

# Quarterly Impact Report

January - March 2017



**COMPASSION**  
in world farming   
[ciwf.com](http://ciwf.com)

# thank you

Dear Friend,

**The tide keeps turning for chickens!** Thanks to our supporters' overwhelming generosity and faith in our work, our team crisscrossed the country to sit down with leading food companies, helping them take their animal welfare policies to the next level. We saw national restaurants, including **Panera Bread, Chipotle, Noodles & Company, Jack in the Box, and Red Robin** all commit to improving the lives of the chickens in their supply chains. The impact will be huge: **70 million** chickens are set to benefit from Chipotle's commitment alone!

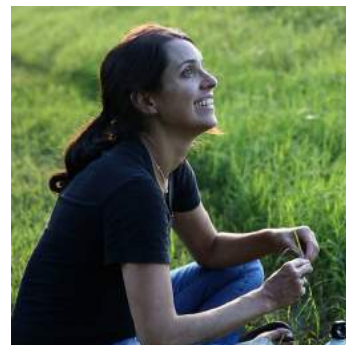
This quarter, we also **exposed a new reality** in the meat industry—white striping and woody breast, muscle disorders that have changed chicken for the worse. Birds are growing too large, too fast, and the results are extreme: meat with much higher fat content and less protein, and birds that live in chronic pain. Our **video** about the declining nutritional quality of chicken reached nearly **200 million** of you—from **BuzzFeed to Seventeen**—and consumer voices demanding better chicken have never been louder! We also had the opportunity to share our story with key thinkers around the country, from Harvard to Tufts, Emory to Expo West.

As the progress rolls in, we continue to crunch numbers to find the most effective way to work, ensuring that the money you give us achieves the most good for animals. **We take your commitment to farm animals seriously**, and we have some of the most passionate and dedicated donors on the planet by our side as we move ever closer to our ultimate goal: **to end factory farming**. We couldn't be prouder to be on this journey with you.

Sincerely,



**Leah Garces**  
Executive Director  
Compassion in World Farming USA



# FOOD BUSINESSES

Change is happening faster than ever before

## 7 major national restaurant chains

have agreed to align their broiler chicken welfare policies with the Global Animal Partnership standards. With our coalition partners, CIWF worked diligently with **Chipotle, Shake Shack, Noodles & Company, TGI Fridays, Red Robin, and Jack In The Box/Qdoba** to craft the new policies, which will impact millions of chickens. By 2024 or sooner, each company will transition to better genetics, more space, improved living conditions, and more humane slaughter. We applaud each of these companies for their leadership!



## U.S. COMPANIES step up for farm animal welfare

The Business Benchmark on Farm Animal Welfare (BBFAW), for which CIWF is a partner and provides technical support, released its 5th annual report at a launch event hosted by global investment firm Morgan Stanley. Of the 99 companies reviewed, 28 are based in the U.S. Some additional highlights:

- Food processor/manufacturer **Cargill** joins **McDonald's** in the Benchmark's second tier (out of 6).
- **Wendy's** and **Sysco** have advanced one tier since 2016, joining **Subway, Tyson, Walmart, and Hormel** in Tier 3.
- Newly-merged **Kraft-Heinz** was evaluated for the first time and occupies the sixth, and lowest, tier.

Higher welfare for broiler chickens is the way of the future

## COMPASSION IN DEMAND!



CIWF Speaks at Harvard, Tufts, Emory, and Expo West

Nina Farley, our Head of US Public Engagement, spoke at the Center for Animals and Public Policy at the Tufts University School of Veterinary Medicine. Her talk focused on online advocacy and her strong track record for activating the power of consumers to demand change for farm animals. Way to go, Nina!



# ARAMARK GOES GLOBAL!

## Company takes its cage-free egg commitment around the world

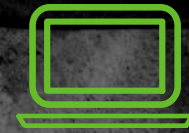
We are proud that Aramark, one of the largest food service companies in the world, has committed to source 100% cage-free eggs globally by 2025. In the U.S., Aramark has used 100% cage-free shelled eggs since 2015 and is transitioning to 100% liquid eggs by 2020. The company also released a progress report that transparently discloses on progress toward meeting their cage-free, group-housed, and other animal welfare commitments. Under the guidance of Rachel Dreskin, CIWF's Head of US Food Business, Aramark's commitment will impact almost one million hens, reducing the suffering of chickens by a combined total of 2.5 million years. Way to go, Aramark!

**1 MILLION HENS IMPACTED.**

**2.5 MILLION YEARS OF SUFFERING REDUCED.**



# PUBLIC ENGAGEMENT



Mobilizing support online and on the ground



## CIWF GOES VIRAL!

Our video revealing the truth about chicken reaches nearly **200 million**

We recently took to the streets to show consumers what those white stripes on raw chicken breasts really mean—and our video quickly went viral around the world. Factory farmed chickens have been genetically manipulated to grow too big, too fast, while living sedentary lives in crowded, dirty sheds. The consequences are disturbing: more and more chickens are suffering from muscular disorders—and affected meat has up to 224% more fat, less protein, and a tough, gummy texture. The story was initially featured on BuzzFeed and covered by Cosmopolitan, Good Housekeeping, and many international outlets.

Buzz Feed



COSMOPOLITAN

## STUMPED AT THE SUPERMARKET?

The Compassionate Food Guide is here!



All natural? Farm fresh? Cage-free? With so many confusing labels in the grocery store, how can you tell the good from the marketing ploys? We broke it down for you, item by item, in our Compassionate Food Guide to help you choose food that's better for animals, the planet, and your health!

### Rallying against **ag-gag** in Arkansas

AR was the latest state under siege by anti-whistleblower legislation, which punishes farm workers trying to speak out against the animal abuse they witness. More than ever, consumers want to know where their food comes from, and that means more—not less—transparency from the factory farm industry. We urged our supporters to take action, and though the bill ultimately passed, will continue to mobilize advocates in AR and around the country to fight the good fight.

### Compassion supporters **applaud** progress for chickens!



"I am so **grateful** for what you are doing! This is great news and I have so much **love** for this organization, **thank you.**"

"Thank you for your efforts! Let's take this **energy** and **spread the word** about the injustices carried out upon our fellow creatures."

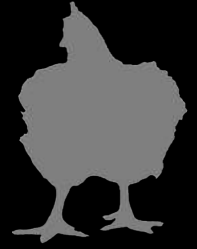
"Well done, CIWF! **One step closer** to ending factory farming for good."

JAN-  
MAR  
2017

# HIGHLIGHTS



## MORE CLUCK FOR YOUR BUCK



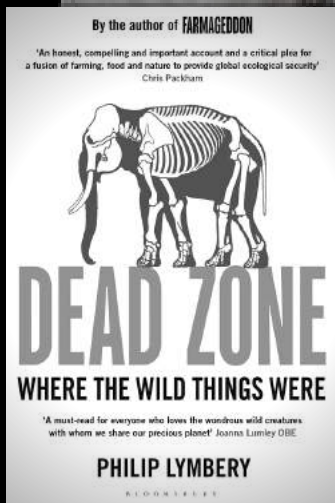
We're doing the math to maximize your dollar.

When it comes to tracking our impact, we're diving into the details like never before in preparation for the launch of our all-new **Cost Effectiveness Estimate (CEE)** and impact calculator. Did you know that for every dollar we spent last year, farm animals' suffering will be reduced by a whopping **281 years**? The numbers don't lie: Our food business-centered strategy that allows us to work closely with companies to improve farm animal welfare is the most impactful way to reduce suffering and end factory farming. Keep an eye on our website in the coming weeks to see how incredibly far your donations go. We look forward to showing you just how powerful these changes are in the lives of farm animals!

## CIWF JOINS FORBES

Leah Garces, our Executive Director, has been added to the Forbes Nonprofit Council, an invitation-only organization for chief executives of successful nonprofit organizations. Leah will also be lending her expertise as a regular contributor to Forbes' online platform. Check out her first post: [Tips From The Field: How To Successfully Engage Your Opponent](#).

**Forbes**  
Nonprofit  
Council



## Dead Zone: Where the Wild Things Were makes waves

Philip Lymbery, CEO of CIWF UK, released his new book, a deep dive into the devastating impact of factory farming on our most precious and iconic wildlife, pushing them to the brink of extinction. Leah Garces, Executive Director of Compassion USA, participated in part of Lymbery's two-year research journey that took him around the world. This September, Lymbery will visit our home office and speak about his book at the Decatur Book Festival, the largest independent book festival in the country. The book is [available now for purchase on Amazon Kindle](#), and will be released in hard copy in the U.S. on June 20th.

[www.ciwf.com](http://www.ciwf.com)