacional de Segurança Alimentar e Nutricional - Sisan) and the discussions around the composition of the National Food Basket (Cesta Básica Nacional).

Our first movements reinforced our conviction that the most efficient strategy for overcoming hunger is to collect reliable data, measure results, and coordinate actions with different actors. Keeping this in mind, we will start three projects in the North and Northeast regions of Brazil that will essentially unite governments, civil society, and companies on the same agenda. We will also work on projects that aim for socio-economic inclusion and access to food, always evaluating structural and permanent impacts.

This year is our first anniversary and will focus on putting hunger and reducing food waste on society's agenda by engaging, coordinating, and mobilizing everyone.

We have started 2024 with excellent results thanks to our partners - governments, companies, organizations, universities, and the press. Now is the time to look forward and make sure that all the lessons learned during the first year of operation will contribute to the movement in favor of ending hunger and reducing food waste in Brazil.



Rosana Blasio

CEO of Pacto Contra a Fome



**PACTO
CONTRA
A FOME**

We are united by a feeling: we are unhappy about hunger in our country. We produce so much food and waste so much every day throughout the food chain which makes this feeling even worse.





We recognize the size and complexity of the issue and how much has already been done to tackle it. Considering this, we want to add, to contribute. We must understand that we are all part of the problem and that progress towards a solution can only be made if we work together. We all have a role to play in tackling hunger and food waste: companies, the government, organized civil society, and citizens. And we need to act in a coordinated way.

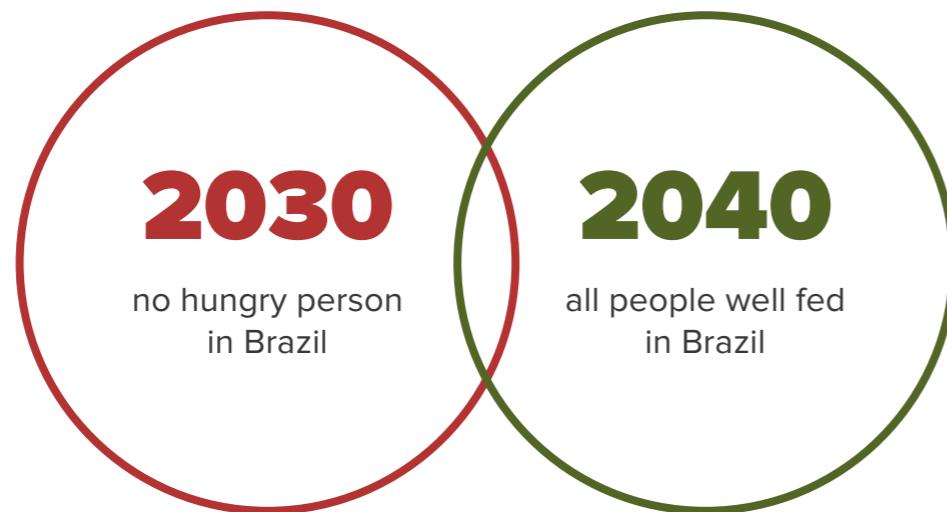
That's why we are Pacto Contra a Fome, which means we are making a pact against hunger: a multi-sectoral civil society movement, free from partisan, religious, or competing interests. We act through engagement, intelligence, and incentives, building synergies between the government, the private sector, and civil society to contribute to a structural and permanent change, because

It is Impossible with Hunger (Com Fome, Não Dá).

ONE MISSION, THREE PILLARS OF ACTION

Our mission is to engage society and support structural and permanent solutions to eradicate hunger in Brazil and reduce food waste in favor of food security and reducing environmental impacts.

The path to make this a reality is challenging but possible. That's why we've built our pillars of action, that have roots in our essence: strengthening public policies, giving visibility and scale to existing solutions, and promoting connections to generate social, economic, and environmental impact.



SDG's



Sustainable Development Goals (SDGs) that we work on directly



ENGAGEMENT AND COORDINATION

We work with the three spheres of government, the private sector, the civil society, and the third sector institutions to support design and the implementation of public policies and impact initiatives.

INTELLIGENCE

We put together data, academic research, and technology to support better actions by civil society and governments to increase the effectiveness of public policies, projects, and initiatives.

ENCOURAGEMENT

We recognize existing initiatives and build support for a more active and relevant society, in connection with ESG practices and the SDGs, the Sustainable Development Goals established by the UN.

OUR VALUES

PRAGMATISM

We are proactive and agile because the issue is urgent

COLLABORATION

We co-construct solutions and join forces with those with know-how

SUSTAINABILITY

We seek results for today and for the future, in a structural and permanent way

DIVERSITY AND INCLUSION

We dialogue with a diversity of opinions and neutral perspectives

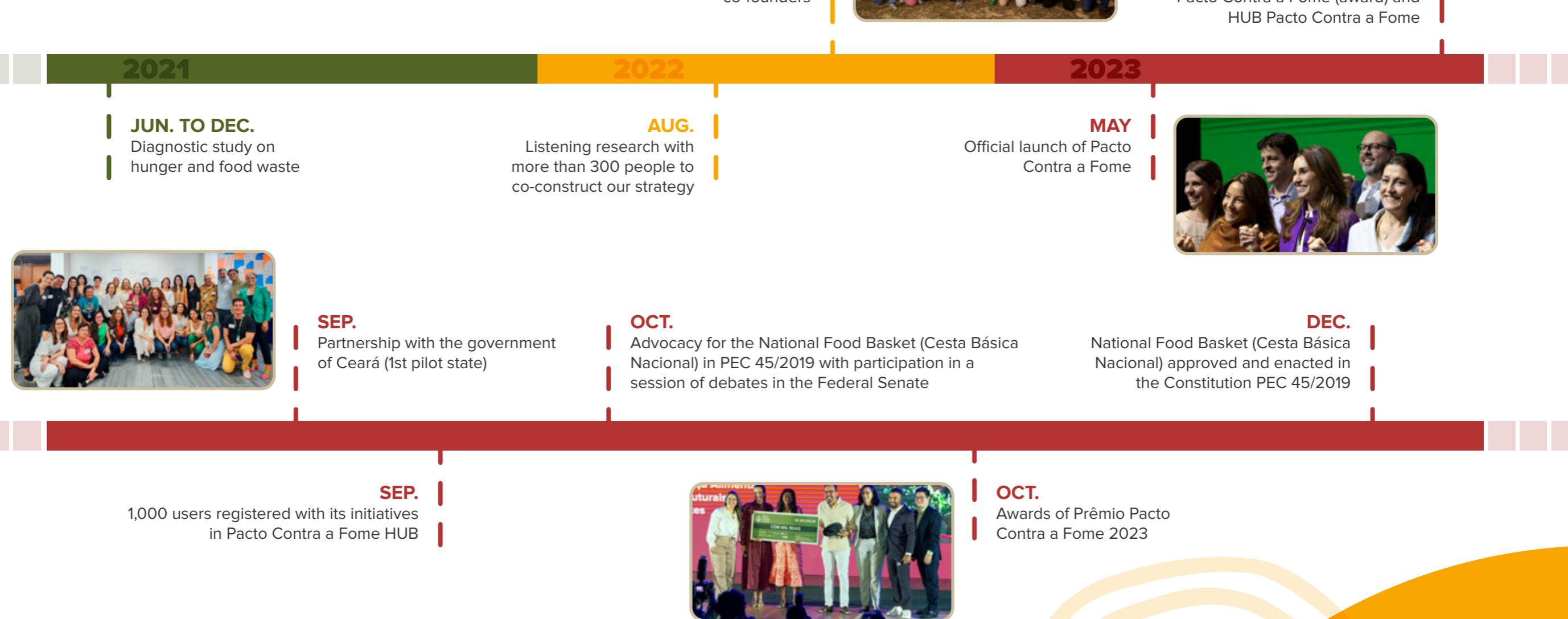
INTEGRITY

We always act in a transparent and ethical way

SCIENCE AND DATA

We are data and evidence-driven

OUR HISTORY



GOVERNANCE

Assembly



Carola Matarazzo
Executive Director of Movimento Bem Maior | Third Sector



Geyze Diniz
Co-founder and chairwoman of the board of Pacto Contra a Fome | Private and third sectors



Claudia Pagnano
Member of the ESG board of Vitru Education | Private sector



José Laloni
Vice-president of Banco ABC Brasil | Private sector



David Hertz
Co-founder and president of Gastromotiva | Third sector

Board of Directors



Geyze Diniz

Co-founder and Chairwoman of the Board of Pacto Contra a Fome | Private and Third Sector



Regina Esteves

CEO of ComunitasBR | Third sector



Helio Mattar

CEO of the Akatu Institute | Third Sector



Laura Muller Machado

Professor and coordinator of the Public Management courses at Insper | University



João Alberto

CEO of Suzano | Private sector



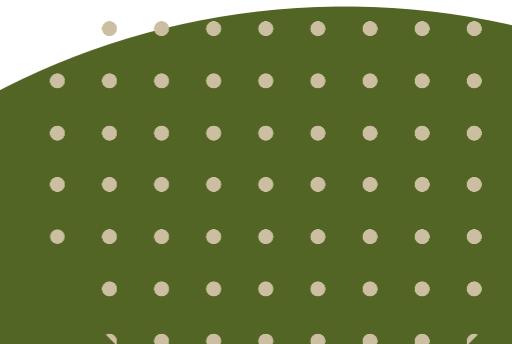
Vânia Neves

Technology Director at VALE | Private sector



Kiko Afonso

CEO of Ação da Cidadania | Third sector



Co-founders



Click on **the names** to access their LinkedIn profiles.

We've had the privilege of uniting 40 co-founders from the most different areas and sectors of activity; all of them are people uncomfortable with the hunger situation in our country. Today, this group plays a fundamental advisory role in guiding us to go further and helping us to implement actions.



Alcione Pereira
CEO and founder of
Connecting Food



Alexandre Loures
Partner at FSB



Ana Maria Diniz
Founder and board member of
Instituto Península



Andrea Aun
Founding partner of
Integration Consulting



Anette Trompeter
Third sector executive



Carola Matarazzo
Executive Director of
Movimento Bem Maior



Célia Parnes
Partner at BRAVO Special
Projects & Advisory



Celso Athayde
CEO of Favela Holding and
co-founder of CUFA



Claudia Pagnano
Member of the ESG Board at
Vitru Education



Christel Scholten
Executive Director of
Reos Partners Brazil



Daniela Castro
CEO of Impacta Advocacy



Danilo Vicente
Director of external communications
at Carrefour Group



David Hertz
Co-founder and president
of Gastromotiva



Disraelli Galvão
CEO of Seta Public
Affairs Solutions



Edu Lyra
CEO and founder of
Gerando Falcões



Fernanda Camargo
Founding partner of Wright Capital



Gabriela Ermini
Co-founder and communications
director at Pacto Contra a Fome



Gabriella Marques
Co-founder of Polvo Lab



Geyze Diniz
Chairwoman of the board and co-founder of the Pacto Contra a Fome



Gustavo Porpino
Researcher at Embrapa



Helio Mattar
CEO of the Akatu Institute



Heloisa Guarita
CEO and founder of RG Nutri



João Alberto
CEO of Suzano



José Eduardo Laloni
Vice-President of Banco ABC Brasil



Juliana Ramalho
Lawyer and partner at Mattos Filho



Juliana Tângari
Director of Instituto Comida do Amanhã



Kiko Afonso
CEO of Ação da Cidadania



Laura Muller
Professor and coordinator of the Public Management course at Insper



Luciana Quintão
President and co-founder of the NGO Banco de Alimentos



Marcio Milan
Vice-President of Abras



Maria Siqueira
Co-founder and director of public policies at Pacto Contra a Fome



Patricia Florissi
Director of Technology at Google Cloud



Preto Zezé
President of CUFA



Raphael Vandystadt
Director of Institutional Relations and ESG at Africa Creatives



Regina Esteves
CEO and founder of ComunitasBR



Selma Moreira
Vice President of Diversity, Equity, and Inclusion at JP Morgan



Sergio Gordilho
Co-chairman and general creative director at Africa Creatives



Silvio Meira
Chief Scientist at The Digital Strategy Company



Stella Brant
Vice president of marketing and sustainability at Afya



Vânia Neves
Technology Director at VALE



TEAM

Executive Team



Rosana Blasio

Our CEO, Rosana is an experienced leader in ESG, socio-economic development, and climate change. With a degree in Business Administration and an MBA in Technology, Circular Economy, and Sustainability Strategies from the University of Cambridge, she has experience in the food, agriculture, retail, and technology sectors. Rosana is a member of the IBGC's Amazon Council, Food to Save, and Grupo Mulheres do Brasil, as well as a volunteer in waste reduction and sustainability initiatives.



Gabriela Ermini

Graduated in Advertising and Marketing from ESPM, she is a co-founder and acts as communications director of Pacto Contra a Fome. Gabriela specializes in branding, performance, and growth hacking, and her experience in large companies such as Ambev, Voxy, Descomplica, Udemy, and Exame gives her a 360° vision of marketing applied to various sectors.



Juliana Malheiro Plaster

Director of partnerships and institutional relations, Juliana is a lawyer with a master's degree in Administration and Management of Foundations, Associations, and Non-Profit Entities at the Universidad Autónoma de Madrid, in Spain. She is also a member of the board of directors of the philanthropic school Colégio Mão Amiga. She has more than 20 years of experience in third-sector projects, especially in fundraising.



Maria Siqueira

Co-founder and director of public policies and projects, Maria has a degree in International Relations from Universidade de São Paulo - USP, with an extension from the Université de Strasbourg, and a postgraduate degree in the History and Culture of Food. She has worked at Votor Brasil, Instituto Comida do Amanhã, and Fundo Agroecológico (FUA) and has extensive experience in the connection between civil society and public authorities.



Aline Munhoz
Executive Secretary



Caroline Muniz
Financial Manager



Julia Cruz
Intern



Leandro Novaes
Financial coordinator



Leticia Mariano
Assistant



Alexandre Imanishi
Institutional Relations



Bianca Lobato
Public policies analyst



Camila Mantovani
Public policies analyst



Rafaela Vieira
Public policies manager



Daniel Corral
Product Manager



Liriam Ikeda
Waste management
consultant



Moni Kelly Soares
Strategic intelligence analyst



Ricardo Mota
Strategic intelligence
manager



Bárbara Marra
Communications Analyst



Caio Nery
Designer



Luiza Vieira
Communications
coordinator



Nathalia Marangoni
Social media analyst



Nelson Gonçalves Jr.
Communications Manager



Vanessa Silva Pinto
Press relations
coordinator

- *Administrative and Financial*
- *Partnerships and institutional relations*
- *Public policies and projects*
- *Intelligence and technology*
- *Communications*

PACTO CONTRA A FOME – THE LAUNCH

Pacto Contra a Fome was officially launched on May 23rd after an important period of active listening, research, and co-construction. Not only we've presented our mission and strategy but used the event to propose a reflection on Brazil's reality.

Today, Brazil produces 161 million tons of food per year. Of this total, approximately 55 million tons are wasted throughout the food chain. This amount is eight times what is needed to feed the 33 million Brazilians exposed to severe food insecurity, the other words we use to define hunger.

The incoherence between hunger and food waste in Brazil was the thread we followed in our launch event, which brought together more than 900 people from different parts of society, such as ministers, governors, government secretaries, mayors, researchers, journalists, civil society, and business leaders.

We debated together to understand how each of these actors can contribute to reversing the actual scenario, and the possible ways to promote food security and reduce the environmental impacts caused by food waste.

The event also saw the unveiling of our first projects, which will be detailed in the following pages of this report: the Prêmio Pacto Contra a Fome 2023 and the HUB Pacto Contra a Fome. The two of them are relevant solutions for society that aim to recognize, connect, and boost initiatives that are active in the fight against hunger and food waste. In addition, we have launched a national campaign with personalities and influencers to mobilize Brazilians around these issues.





**PACTO
CONTRA
A FOME**

**Todos contra
a fome e o
desperdício
de alimentos.**



The fact that we've started our work alongside people who are so relevant to our purpose motivates us to keep moving steadily towards it: eradicating hunger and reducing food waste in Brazil by 2030, in line with the UN's Sustainable Goals targets. The broad and significant mobilization established at that moment reinforced our belief that we will get there if we work together.



MEDIA RETURN

 **131** published stories
(**78** of them on the day of the event)

 **R\$ 16,5** million
in media valuation*

*Financial value of advertising space in specific media vehicles



“We're not going to solve the problem of hunger with just one action. There's a lot of research going on in the areas of environment, nutrition, and social assistance. We must be together. Brazil has already come a long way; we are one of the world's leading references in this area. We need to make improvements and pass it on to other countries that are developing public policies in this area of food security and nutrition.

Walter Belik, researcher, and general deputy director of Instituto Fome Zero.

”

“I am leaving this event feeling hopeful that not only the co-founders but governments, companies, individuals, which means the entire ecosystem, will be united in the same cause: to eliminate hunger in our country.

Vânia Neves, co-founder of Pacto Contra a Fome and chief technology officer at VALE.

”



“It was a powerful event, with the presence of the private sector, various organizations, and social entities from all over Brazil, as well as mayors, governors, and the federal government. We are here to say that the government is committed to working together with the private sector in this pact, in this mission to end hunger.

*Wellington Dias, Brazil's Minister of Development and Social Assistance, Family and Fight against Hunger.
(Ministério do Desenvolvimento e Assistência Social, Família e Combate à Fome do Brasil)*



“Unfortunately, we once again have to make a new pact to fight hunger and poverty because that has worsened in recent years. It's essential that this movement brings everyone together and that hunger doesn't go off the agenda. Perhaps this is the most dangerous risk when we talk about hunger: indifference and the naturalization of a scourge that could never exist in this country.

Daniel Carvalho de Souza, chairman of the board of Ação da Cidadania.

”



OUR ACHIEVEMENTS

In 2023 we have learned by doing. With boldness, but keeping our feet on the ground, we took Pacto Contra a Fome off the drawing board and began to co-construct, from the inside out and the outside in, the paths of our action. We saw in practice the power of acting together and, despite the short time of existence, we have already achieved a lot:



9 projects
under implementation



15 financial
donors



15 strategic
support partners



The official launch was attended by
900 people from all social sectors



We awarded **6 initiatives** with R\$ 100,000 each + mentoring from XP + recording of mini-documentaries + trophy designed by Vik Muniz at the Prêmio Pacto Contra a Fome 2023



95.8 million people
reached on television and radio



Participation in more than **50 events**
related to hunger, food waste, or food



1,200+ users registered at HUB Pacto Contra a Fome



**Healthy and regionalized National Food Basket approved
and enacted** in the Constitution

PROJECTS

Pacto Contra Fome faces each project as part of the construction of something bigger: a Brazil with no hungry people by 2030 and a well-fed population by 2040. This is what drives us.

The way to achieve this mission is through the three pillars that guide our actions daily: engagement and coordination, intelligence, and incentives. We worked in 2023 to strengthen public policies and build collaborative pilot projects with governments, as well as to enable connections between impact initiatives by encouraging their work.



National Food Basket (Cesta Básica Nacional)

Goal:

Contribute to the review and implementation of the National Food Basket as a guideline that promotes healthy eating considering the regional and cultural diversity of food.

Impact indicators

- Percentage of adults who eat fruit and vegetables five or more days a week

Process indicators

- Variation in the average price of items included in the National Food Basket

Partners:



Pillars

- Engagement and coordination
- Intelligence

SDG's





“

We are talking about promoting a virtuous cycle of social and economic development in Brazil and also a potential market to be explored. Studies show that by well-feeding our population, and especially our children, we only gain as a nation.

That's why we need to amend Article 8 of PEC 45 of 2019 so that the composition of the National Food Basket will take into account the regional and cultural diversity of the country's food and promote a nutritionally adequate and healthy diet.

”

Geyze Diniz, co-founder and chairwoman of the board of directors of *Pacto Contra a Fome*.



Watch our speech at the food security policy debate on Congress

Brazil is recognized as an international benchmark in public policies related to food security, such as the ones for school meals. However, the current scenario demands attention and actions to potentialize what has already been done and propose innovations that fit the new context we are living in. In the last ten years, we have gone through a series of interruptions and lack of investments in programs and policies and that's why it's necessary to look closely at this front in the upcoming years.

Pacto Contra a Fome uses data and evidence to set positive agendas in public food security policies, promoting favorable advocacy for fighting against hunger and food waste. An example of this is the work we are doing on the National Food Basket. In December 2023, the Proposed Amendment to the Constitution (PEC 45/2019), known as the tax reform, was approved.

The institution of a National Food Basket that promotes healthy eating and considers the regional and cultural diversity of food in the country was one of the main points of the debate - written in article 8 of the text.

This is a historic achievement for Brazil, given that the National Food Basket was last updated in 1938, 85 years ago. The National Food Basket is a key public policy to ensure that Brazilians have access to adequate food - fulfilling the human right established in the Federal Constitution.

Its enactment will guide decisions about which items should be in the basket, as well as establish guidelines for other issues such as taxation, anchoring the minimum wage, and school feeding policies.

WHAT DO THE COUNTRY AND THE BRAZILIAN POPULATION GAIN WITH THE NEW NATIONAL FOOD BASKET?



Greater access to adequate and healthy food, especially for people in situations of social vulnerability and food insecurity;



Incentives to maximize local markets by up to R\$86 billion in revenue;



Respect for and encouragement of the food and cultural diversity of each region of the country.



“

Pacto Contra a Fome played an important role throughout this process and did this by actively listening to and coordinating with key players from the executive and legislative branches, the private sector, and organized civil society, as well as producing knowledge and proposing guidelines. And this is our role: to bring everyone together around a positive agenda.

Maria Siqueira, director of public policies and projects at Pacto Contra a Fome

”

OUR ACTIONS

Release of a Technical Note highlighting the need to revise the National Food Basket

Meetings with Rodrigo Pacheco, president of the Federal Senate, and Eduardo Braga, rapporteur of the Tax Reform, to consolidate support

Senator Marcelo Castro proposed an amendment to include the criteria of healthiness and regionality in the Basic Food Basket, based on our efforts

2023

SEP.

Technical meetings with Minister Wellington Dias, Minister Paulo Teixeira, and Secretary Bernard Appy

Defense of the National Food Basket review in a thematic debate session in the Federal Senate

OCT.



NOV.



Approval of article 8 of PEC 45/2019, which establishes the National Food Basket, considering “regional and cultural diversity” and “healthy eating” criteria proposed by Pacto Contra a Fome.

DEC.

Meeting with deputy Aguinaldo Ribeiro, rapporteur of the Tax Reform in the Chamber of Deputies, to reinforce the importance of establishing national guidelines for the National Food Basket.

Approval of the National Food Basket, **with the criteria of healthiness and regionalization**, in the Chamber of Deputies and promulgation of the proposed text in the Federal Constitution.

Next steps:

To actively participate in the debate on which items will be in the National Food Basket, an issue that should be voted on in 2024, as a Complementary Law.

HUB Pacto Contra a Fome



Click here to access the
HUB Pacto Contra a Fome

Goal:

To strengthen initiatives that aim to fight hunger and reduce food waste by giving them access to technology, facilitating connections, amplifying their visibility, and expanding their scale and capillarity.

Impact indicators

- Number of people impacted by the organizations
- Volume of donated food that otherwise would be wasted

Process indicators

- Number of organizations registered with the HUB
- Presence in how many cities

Partners:



Pillars

- Intelligence
- Incentive

SDG's



Pacto Contra Fome doesn't aim to reinvent the wheel. We believe in giving visibility and leveraging existing solutions, creating bridges, and promoting synergies. Technology and digital products are a way of doing this with scale and agility.

During the first year, we took an important step in this direction with the creation of HUB Pacto Contra a Fome. The HUB is the first platform developed to connect, give visibility to, and promote initiatives that are working to combat hunger and reduce food waste in Brazil, to strengthen their potential.

The platform also has an intelligent pairing tool, suggesting connections between complementary initiatives based on the needs identified by users. We act as a bridge that can strengthen this powerful ecosystem.



“ We believe that technology can do a lot for the world, especially for causes like hunger. The HUB is a strategic platform because it will unite the various ends of the movement to extinguish this problem by 2030.

Rodolfo Eschenbach, president of Accenture for Brazil and Latin America. **”**

“ I think initiatives like the HUB are very important because they support small cultural producers and community agents. We receive requests for help with different needs and it's very difficult to embrace them without support.

Patricia Sudré, Casa Cultural Feira do Artesão. **”**



HUB NUMBERS

1229 users:



1046 represents at least one Organization



25 are researcher



8 are public managers



111 are people interested in this topic



39 are investors



67% are women

751 registered organizations*

808 initiatives, 80% of which are from civil society organizations

6,000+ accesses

~500,000 people benefited from HUB initiatives

***Note:** An organization can have more than one registered user and carry out more than one initiative and/or action.

ALL THE FEDERAL STATES OF BRAZIL ARE IN THE HUB!

All regions and states are represented, especially the Northeast, which concentrates **27% of the initiatives**. Almost half of the initiatives (47%) are outside the Southeast. This demonstrates the diversity and the scope of the network.



The HUB has a wide variety of activities, with a greater representation of initiatives that donate food to families in need:



Note: Initiatives can have more than one type of activity, so the total is more than 100%.

Ceará Project

Goal:

Ceará ser o primeiro estado a zerar a fome a partir de uma coalizão de todos os setores produtivos, poder público, sociedade civil, academia e cidadãos.

Impact indicators

- Decrease in the percentage of people exposed to hunger in Ceará

Process Indicators

- Purchasing power of salaries for a food basket (SA)
- Volume of food that would have been wasted reverted to the fight against hunger

Pillars

- Engagement and coordination
- Intelligence
- Incentives

SDG's



Hunger happens in states, in cities, in neighborhoods, and communities.

That's why it's essential to think of ways to implement different actions, policies, and initiatives, considering the potential and challenges of each territory. Pacto Contra a Fome works hand in hand to support governments, civil society, and the private sector to advance this agenda in Brazil's most vulnerable places.

To make Ceará the first hunger-free state in the country.

This is the aim of this project, which began in July 2023. The territory was chosen after three phases. We listed the states with the highest prevalence of people experiencing severe food insecurity based on the mapping carried out by Rede Penssan in the II National Survey on Food Insecurity in the Context of the COVID-19 Pandemic in Brazil, both considering absolute and relative numbers. Ceará ranks fourth in this criterion, with 26.3% of its population exposed to hunger.

For the next step, our intelligence team analyzed the level of vulnerability of these states, considering other indicators, such as poverty. Based on the cross-reference between food insecurity and socioeconomic status, we prioritized ten territories, one of which was Ceará.



1. and 2. Workshop with 44 local leaders from different sectors to go deep into the opportunities and challenges faced in the territory.



- **2.4 million** people in severe food insecurity (hunger)*
- **81,9% of families** in Ceará are facing some level of food insecurity (mild, moderate, or severe)*

*Source: Rede Pensan (2022)



1. Meeting with Zelma Madeira, Ceará's Secretary for Racial Equality;
2. Meeting with 1st Lady Lia de Freitas, creator of the Ceará Without Hunger Program;
3. Meeting with the deputy mayor of Fortaleza, Élcio Batista, and his team.

The Ceará Project was born to boost existing regional initiatives and join forces through multi-sectoral coordination, monitoring, evaluation, and the promotion of better eating practices. We act through actions with a structural and definitive impact to bring about real changes in the daily lives of those who need to eat decently.

To achieve this, we have developed a plan in line with the actions of the local government and with other players who are implementing measures in the state.

With each step taken, we reiterate our position that hunger can only be eradicated structurally and permanently through unity and with a coordinated effort between the government, the private sector, universities, third-sector organizations, and society.

PROJECT'S PHASES



Territory Diagnosis

We mapped more than 120 initiatives operating in the territory and interviewed 63 of them. We actively listened to the government about its main obstacles and support needs. Finally, we brought together 44 local leaders from different sectors to delve deeper into the opportunities and challenges faced in the different regions of Ceará.



Project design

Based on this assessment, we drew up a joint action strategy to be implemented in the territory. We also established the project's goals and which impact indicators will be monitored.



Implementation

Once we defined the way to go, we will implement the selected initiatives through the connection of local leaders. All the results obtained will be monitored, measured, evaluated, and disseminated through periodic reports.

“ *Pacto Contra a Fome has arrived in Ceará to catalyze structuring initiatives to eradicate hunger. Although we face a very harsh reality throughout Ceará in terms of food insecurity and food waste, there are many people committed to solving the problem, and many innovative initiatives that can move the goalposts. The efforts of mobilization and multisectoral coordination, which are part of Pacto's DNA, will be the key to the state achieving its goals.*

Bia Fiuza e Georgia Pessoa, strategic consultants for Pacto Contra a Fome in Ceará

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Prêmio Pacto Contra a Fome 2023

Goal:

To strengthen the actions, recognize the work, and amplify the voice of those who are on the front line against hunger and food waste, contributing to the reduction of inequalities and improving the environmental sustainability in Brazil.

Impact indicators

- Number of people assisted by the winning organizations
- Volume of food donated that would otherwise be wasted by the winning organizations

Process Indicators

- Number of organizations registered for the Award
- Presence in different cities and states

Master
sponsorship:



Cooperation:



Organização das Nações
Unidas para a Alimentação
e a Agricultura



Institutional
partner:



Technical
coordination:



Sponsorship:



Support:



Pillars

- Incentive

SDG's



PRÊMIO PACTO CONTRA A FOME 2023 IN NUMBERS

310
registered initiatives

60
finalists

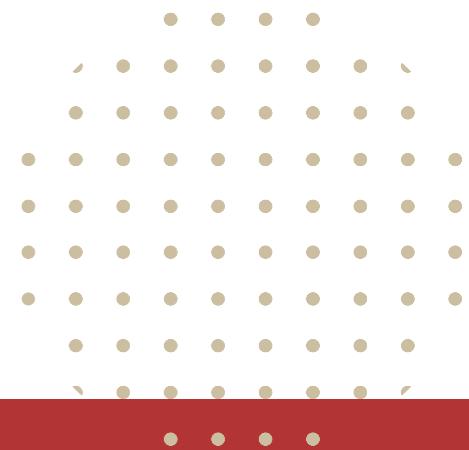
6
winning initiatives

Entries received from
all Brazilian
states

55.4%
of the initiatives are led by
black indigenous people

61.9%
are led by women

26.2%
operate in traditional
communities



In this first edition, we had the collaboration of leading institutions such as the Food and Agriculture Organization of the United Nations (FAO), the United Nations Educational, Scientific and Cultural Organization (UNESCO), and Ponte a Ponte to draw up the call for proposals and evaluate the initiatives submitted.

Prizes

- 💲 R\$ 100,000 for each winner
- 💬 Financial and management mentorship by XP
- 🎥 Minidoc video (with 3,5 minutes) for each winner
- 🏆 Pacto Contra a Fome trophy designed by Vik Muniz

A holistic look at the award ceremony reveals our plural essence: we chose to present it during a gastronomy event - a sector that is increasingly turning its attention to organic and family farming, one of the pillars of the fight against hunger.

At the same time, the sponsors and supporters showed the strength of this narrative, increasing awareness by putting hunger and food waste in the spotlight of other sectors. We would like to thank Ambipar, Arezzo & Co, XP, Mundo Mesa, Ristorantino, and Wine for believing in this project.

Minister Paulo Teixeira, from Brazil's Ministry of Agrarian Development and Family Farming, and Ricardo Nunes, mayor of São Paulo, also attended the event. This is a portrait of our supra-partisan, aggregating character, and our capacity to generate engagement.

When we launched the call for proposals in May 2023, we couldn't have imagined the repercussions the award would have. In just a few months, we met hundreds of committed people and incredible initiatives from all over Brazil. These stories have shown us that it is possible to transform the reality of our country.



1. From left to right: Geyze Diniz, co-founder and chairwoman of the board of directors of Pacto Contra a Fome, Maria Rebeca Otero Gomes, UNESCO education officer, Rafael Zavala, FAO director FAO and Konrad Dantas (KondZilla), producer, entrepreneur, and presenter.
2. From left to right: Geyze Diniz, Rosana Blasio, CEO of Pacto Contra a Fome, Renata Gonçalves and Fabio Ragone, from Logística do Bem initiative, Suelen Joner, Head of Sustainability at Arezzo&CO, KondZilla and Alexandre Imanishi, institutional relations of the Pacto Contra a Fome
3. From left to right: Rosana Blasio and Alexandre Imanishi

THE WINNING INITIATIVES

Campanha Mão Solidárias | Recife, PE

Fight against hunger | Structuring action

Created in 2020, the initiative works to strengthen food and nutritional security in the metropolitan region of Recife, uniting farmers from voluntary settlements who plant food for Popular Solidarity Kitchens.

Impact:

- 1.3 tons of healthy food donated
- 54 Popular Food Banks were created
- 13 Popular Solidarity Kitchens built
- 1.6 million meals distributed



Paulo Mansan and
Fabiola Amaro.

“ It's not just about donating food. It's using the hands of those in difficulties now to also produce their food. This generates other possibilities of organization.

Paulo Mansan, creator of the Mão Solidárias campaign and member of the national coordination of the Movimento dos Trabalhadores Rurais Sem Terra. **”**



Logística do Bem | Curitiba, PR

Reducing or reversing food waste | Emergency action



The program distributes fresh quality food from donors intending to connect rural producers, distributors, street markets, supermarkets, food industries, and other businesses to registered communities and families.

Impact:

- 4,000+ families benefited
- 800 tons of food distributed
- An average of 800 food kits distributed per week
- 19.2 tons of food and ready meals donated



Fabio Ragone and Renata Gonçalves.

“Winning Prêmio Pacto Contra a Fome is a recognition that couldn't be better for us. It recognizes our efforts, confirms that many of the decisions we've made were the right ones, and opens new possibilities. That's the most exciting thing of all: being able to grow our project even further impacting other parts of Brazil.

Fabio Ragone, socio-environmental project analyst at GoodTruck Brasil

”

Orgânico Solidário | São Paulo, SP

Promoting food security | Emergency action

Since 2020, the initiative has been a bridge between donors, producers, and beneficiaries. Orgânico Solidário buys products from small farmers and ensures that the baskets reach families in social vulnerability using the money received from donors.

Impact:

- 615 tons of food distributed
- 470,000 people benefited
- R\$4.7 million in funds passed on to rural producers
- 57 cities involved



David Frankel and Asis Camali.

“ The award makes possible some things that were only dreams, things that we know are necessary and important, but we haven't been able to do yet because we're an organic, small initiative. We'll be able to structure ourselves to reach more people, farmers, and families, which is what we want to do: continue democratizing access to organic and agroecological food.

David Frankel, co-founder of Orgânico Solidário

”



Programa Somos + VIP | Porto Velho, RO

Reducing or reversing food waste | Structuring action

The program integrates a set of structuring initiatives that fight hunger. Some of the actions developed by Somos + VIP are the distribution of fresh food, the collection of vegetables that would otherwise be discarded, and social development as an alternative to the unhealthy work of garbage collection, generating income for those involved in the community.

Impact:

- 3.2 tons of fruit and vegetables collected and distributed per month
- 50 beneficiary families per week
- 900+ different seedlings planted in Horta Solidária (solidary garden)



Araci Viana and
Mario Côrtez.

“ Vila Princesa is a new reality for us. We saw that there is a lot of food waste and, at the same time, many hungry people. We've learned that we could fill this gap through ARDH [Associação de Resgate à Dignidade Humana - Association for the Rescue of Human Dignity].

Araci Viana, founder of the Associação de Resgate à Dignidade Humana ”



Quintais Produtivos Agroecológicos | Betânia do Piauí, PI

Promoting food security | Structuring action

Since 2020, the project has focused on strengthening the agricultural production of families in the rural hinterlands using local knowledge and regional agroecological techniques. The crops are sold at local fairs, encouraging income generation, and promoting healthy, quality eating in the local community.

Impact:

- 70 families served weekly
- 10 tons of agroecological food produced
- 150 students from the Raimundo Tibúrcio State School eating better at school meals



Lady and Zé D'Água.

“ When you arrive in the dry hinterlands (sertão) and suddenly see a green yard, with different crops and a happy person harvesting them, this encourages us and shows us that it's worth to keep going. When you see people understanding that their land can produce food you continue to invest time and effort in this work.

Zé D'Água, founder of Instituto Sertão **”**



Projeto Sumaúma: Nutrindo Vidas | Boa Vista, RR

Fight against hunger | Emergency action

The project is a food security action aimed at Venezuelan migrants, refugees, and other people in situations of social vulnerability. The project serves two meals daily from Monday to Saturday, prepared according to the nutritional needs and preferences of pregnant/lactating women and children aged 6 to 23 months.

Impact:

- 900,000+ meals prepared and distributed
- 2,000+ meals a day
- 20,000+ people benefited



Valquiria Lima and
Rut Escobar.

“ I know how hunger hurts, I used to be homeless and today I'm a Cáritas agent, helping hungry people on the streets. Being here with Pacto Contra a Fome, as a migrant, means that we can all contradict what life has for us, we can become who we want to be, with faith and hope.

Rut Escobar, local monitoring coordinator for Cáritas Brasileira **”**



THESE INITIATIVES BENEFIT AROUND 23,000 PEOPLE A MONTH ALTOGETHER.

Our mission was to reverberate this impact on social networks and in the press:

3,840 minutes watched

54,000+ people reached

33,000+ views of the mini-documentaries

5,000 interactions

65 mentions in the press

R\$ 2.5 million +
in valuation*

*Financial value of advertising space in specific media vehicles

STRATEGIC INTELLIGENCE

We base our work on data and science.

Hunger is a problem with many causes and origins and our mission is to eradicate it permanently and structurally. We are dedicated to understanding the various faces of hunger and the possible ways to fight it.

We've built the pillar for our systemic vision of hunger using in-depth studies of the data, evidence, and knowledge that already exists in public services, authorities, and the third sector. Here are some of our conclusions:

- 1** There is no single solution to end hunger structurally and permanently. We need systemic, multi-sectoral, and integrated actions.
- 2** Hunger must be an agenda for the whole society - governments, companies, organized civil society, and citizens - and we must act in a coordinated way.

Pacto Contra a Fome intelligence was crucial in producing materials with relevant indicators and data to understand the phenomena of hunger and food waste, pointing out possible ways to move forward on this agenda as a country more quickly and assertively.

To this end, we produced a series of bibliographical reviews and technical notes in partnership with renowned researchers. These actions were aimed at understanding the root causes, consequences, and nature of the fight against hunger, as well as evaluating the impact of federal public policies aimed at food security and waste. We would like to thank Adriana Veiga Aranha, Danielle Cireno Fernandes, Jorge Neves, Ana Luiza Gomes Domingos, Audêncio Victor, and Thays Nascimento Souza for helping us.

All the evidence we obtained served as a basis for our projects, for our activities, and was essential for starting to develop a theory of change that will guide our strategy.

IN 2023, WE'VE MADE...

Diagnostic Map of Hunger and Food Waste in Brazil

We've produced an initial diagnosis of hunger and food waste in Brazil, gathering and cross-referencing data from different databases and surveys, willing to provide a starting point for anyone who wishes to act on this subject. The material was developed in partnership with Consultoria do Amanhã, Integration Consulting, and the União SP initiative.

Mapping the level of vulnerability of each state

We mapped the vulnerability of Brazilian states based on the food insecurity indicators produced by the Penssan Network and socio-economic indicators such as extreme poverty and inequality from the Brazilian Institute of Geography and Statistics (IBGE).

We aimed to understand which territories have the most urgent situation in terms of food insecurity and in terms of what causes the problem: extreme poverty and inequality.

We've listed the ten most vulnerable territories based on this cross-checking.

The aim is to create a network for exchanges and to strengthen public policies and Sistema Nacional de Segurança Alimentar e Nutricional – Sisan (the national food and nutrition security system).

10 states with the highest levels of social vulnerability and hunger:



Source: Pacto Contra a Fome

*This index comprises the integration of three indicators: **severe food insecurity** (both in volume and spread), **poverty, and inequality**. Pacto Contra a Fome developed a ranking of the states facing the most emergencies in these three aspects. We also considered priorities based on each state's position in this ranking. We identified the 10 states with the worst situations.*

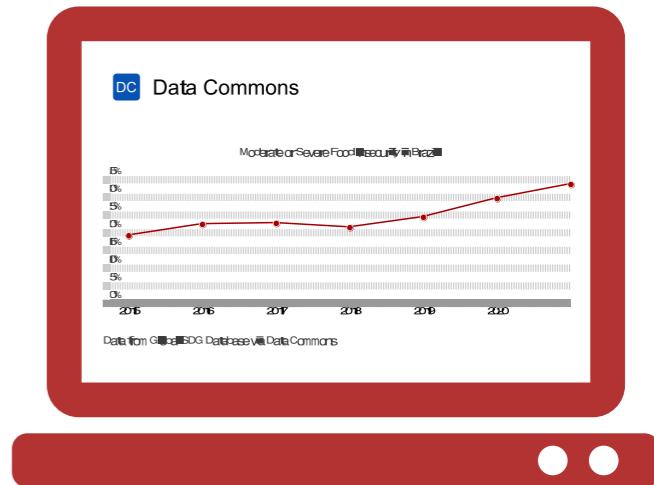
Pernambuco	38.43%
Ceará	36.97%
Maranhão	31.66%
Alagoas	27.03%
São Paulo	26.97%
Bahia	25.52%
Piauí	20.94%
Rio de Janeiro	20.76%
Roraima	20.71%
Pará	20.61%

WHAT COMES NEXT

During the research and study process, we noticed that there is a lot of data and evidence on the phenomenon of hunger, as well as solutions and technologies to tackle it. However, this information is decentralized and is not integrated.

We've started to design a tool that will enable a holistic view of the indicators already built up by government and society, to shed light on the different natures of hunger and the results of public policies that act on its root causes.

The first step has already been taken: we have integrated part of the existing public databases into Data Commons* in partnership with Google, and today it is already possible to access it virtually, with a simple search.



*Google's data science tool that offers a unified perspective on various public data sets.

“ We will only be able to eradicate hunger structurally and permanently if we base our actions on science. This necessarily involves an understanding of our country's historical imbalances and inequities regarding access to health, education, employment, income, and, of course, healthy food. We are working to gather data and evidence that can point the way and serve as a basis for effective decision-making to solve this complex problem.

Ricardo Mota, strategic intelligence manager at Pacto Contra a Fome

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PACTO'S VOICE

We want to shed light on the problem of hunger and food waste in Brazil and give a voice to those who work every day to change this reality.

That's why, in addition to publicizing the actions and projects developed by Pacto Contra a Fome, we see our communication channels as a means of educating the population about the problem of hunger; telling the story of organizations and people working to change this reality; raising awareness in society and, above all, mobilizing it in favor of the fight against hunger and food waste.

“People need to understand that hunger in a country like ours must end. There are already many good projects and popular knowledge. Those working to fight hunger must stop competing and unite themselves.

Regina Tchelly, Executive Director of Favela Orgânica

”



“The greatest communication challenge for Pacto Contra a Fome is to make visible a problem that is invisible to society: hunger.

Gabriela Ermini, Director of Communications

”



We were born in May 2023, and in just seven months we are united with thousands of people who are not satisfied with the situation in which we live. We made several appearances in the mainstream media, launched a major national campaign, and participated in hundreds of events related to the issue.



10,000+ followers
on our social networks



20,000 interactions
7,127 followers



100 million +
people reached on
national television



R\$ 21.5 million
in valuation*



200,000 +
people reached



14,000 +
visits since May



250+ mentions in newspapers,
Magazines, and TV Programs



100% of the quotes
were positive

*Financial value of advertising space in specific media vehicles

IN THE MEDIA



In 2023, we had an active voice in the press intending to make food insecurity and food waste in Brazil more present in the national public debate.

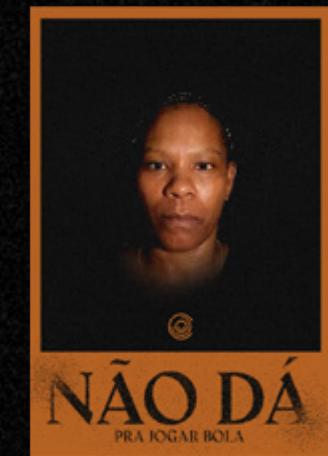
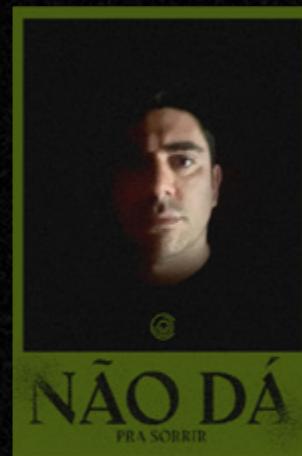
We also began to position spokespersons of Pacto Contra a Fome as references on the subject through opinion articles in various renowned media outlets



WITH HUNGER IS IMPOSSIBLE



Watch the
campaign video



Com Fome, Não Dá. (With hunger is impossible)

This was the motto of our first national campaign carried out by Africa Creative, a major institutional partner of Pacto Contra a Fome.

We brought together important personalities such as **Criolo, Ivete Sangalo, Ana Maria Braga, Naiara Azevedo, Formiga, Pequena Lo, Marcelo Adnet, and Ivan Baron*** to generate awareness of the consequences of hunger for Brazilians' future.

This campaign was our kick-off, helped us to launch the movement throughout Brazil, and revealed the serious reality that the country faces today: there are 33 million people exposed to hunger, while we waste eight times what is necessary to feed this population.

The song and music video were exclusively broadcast on May 21st on the TV show Fantástico from TV Globo and continue to engage people, organizations, and companies on social networks.

Media Repercussion:

-  **50 million+** people impacted on TV
-  **110,000+ plays** of the campaign videos
-  **202 hours**, 28 minutes, and 50 seconds of watched time
-  **100,000+** people reached on our social networks
-  **1,000+ people** shared campaign posts
-  **7,000+** people engaged

*Pacto Contra a Fome thanks these artists for their voluntary participation in the campaign.



33 milhões de pessoas passam fome no Brasil. 33 milhões de mães, pais, filhos. 33 milhões de futuros e talentos desperdiçados. Com fome não dá pra fazer nada. Não dá pra dormir, não dá pra estudar, não dá pra jogar bola, não dá pra brincar. Não dá pra ver, não dá pra descansar, não dá pra brilhar no pelado, não dá pra raciocinar. Não dá pra ter fé, não dá pra tirar, não dá pra construir, consertar. Não dá pra fazer música. Não dá pra desperdiçar comida. Com fome, não dá. Com fome, não dá, não. A boca que mais come é a boca do lixo: a gente desperdiça oito vezes o necessário pra alimentar as pessoas que passam fome no Brasil. Mas a gente pode mudar isso, porque com fome, não dá pra desperdiçar. Não dá pra desperdiçar nunca.

NETWORK

We are sure that we need to act, and that hunger won't wait. But above all, we know that it will only be possible if we do it together.

Co-creation. This word is the basis for everything we propose to do at Pacto Contra a Fome. This is because we understand that the act of creating alongside other people and institutions is a way of sharing perspectives, experiences, and knowledge to think of new possibilities, find solutions, save time, join forces, and act on a larger scale.

In this first year, we have sought to build a diverse network, reinforcing our supra-partisan and multi-sectoral action.



Governments

Pacto Contra a Fome's view of the public authorities is that they have significant tools and equipment to change the situation of hunger in our country structurally and permanently. This year, we sought to contribute through data and coordination with different key players. We've presented our studies on waste and hunger and took part in the ecosystem's main conferences.

We also held more than 50 technical working meetings - at national and federal states level - in 13 of Brazil's territories, to understand the challenges faced in each of them and to provide support.



1. 6ª Conferência Nacional de Segurança Alimentar e Nutricional;
2. Launching of Frente Parlamentar Nacional de Segurança Alimentar e Nutricional;
3. 13ª Conferência Nacional de Assistência Social;
4. Meeting with governor Tarécio de Freitas (São Paulo) to present Pacto Contra a Fome;
5. Advocacy meeting about Cesta Básica Nacional with ministers Wellington Dias and Paulo Teixeira, secretary of tax reform Bernard Appy, and CONAB staff;
6. Meeting with o governor Jerônimo Rodrigues (Bahia) and secretaries to present Bahia Sem Fome and Pacto Contra a Fome.

Private Sector

The participation of the private sector is urgent and necessary to face the global scenario of hunger, climate crisis, poverty, and social inequality. The ESG practices point the way, including a set of actions aimed at environmental sustainability, social responsibility, and corporate transparency.

Research shows that companies are already moving towards the United Nations (UN) 2030 Agenda. According to the 2022 Benchmarking of Corporate Social Investment (BISC) report, carried out with 324 companies, half of them have already incorporated the perspectives of the Sustainable Development Goals and 40% said that the internal agenda is being directed towards this.

In 2023, we focused part of our work on bringing together and mobilizing companies around the issues of food insecurity, food waste, and reducing environmental impacts - including the food sector and technology giants.

Whether through incentives, such as Prêmio Pacto Contra a Fome, or through partnerships and joint projects, such as the HUB, we reaffirm our conviction that the private sector has a lot to contribute to eradicating hunger and to transform the sustainability of food systems.

This year we had 15 financial donors and 15 partners who are essential to our work and demonstrate our multi-sectoral and diverse vision.



1. 3º Fórum de Cadeia Nacional de Abastecimento, Abras.

2. Meeting with Associação Cearense de Supermercados, Acesu.

3. Conferência Ethos 360º 2023 | Painel "Fome Zero: o engajamento das empresas no combate à fome" (Zero Hunger: the engagement of companies in the fight against hunger).

Organized Civil Society

We've made more than 80 field visits and several working meetings throughout 2023 to third-sector initiatives working at the frontline, churches, and universities.

All these meetings brought us different perspectives and knowledge about fighting hunger and reducing food waste. They also showed us that Brazil has a lot to learn from itself: there are already hundreds of actions and technologies aimed at fighting hunger and reducing food waste. What is needed is to generate scale, uniting them with synergy.

Pacto Contra a Fome seeks to contribute more and more to promoting these connections and enhancing solutions.



1. Nutritional Monitoring Program, Gastromotiva | Jardim Gramacho, Rio de Janeiro, RJ
2. Instituto Capim Santo | Favela da Rocinha, Rio de Janeiro, RJ
3. Cidades Sem Fome | São Mateus, São Paulo, SP
4. School of Self-Sustainable Gastronomy and Giardino Buffet | Bom Jardim, Fortaleza, CE
5. Ação da Cidadania | Santo Cristo, Rio de Janeiro, RJ

TRANSPARENCY

Financial Balance Sheet

ASSETS	<u>12/31/2023</u>	LIABILITIES	<u>12/31/2023</u>
<u>Current assets</u>			
Cash and Cash Equivalents	10	Labor obligations	342,767
Financial Investments	3,556,262	Tax obligations	2,385
Other Assets	4,300	Suppliers	271,946
Total current assets	3,570,572	Total current liabilities	617,098
<u>Non-current assets</u>			
Fixed assets	531,396	<u>Non-current</u>	
Total non-current assets	531,396	Total non-current	-
<u>TOTAL ASSETS</u>			
4,101,967		TOTAL LIABILITIES AND SHAREHOLDERS' EQUITY	4,101,967

Income Statement

Income	8,244,209
Donations	7,696,156
Fixed asset donations	548,053
(-) Revenue Deduction	(2,532)
Taxes	
	(2,532)
Net Revenue	8,241,677
Operating Expenses	
Personnel	(1,034,964)
Services provided by third parties	(2,280,902)
Travel	(391,987)
Occupancy	(149,825)
Administrative	(137,689)
Marketing	(352,346)
Tax	(253,465)
Depreciation and Amortization	(26,588)
Social Assistance / Philanthropy	(192,000)
Financial Income	62,959
Financial Income	63,302
Financial Expenses	(343)
BALANCE FOR THE PERIOD	3,484,869

Note: Income Statement for the Period 12/31/2023
 Amounts expressed in Reais - cents removed
 The reports adopt the accrual basis of accounting. Income and expenses are recorded in the period in which they are generated, regardless of actual receipts or payments.

SUPPORTERS

We know that none of this would be possible without our partners. Whether it's financial resources, sharing experiences, or dedicating time, all the companies, institutions, and people mentioned here are essential to our work towards a Brazil without hunger and with food security. Thank you very much for your trust and support.

FINANCIAL SUPPORTERS

Corporate



FINANCIAL SUPPORTERS

Individuals

Eduardo Brenner | Família Diniz | Família Hallack | Nelson Kaufman | Newton Simões | Teresa Bracher

STRATEGIC SUPPORT PARTNERS





WHY TAKE PART?

Ending hunger is everyone's duty. We cannot shirk our responsibility as human beings to eradicate this problem that affects not only Brazil but the entire world: more than 800 million people are living in severe food insecurity.

We have a unique window of opportunity to join forces and act together to break the cycle of hunger in our country, overcoming social inequalities and positioning Brazil on a better level of socio-economic development.

WE INVITE YOU TO BE PART OF THIS MOVEMENT.

Join Pacto Contra a Fome
contato@pactocontrafome.org

TECHNICAL SHEET

Text

Bárbara Marra | communications analyst
Luiza Padovam Vieira | communications coordinator
Vanessa Silva Pinto | press coordinator

Design and layout

Caio Nery | senior designer
Tiago da Silva | designer

Photos

Pacto Contra a Fome partners and archive

Review and approval

Geyze Diniz | Co-founder and chairwoman of the board
Maria Siqueira | Co-founder and director of public policies and projects
Nelson Gonçalves Jr | Communications Manager
Rosana Blasio | CEO
Cíntia Marcucci | Translation

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Picture: Campanha Mãoz Soliárias



PACTO
CONTRA
A FOME

**It is impossible with hunger.
In the future of Brazil, hunger
must be in the past.
Shall we go together?**

 pactocontrafome.org

 [/Pacto Contra a Fome](https://www.linkedin.com/company/pacto-contra-a-fome/)

 [@pactocontrafome](https://www.instagram.com/pactocontrafome)

 [/Pacto Contra a Fome](https://www.youtube.com/pactocontrafome)



Click on the icons to access Pacto Contra a Fome networks.