



PACTO
CONTRA
A FOME

ANNUAL
REPORT
2024

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01

LETTER FROM THE CHAIRWOMAN OF THE BOARD

As an economist, I have always seen numbers as a way of understanding reality – and one of the harshest realities we see today is the hunger one. Despite recent advances in Brazil, such as the improvement in food security indicators, the truth is that we still have a long way to go. Around 8.7 million Brazilians faced severe food insecurity in 2023 according to the latest edition of the Pesquisa Nacional por Amostra de Domicílios (Pnad Contínua, a national household sample survey). This means that these people went a whole day without eating in at least one occasion.

The contrast is even more alarming when we consider that, at the same time, we waste 55 million tons of food per year. It's a painful paradox: an empty plate on one side and food going to trash bins on the other. In addition to the economic losses, estimated at more than 1 trillion dollars globally, food waste contributes up to 10% of greenhouse gas emissions. These figures reveal a systemic problem that demands also a systemic response.

This urgency is one of the reasons that has made Pacto Contra a Fome established itself as an ecosystem catalyst: an organization that brings together a diversity of actors, connects solutions and facilitates the development of self-sustainable responses to the hunger issue. We work in collaboration with governments, companies, academia, universities, civil society organizations, churches, the press and citizens, forming dynamic networks that can strength local initiatives and long-term public policies.



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It was guided by this belief that we sought to expand our reach in 2024 by joining national and international organizations committed to eradicating hunger. We joined the Global Alliance Against Hunger and Poverty, the C20 civil society engagement group, and the Food and Land Use Coalition (FOLU), which have expanded our advocacy capacity and strategically positioned us in decision-making forums that are relevant to the future of food security in Brazil and around the world.

None of this would have been possible without a committed team, a robust institutional governance system and partners willing to do social transformation. The Board of Directors has acted firmly to ensure that the Pacto Contra a Fome grows with coherence, consistency and a long-term vision. Our role goes beyond supervision: we seek to ensure the sustainability of the movement, cultivate strategic alliances and support the institutional strengthening needed to expand our impact.

At the same time, supporters and donors have been fundamental in sustaining this journey. They are the ones who ensure the necessary conditions for Pacto to continue operating with independence, agility and technical depth – three fundamental pillars for those working on urgent and complex issues. Every contribution received is a vote of confidence in this mission that unites us, so thank you very much.

We are also deeply grateful to our partner organizations, to those who works in the field, to the experts who share their knowledge and to our executive team, which works on the most diverse fronts with competence and passion. This is a collective effort and every link in the network matters. We continue to believe that eradicating hunger needs to be at the heart of our country's political, economic and social agenda. And for that to happen, we need to build a solid foundation, capable of withstanding when the scenario is bad as well as sustaining lasting changes.

Pacto Contra a Fome is made up of people, partnerships and purpose.

We look to the future with hope and responsibility. We are convinced that it is possible to end hunger in Brazil. However, this is something that requires constancy, courage and commitment from everyone. May 2025 be a year of more meetings, more cooperation and more solid steps towards a country where quality food is in fact on everyone's table.



GEYZE DINIZ

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



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02



MARIA SIQUEIRA
Executive co-director of
Pacto Contra a Fome

MESSAGE FROM THE BOARD OF DIRECTORS

Brazil has faced increasingly complex challenges related to hunger, food insecurity and food waste in recent years. The consistent increase in prices of basic food items puts pressure on vulnerable families' budget, making it difficult for them to have regular and sufficient access to food. This scenario is driven by a combination of factors: supply shocks, logistical failures and extreme weather events that affect food production and distribution – such as droughts and floods.

At the same time, the country copes with high levels of waste throughout the food production chain, from harvest to final consumption, exacerbating the mismatch between supply and access. These elements combined contribute to Brazil still figuring on the UN Hunger Map, highlighting the persistence of serious food insecurity. This is the scenario that Pacto Contra a Fome operates: with its feet in the country's reality, its eyes wide opened to the global context and its commitment to building effective responses to guarantee food on the plate and dignity at the table.

Throughout 2024, we have lots of challenges, achievements and lessons learned. We ended the cycle with 17 ongoing projects in six states: Ceará, Maranhão, Minas Gerais, Pará, Paraná and São Paulo. Each of these initiatives was built in partnership with governments, civil society organizations, companies and academia. It is this combination of efforts that multiplies our impact, which is also a reflection of the hard work of our team.



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That's why we're very proud to highlight the growth of our in-house team, made up of professionals with high technical qualifications and sensitivity. These is the people behind the various milestones achieved along this road – among them, the contribution of Pacto Contra a Fome to the regulation of the Brazilian Tax Reform, which guaranteed tax exemption on healthy food.

This achievement was the result of intense work with various members of parliament: we produced technical notes, presented proposals and actively participated in the discussions that culminated in a healthier and more regionalized National Basic Food Basket. A fundamental measure to ensure that fiscal policy contributes to fairer and more accessible food.

We continued to build bridges between politics and the fight against hunger in the municipal elections. We drew up a document with proposals for public policies and good practices to combat hunger and food waste. The endorsement of candidates in six capitals – Belém, Campo Grande, Fortaleza, Recife, São Luís and São Paulo – symbolized a public commitment to the food security agenda and guided voters to choose representatives committed to the issue.

We also expanded our presence in international spaces, participating in G20 and in the dialogues that resulted in the creation of the Global Alliance against Hunger and Poverty. Under the Brazilian presidency, the group put the fight against hunger at the center of the geopolitical agenda. Participating in this construction reinforced our conviction that Brazil can – and must – lead the way in the global fight against hunger.

On this journey, we are also celebrating stories and mobilizing new voices. The second edition of Pacto Contra a Fome Award received more than 500 entries, an increase of 65% on the previous year. By awarding six organizations that act in an exemplary way in its territories, we recognize powerful initiatives that transform realities every day. The “Comida boa é na boca, e não na boca do lixo” (good food is in your mouth, not in the garbage can) campaign had an impact on more than 20 million people, mobilized celebrities such as gymnast Rebeca Andrade and occupied highly visible spaces – from the uniform of a soccer club to TV stations – generating a public debate about waste as social injustice.

None of this would have been possible without our many fellows: our institutional partners, donors, councils, local coordinators and technical staff. The journey is collective, which is why we continue side by side, sewing alliances, connecting solutions and opening new routes to make a structural and long-term transformation of the reality of hunger in Brazil.

JULIANA PLASTER

Executive co-director of
Pacto Contra a Fome



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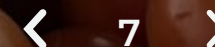
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We have achieved significant milestones at Pacto Contra a Fome in 2024. We have broadened our portfolio of programs and projects, expanded our presence in strategic territories, strengthened partnerships, and structured a qualified and engaged technical team. These advances have contributed to our position as a multi-sector, supra-partisan movement free of conflicts of interest.

We are a Brazilian non-profit organization that does not act in isolation, but through the mobilization of public, private and civil society sectors. We have consolidated the understanding that Pacto Contra a Fome plays a leading role as a catalyst for ecosystems, and this reflects our institutional maturity. We act as partners in social transformation and in strengthening solutions to combat hunger more than financing or executing projects. We mediate collaborations between direct beneficiaries – such as communities and civil society organizations – and different sectors, including governments, companies and academic institutions. This connections make possible for us to form dynamic networks that drive innovation, stimulate knowledge production and exchange and strengthen the response capacity of territories.

Our role as a catalyst is transitional by nature: we seek to facilitate the development of self-sustaining solutions, supporting the organizations involved so that they can independently lead initiatives to combat hunger. By guiding strategic visions, promoting dialogue between sectors and monitoring the evolution of projects with technical responsibility, we help to make lasting and effective responses a reality.



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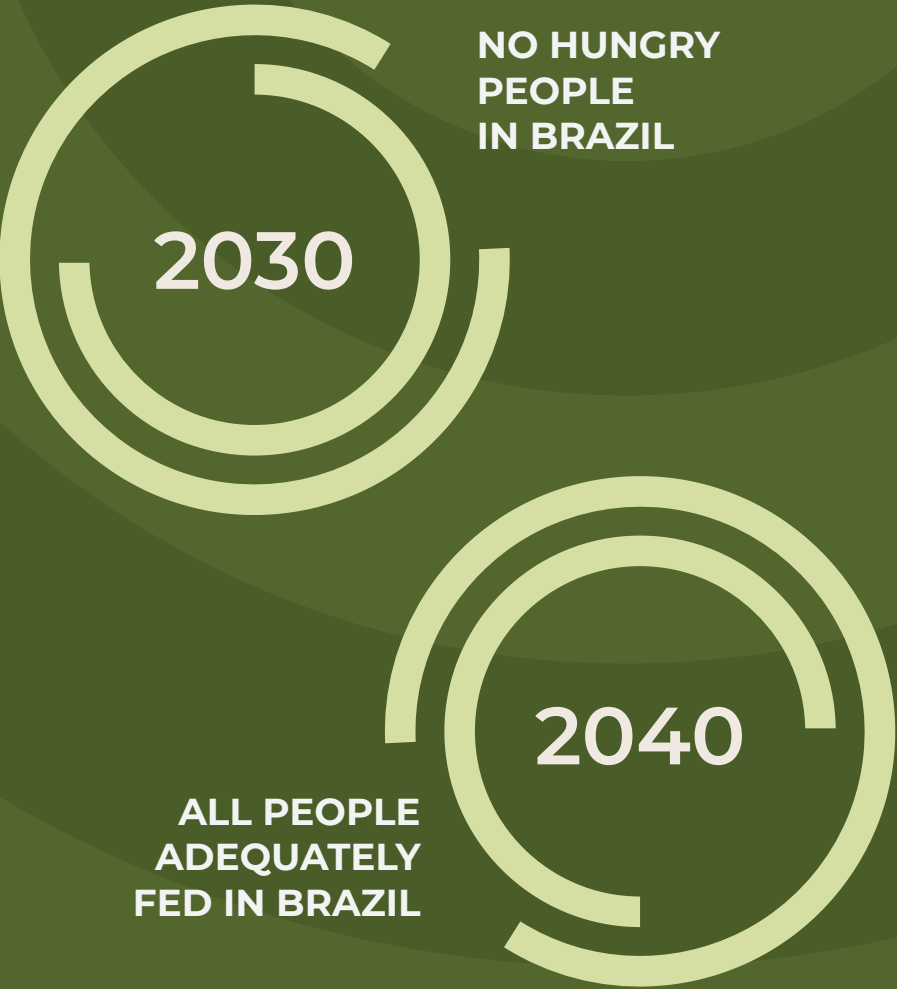
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OUR MISSION

To engage society to eradicate hunger, promote adequate nutrition and reduce food waste in Brazil.

OUR VISION



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NOSSOS VALORES



Positive and proactive attitude in everyday life

we encourage proactivity and seek a positive attitude in our daily lives, recognizing and facing challenges with realism and determination.



Objectivity and effectiveness in favor of a Brazil without hunger

we are committed to generate results and positive impacts with objectivity, agility and effectiveness, using knowledge, data and evidence as basis for decisions, with focus on promoting structuring solutions.



Dialogue in favor of convergence and union for our cause

we talk to and seek to work with everyone. We consider different points of view and are a bridge between people and institutions, uniting everyone for the same purpose around our cause.



Connections and strengthening towards more positive impact

we drive and create synergies so that people and initiatives are at their best potential to generate positive results and impacts, with the promotion of the human right to food as our fundamental principle.



Flexibility with wisdom to fulfill our mission and vision

respecting strategic planning, our values and understanding the context of Brazil and the world, adapting and correcting course whenever necessary.



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HOW WE ACT

We act as an ecosystem catalyst: we foster connections between different agents – governments, civil society organizations, companies, academia and the press – to drive integrated and sustainable solutions to fight hunger. We also work to support the construction of structuring public policies, strengthen local capacities, disseminate knowledge, stimulate community engagement and increase collective impact.

Our work is guided by three competencies, which unfold in actions to eradicate hunger, promote adequate nutrition and reduce food waste in Brazil.

Incentive

To provide technical support for the development of projects and initiatives

Encourage the engagement and active participation of the ecosystem in the development of sustainable solutions

To mobilize governments, companies and civil society around collective solutions

To strengthen public policies to combat hunger and food waste through coordination and technical support

To seek financial and institutional resources to enable projects and initiatives in line with our mission

Articulation

Intelligence

To guide the vision and strategy of Pacto Contra a Fome

To monitor, measure and evaluate the results of projects and initiatives we support
To produce and share knowledge to strengthen and support public policies and effective initiatives



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This way of acting expands our impact capacity, keeping us connected to the 17 Sustainable Development Goals (SDGs) of the United Nations (UN). We have a direct impact on two of them and on another five indirectly.

SDGs

Sustainable Development Goals we work on directly



Sustainable Development Goals we work on indirectly



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OUR GOVERNANCE AND OUR TEAM



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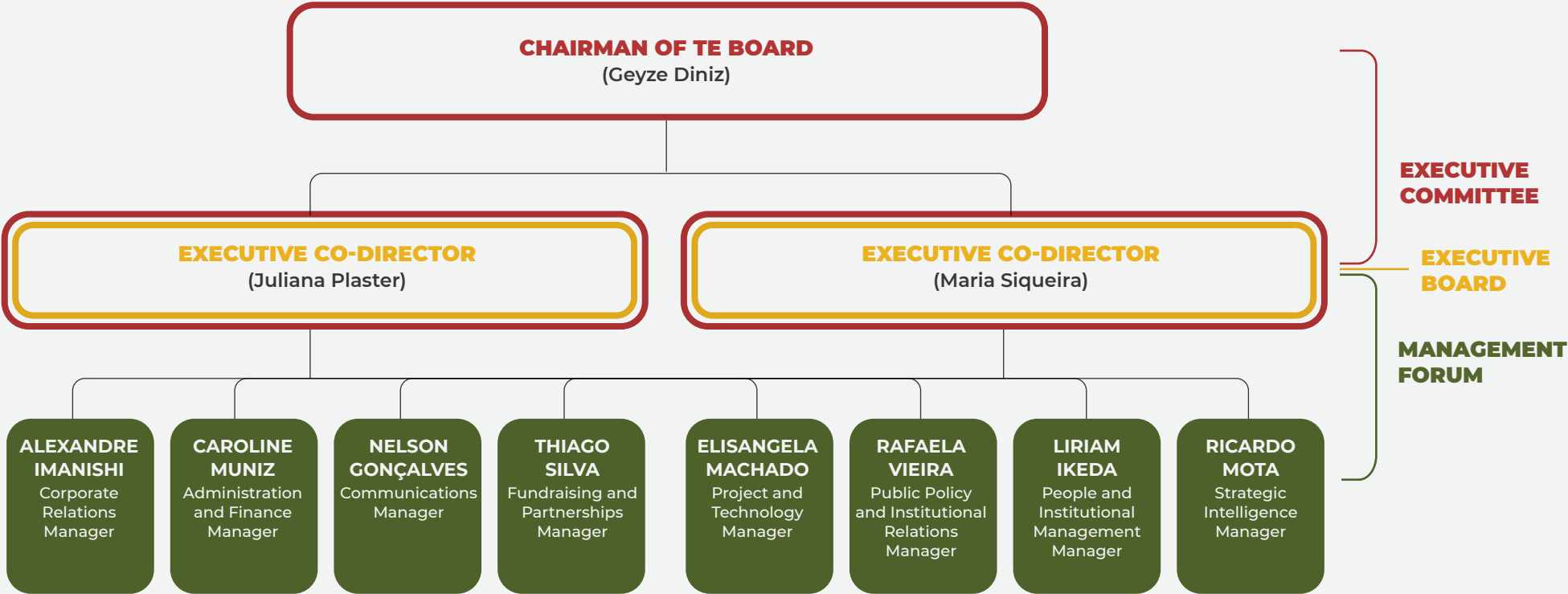
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In 2024, we made progress in structuring Pacto Contra a Fome's governance and team, in line with the growth of our activities. Institutional governance now has three main bodies: the Executive Committee, the Executive Board and the Management Forum – complementary spaces for decision-making, setting guidelines and integration between areas. These bodies help to guarantee the organization's strategic alignment, risk analysis and operational coherence. It is important to note that the strategic guidelines come from the Advisory Council, a permanent body that guides the construction of Pacto Contra a Fome's governance vision.

Some of the eight technical and administrative areas that form Management Forum grew and gained organizational strength throughout the year, with new professionals, more structured processes and well-defined goals. A milestone in this process was the creation of the People & Institutional Management area in June, dedicated to take care of the people and strengthening the organizational culture.

This internal structuring process went hand in hand with the expansion of the team, which grew throughout 2024 – a reflection of our commitment to build a solid, efficient organization that is prepared to drive lasting transformations in food safety in Brazil.

GOVERNANCE



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BOARD OF DIRECTORS



GEYZE DINIZ

Co-founder and chairman of the board of Pacto Contra a Fome | Private and third sectors



HELIO MATTAR

CEO of Instituto Akatu | Third sector



JOÃO ALBERTO ABREU

CEO of Suzano | Private sector



KIKO AFONSO

CEO of Ação da Cidadania | Third sector



LAURA MULLER MACHADO

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



REGINA ESTEVES

President of ComunitasBR | Third sector



VÂNIA NEVES

Independent advisor to Ultra, Grupo Carrefour Brasil and Rede Mulher Empreendedora | Private sector



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GENERAL ASSEMBLY



CAROLA MATARAZZO
Executive director of Movimento
Bem Maior | Third sector



CLAUDIA PAGNANO
Board member of Vitru
Education | Private sector



DAVID HERTZ
Co-founder and president of
Gastromotiva | Third sector



GEYZE DINIZ
Co-founder and chairman of the
board of Pacto Contra a Fome
| Private and third sectors



JOSÉ LALONI
Vice-president of Banco
ABC Brasil | Private sector



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CO-FOUNDERS

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
Managing Partner of FSB



ANA MARIA DINIZ
Founder of Instituto
Península



ANDREA AUN
Partner at Integration
Consulting



ANETTE TROMPETER
Executive of the third sector
and advisor to Childhood Brasil



CAROLA MATARAZZO
Executive Director
of Movimento Bem Maior



CÉLIA PARNES
Partner at BRAVO Special
Projects & Advisory



CELSE ATHAYDE
CEO of Favela Holding
and co-founder of CUFA



CHRISTEL SCHOLTEN
CEO of Reos
Partners Brasil



CLAUDIA PAGNANO
Vitrú Education
board member



DANIELA CASTRO
CEO of Impacta
Advocacy



DANILO VICENTE
Senior director of internal
communication and design
at the Carrefour Group



DAVID HERTZ
Co-founder and president
of Gastromotiva



DISRAELLI GALVÃO
founder of DG2 Public
Affairs and chairman of the
board of Instituto Giro



EDU LYRA
CEO and founder
of Gerando Falcões



FERNANDA CAMARGO
Founding partner of
Wright Capital



GABRIELA ERMINI
Co-founder and
communications specialist



GABRIELLA MARQUES
Co-founder of Polvo Lab



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GEYZE DINIZ
Co-founder and chairman
of the board of the
Pact Against Hunger



GUSTAVO PORPINO
Researcher at Embrapa



HELIO MATTAR
CEO of Instituto Akatu



HELOISA GUARITA
CEO and founder
of RG Nutri



JOÃO ALBERTO ABREU
CEO of Suzano



JOSÉ 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 Executive
co-director of Pacto
Contra a Fome



PATRICIA FLORISSI
Technical Director in the
CTO team 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 ComunidasBR



SELMA MOREIRA
Vice-president of
diversity, equity and
inclusion at JP Morgan



SERGIO GORDILHO
Co-President and
Chief Creative Office
at Africa Creatives



SILVIO MEIRA
Chief Scientist at
The Digital Strategy
Company



STELLA BRANT
Vice President of
Marketing and
Sustainability at Afya



VÂNIA NEVES
Independent advisor to Ultra,
Carrefour Brasil Group and
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TEAM

Executive board



JULIANA PLASTER
Co-Executive Director

Lawyer, has worked in the third sector for over 20 years, focusing on social justice, philanthropy and food security. She founded the NGO Sonhar Acordado in São Paulo, worked in international cooperation in Spain and ran Colégio Mão Amiga for 12 years. In recent years, she has led fundraising strategies and institutional partnerships with national and international reach. Today she is co-executive director of Pacto Contra a Fome.



MARIA SIQUEIRA
Co-Executive Director

With a degree in International Relations, has worked for over ten years in civil society organizations, especially in initiatives to strengthen public policies, social innovation and has a specialization in food culture and history. She has experience in institutional coordination, network management and designing multi-sector strategies. She co-founded the Pacto Contra a Fome and currently serves as its co-executive director.



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Management Forum



ALEXANDRE IMANISHI
Corporate Relations Manager



CAROLINE MUNIZ
Administration and Finance Manager



ELISANGELA MACHADO
Projects and Technology Manager



LIRIAM IKEDA
People and Institutional
Management Manager



NELSON GONÇALVES
Communications Manager



RAFAELA VIEIRA
Public Policy Manager and
Institutional Relations



RICARDO MOTA
Strategic Intelligence Manager



THIAGO SILVA
Fundraising and
Partnerships Manager

TEAM



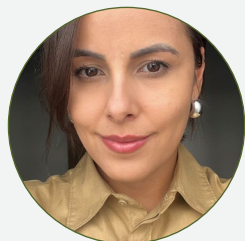
ALINE OLINDA
Administration and
Finance Coordinator



ANA CERIBELLI
Communications
Coordinator



BARBARA ARAÚJO
Project Analyst



BRUNA PALMA
Product Analyst



CAIO NERY
Designer



CAIO SOUSA
Intelligence Analyst



ALINE MARQUES
People Analyst



BÁRBARA MARRA
Communications Analyst



CAMILA MANTOVANI
Public Policy Coordinator



ALINE MUNHOZ
Institutional
Management Analyst



BIANCA LOBATO
Public Policy Coordinator



CAROL SILVESTRE
Fundraising Consultant



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DANIEL CORRAL
Product and Technology
Coordinator



GUSTAVO SANTOS
Products and
Technology Intern



JEYSA CAMPOS
Project Analyst



KATHLEEN FEITOSA
Advocacy Consultant



LETÍCIA LUZ
Advocacy Consultant



LETÍCIA MENOITA
Public Policy
Coordinator



LUIZA VIEIRA
Communications
Coordinator



MONI KELLY
Intelligence Analyst



**NATHALIA
MARANGONI**
Communications Analyst



NICOLLE SPERANDIO
Programs and
Projects Intern



RAPHANY VIEGAS
Partnership and
Relationship Analyst



SULAMITA SANTANA
Intelligence Coordinator



SUSAN BRITTO
Articulation Consultant



VANESSA SILVA PINTO
Communications
Coordinator



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We signed **4** technical cooperation agreements with federal and state governments



Our team grew by **76%** in 2024, keeping pace with the evolution of our projects



We made **566** appearances in the press – featuring in the country’s main media outlets



We produced **46** pieces of intelligence, including technical notes and articles on food safety and waste



We received **512** entries for the second edition of the Pacto Contra a Fome Award – 65% more than in 2023



13 candidates committed to the Mayors’ Agenda against hunger and waste



+250 million views of the “Comida Boa é na Boca, Não na Boca do Lixo” campaign



We work on **17** projects focused on combating hunger and food waste



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January

Presentation of the project
to strengthen Sisan in
Maranhão and Pará



March

Production of Technical
Note for the Ministry of
Finance on taxes on the
Basic Food Basket

Invitation to participate
in the B20 and C20,
G20 groups



June

Launch of the 2nd
edition of the Pacto
Contra a Fome Award

July

Participation in the pre-launch
of the Global Alliance Against
Hunger and Poverty, an initiative
led by the Brazilian government



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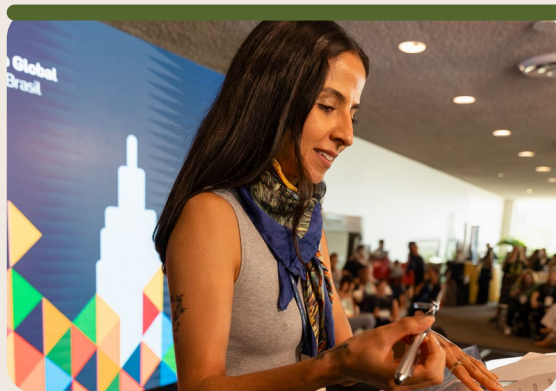
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August

Technical Cooperation Agreement signed with the government of Ceará

512 candidates for the 2024 Pacto Contra a Fome Award – 65% more than in 2023

Support in raising the fund for family farming in Rio Grande do Sul



September

Launch of the Agenda de Segurança Alimentar nos Municípios (agenda for Food Security in the municipalities), with signatures from 13 candidates

Launch of the “Comida Boa é na Boca, Não na Boca do Lixo” campaign and an anti-waste guide for consumers

Joining the UN Global Compact



October

Partnership with CBF to support awareness campaign against waste

Use of the diagnosis of food insecurity produced by Pacto Contra a Fome as a basis for the Pará state SAN Plan (2025-2028)



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November

Mapping the municipalities in Ceará with highest levels of food insecurity in partnership with Observatório da Indústria

Added 1,200 new users to the Connections HUB, bringing the total to 2,400



December

We signed the Technical Cooperation Agreement with the Ministry of Agrarian Development and Family Farming for the Ceasas project.

Approval of the new National Basic Food Basket, with fresh and minimally processed foods

Ceremony of the 2nd edition of the Pacto Contra a Fome Award to the 6 winners in the presence of 500 guests

Development of an MVP for the Observatório da Fome, a platform for monitoring hunger and its root causes

Participation in the development of a local survey on food insecurity in Maranhão



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Our work is organized into six structuring and interconnected programs, which guide our actions to eradicate hunger and promote food security in Brazil.

This structure was defined based on an in-depth analysis of the structural causes of hunger, which allowed us to identify priority areas for intervention.

Based on these guidelines, we developed programmatic agendas that guide the projects and guarantee strategic, integrated and long-term action.

Throughout 2024, we conducted **17 initiatives in different regions of Brazil**, always with the aim of fighting hunger and food waste through collaborative and structuring solutions.

We have achieved significant results that have expanded our impact and strengthened the ecosystem for fighting hunger in the country with presence in seven states.

The following pages present what we have built, in collaboration with many people, in 2024.



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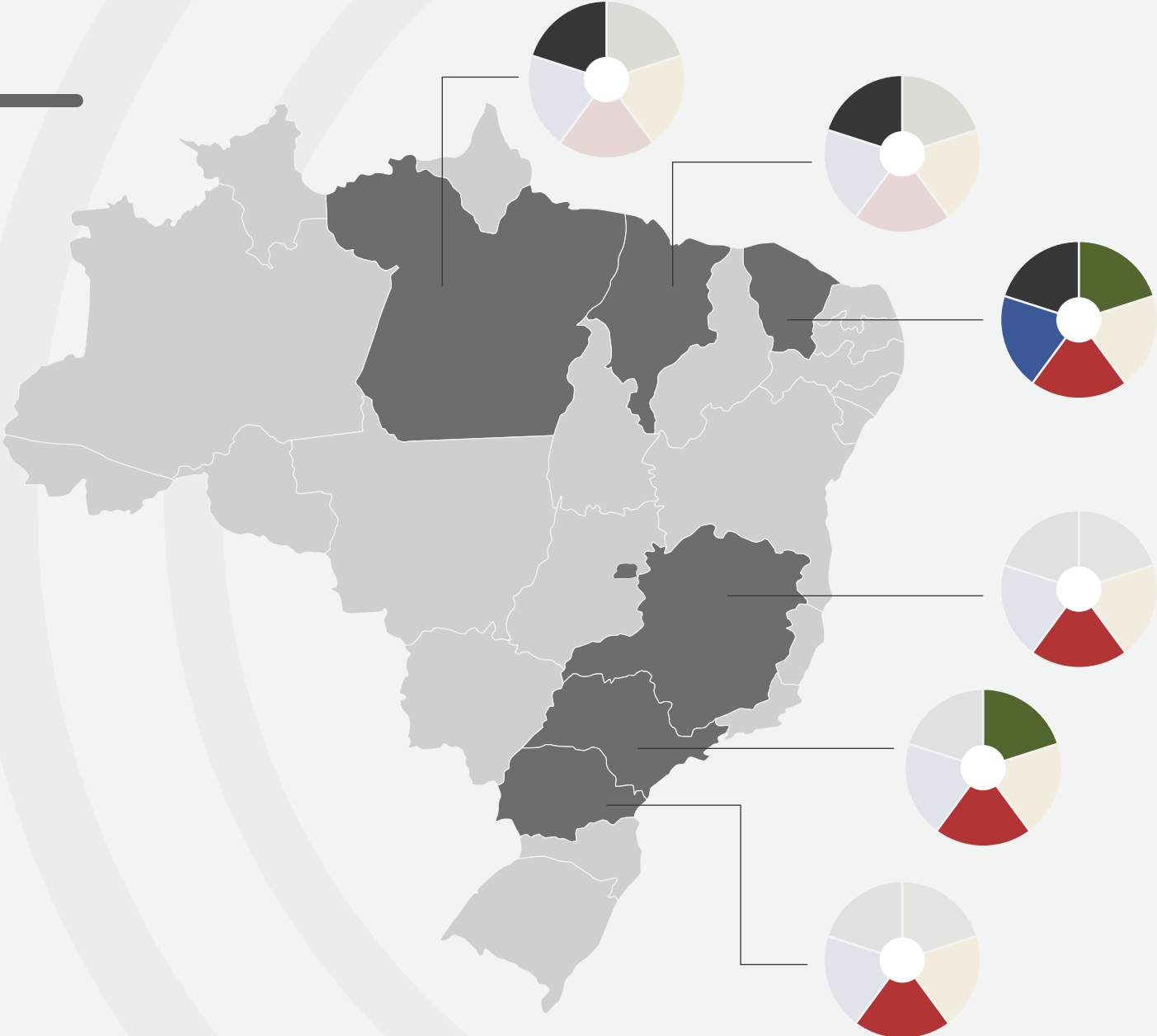
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DISTRIBUTION OF PACT AGAINST HUNGER PROGRAMS IN BRAZIL

-  PUBLIC POLICY MANAGEMENT TOOLS
-  SOCIO-ECONOMIC INCLUSION
-  SOCIAL NUTRITION
-  EFFICIENCY IN REDUCING FOOD LOSS AND WASTE
-  FOOD SYSTEMS TRANSITION



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17 PROJECTS



8 NATIONWIDE

- AWARENESS CAMPAIGN AGAINST FOOD WASTE
- FOOD REDISTRIBUTION ADVOCACY
- FOOD REDISTRIBUTION HUB
- NATIONAL BASIC FOOD BASKET
- CONNECTIONS HUB
- PACTO CONTRA A FOME AWARD 2024
- HUNGER OBSERVATORY
- MAYORS' CANDIDATES AGENDA



9 STATES

- CEARÁ
- MARANHÃO
- MINAS GERAIS
- PARÁ
- PARANÁ
- RIO GRANDE DO SUL
- SÃO PAULO



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Public Policy Management Tools

Includes projects that seek to improve the effectiveness and efficiency of public policies on Food and Nutrition Security (FNS) through large-scale management tools



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Public Policy Management Tools in Ceará

KICK-OFF: AUGUST 2024
COMPETENCE: ARTICULATION
SCOPE: CEARÁ

Partners



TEAM FROM PACTO CONTRA A FOME AND THE GOVERNMENT OF THE STATE OF CEARÁ OFFICIALIZE PARTNERSHIP FOR IMPLEMENTATION OF STRATEGIES TO FIGHT HUNGER AND FOOD WASTE IN THE TERRITORY.



GEYZE DINIZ, PRESIDENT OF THE BOARD OF PACTO CONTRA A FOME AND LIA DE FREITAS, FIRST LADY OF CEARÁ, AT THE SIGNING CEREMONY OF THE TECHNICAL COOPERATION AGREEMENT.

In 2024, the project consolidated itself as one of the main fronts of technical support and articulation in strengthening the Food and Nutrition Security agenda in the state. The signing of a Technical Cooperation Agreement with the Ceará government marked the beginning of a structuring action, focused on improving the effectiveness of public policies through evidence and multisectoral mobilization. Pacto Contra a Fome reinforced with this its role as a strategic ally in the formulation and implementation of solutions to combat hunger in the territory.

One of the highlights of the year was the production of a study on the municipalities in Ceará most exposed to food and nutritional insecurity. in partnership with Observatório da Indústria from FIEC. The material was presented to the State Food and Nutrition Security Council (Consea), the vice-governor's office, the Ceará State Economic Research and Strategy Institute (Ipece), the Social Protection Secretariat (SPS), and 30 other multisector leaders, fostering a space for dialogue between leaders from the public, private, third and academic sectors.

In December, we participated in the first meeting of the Ceará Sem Fome agreement, an initiative that demonstrates the importance of joint and collaborative action to solve complex problems.



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Strengthening Sisan

KICK-OFF: JANUARY 2024

COMPETENCE: ARTICULATION

SCOPE: MARANHÃO AND PARÁ

Partners in Maranhão



Partners in Pará



CONSELHO ESTADUAL DE SEGURANÇA
ALIMENTAR E NUTRICIONAL SUSTENTÁVEL
CONSEANS / PA



SECRETARIA DE
ASSISTÊNCIA SOCIAL,
TRABALHO, EMPREGO E RENDA



The project focuses on giving technical support for the implementation of the Sistema Nacional de Segurança Alimentar e Nutricional - Sisan (National Food and Nutrition Security System) in Maranhão and Pará adapting strategies to each state. The goal is to consolidate more efficient public policies, expand local governance, and structure actions capable of guaranteeing the right to adequate food for more people.

We began 2024 with an institutional presentation of the project and the formalization of Technical Cooperation Agreements with state governments — a relevant milestone, especially in the field of the third sector. We then carried out a comprehensive diagnosis of the SAN systems in both territories. This study was carried out in partnership with Falconi Consultori and served as a basis for guiding the future strategies of each territory, according to their realities and priorities.

In the second half of the year, the states moved forward on their own – but complementary – paths. In **Pará**, the diagnosis contributed directly to the formulation of the Pará Sem Fome policy and the new State SAN Plan (2025–2028).



MEETING WITH DIFFERENT MUNICIPAL DEPARTMENTS IN PARÁ TO DISCUSS THE CHALLENGES AND OPPORTUNITIES IN IMPLEMENTING SISAN.



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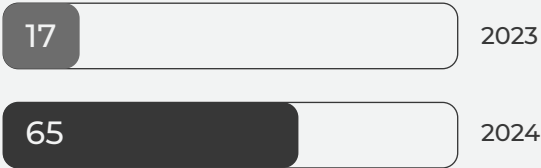


ROSANA BLASIO, AT THE TIME CEO OF THE PACT AGAINST HUNGER, HELDER BARBALHO, GOVERNOR OF PARÁ AND INOCÊNCIO GASPARIN, SECRETARY OF SEASTER AT THE ACT SIGNING EVENT.

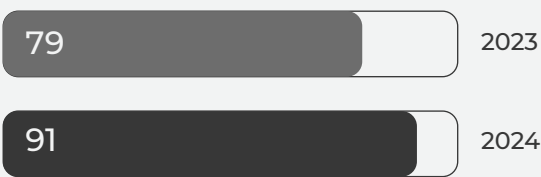
NUMBER OF MUNICIPALITIES THAT JOINED SISAN IN THE PERIOD OF ONE YEAR



PARÁ | Growth of 282.3%



MARANHÃO | Growth of 15.2%



We were invited to act as advisory partners in a state survey on food insecurity in **Maranhão**. The vulnerability calculation developed in the project began to be used to monitor the municipalities' adherence to Sisan and to support the formulation of the new state policy for Early Childhood.



MARIA SIQUEIRA, CO-DIRECTOR OF THE PACT AGAINST HUNGER, PAULO CASÉ, SECRETARY OF SEDES, AND CARLOS BRANDÃO, GOVERNOR OF MARANHÃO, SIGN A TECHNICAL COOPERATION AGREEMENT.



THE TEAM FROM THE PACT AGAINST HUNGER PRESENTING THE DIAGNOSIS OF THE MARANHÃO PROJECT TO THE CAISAN-MA TEAM.



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Efficiency in Reducing Food Loss and Waste

It brings together projects that seek to make the food production and distribution chain more efficient, reducing losses and waste. The goal is to minimize the negative impacts on access to healthy food and on the environment, transforming the fight against waste into a strategy to decrease hunger



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Food Redistribution Advocacy

KICK-OFF: JULY 2024

COMPETENCE: ARTICULATION

SCOPE: NATIONAL

Partner

MINISTÉRIO DO
DESENVOLVIMENTO
AGRÁRIO E
AGRICULTURA FAMILIAR



The aim of this project is to contribute to the construction of a national food redistribution policy, strengthening the donation system in Brazil, expanding access to food and reducing the environmental impacts of losses and waste. The initiative is based on the understanding that clearer and more efficient legal frameworks are essential to promote structural solutions in the fight against hunger.

In 2024, **we make progress in the elaboration of proposals** and in the analysis of the legal and political scenario, with the support of a specialized consultancy. The work involved in-depth studies, a survey about international experiences and the definition of the premises that will guide our actions in 2025. In this process, we mobilized the Ministry of Agrarian Development and Family Farming, state governments and the National Congress, in a strategic articulation with different levels of government.



We also supported the elaboration of the intersectoral strategy to reduce food losses and waste.



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Awareness Campaign Against Waste

DATA DE INÍCIO DO PROJETO: AGOSTO DE 2024
COMPETÊNCIA: ARTICULAÇÃO
ABRANGÊNCIA: NACIONAL

Partners



Institutional Support



Following the success of the “Com Fome, Não Dá” (It is impossible with hunger) campaign, in 2023, we launched a new one entitled “Comida Boa é na Boca, Não na Boca do Lixo” (Good Food is in the Mouth, not in the Garbage Can) — once again conceived and implemented thanks to our partnership with Africa Creatives. With accessible language, strong visual appeal and distribution across multiple channels, the campaign was structured in phases and adapted to different audiences — from producers and retailers to consumers.

In early September, the film was broadcasted in the commercial breaks of Jornal Nacional. We also gained visibility on 427 radio stations and on the country’s main news outlets, such as Valor Econômico, Band and CNN Brasil.

The campaign also gained prominence in other spaces, such as shopping malls owned by the Multiplan, Iguatemi and Syn chains, Brasília Airport, cinemas and football stadiums — with the **participation of São Paulo FC and support from Olympic gymnast Rebeca Andrade**, expanding even more the reach of the message.



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In addition to the mass campaign to raise awareness about the problem of waste, we created support material with practical guidelines. The guide “Lugar de Comida é no Prato” (food must be in the plate) brings together accessible tips on how to reduce food waste in your daily life and was downloaded more than a thousand times shortly after its launch, expanding the educational impact of the campaign.

As a result, we recorded more than 250 million views on television, radio, digital platforms and out-of-home media, consolidating the campaign as the largest communication campaign in the history of the Pacto Contra a Fome. Engagement was also very positive — more than 100 thousand interactions with campaign content and around 1 million people reached via influencer posts — with the participation of 55 public figures and an organic presence on multiple platforms. The campaign expanded its scope beyond digital and TV, with a national physical presence and strategic partnerships with brands, media outlets and institutions, highlighting the cause’s mobilization power and the Pacto’s positioning in the public debate on food waste.

PLAYERS FROM SÃO PAULO FUTEBOL CLUBE SUPPORT THE CAMPAIGN “COMIDA BOA É NA BOCA, E NÃO NA BOCA DO LIXO” IN THE 31ST ROUND OF THE BRAZILIAN CHAMPIONSHIP.



LEARN MORE
ABOUT THE GUIDE
IN THE LINK BELOW



+250 MILLION

VIEWS OF THE CAMPAIGN ON TV, RADIO,
DIGITAL AND OUT OF HOME MEDIA

+ 1,5 MILLION

ACCOUNTS REACHED BY THE
CAMPAIGN'S SOCIAL MEDIA

+1.000

DOWNLOADS OF THE GUIDE
“ LUGAR DE COMIDA É NO PRATO “

**89
ARTICLES**

IN THE NATIONAL AND
REGIONAL PRESS



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Ceasas

KICK-OFF: NOVEMBER 2024
COMPETENCE: INTELLIGENCE
SCOPE: CEARÁ, MINAS GERAIS, SÃO PAULO AND PARANÁ

Partners



The Supply Centers occupy a strategic place in the food production chain, connecting production and retail, especially of fruits, vegetables and greens — essential ingredients for food security. They are also places with a high volume of waste, which makes their role central in the fight against hunger.

For this reason, we developed a project with the objective of strengthening and modernizing the redistribution of food through the Food Banks located in the Ceasas. Started in 2024, the action involved technical visits to the units in São Paulo (Ceagesp), Belo Horizonte (Ceasa Minas) and Curitiba (Ceasa Paraná), and coordinated actions with the government of Ceará. We were able to map good practices, begin the development of replicable models and conduct an in-depth study on the use of food in Ceasas — which supported proposals for logistics improvements.

The **signing of an agreement with the Ministry of Agrarian Development and Family Farming (MDA)** marked the formalization of the partnership and paved the way for national expansion.



MEMBERS OF THE PACT AGAINST HUNGER AND THE MDA CELEBRATING THE SIGNING OF THE AGREEMENT.



GEYZE DINIZ, PRESIDENT OF THE COUNCIL OF THE PACT AGAINST HUNGER, MARIA SIQUEIRA, CO-DIRECTOR OF THE PACT AGAINST HUNGER, AND MINISTER PAULO TEIXEIRA AT THE SIGNING CEREMONY OF A TECHNICAL AGREEMENT WITH THE MDA.



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Food Redistribution HUB

KICK-OFF: AUGUST 2024
SKILLS: INTELLIGENCE
SCOPE: NATIONAL

Partners



ALL 4 FOOD
Conexões para mudar o mundo

Contra.

The Food Redistribution HUB is an initiative that aims to structure a national platform to strengthen the donations of surplus food flow in Brazil. With an initial focus on retail, Ceasas and logistics operators, the project seeks to increase transparency, optimize logistics and promote greater engagement among the actors in the chain.

In 2024, we advanced the conceptual and operational bases of the project, with technical studies, mapping of solutions and articulation of partnerships. At the end of the year, we established the flows and processes necessary to **make a pilot viable in 2025**, aligning the proposal with the agendas of fighting hunger, reducing waste and mitigating greenhouse gas emissions.



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Food Systems Transition

Includes projects that enable a food system that generates a cycle of production, storage, transportation and consumption to leverage the supply and demand of healthy and sustainable food



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Support for Expanding the Scope of the PAA

KICK_OFF: SEPTEMBER 2024
COMPETENCE: ARTICULATION
SCOPE: CEARÁ

Partners



The project seeks to expand direct purchases from family farms as means to promote fairer, more sustainable, and inclusive food systems focusing on strength the Food Acquisition Program (PAA) in the state of Ceará. We contribute by connecting local production and public supply policies, generating income in the countryside and expanding access to healthy food in cities.

In 2024, our work on the project was focused on the **diagnostic phase**, mapping strategic stakeholders, identifying challenges and opportunities, and active listening to technicians and managers from the Secretariat of Agrarian Development. These preparatory stages will be essential to support future proposals for institutional strengthening of the PAA in the state.



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National Basic Food Basket

KICK-OFF: NOVEMBER 2023
COMPETENCE: ARTICULATION
SCOPE: NATIONAL

Partners



MEMBERS OF THE PACTO CONTRA A FOME TEAM AT PUBLIC HEARING ON TAX REFORM.

The National Basic Food Basket project, which began in 2023, has established itself as one of the main political advocacy fronts of the Pacto Contra a Fome. That year, we worked on developing guidelines for the composition of the new basket, based on scientific evidence on the social, economic, and nutritional benefits of a healthy, regionalized, and tax-free diet. We produced a Technical Note in partnership with other civil society organizations, coordinated with members of congressman, and participated in debates in the National Congress, which resulted in the proposal being incorporated into the final text of the Tax Reform approved in December 2023.

In 2024, the project entered a new phase, focusing on detailing the list of products and applicable tax rates. To contribute to advance in this discussion, we delivered a new Technical Note to the Ministry of Finance — prepared with Ação da Cidadania —, which became a reference in the development of the new basket. The document advocated total tax exemption for natural or minimally processed foods and partial exemption for nutritionally relevant items such as oilseeds.



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Throughout the year, we participated in public hearings, filed amendments and maintained technical and political dialogue with several members of parliament. In December 2024 we celebrated the approval of the new National Basic Food Basket, composed essentially of healthier and minimally processed foods, with guaranteed tax exemption. This achievement represents a historic advance and reinforces Pacto's ability to transform technical knowledge and multisectoral coordination into concrete public policies.

RAFAELA VIEIRA, PUBLIC POLICY AND INSTITUTIONAL RELATIONS MANAGER, REPRESENTING THE PACTO CONTRA A FOME AT A PUBLIC HEARING ON TAX REFORM.



2 TECHNICAL NOTES PRODUCED
BASED ON SCIENTIFIC EVIDENCE

9 AMENDMENTS FILED IN THE
NATIONAL CONGRESS

4 PUBLIC HEARINGS WITH ACTIVE
PARTICIPATION OF THE PACTO

+50 PARLIAMENTARIANS
INVOLVED IN THE
ARTICULATIONS

2 TECHNICAL NOTES PRODUCED
BASED ON SCIENTIFIC EVIDENCE

1 AMENDMENTS FILED IN THE
NATIONAL CONGRESS

1 PUBLIC HEARING WITH ACTIVE
PARTICIPATION OF PACTO



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Socioeconomic Inclusion

Includes projects that seek to work with the public, private and third sectors to provide access to social security policies, basic rights, work, entrepreneurship, decent income and autonomy, enabling conditions to food security



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Socioeconomic Inclusion

KICK-OFF: AUGUST 2024
COMPETENCE: ARTICULATION
SCOPE: CEARÁ AND SÃO PAULO

Project partners in Ceará



Project partners in São Paulo



The project has the common goal of promoting the integration of people in vulnerable situations into the job market and productive activities with simultaneous fronts in Ceará and São Paulo. The proposal seeks to strengthen financial autonomy paths, contributing to overcoming poverty and improving families' living conditions. The work is based on **local diagnoses and the construction of customized solutions** for each territory, in partnership with the government, civil society and companies.

In **Ceará**, we produced a report on the local scenario of food insecurity and productive inclusion then we formulated strategic guidelines to guide state public policies. The proposal was validated by the Productive Inclusion Coordination of the Social Protection Secretariat, which invited Pacto Contra a Fome to join the technical group responsible for defining professional qualification strategies for 2025. This formal recognition marks an important step in the institutionalization of our work in the state.

In **São Paulo**, the work focused on structuring the partnership with the State Secretariat for Social Development (SEDS-SP) — essential for strengthening and expanding policies for job inclusion and combating poverty. It is also worth highlighting our technical support for the design of a public policy for access to income aimed at people in situation of food insecurity in urban areas.



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Cross-Cutting Projects

Includes projects that seek
to meet indicators, objectives
and hypotheses of two or more
programs simultaneously



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Agenda for Combating Hunger, Loss and Waste in Municipalities

KICK-OFF: AUGUST 2024

COMPETENCE: ARTICULATION

SCOPE: NATIONAL

Partners



In a year marked by municipal elections, the Agenda was created to engage candidates in their commitment to public policies to combat hunger and food waste. We so developed a proposal with concrete recommendations based on good municipal practices, which began to be disseminated through a public platform. The action was part of a national mobilization, carried out in partnership with the Instituto Fome Zero and the Instituto Comida do Amanhã, both with complementary agendas focused on ensuring food security.

As a result of the campaign, **13 candidates for mayor and city councilor publicly signed** the Agenda — most of them in capitals or cities of political relevance, such as São Paulo (SP), Campo Grande (MS) and Teresópolis (RJ). Through the “Seu Voto Alimenta” (your vote can feed) campaign, we also sought to raise awareness among the population about the importance of municipal elections in the construction of effective public policies to guarantee the right to food. In 2025, we will continue to monitor the commitments made and expand the scope of this mobilization.



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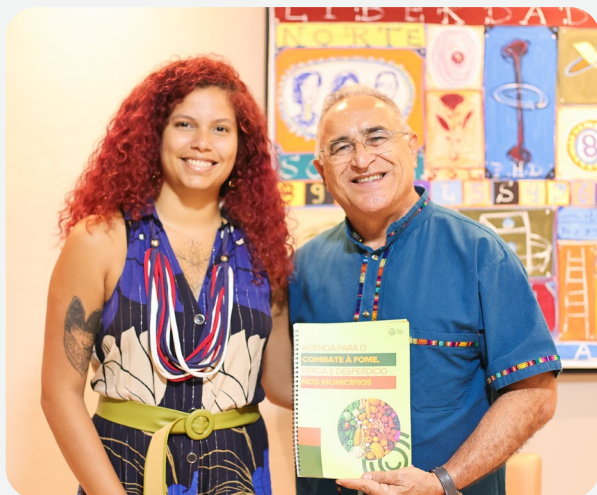
JOÃO CAMPOS, FROM PSB, PRESENT MAYOR OF RECIFE (PE).



JOSÉ SARTO (CENTER), FROM PDT, THEN MAYOR OF FORTALEZA (CE).



CAPITÃO WAGNER, FROM UB, THEN A CANDIDATE FOR MAYOR OF FORTALEZA (CE).



EDMILSON RODRIGUES, FROM PSOL, THEN A CANDIDATE FOR MAYOR OF BELÉM (PA).



DUARTE JÚNIOR, FROM PSB, THEN A CANDIDATE FOR MAYOR OF SÃO LUÍS (MA).



EVANDRO LEITE (CENTER), FROM PT, PRESENT MAYOR OF FORTALEZA (CE).



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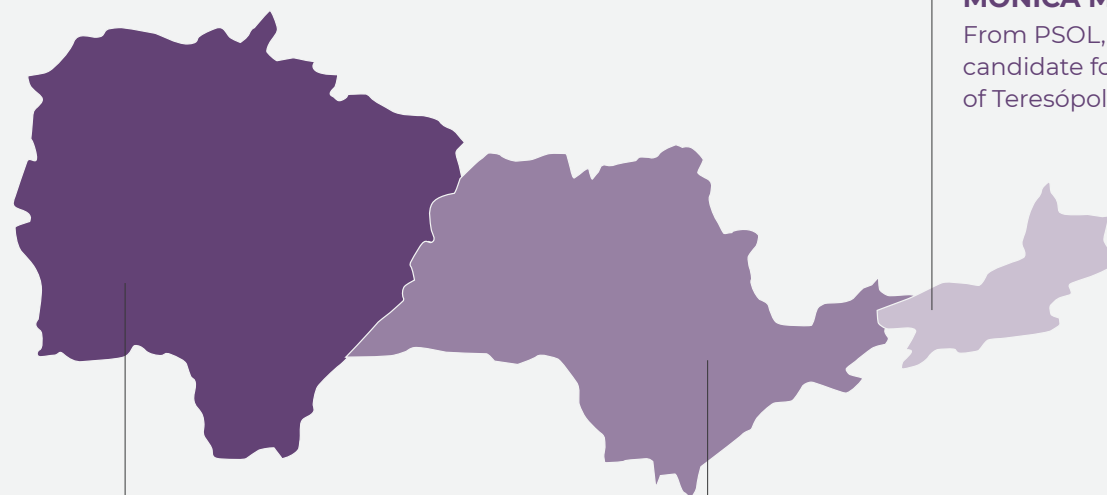
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Other names that joined the agenda to combat hunger and reduce food waste:



JEAN FERREIRA

From PT, then a candidate for city councilor in Campo Grande (MS).

LUIZA RIBEIRO

From PT, then a candidate for city councilor in Campo Grande (MS).

MÔNICA MEDRADO

From PSOL, then a candidate for vice-mayor of Teresópolis (RJ).

CLÁUDIA VISONI

From PV, then a candidate for city councilor in São Paulo (SP).

GUILHERME BOULOS

From PSOL, then a candidate for mayor of São Paulo (SP).

TABATA AMARAL

From PSB, then a candidate for mayor of São Paulo (SP).

VITORIO CESAR

From PV, then a candidate for city councilor in Peruíbe (SP).



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Conexions HUB

KICK-OFF: MARCH 2023
COMPETENCE: ARTICULATION
SCOPE: NATIONAL

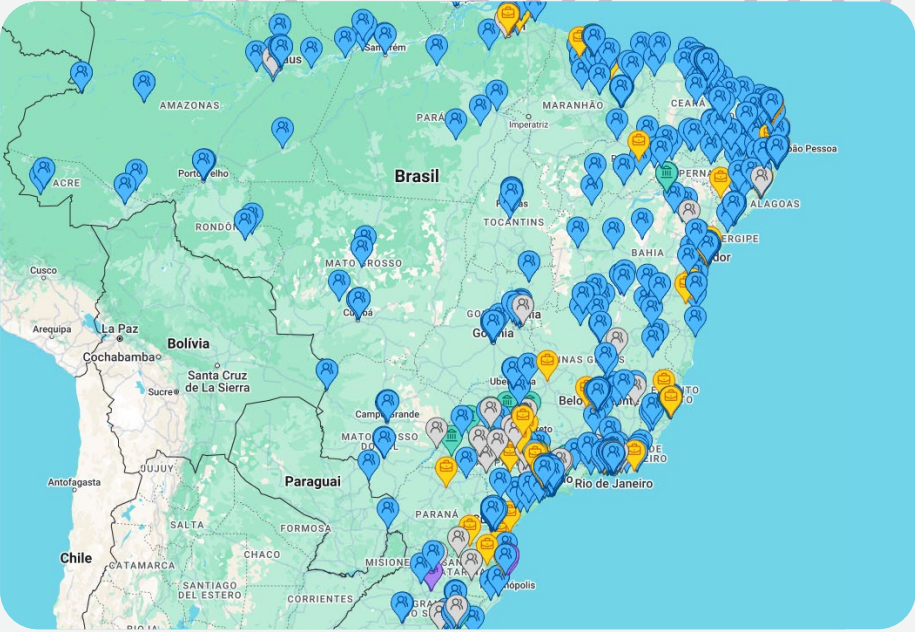
Partners



A central tool in our articulation strategy, the Connections Hub is an instrument that drives collaboration between organizations, initiatives and people engaged in the fight against hunger and food waste. In 2024, the project underwent a **major technical overhaul**, with improvements to the registration flow, which made it more accessible and efficient for those working in the field.

This evolution allowed the Hub to become a key part of our other actions such as the Pacto Contra a Fome Award 2024 by enabling a more structured process for registration, screening and automated classification of participating initiatives.

The platform was also essential for political mobilization during the municipal elections, facilitating the collection of electronic signatures from candidates committed to our Agenda to Combat Hunger, Loss and Waste in Municipalities.



100% GROWTH IN THE NUMBER OF REGISTERED USERS (FROM 1,200 TO 2,400)

70% INCREASE IN THE NUMBER OF MAPPED INITIATIVES (FROM 808 TO 1,400)



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Hunger Observatory

KICK-OFF: DECEMBER 2024
COMPETENCE: INTELLIGENCE
SCOPE: NATIONAL

Partners

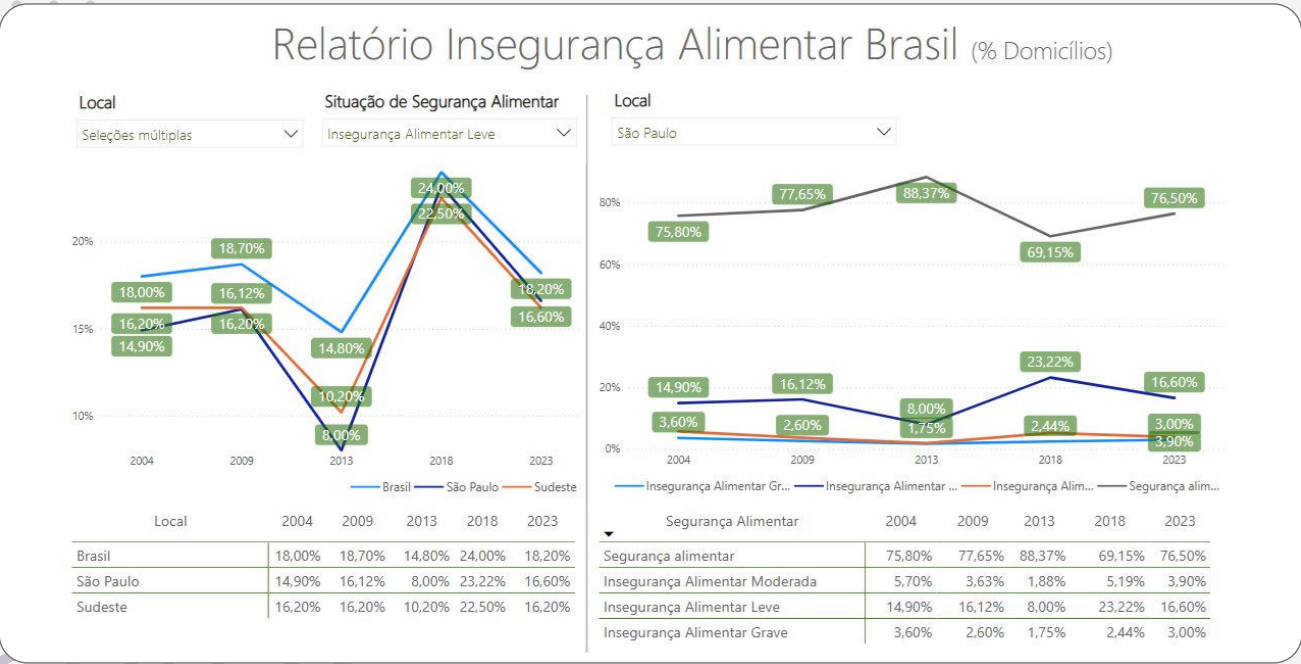
Contra.

ACCESS THE
OBSERVATORY AT
THE LINK BELOW



One of our most recent projects, the Observatório da Fome (Hunger Observatory) plays a fundamental role in generating intelligence to address food insecurity in Brazil. The digital platform will gather and interpret public data on hunger, poverty, and food waste, offering an integrated and updated view of the problem on a national scale. By transforming data into evidence, we can support the formulation of more effective public policies and the coordinated action of different sectors.

Over the past year, we have been able to advance in the stages of exploratory research, structuring the database, and developing an initial visualization model in Power BI — a tool that transforms data into graphs, reports, and interactive dashboards to facilitate analysis and decision-making. We have conducted **territorial analyses with municipal data** from Ceará, Maranhão, and Pará, in addition to building a minimum viable version (MVP) of the platform, which lays the foundations for its consolidation in the next cycles.



OVERVIEW OF THE MVP VERSION OF THE HUNGER OBSERVATORY.



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Pacto Contra a Fome Award 2024

KICK-OFF: JULY 2024
COMPETENCE: INCENTIVE
SCOPE: NATIONAL

Partners

Cooperation:



Organização das Nações
Unidas para a Alimentação
e a Agricultura



Programa
Mundial de
Alimentos
Centro de Excelência
contra a Fome



programa para o
meio ambiente

Technical coordination:



Apoio institucional:



Sponsorship:



Support:



PRÊMIO PACTO CONTRA A FOME 2024

WINNERS OF THE 2ND EDITION OF THE PACTO CONTRA A
FOME AWARD AT THE AWARDS CEREMONY AT THE PAULO



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The second edition of the Pacto Contra a Fome Award reaffirmed the importance of recognizing those on the front lines of the fight against hunger and food waste in Brazil. Held in cooperation with four United Nations agencies — the Food and Agriculture Organization of the United Nations (FAO); the United Nations Educational, Scientific and Cultural Organization (UNESCO); the United Nations Environment Programme (UNEP); and the World Food Programme (WFP) — the award strengthened the visibility of solutions that act directly in the most vulnerable territories, addressing complex challenges and promoting concrete transformations in the lives of thousands of people.

Initiatives from the five regions of the country were awarded in two categories: food loss and waste and promotion of food security. Each of the six winners received R\$100,000, financial mentoring, legal advice and a trophy signed by the artist Vik Muniz. More than financial recognition, the award has the symbolic role of shedding light on experiences that are often invisible, giving voice and a platform to those who transform realities with creativity, resilience and courage.

Compared to the previous edition, **we have a significant growth in 2024.** The number of entries jumped from 310 to 512 — an increase of 65% —, with applications coming from all 27 Brazilian states. Gender representation was also a highlight: 55% of the initiatives were led by women. More than 400 people attended the awards ceremony, including representatives from the government, private sector, academia, and civil society.

In addition to the physical presence, the online and media coverage consolidated the award as an important engagement tool. More than 10 million people were impacted in the press, and we recorded a 56% increase in reach and 12% in interactions on Instagram compared to 2023. The estimated return of R\$3.5 million in spontaneous media reflected not only public interest in the topic, but also the credibility of Pacto as an articulator of structural solutions.

None of this would be possible without the support of the sponsors who made the initiative possible. We would like to express our gratitude to the partner institutions that made this edition of the award possible and contributed to expanding its reach and impact.

512

REGISTERED INITIATIVES FROM
ALL FEDERAL UNITS

65%

GROWTH COMPARED
TO THE 2023 EDITION

+400

PEOPLE PRESENT
AT THE AWARD EVENT

R\$ 600 MIL

ALLOCATED TO THE WINNING INITIATIVES

+10 MILHÕES

PEOPLE IMPACTED BY THE PRESS

56%

INCREASE IN REACH
ON INSTAGRAM



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MEET THE 2024 WINNERS

CATEGORY:

FOOD SECURITY PROMOTION



FRENTE ALIMENTA

Responsible institution: INSTITUTO
KAIRÓS ÉTICA E ATUAÇÃO RESPONSÁVEL (SP)

Distributes fresh, pesticide-free food to six peripheral areas of São Paulo, supporting community kitchens that prepare meals for people experiencing food insecurity. The initiative also strengthens local agriculture with technical and financial support.

We will boost the impact of:

290 MIL
MEALS DELIVERED

+ 22 MIL
PRODUCE BASKETS DISTRIBUTED



CLAUDIA VISONI, COORDINATOR OF FRENTE ALIMENTA, RECEIVING THE AWARD.



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MARIA CRISTINA AND CARLOS MORAIS, COORDINATORS OF CENTRO DE DESENVOLVIMENTO AGROECOLÓGICO SABIÁ, DURING THE AWARD CEREMONY.



RAC&SAF: WATER AND FOOD SECURITY IN THE SEMI-ARID REGION

Responsible institution: CENTRO DE DESENVOLVIMENTO AGROECOLÓGICO SABIÁ (PE)

Implements agroecological irrigation systems with reuse of water in the semi-arid region, integrating sustainable technologies with productive backyards and agroforestry.

We will boost the impact of:

+600

SYSTEMS INSTALLED

3.120 M³

OF CLEAN WATER
PRODUCED PER MONTH

+ 5 MIL

PEOPLE BENEFITED WITH
SAVINGS IN DRINKING WATER



SEGURANÇA ALIMENTAR PAITER

Responsible institution:
GAP EY ASSOCIATION (RO)

Brings food security to the Paiter Suruí indigenous territory through organic production of chestnuts and coffee, sustainable fire management and digital inclusion. The model is also being expanded to other villages.

We will boost the impact of:

+500

PEOPLE IMPACTED
DIRECTLY AND A
THOUSAND INDIRECTLY

3 VILLAGES

WITH REPLICATED MODEL



ROBSON SURUÍ AND LUIZ SURUÍ, REPRESENTATIVES OF SEGURANÇA ALIMENTAR PAITER, CELEBRATING THE RECOGNITION.



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CATEGORY:

REDUCING FOOD WASTE



COMBATE AO DESPERDÍCIO: DA TERRA E PARA A TERRA

Instituição responsável: INSTITUTO DRAGÃO DO MAR (CE)

With 26 years of cultural activity, the Institute promotes food education, social gastronomy and sustainability through the project “Combate ao desperdício, da terra e para a terra” (Fighting waste, from the earth and for the Earth). The initiative trains multipliers and values food culture as a driver of social transformation.

SELENE PENAFORTE AND VANESSA MOREIRA, FROM INSTITUTO DRAGÃO DO MAR, DURING THE AWARD CEREMONY.



TROPHY DESIGNED BY
VISUAL ARTIST VIK MUNIZ
IN HONOR OF THE PACTO
CONTRA A FOME AWARD.

We will boost the impact of:

ALMOST **91 MIL**
THOUSAND ENROLLED IN
EDUCATIONAL TRAINING

1,3 MIL
THOUSAND MULTIPLIER
AGENTS TRAINED IN THE
CEARÁ SEM FOME PROGRAM

ACTIONS CARRIED OUT IN

132
MUNICIPALITIES IN CEARÁ,,

116
NEIGHBORHOODS IN
THE CAPITAL AND

22
STATES IN THE COUNTRY



JOANA CLEMENTE AND JOÃO VÍCTOR, REPRESENTATIVES OF THE INSTITUTO PRIMEIRA INFÂNCIA, EXCITED WITH THE RECOGNITION

PRATO CHEIO

Responsible institution: INSTITUTO DA PRIMEIRA INFÂNCIA - IPREDE (CE)

Transforms surplus food — including peels, stalks, seeds and carcasses — into nutritious soups distributed in communities in Fortaleza. The project combines combating waste with child nutrition and community support.

We will boost the impact of:

+190 MIL

THOUSAND LITERS OF SOUP
DISTRIBUTED IN 23 COMMUNITIES

+10 MIL

THOUSAND PEOPLE
BENEFITED



FOOD PROGRAM “META MOH FOME”

Responsible institution: METAMORFOSE (CE)

Since 2021, the project has been rescuing food discarded by partner markets and redistributing it in kits for families in vulnerable situations, especially artisanal fishermen. Families also receive training in nutrition and gastronomy.

**We will boost
the impact of:**

+57

TONS OF FOOD
REDISTRIBUTED

THOUSAND

PEOPLE IMPACTED IN 2023

NUTRITIVE MEALS
OFFERED TO OVER

300

CHILDREN AND
TEENAGERS



ANAILTON FERNANDES, FOUNDER OF THE METAMORFOSE INSTITUTE, RECEIVING THE 2024 PACT AGAINST HUNGER AWARD.



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Special Projects

Includes projects that meet both strategic purposes and specific needs of the ecosystem, as well as those that require a different approach



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AGRIBUSINESS RECEIVABLES CERTIFICATE (CRA)

KICK-OFF: AUGUST 2024
COMPETENCE: SPECIAL PROJECTS
SCOPE: RIO GRANDE DO SUL

Partner



In response to the public calamity in Rio Grande do Sul, Pacto Contra a Fome helped structure a project to recover family farming through an innovative operation of Agribusiness Receivables Certificate (CRA). With a total value of R\$10 million, the initiative aims to restore the productive capacity of around a thousand farming families linked to the Movimento dos Pequenos Agricultores Small Farmers Movement (MPA), promoting access to microcredit and ensuring the resumption of planting, grazing and production activities on properties of up to 50 hectares.

In 2024, the full fundraising was completed and the first transfer of R\$2 million was made to three agricultural cooperatives, benefiting around 200 families. The operation was designed not to compromise the financial sustainability of the cooperatives involved, with a repayment term of ten years and a grace period of three. The project reaffirms the role of the Pacto Contra a Fome as an articulator of emergency and structuring solutions, integrating humanitarian response and strengthening resilience in the territories most affected by extreme climate events.



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Quebrada Alimentada

QUICK-OFF: AUGUST 2024
COMPETENCE: SPECIAL PROJECTS
SCOPE: SÃO PAULO

Partners



The project aims to combat hunger and promote food security in the Jardim Julieta community, in the northern part of São Paulo, through the daily distribution of free, healthy meals. The initiative is managed by the Capim Santo Institute and has our technical and institutional support.

More than ensuring immediate access to nutritious food, the initiative seeks to work on professional qualifications and productive inclusion, contributing to the autonomy of residents in vulnerable situations. We invested in structuring the community kitchen and in the logistical preparation of the operation in 2024. The infrastructure of the space was completed, allowing the production of meals aligned with Guia Alimentar para a População Brasileira (Food Guide for the Brazilian Population) and the full use of food.

The mapping and registration of 860 families in the region was also carried out, an essential step to ensure that distribution is done with a focus on those who need it most. Throughout the process, we at the Pacto Contra a Fome continued to mobilize resources for the operational stage, scheduled to begin in 2025.



CONSTRUCTION OF THE COMMUNITY KITCHEN, A PROJECT THAT HAS INSTITUTIONAL AND TECHNICAL SUPPORT FROM THE PACT AGAINST HUNGER.



QUEBRADA ALIMENTADA TEAM IN FRONT OF THE FUTURE COMMUNITY KITCHEN IN JARDIM JULIETA, IN SÃO PAULO.



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TEAM FROM PACTO CONTRA A FOME, QUEBRADA ALIMENTADA AND INSTITUTO CAPIM SANTO GATHERED IN THE SOLIDARITY KITCHEN.



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Combating hunger requires coordination, cooperation and commitment. At Pacto Contra a Fome we believe that eradicating food insecurity in Brazil will only be possible with the coordinated action of different sectors of society — and, in this scenario, the role of public authorities is essential. In 2024, we supported the federal, state and municipal governments by providing data and evidence, contributing to the improvement of public policies and building strategic alliances. This approach not only strengthened our capacity to act but also expanded the scope of our mission.

Companies also played a fundamental role in this process. Whether through financing projects, mobilizing networks or participating in impact initiatives, the private sector was an active partner throughout the year. Projects such as the Food Redistribution HUB relied on the direct collaboration of companies committed to reducing waste and strengthening more sustainable chains. The connection between social responsibility and business strategies was essential to expand our reach and generating a real impact in the territories.

Likewise, organized civil society was essential to the execution of our actions. There were dozens of field visits, technical meetings, qualified consultations and exchanges with organizations that work directly in the territories most affected by hunger. These are the institutions that know the local challenges up close, build solutions based on the reality of each community and ensure that our actions are connected to the real demands of the population. Our work is strengthened when we walk alongside these voices and experiences.

It is with this collaborative spirit that we built our network of supporters. On the following pages, **we present the institutions and people who walked with us in 2024, strengthening this collective mission. Our thanks to each one of them. And, if you also believe it is impossible with hunger, we invite you to:**

JOIN US:



Individual

Contribute with recurring or single donations and help make cutting-edge actions and structural initiatives viable.



Government or institution

Whether it is a government, foundation or social organization: together we can build paths of impact.



Company

Find out how your company can support our work and promote structural solutions.



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SUPPORTERS

FINANCIAL SUPPORTERS

Companies



Supporters

Committee formed by businesspeople who, through financial and intellectual support, strengthen the mission of eradicating hunger in Brazil by 2030. Check out the website:



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STRATEGIC SUPPORT PARTNERS

accenture

Africa  **Créative**

 **BONVICINO & BARBOSA**

Contra.

 **FÁBRICA
DE IDEIAS**

Falconi

FS

FDC

Google Cloud

 **INSTITUTO
CAPIM SANTO**

 **Integration**

Loures.

 **peninsula**

MATTOS FILHO

NEOFEED

STATE GOVERNMENT PARTNERS

MINISTÉRIO DO
DESENVOLVIMENTO
AGRÁRIO E
AGRICULTURA FAMILIAR

GOVERNO FEDERAL
BRASIL
UNIÃO E RECONSTRUÇÃO



CEARÁ
GOVERNO DO ESTADO

GOVERNO DO
MARANHÃO
TRABALHANDO PARA TODOS

SECRETARIA DE
ASSISTÊNCIA SOCIAL,
TRABALHO, EMPREGO E RENDA

GOVERNO DO
PARÁ
POR TODO O PARÁ

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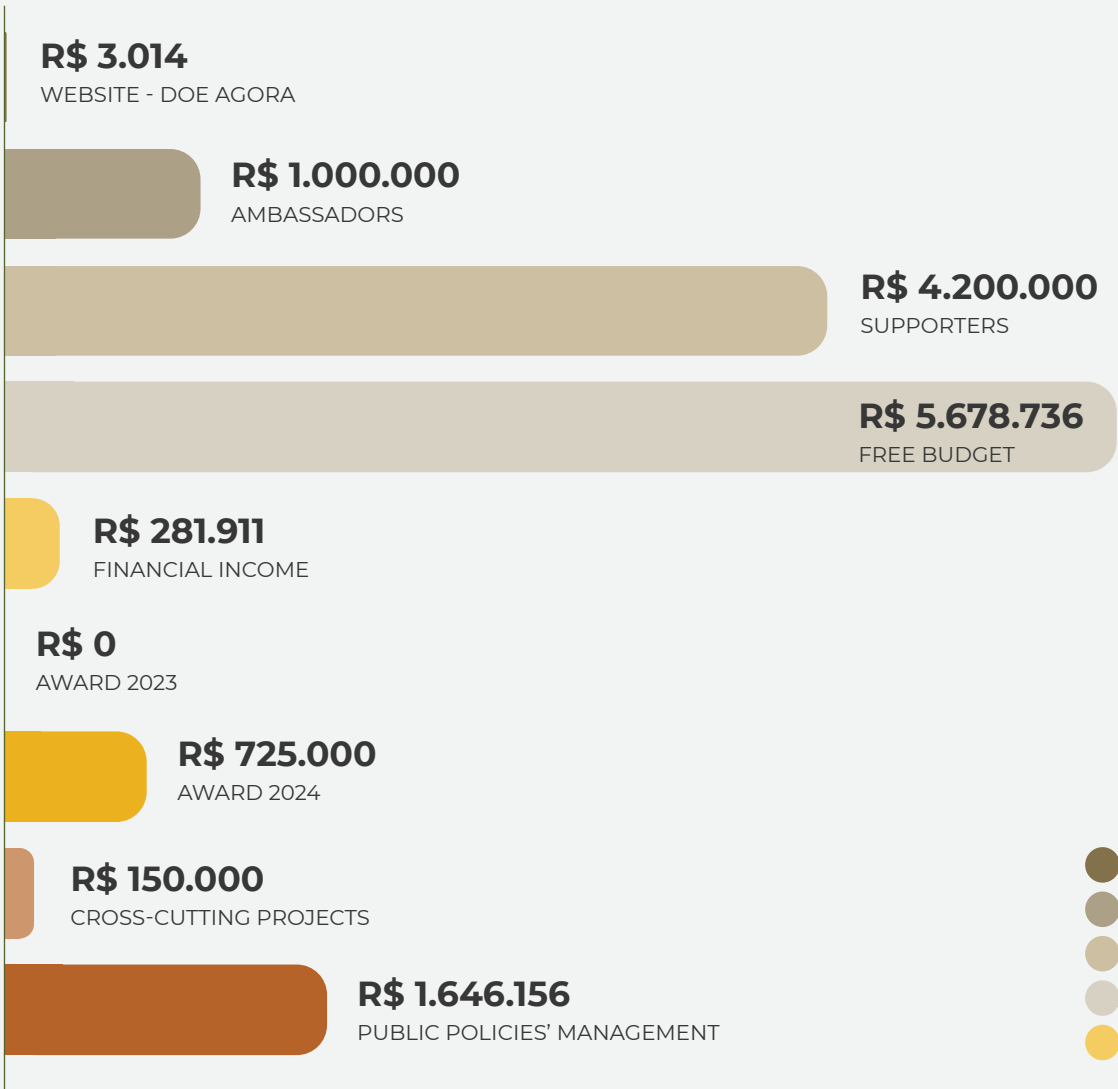
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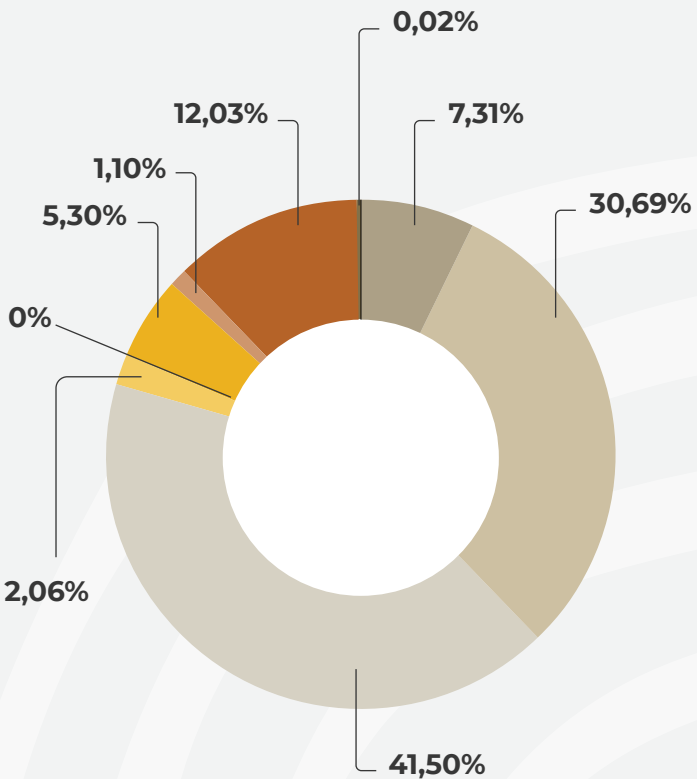
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ENTRY OF FINANCIAL RESOURCES



R\$ 13.684.817



- WEBSITE - DOE AGORA
- AMBASSADORS
- SUPPORTERS
- FREE BUDGET
- FINANCIAL INCOME
- AWARD 2023
- AWARD 2024
- CROSS-CUTTING PROJECTS
- PUBLIC POLICIES' MANAGEMENT

NOTE: THE VALUES SHOWN WERE DETERMINED ACCORDING TO: CASH BASIS, REFLECTING A MANAGEMENT PERSPECTIVE OF PACTO CONTRA A FOME INSTITUTE.



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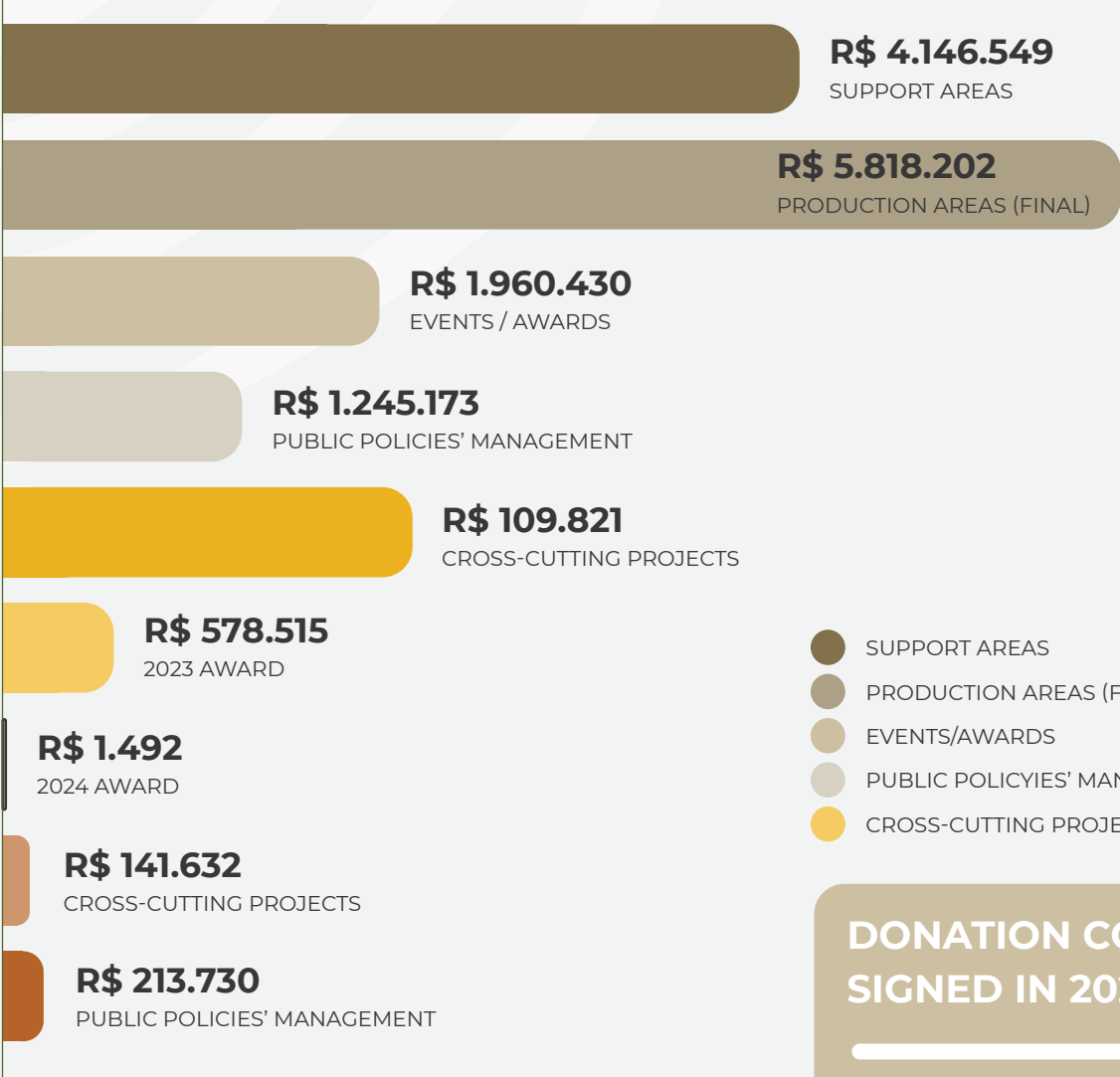
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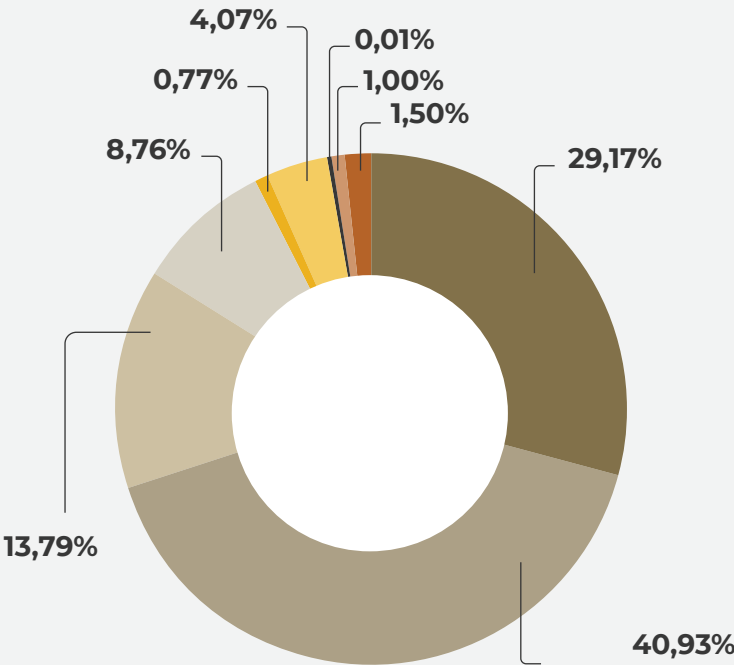
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DISTRIBUTION OF FINANCIAL RESOURCES



R\$ 14.215.544



- SUPPORT AREAS
- PRODUCTION AREAS (FINAL)
- EVENTS/AWARDS
- PUBLIC POLICIES' MANAGEMENT
- CROSS-CUTTING PROJECTS
- EFFICIENCY IN REDUCING PDA
- SOCIOECONOMIC INCLUSION
- FOOD SYSTEM TRANSITION
- TAX ON FUNDRAISING

DONATION CONTRACTS
SIGNED IN 2024

41.574.474

NOTE: THE VALUES SHOWN WERE CALCULATED ACCORDING TO: CASH BASIS, REFLECTING A MANAGEMENT PERSPECTIVE OF THE PACTO CONTRA A FOME INSTITUTE.



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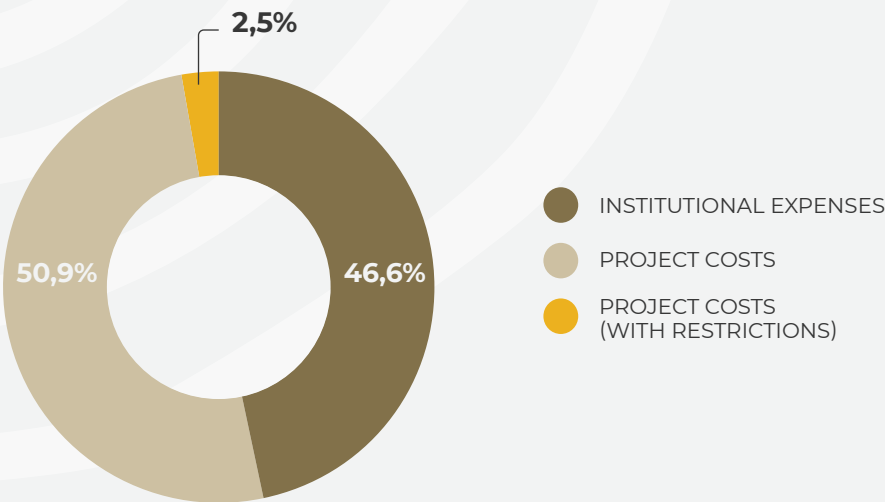
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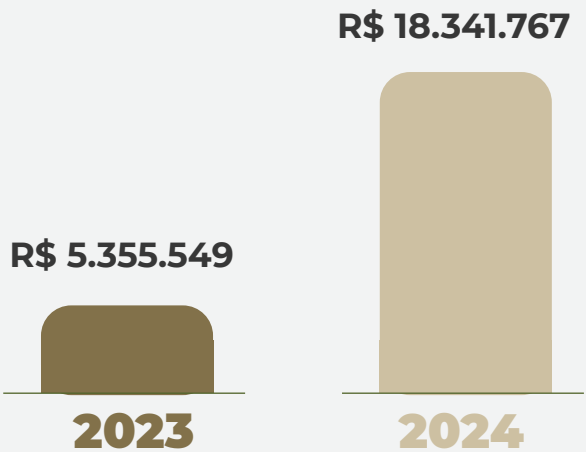
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FINANCIAL RESOURCES DISTRIBUTION



ANNUAL BUDGET EVOLUTION - COSTS AND EXPENSES



ANNUAL BUDGET EVOLUTION - COSTS AND EXPENSES

2023



2024



NOTE: THE COSTS PRESENTED FOLLOW A MANAGEMENT VIEW, WITH ACCOUNTING SEGREGATION BETWEEN PROJECTS WITH RESTRICTED AND UNRESTRICTED RESOURCES AND OPERATING EXPENSES, CLEARLY REFLECTING ALLOCATION OF THE INSTITUTE'S RESOURCES.

* PROJECT AND SOCIAL ASSISTANCE COSTS IS A NOMENCLATURE USED IN ACCOUNTING BASED ON THE RULES OF GENERAL TECHNICAL INTERPRETATION (ITG) FOR THE THIRD SECTOR.



LETTER FROM THE CHAIRWOMAN OF THE BOARD

MESSAGE FROM THE BOARD OF DIRECTORS

ABOUT PACTO CONTRA A FOME

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FINANCIAL BALANCE SHEET

[VALUES EXPRESSED IN REAIS]

	NOTES	2024	2023
CURRENT LIABILITIES			
Accounts payable	7	149.339	271.946
Taxes and contributions	8	10.985	2.385
Labor provisions	9	974.140	342.767
Projects to be executed	10	424.464	441.409
TOTAL CURRENT LIABILITIES		1.558.928	1.058.507
SHARE EQUITY 11			
Accumulated surplus (deficit)	-	1.986.295	3.043.462
TOTAL SHARE EQUITY		1.986.295	3.043.462
TOTAL LIABILITIES AND SHARE ASSETS		3.545.223	4.101.968

NOTE: THE MANAGEMENT'S EXPLANATORY NOTES ARE AN INTEGRAL PART OF THE FINANCIAL STATEMENTS.



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INCOME
STATEMENT

[VALUE EXPRESSED IN REAIS]



The financial audit
was conducted by
Grant Thornton. See
the full report at:



NOTE: THE MANAGEMENT'S
EXPLANATORY NOTES ARE
AN INTEGRAL PART OF THE
FINANCIAL STATEMENTS.

	NOTES	2024	2023
REVENUE			
REVENUE FROM PROJECT RESOURCES			
Revenue for execution of programs and projects	12	463.100	4.747
OPERATING REVENUE WITHOUT RESTRICTIONS			
Institutional revenue	13	12.932.236	7.798.053
Obtaining voluntary services	14	3.659.450	535.783
Taxes	-	(68.747)	(2.532)
Miscellaneous revenue	-	22.151	
TOTAL REVENUE		17.008.190	8.336.051
OPERATING COSTS			
Costs for execution of programs and projects	15	(463.101)	(4.747)
OPERATING EXPENSES			
Personnel expenses	16	(6.792.598)	(1.034.964)
Expenses with third-part services	17	(4.624.091)	(2.280.902)
General and administrative expenses	18	(2.498.278)	(1.219.101)
Depreciation and amortization	6	(57.060)	(26.588)
Tax expenses	19	(247.189)	(253.465)
Appropriation of voluntary service	14	(3.659.450)	(535.783)
TOTAL OPERATING EXPENSES		(18.341.767)	(5.355.550)
INCOME BEFORE REVENUE AND FINANCIAL		(1.333.577)	(2.980.501)
OPERATING EXPENSES			
Financial expenses	-	(7.573)	(343)
Financial revenues	-	(283.983)	(63.302)
TOTAL FINANCIAL RESULT		276.410	62.959
SURPLUS (DEFICIT) FOR THE YEAR		(1.057.166)	3.043.462



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“ IN THE FUTURE BRAZIL, HUNGER HAS NO PLACE”



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