Justification

of ethecon Foundation Ethics & Economy for naming and shaming
CEO, vice president and company founder José Batista Sobrinho
and the major shareholders Wesley Mendonça Batista and Joesley Mendonça Batista
of the world’s largest meat company JBS SA (Brazil)
with the International ethecon Dead Planet Award 2019

Preliminary note:
The two annual ethecon Awards

Since 2006 ethecon Foundation Ethics & Economy awards two international prizes annually - the
International ethecon Blue Planet Award and the International ethecon Dead Planet Award (formerly
"Black Planet Award").

The International ethecon Blue Planet Award honors people who protect and defend human ethics in
the field of ethics and economics in an outstanding way and thus stand up for the preservation and
salvation of our Blue Planet.

The International ethecon Dead Planet Award vilifies people who are shockingly trampling on human
ethics in the area of ethics and economics, thus ruining and destroying our Blue Planet into a dead,
uninhabitable planet.

The International ethecon Blue Planet Award and the International ethecon Dead Planet Award are
one unit, two sides of the same coin. Both together reflect the state of our world. On the one hand, they
honor solidarity for environmental protection, justice and peace, but on the other hand, they ostracize
the ruthless handling of environmental destruction, injustice and war. The prices call for resistance,
change and commitment. In both cases, the term "blue planet" refers to the entire living and inanimate
world.

While at the beginning of the year, the corporate elites of the world meet in Davos, Switzerland, for
the business forum, ethecon is calling for an annual international appeal to submit nominations for the
International ethecon Blue Planet Award and the International ethecon Dead Planet Award. In a
thorough selection process, the winners will be determined by the Foundation by August of each year.
Statement
by the board and the board of trustees
on the International ethecon Dead Planet Award 2019

ethecon Foundation Ethics & Economics names and shames - in consistent addition to the
International ethecon Blue Planet Award 2019 as well as in the sense of the goals of ethecon –
José Batista Sobrinho (CEO, vice-president and founder),
Wesley Mendonça Batista (major shareholder) und
Joõesley Mendonça Batista (major shareholder)
of the world’s biggest meat company JBS SA / Brazil
with the International ethecon Dead Planet Award 2019.

The ethecon Slander Award names and shames those awardees because, in the area of tension
between ethics and economics, they trample on fundamental ethical and moral principles in an
outstanding manner, thus ruining the Blue Planet and putting it in danger of becoming a dead,
inhabitable planet. They are frighteningly responsible for repression, exploitation, human rights
abuses, destruction of nature and social misery.

José Batista Sobrinho, Wesley Mendonça Batista and Joõesley Mendonça Batista act recklessly, driven
by low motives and only for personal gain. For their power and profit interests, they undoubtedly accept
human lives and the downfall of the planet as a dead, uninhabitable planet. They show what is
commonly called ruthless and selfishness.

They are in a world increasingly oriented to profit as the sole criterion of any decision and
development, as few powerful against the interests of humanity. Diverse preferred, integrated into
global networks and based on large capital. Always well secured and protected, autocratic and
increasingly subject to no laws and jurisdiction. They are among those to whom humanity owes war,
exploitation and environmental destruction.

The winners will be reviled and personally branded with the 2019 International Dead Planet Award.
Representing all those who endanger the “blue planet” or conjure its downfall to a dead, uninhabitable
planet. Her abuse should be a warning and a deterrent to herself and to us all.

Accordingly, the International ethecon Dead Planet Award 2019 also sees itself as a mobilization for
the commitment to peace, justice and environmental protection and for the resistance to
warmongering, exploitation and environmental destruction. It should sensitize and alert the public,
uncover the connections and those responsible, and strengthen resistance to environmental
destruction, war and injustice.

**Justification**

of ethecon Foundation Ethics & Economy for naming and shaming
José Batista Sobrinho (CEO, vice-president and founder),
Wesley Mendonça Batista (major shareholder) und
Joesley Mendonça Batista (major shareholder)
of the world’s biggest meat company JBS SA / Brazil:

The ethecon Board of Trustees and Board of Directors relied on news releases, on publicly known
facts, on information gathered by journalists around the world, on public records, on investigations by
government officials, activists, social movements in different countries and last but not least the
materials published by JBS SA itself.

In principle, it can be assumed that the justification for the decision would have been even more
consistent and extensive, had all information, including those that had been kept secret or otherwise
closed and possibly even destroyed within the company and elsewhere, been comprehensively
available.

From the plethora of intel on the nominees for the 2019 ethecon Dead Planet Award José Batista
Sobrinho (executive director, vice president and company founder), Wesley Mendonça Batista (major
shareholder) and Joesley Mendonça Batista (major shareholder) of Meat Group JBS SA (Brazil) the
following researched facts are exemplary:

The Mendonça Batista brothers are proven to be responsible for the bribery of at least 167 Brazilian
MPs, including Ministers of Agriculture and Presidents. They circumvented all climate protection
measures, sabotaged the state authority, legalized grubbing-up by loopholes or revealed illegal
clearing of impunity. They undermine the democracy of Brazil and sacrifice its rainforest of their
cattle and feed production.

José Batista Sobrinho and his sons created the conditions under which slash and burn, violence
against indigenous people and violence against environmentalists.
The rise of JBS to become the world’s largest meat company was funded by the Mendonça Batista brothers, formerly senior executives and directors, with over $4 billion in Brazilian taxpayers’, pension and development funds and millions of people pensions and other government benefits.

They are betting against the Brazilian currency and an illegal stock market at the expense of the population and ridiculed the judiciary, which repeatedly, in order not to be able to, saw to curb their drifting.

JBS poisoned its customers with rotten meat and carcinogenic chemicals and ordered food inspectors to cover up the export of rotten meat.

Their business model is based on factory farming and industrial slaughter, which means immeasurable animal suffering. Preventive antimicrobials in feeds increase their meat products’ resistance and increase the risk of global epidemics.

The working conditions in your slaughterhouses lead to mental and physical disturbances and possible mutilations of their workers, were repeated for protest and legal intervention.

Contrary to their better knowledge, they cling to this destructive business model and deceive the world public about the extent of this destruction. They counteract all these crimes with baseless propaganda, bribe politicians, and buy media that gloss over JBS SA’s business as environmentally, fairly, and sustainably rather than investing their money in a truly green business model.

It shall be mentioned that ethecon’s Board of Trustees and Board of Directors base their decision to name and shame José Batista Sobrinho (executive director, vice president and company founder) and Wesley and Joesley Mendonça Batista (major shareholders) of the meat corporation JBS SA (Brazil) on the 1994 Permanent Peoples’ Tribunal (PPT) proposal for an International Charter on "Human Rights and Industrial Health Hazards" and the United Nations Charter of Universal Human Rights.

Board of Trustees and Board of ethecon announce:

First and foremost responsible for decisions and actions of the world’s largest meat company JBS SA (Brazil) are the executives and major shareholders, led by José Batista Sobrinho (executive board, vice president and company founder) and his sons Wesley Mendonça Batista (major shareholder) and Joesley Mendonça Batista (major shareholder). The company belongs to you in essential parts. You lead the company decisively. The ruin of human health and the destruction of the environment on a grand scale, and even the deaths of many people, go to their account. They pose not only a threat to peace
and human rights, but also to democracy, ecology and humanity as a whole. They act for the benefit of personal power and personal enrichment. To do so, they trample on morality and ethics and accept the demise of Earth as a dead, uninhabitable planet.

ethecon sees the actions of executives José Batista Sobrinho (executive director, vice president and company founder), Wesley Mendonça Batista (major shareholder) and Joesley Mendonça Batista (major shareholder) of meat group JBS SA (Brazil) as a shocking contribution to ruin and destruction of our Blue planet. For this frightening disregard and violation of human ethics, ethecon Foundation Ethics & Economy disgusts the named persons responsible of JBS SA with the International ethecon Dead Planet Award 2019.

At the same time, ethecon, together with national and international anti-corporate and anti-globalization movements, is actively working to ensure that these and all other responsible managers and major shareholders are responsible for their crimes against human ethics and for environmental, health and environmental protection -, financial, social and other damages as representatives of the group and also personally taken into liability, held accountable and possibly also punished.

The International ethecon Dead Planet Award 2019 to José Batista Sobrinho (Chief Executive Officer, Vice President and Company Founder) and Wesley and Joesley Mendonça Batista (Major Shareholders) of Meat Group JBS SA (Brazil) together with the International ethecon Blue Planet Award 2019 The human rights activist Rachna Dhingra and Sambhavna Trust (India) will be awarded in a public ceremony in Berlin on November 23rd, 2019.

Berlin, International Day of peace, 21st of September 2019
Mehr Information
Niklas Hoves
Fon +49 - (0)211 - 22 95 09 21
Mobile +49 - (0)157 - 37 969336
eMail info@ethecon.org

ethecon
Stiftung Ethik & Ökonomie
Schweidnitzer Str. 41
D-40231 Düsseldorf
Deutschland
Fon +49 - (0)211 - 22 95 09 21
Fax +49 - (0)211 - 26 11 220
eMail info@ethecon.org
Internet www.ethecon.org

The impending ecological and social disasters can only be avoided with the development and implementation of environmentally sound and decent economic and social models. Ethecon – a Foundation on Ethics & Economics works with a future vision and perspective, far more than just the change of generations ahead.

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