

At the end of the nineties and beginning of the 2000's the global meat market was shaken by the BSE outbreaks in Europe and the USA. The outbreaks almost completely decimated their herds. That's when Brazil introduced itself as a potential supplier of animal products.

In 2004, Brazil has achieved the status of world's largest exporter of meat and remains at that level today. This achievement was due to the commitment of the federal government and private companies, who have worked hard, atcontrolling and eradicating diseases in our cattle, and devolving new production technologies.

A consequence of the increased importance of livestock as an economic activity, and also the adoption of new actions aimed at animal welfare, was a socio-economic development in Brazil , this generated changes in the profile of consumers. This made them increasingly worried and concerned with product quality, food safety, and respect for the environment and animals.

In this context, we can see that the adjustment in the production and development of Brazilian products according to international regulations is still very recent. And then fit this new trend of the world stage, Brazil had to create policy recommendations and legislation on animal welfare. It used as a basis the 5 freedoms outlined by the Farm Animal Committeeand OIE welfare standart to draft new policy.

The main achievement of Brazil's new policy was making its own constitution called the Law of Environmental Crimes. This transformed the act of practice abuse, mistreatment, injure or maim animals of any species in crime.

The Brazilian Technical regulations made the attention to animal welfare mandatory all over the country. In it are set the minimum requirements for protection of animals before and during slaughter in order to avoid pain and suffering, also regulating the stunning methods for humane slaughter of food animals, and good recommendations welfare practices animal production and economic interest. For this reason, the federal government and WSPA, in 2008 decided to create the National Program for Humanitarian. Additionally, created a dramatic increase in

educational and research institutions seeking alternatives to reduce the use of animals.

We are moving quickly to match the other major producers in markets and more aware consumers. With the large territory of the country, plenty of features and relevance of Brazilian agribusiness in the global context, Brazil stands out for its ability to become a powerhouse in production, consumption and export of products that follow the precepts of animal welfare allowing also reach in the very near future, the title of world reference in sustainable production.