



Stop Financing Factory Farming



**2025 VISUAL
REPORT**



How Our Story Starts

Our story this year begins with a shared question: **Is factory farming worth it?**

This simple narrative helped unify our movement, guide our communications, and shape how partners, media, and institutions understood the stakes.

It set the tone for everything that followed.

From Shared Theory to Shared Story

We began the year by agreeing a shared theory of change — recognising that lasting impact requires alignment between community experience, public mobilisation, and dialogue with development banks.

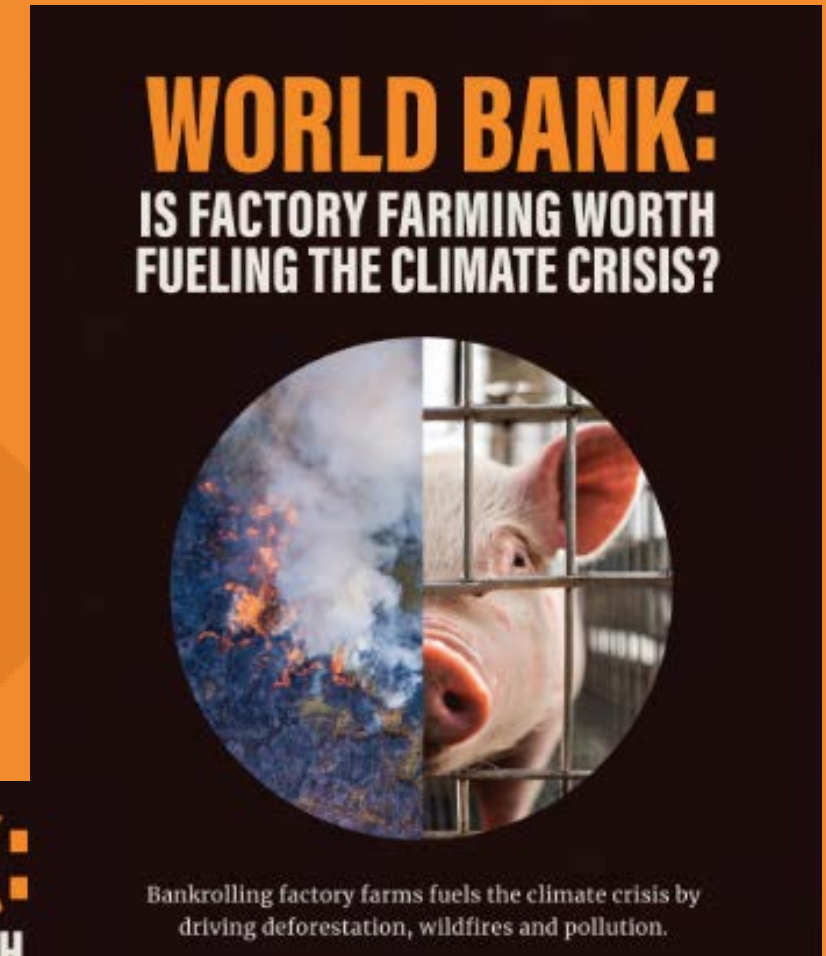
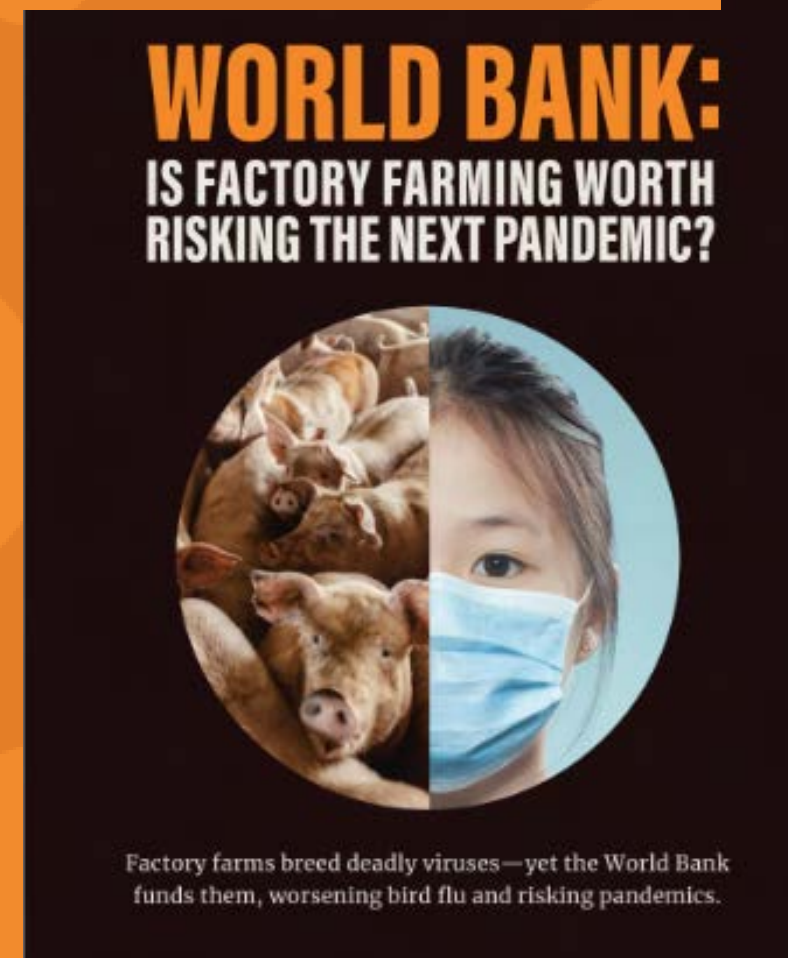
Translating this into a common story that asks a clear question about risk, responsibility, and public finance helped ensure our advocacy was grounded, coherent, and informed by the realities faced by communities affected by factory farming.



Is Factory Farming Worth It?

Ahead of the World Bank Spring Meetings, we developed a shared public narrative to anchor our advocacy and mobilisation. The question “Is Factory Farming Worth It?” was designed to surface the contradictions of industrial livestock finance — exposing its links to climate breakdown, public health risk, and wider social harm.

By pairing stark imagery with a simple, pointed question, the campaign cut through technical debate and made the stakes visible to decision-makers, journalists, and the public.



These visuals were displayed on bus shelters across Washington, D.C. during the World Bank Spring Meetings — placing the question directly in the daily line of sight of World Bank staff, delegates, and policymakers.



Who We Are: A Global Collaboration

Behind this shared narrative is a global coalition — regional leaders, youth advocates, communities, and partner organisations working across continents.

Our work is shaped through collaboration and shared responsibility rather than a single central institution, enabling a collective effort that underpins everything that follows.

How We Worked Together



In 2025, this work was coordinated through a lean central function, with coalition members and partners contributing across research, communications, design, advocacy, and regional leadership.

Rather than a large staff team, Stop Financing Factory Farming has relied on shared capacity — drawing on expertise across the coalition to respond quickly, coordinate action, and sustain momentum.



Our Steering Committee



INTERNATIONAL
ACCOUNTABILITY PROJECT



Scaling Up Our Capacity

As the campaign has grown, so too has the need for sustained regional coordination and dedicated support.

In late 2025, S3F began expanding its core team — adding new coordination capacity while continuing to work closely with Steering Committee members and partners across regions.

Claudia Escorza
Regional Coordinator
in Latin America
Xananine Ramirez
Youth Ambassador in
Latin America



Mariann Bassey
Regional Coordinator in Africa
Opeyemi Elujulo
Youth, Policy & Campaigns Lead in Africa

Emily Randall
Coalition Coordinator,
Arturo Garcia
Campaigns and Operations
Debbie Scheppers
Bank Engagement and Policy
Advocacy Consultant, Profundo



International Support

Our regional coordinators

Contributions from our partners

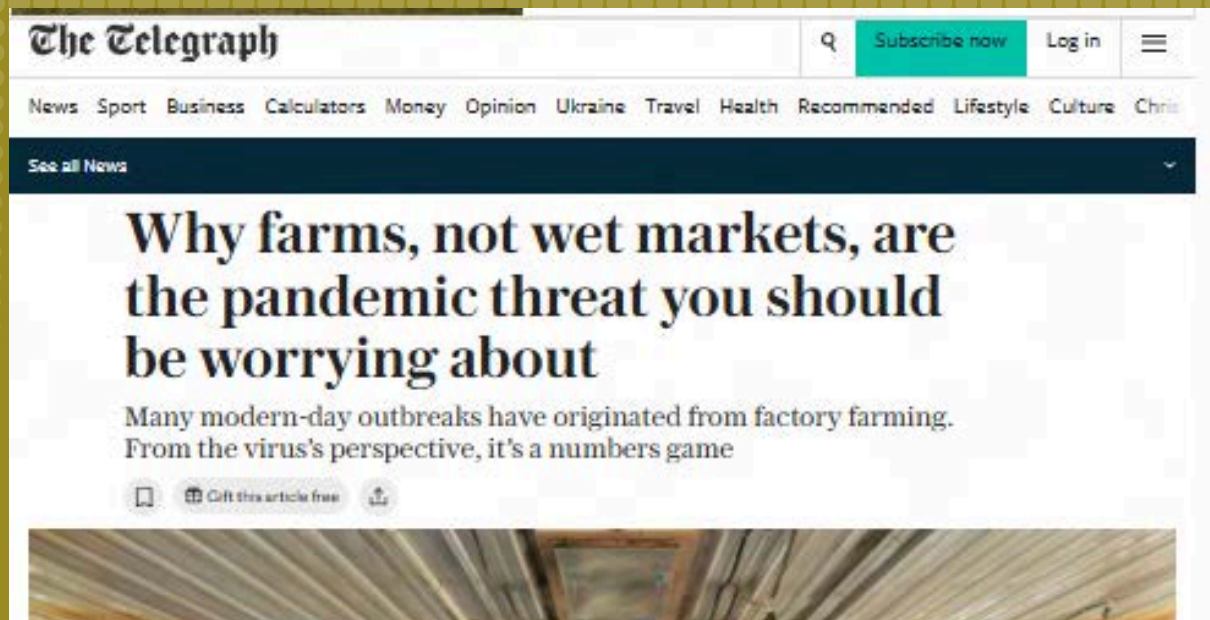
This work is strengthened by shared, often unseen support across the coalition — including **communications support from Sinergia Animal and Compassion in World Farming to the global secretariat support from Friends of the Earth U.S.**, and from Steering Committee members and partners throughout the year.



Movement Building and Public Narrative

With this shared foundation, **our movement built momentum** — responding to global moments, expanding public understanding, and elevating voices across regions.

Through **storytelling, rapid response, and coordinated mobilisations**, our narrative reached wider and more diverse audiences.



Our rapid-response letter to World Bank President Banga

linked bird flu to factory farming, generating a high-impact Devex story and renewed narrative attention.



Connecting Bird Flu to Factory Farming

A breaking public-health story became a moment to highlight industrial livestock risks.

Our Narrative

Global Collaboration

Movement Building

Community Power

Shifting Systems

Where next?

A Global Day of Action

During the World Bank Spring Meetings, coordinated actions took place in 13 cities across five continents, calling on the World Bank Group to stop financing factory farming.



Our Narrative

Global Collaboration

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Shifting Systems

Where next?



São Paulo, Brazil



Bangkok, Thailand



Bogotá, Colombia



Washington D.C., US



Buenos Aires, Argentina



Mexico City, Mexico

The actions centered a symbolic invoice – exposing the unpaid costs of \$1.4 billion in development bank finance for factory farming, from climate damage to public health risks.

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Where next?



New York City, US



Quito, Ecuador



Medellin, Colombia



Goma, Democratic Republic of the Congo



Lagos, Nigeria



London, UK



Chile, Santiago

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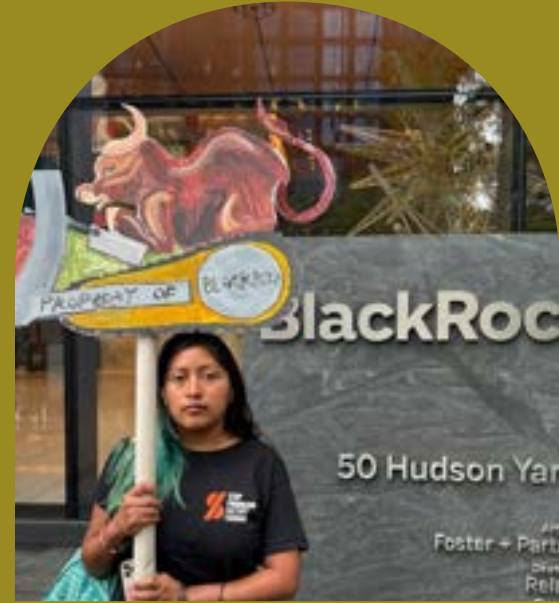
Surround Sound Strategy

The actions were reinforced through a coordinated narrative push – including bus shelter ads, digital placements, and targeted media – ensuring the message reached decision-makers inside and beyond the Spring Meetings.

Over 8.7M people saw our World Bank Spring digital campaign in four languages.



Targeted outreach: LinkedIn and mobile geofencing ads drove development bank staff directly to our website during the Spring Meetings.



Youth Leadership on the Global Stage

Across the year, S3F's Indigenous Youth Ambassador, Xananine Calvillo Ramirez, represented the coalition in global policy and movement spaces — from **New York Climate Week** and the **UN Permanent Forum on Indigenous Issues** to **la Marcha por el Clima, la Vida y el Futuro in Mexico City** — connecting factory farming to climate justice, Indigenous rights, and development finance.



Our Narrative

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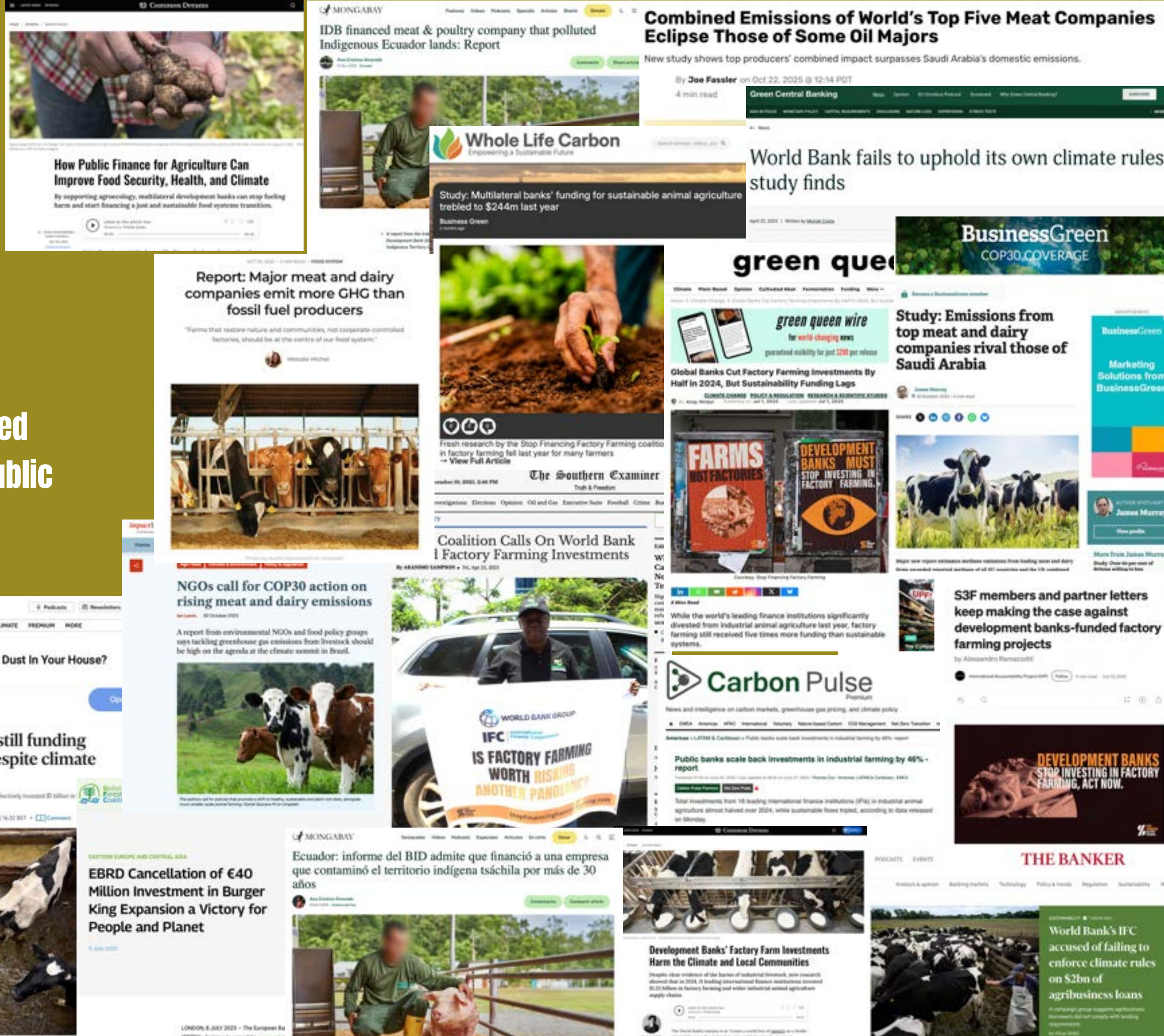
Community Power

Shifting Systems

Where next?

OUR NARRATIVE: THE MEDIA HITS

Coverage across multiple regions and outlets amplified community stories and policy insights, reinforcing public awareness of industrial livestock risks.



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Where next?

159M

Estimated earned media reach



71K LinkedIn impressions

following more than doubled in 12 months

50 media mentions across **6 global regions**, including North America, Europe, Latin America, Africa, & Asia



Coverage in English, Spanish, Portuguese, Thai, and more

Featured in:

Forbes

devex
Do Good. Do It Well.™

The Guardian

Carbon Pulse

yahoo! news

Common Dreams
To inform. To inspire. To ignite change for the common good.

Narrative Reach and Visibility

In 2025, our shared narrative gained traction across global media and professional networks, elevating factory farming in conversations on climate, public health, and development finance.

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Where next?



Community Power and Accountability

This growing public momentum supported long-standing community struggles for justice. Across regions, frontline leaders challenged harmful projects, secured accountability wins, and brought global attention to the human, animal welfare and environmental costs of industrial livestock finance.

Ecuador: A Landmark Accountability Win

After years of community advocacy, the IDB Invest accountability mechanism (MICI) confirmed 7 serious policy violations linked to Pronaca's factory farms in Tsáchila territory – validating decades of community complaints.

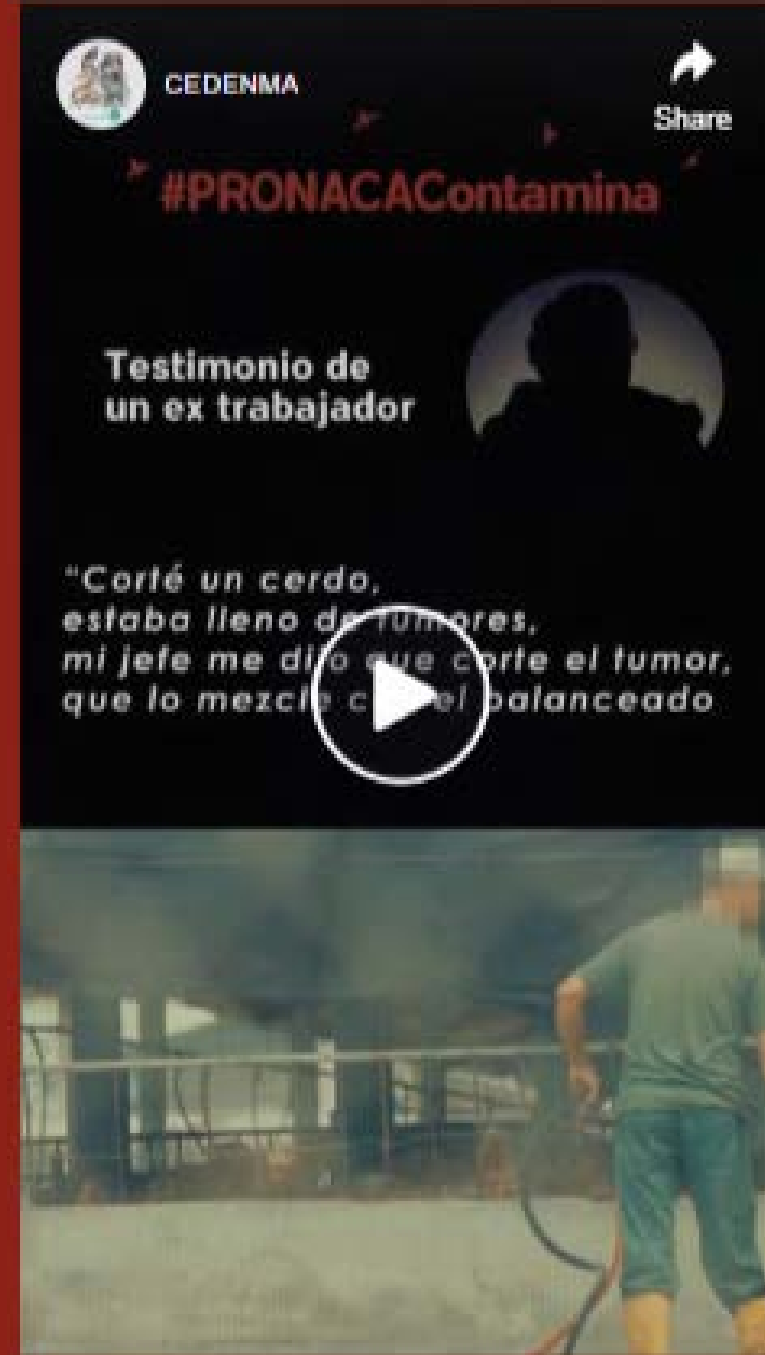
The decision marked a rare and significant accountability milestone for communities affected by MDB-financed industrial livestock projects.



From Local Harm to Global Attention

Community-led resistance continued beyond formal findings.

In Ecuador, the **#PronacaContamina** digital campaign continued to raise awareness and pressure Pronaca, with a video produced by **CEDENMA** going viral and amplifying Indigenous demands for justice across borders.



From Territory to Washington, D.C.

During the World Bank Group Annual Meetings, S3F supported Tsáchila leader Ricardo Calazacón to travel to Washington, D.C., placing frontline testimony directly in front of development bank staff and decision-makers.

At the event Global Banks, Local Harm: Indigenous Voices on the Impact of Industrial Animal Agriculture, Indigenous leaders and allies exposed how development finance has fueled long-term environmental, cultural, and health harms — and called for accountability.

A parallel complaint with the IFC's Compliance Advisor Ombudsman (CAO) has since moved into the Dispute Resolution phase.



Investigating Harm in the Cerrado

In Brazil, a year-long field investigation documented water contamination and land-grabbing linked to an IFC-financed agribusiness project, strengthening national advocacy and media attention.





Community Power on the Road to COP30

In 2025, we supported community-led mobilisation on the road to COP30, ensuring frontline voices shaped climate and finance conversations both inside formal spaces and beyond them.

Through the Mesoamerican Caravan for Climate and Life, Indigenous leaders and land defenders carried collective demands from Mexico to Brazil, spotlighting the impacts of factory farming and its financiers.

At COP30 in Belém, S3F coalition members and partners amplified these demands inside official forums while continuing public-facing mobilisation outside the negotiation halls.



Collective Power Across Institutions

In 2025, coordinated civil society pressure helped secure the cancellation of a proposed loan by the European Bank for Reconstruction and Development to Rex Concepts SA, halting plans to expand Burger King and Popeyes operations across Eastern Europe.



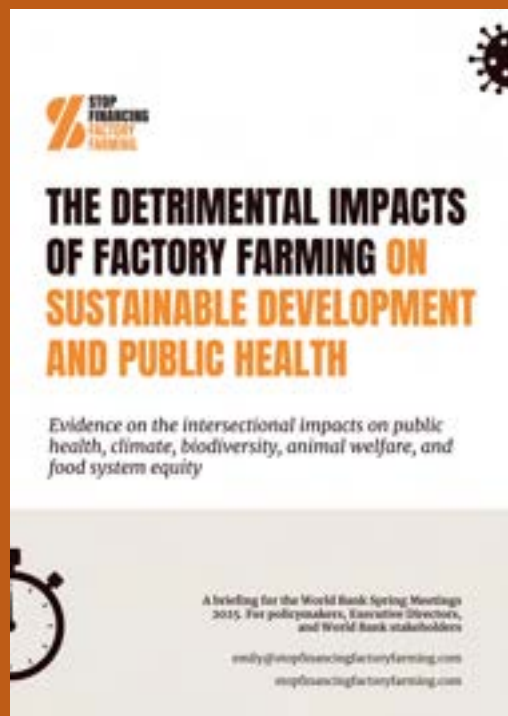
In 2025, S3F expanded grassroots resistance across Latin America, Asia, and Africa. Through the Early Warning System, we flagged high-risk industrial livestock projects proposed for development bank financing and mobilised partners across regions. Together, we coordinated **resistance to 24 factory farming projects** — from Bangladesh to Vietnam — elevating their social, environmental, and public health risks.





Shifting Systems: Bank Engagement and Policy Advocacy

Guided by community lessons and movement momentum, we focused on shifting the systems that enable factory farming — engaging development banks, challenging harmful policies, and exposing the risks embedded in agricultural finance. Through sustained policy advocacy, coordinated letters, research, and formal engagement, we worked to disrupt business-as-usual financing and push institutions toward accountability.



When Public Pressure Meets Policy Engagement



Our Global Day of Action and “Is factory farming worth it?” campaign were reinforced by policy-facing work, including a civil society policy forum and a public letter with **The Detrimental Impacts of Factory Farming on Sustainable Development and Public Health** briefing shared with Executive Directors, drawing directly on development bank and UN framing on planetary risk.



If public banks want to advance the SDGs and address the climate, biodiversity, and food security crises, they must mobilize significant investment into agroecology.



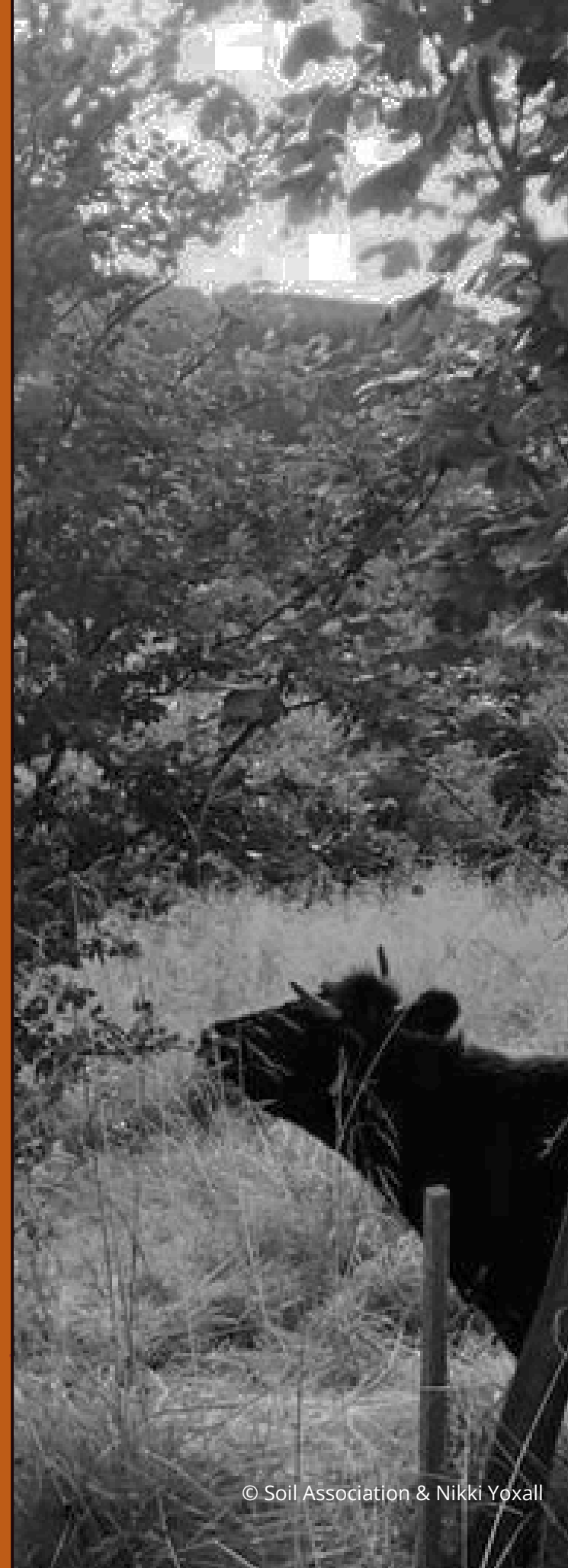
“Concerning trend of late disclosure of information on industrial livestock projects.”

Power of the Pen



INTERNATIONAL FINANCE INSTITUTIONS SIGNIFICANTLY CUT INDUSTRIAL ANIMAL AGRICULTURE INVESTMENTS LAST YEAR, NEW DATA SHOWS

Press Release: 30 Jun - Written By Emily Randall



© Soil Association & Nikki Yoxall



5 RECURRING CONCERNS IN DEVELOPMENT FINANCE

Civil society continues to flag the same issues in how industrial livestock activities are financed and disclosed.



“Harmful industrial spending still outstrips sustainable investments by 5:1”

Analysis from the Early Warning System (EWS) database

Research as Sustained Pressure

Our research and International Accountability Project’s analysis documented the risks of industrial livestock finance and elevated credible alternatives. Cross-bank MDB analysis (2023–2024) informed coordinated engagement, alongside University of Vermont Institute for Agroecology research supported by a Stop Financing Factory farming briefing shared with World Bank Group staff and Executive Directors.

Over 200 people registered for our webinar **Development Banks, Biodiversity, and Food Security: Complementary, or Contradictory**, marking a powerful moment of global engagement, with participants joining from Africa and Europe, alongside South America, Asia, North America, and Oceania.



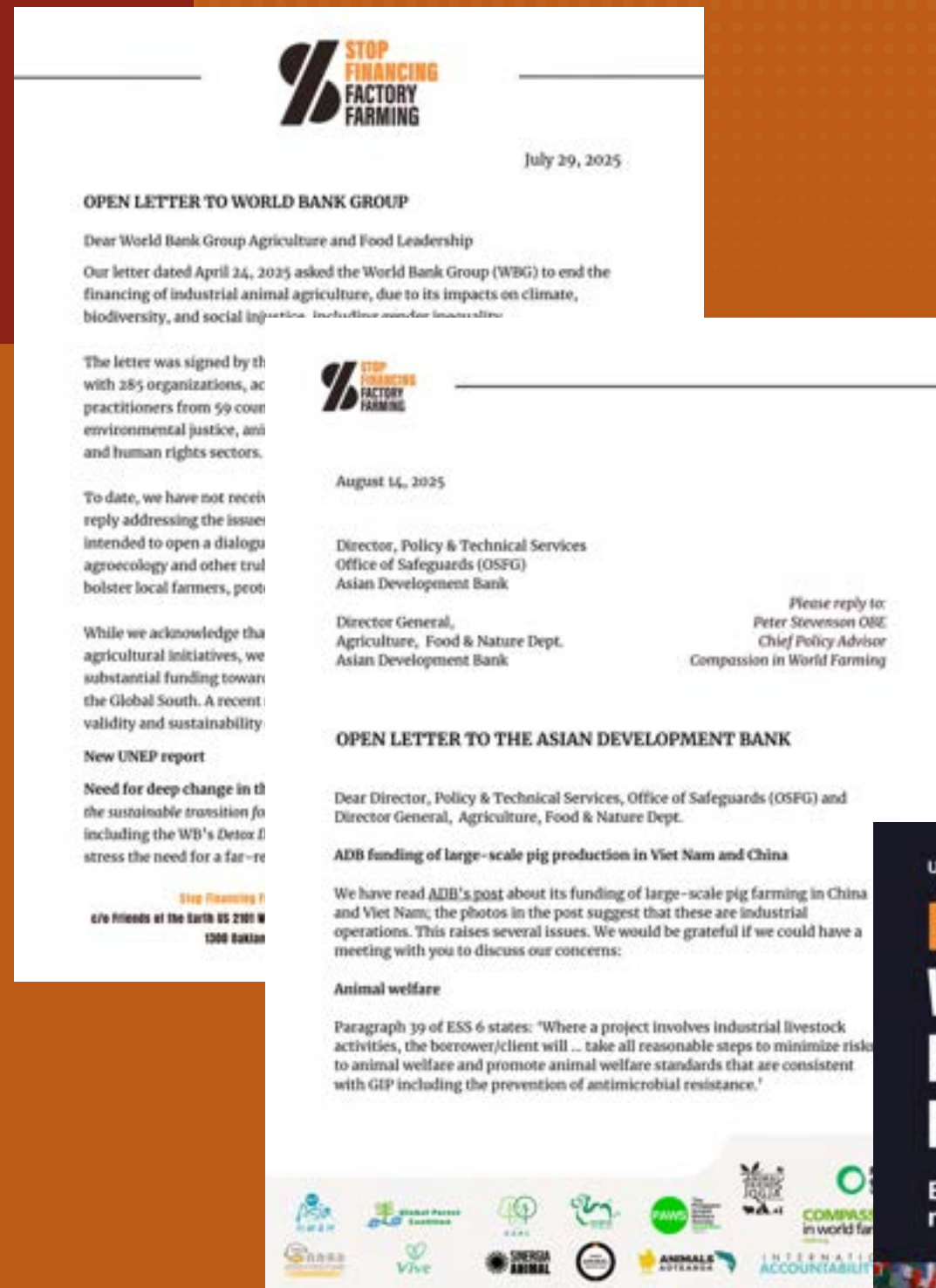
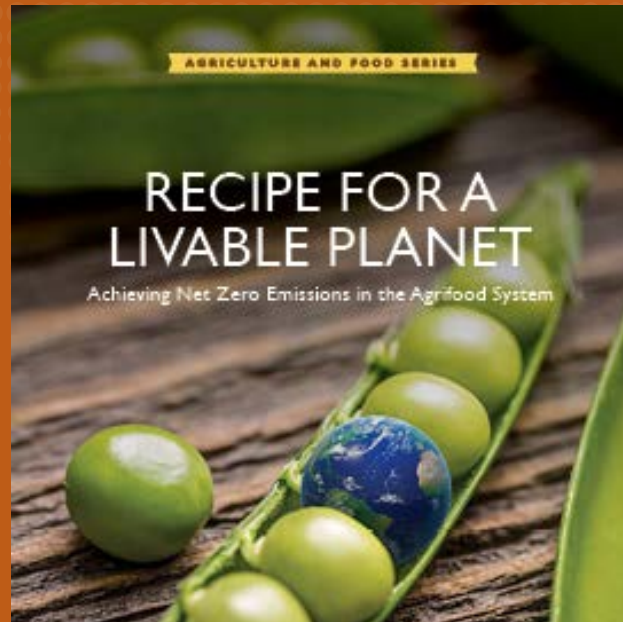
Gaps in Banks Powering a Livable Planet

The research was featured in Forbes

“Zero projects—out of all 38—managed physical climate risks in their supply chains, despite industrial livestock’s extreme vulnerability to climate change.”



Our **Unsustainable Investment Reports I and II** examined the International Finance Corporation’s support for industrial livestock, documenting systemic risks in how development bank finance is applied in practice. The findings fed directly into our **International Day of Banks** webinar, connecting IFC livestock finance to wider debates on financing a livable planet, closing the SDG financing gap, and strengthening resilient and inclusive finance.



We seized the moments to engage banks on their own evidence — drawing on the **World Bank's Recipe for a Livable Planet** and **UNEP's Unlocking the Sustainable Transition for Agribusiness** — and pairing formal letters with social-ready explainers so the message could travel further.

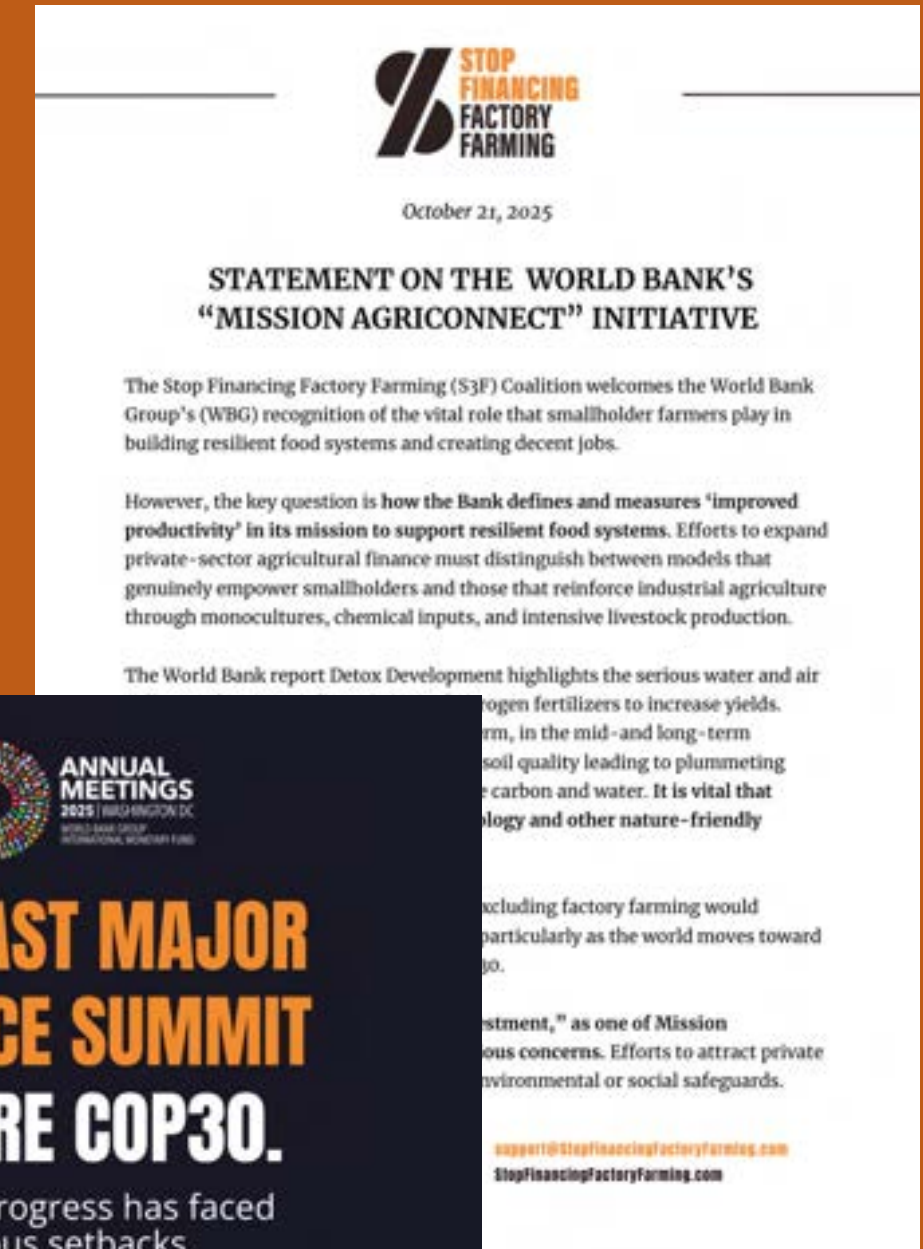
Coordinated Letters, Consistent Demands

Throughout 2025, the coalition used coordinated public letters to engage development banks on industrial livestock finance, pressing for alignment with climate, biodiversity, and public health goals.



World Bank Group: Engaging the System Behind Food and Agriculture Finance

Alongside the letters, and recognising that the system behind food and agricultural finance matters as much as individual investments, coalition members engaged the **World Bank Group** at key policy moments. Through coordinated input into the **International Finance Corporation's (IFC) Sustainability Framework review** and a response to the **World Bank's Mission AgriConnect initiative**, the coalition warned that **without clear exclusions, new approaches risk reinforcing harmful industrial livestock models.**



Carrying the Question

We showed up in global policy spaces where development finance narratives were being shaped, bringing attention to industrial animal agriculture's overlooked social, environmental, and health impacts.

S Factory Farming Is Incompatible with the SDGs | Message from Ffd4

Copy link

Climate change • Climate change refers to long-term shifts in temperatures and...

FACTORY FARMING IS INCOMPATIBLE WITH THE SDGS MESSAGE FROM FFD4



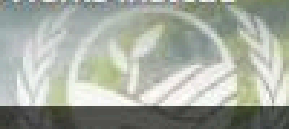
MEREL VAN DER MARK | FOURTH INTERNATIONAL CONFERENCE ON FINANCING FOR DEVELOPMENT (FFD4) IN SEVILLE - JUNE 2025



Watch on YouTube

S Why Factory Farming Fuels Desertification & What Works Instead

Copy link



United Nations Convention to Combat Desertification

WHY FACTORY FARMING FUELS DESERTIFICATION – AND WHAT WORKS INSTEAD



RICADO MORA | UN WORLD DAY TO COMBAT DESERTIFICATION AND DROUGHT (17 JUNE), HELD ALONGSIDE UN EVENTS IN BOGOTÁ.



Watch on YouTube

Across global policy moments — including the Financing for Development conference and UN food and land dialogues — coalition members carried the same question into the room: is factory farming worth the risk to people, planet, and public health?



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Where next?



Where Next?

Strengthened by this year's achievements, we move into 2026 with renewed focus: deepening regional leadership, supporting community-led accountability, driving MDB policy change, and expanding agroecological alternatives.

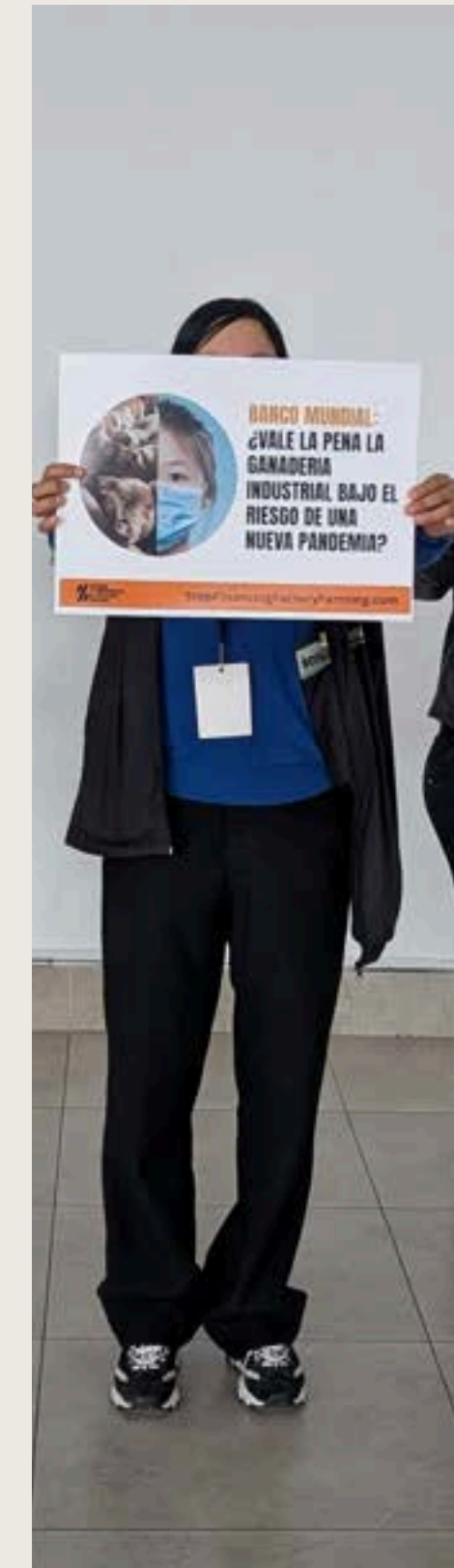
With stronger foundations, we are ready for the work ahead.

Staying With the Work

In 2025, we focused on building the foundations — and delivering them.

In 2026, we will continue to follow through on accountability processes already underway, including the IDB Invest MICI case and the IFC CAO process in Ecuador.

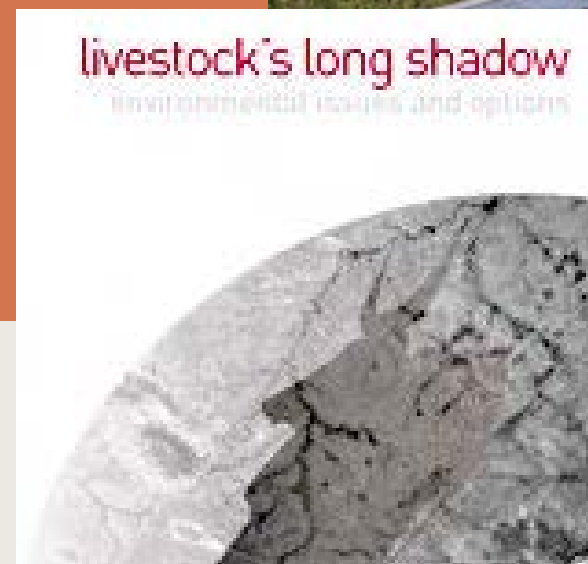
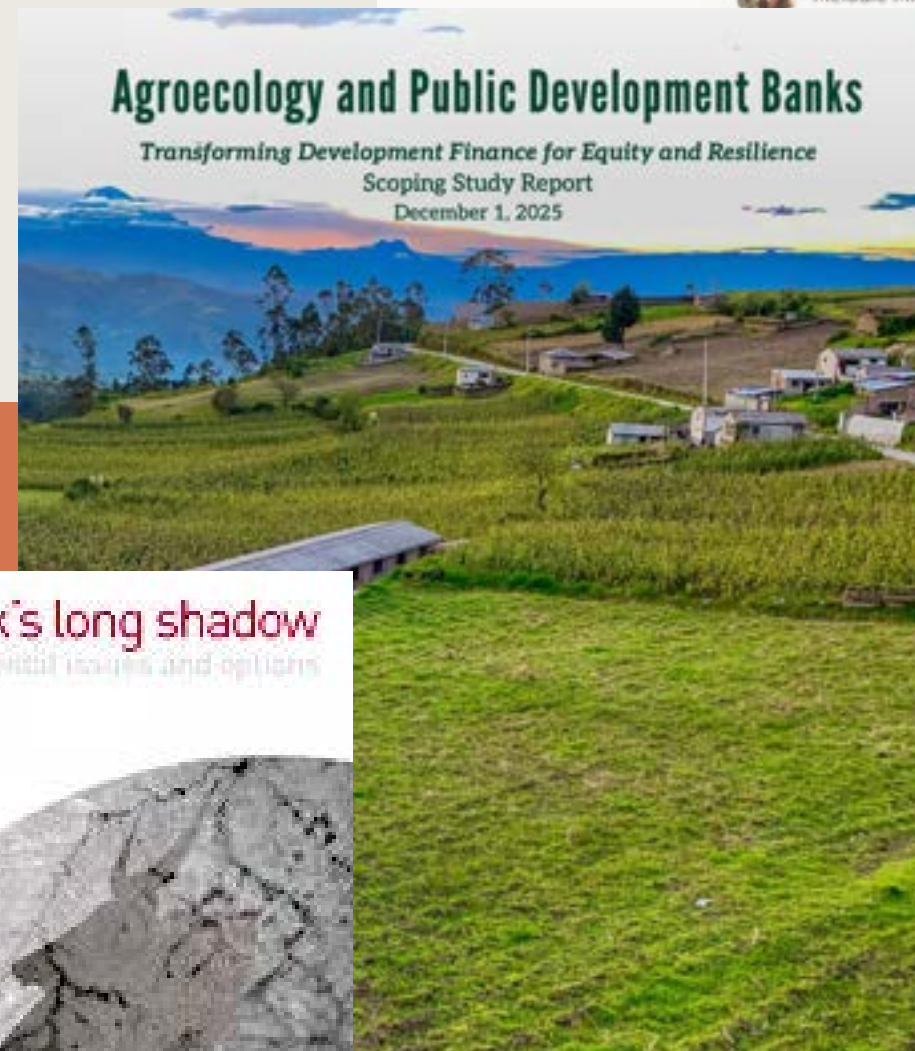
We will continue to be visible in key policy spaces and elevate the voices of those most impacted by factory farming, as we work collectively to end factory farm finance.



Making the Case for a Different Future

In 2026, we are deepening our research into what development finance supports and what it overlooks.

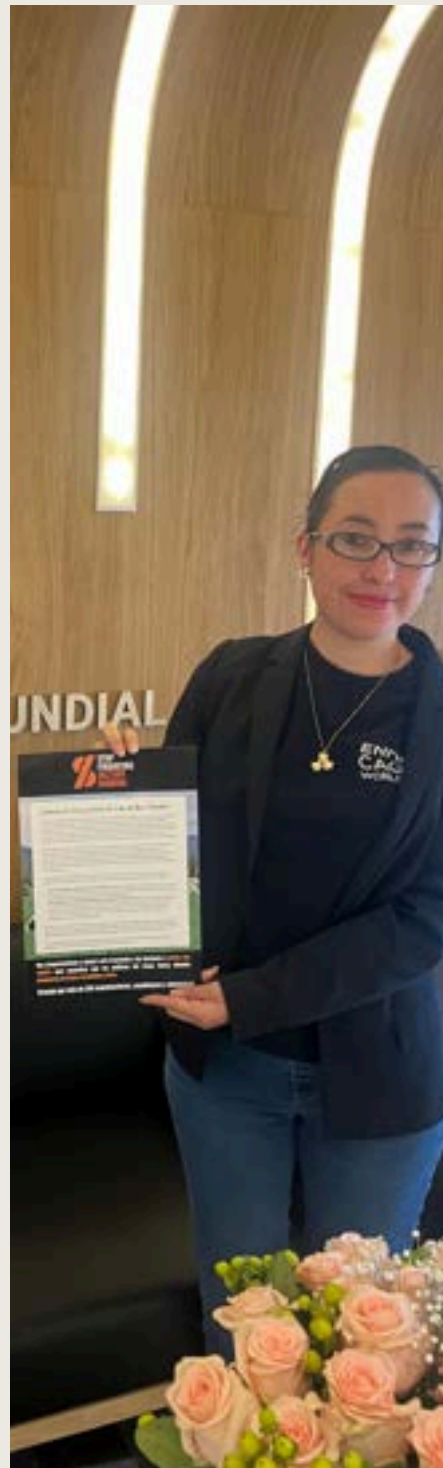
This includes work on alternative financing models and credible agroecology pathways that are already being led on the ground.



Looking forward, and taking stock

The **20-year anniversary of the FAO Report Livestock's Long Shadow** is a moment to act.

We will use the **IFC Performance Standard review process** as a key advocacy hook to mobilize civil society and urge the IFC to strengthen its agricultural safeguards.



Built in-house, to support a shared movement.



What Comes Next, Together

In 2026, we will continue to deepen regional leadership across the coalition, supporting regional campaigners to shape priorities and relationships.

By building on our Global Day of Action and strengthening shared resources including our new website, we will support a decentralised, values-led movement.

Growth, for us, is about more people leading — not a larger centre.



This work is shaped by many hands – partners, communities, collaborators, and supporters across regions.

Everything you see here is organized with care, intention, and a belief in long-term change — from research and advocacy to the systems that hold the coalition together. Supported by a small, in-house team, and made possible with the trust of funders who choose to back collective, long-term work. Nothing here is owned by one organisation or team; it is held collectively and shaped over time.

If you are walking with us already, thank you — and if you are curious to stay connected, we welcome you.

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