

Quarterly Impact Report

October - December 2016



COMPASSION
in world farming 
ciwf.com

FROM OUR

EXECUTIVE DIRECTOR

Dear Friend,

I have never been so certain that we are going to win for farm animals—and that's all thanks to you.

This quarter, we saw companies make historic commitments: Compass Group, the largest food service company in the world, committed to improving the lives of 60 million broiler chickens, and Panera Bread made the same pledge for the 17 million birds in their supply chain. Only a few years ago, we could not have dreamed of impacting that many animals. Now, with a focused strategy of corporate engagement, we are effecting change faster and on a larger scale than ever before.

We also saw astounding generosity from our supporters, both old and new. Our network is full of compassionate, savvy changemakers determined to build a fairer, kinder world for farmed animals. We take your support seriously, and we believe we have a sacred responsibility to pursue the most effective strategies, to impact the most number of animals possible, and to do the most good we can. We cannot thank you enough for your faith in our work and your trust in our team to get the job done. An avalanche of change is coming for the chicken industry, and we could not be more thrilled to be leading the charge.

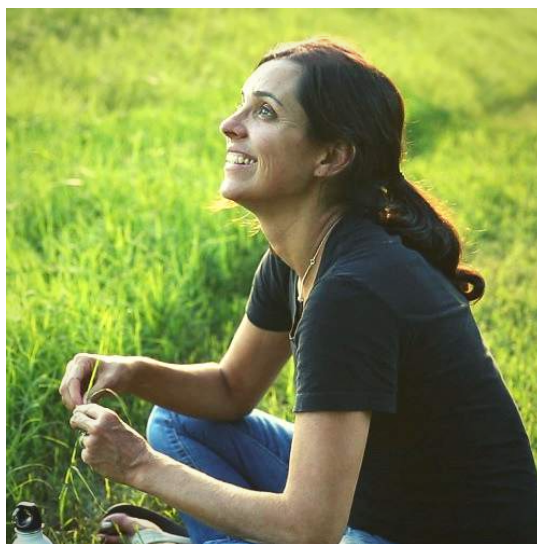
Sincerely,



Leah Garces

Executive Director

Compassion in World Farming USA



FOOD BUSINESS

Change is happening faster than ever before

97% of the food service industry

based on market share committed to higher welfare for chickens in this quarter alone.

Compass Group, Aramark, Sodexo, Delaware North, and Centerplate all committed to align with the broiler chicken welfare standards of the Global Animal Partnership (GAP). These new policies will improve the lives of more than **100 million chickens** industry-wide. We are thrilled to see an entire sector pledge to make this monumental transition in such a short span of time.

PANERA commits to higher welfare
B R E A D for broiler chickens

Panera was the first national chain in the restaurant industry to align its broiler chicken policy with GAP broiler chicken standards, and to ensure that birds are rendered unconscious using multi-step controlled atmospheric stunning. Panera's pledge will improve the lives of 17 million chickens and has set the precedent for all other restaurants to follow.

Building bridges of trust to improve the lives of farm animals



Compassion was invited to visit Perdue farms with Jim Perdue, himself (below). Leah Garces and Rachel Dreskin toured Perdue's hatcheries, as well as their experimental and higher welfare farms.



PUBLIC ENGAGEMENT



Mobilizing support online and on the ground

WIN! Massachusetts votes #YesOn3

In October, Compassion was on the ground in Massachusetts, knocking on doors and phone banking in support of a watershed ballot measure to outlaw the sale of pork, veal, and eggs from animals raised in cages or ultra-tight quarters. The measure passed overwhelmingly with 77.6% of the vote!



Nearly 100K petition signatures

Almost 100,000 people signed our change.org petition demanding that the USDA stop the factory farm industry from defining animal welfare claims on food labels. Instead of providing baseline standards, the new USDA labeling guidelines allow food businesses to slap label claims on their packages—with little oversight. We requested the USDA require reputable, third-party animal welfare certifications for “humanely raised” claims, and set firm definitions for other terms. The USDA is now reviewing public comments.

The media catches on to the next major movement

After the success of the cage-free egg movement, the market is turning to the other kind of chicken—chicken raised for meat. And the press is taking note: Forbes, The Huffington Post, The Chicago Tribune, and more reported on our work with food businesses that will improve the lives of millions of birds nationwide.

THE
HUFFINGTON POST
Chicago
Tribune
Forbes



Over **3,000** new email subscribers



54% more tweet impressions and **84%** increase in tweet engagements



Thousands of new supporters activated



A generous holiday

We have now more than doubled our individual gifts fundraising goal for the entire year, with over **60%** raised in just the 6 weeks from Thanksgiving to New Year's!

END OF YEAR HIGHLIGHTS

2016 was our biggest year yet!

Check out our End of Year [impact video](#). We are tremendously grateful to you, our donors and supporters, who help us in the fight against factory farming. Your support impacted the lives of more than 100 million chickens this quarter.



MORE **CLUCK**
FOR YOUR **BUCK**

NEW STAFF

David Soleil

Operational Enabler

Alison Spasser

Public Engagement Manager

Katya Simkhovich

Food Business Coordinator

Monica List

Animal Welfare Specialist

345 million
birds' lives will be improved

604 birds impacted
for every \$1 the
CIWF team spent in 2016

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