

# Quarterly Impact Report

April - June 2017



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



**Dear Friend,**

I am in awe of Compassion USA's supporters. Time and again, you've stepped up in big ways for farm animals. This quarter was no exception!

Thousands of you demanded better living conditions and healthier genetics for chickens in the Moe's Southwest Grill supply chain. You've sent gracious words of praise to companies like Subway and Boston Market, which made commitments with timelines to improve animal welfare. And you came out in force to challenge the USDA when they decided to delay (and possibly eliminate) meaningful requirements for animals on the "USDA Organic" label.

Now more than ever, it's entirely up to us to create the future we want for ourselves, for our families, and for animals. That's why we're launching EggTrack, a progress tracker to ensure that major companies that have committed to switch to 100% cage-free eggs can and will stick to their timelines.

Thank you for helping us build a better world through your food choices. In this Quarterly Impact Report, you'll find a rundown of all the incredible progress we have achieved together in just a few short months—progress that is only made possible through the support of dedicated change-makers like you.

Thank you for standing up for animals, your fellow consumers, and the planet.

**Sincerely,**

**Nina Farley**  
Head of US Public Engagement



# SUBWAY STEPS UP!



**The largest fast food chain in the world commits to higher welfare for chickens**

**Subway**, the largest fast food restaurant chain in the world, announced a policy to improve the lives of chickens raised for meat **across their US supply chain**. "This day marks a **watershed moment** for the chicken industry," said Rachel Dreskin, Head of US Food Business for Compassion in World Farming.

"When the **largest fast food chain in the world** commits to better chicken, there's **no turning back**." Importantly, Subway also says: "Our suppliers' animal welfare practices will be **third party audited** and updates will be communicated annually."

**THE BIGGEST PROGRESS FOR CHICKENS  
TO DATE! LEARN MORE HERE.**

# FOOD BUSINESS

Change is happening faster than ever before

## 21M chickens' lives improved by new policy from Boston Market

Fast-casual rotisserie chicken restaurant chain Boston Market® announced its commitment to fully transition to chicken certified by the Global Animal Partnership (GAP), a leading animal welfare certification. Boston Market's commitment will improve the lives of 21 million chickens. They join other elite food business leaders, including Quizno's and Compass Group, both of which have pledged to meet GAP requirements in full.

"By 2024, our intent is to source only chickens that are certified by the Global Animal Partnership (GAP) and processed via a multi-step, controlled-atmosphere processing system that's widely considered to be the most comprehensive and highest level of animal welfare standards," said George Michel, Chief Executive Officer of Boston Market, also known as 'The Big Chicken.'



## CIWF VISITS WHITE OAK PASTURES

In May, the whole CIWF team visited **White Oak Pastures** in central Georgia to learn more about "regenerative agriculture," an approach to food and farming that **enriches soil, embraces plant cycles, and enhances biodiversity**. It puts animals back in the pasture where they belong, along with bushes, trees, flowers, bees, butterflies, birds, bugs, and other beneficial creatures that are negatively impacted by factory farming. White Oak Pastures receives the **highest rating possible from the Global Animal Partnership (GAP 5+)** for their animal welfare practices. Chickens roam free during the day, dustbathing and scratching for bugs on the forest floor. Goats and their kids rest in the shade of abundant trees. Cattle have expansive room to graze and roam among wildflowers and tall grasses. In the words of White Oak Pastures owner **Will Harris**, "this pasture is rockin'!"

Top food companies continue to make the shift to higher welfare

## WAYNE FARMS INTRODUCES HIGHER WELFARE LINE

Producers are already stepping in to meet the growing demand for better chicken: in response to this market shift, **Wayne Farms**, the sixth largest poultry producer in the U.S., launched its first **GAP Level 2 rated poultry product line, NAKED TRUTH**. The new product is set to ship in September 2017 and Wayne Farms anticipates further expansion as demand continues to increase.



# PUBLIC ENGAGEMENT



Mobilizing support online and on the ground

## Introducing: EggTrack

Our **online tool** for tracking corporate cage-free egg commitments

In response to consumer demand, every major supermarket, restaurant chain, and food service company has pledged to get rid of cages for laying hens, with timelines for getting to 100% cage-free. This quarter, we announced the upcoming launch of EggTrack, a progress tracker for corporate cage-free egg commitments designed to:

- Ensure food businesses can and will stick to their cage-free egg commitments;
- Encourage transparency in the marketplace; and
- Provide assistance to food businesses during their transition to a 100% cage-free egg supply.



Watch the [video!](#)

**EggTrack** will officially launch in September, when companies have had time to report their progress. With your help, we'll keep them on track and achieve a cage-free future, together!

## TELL MOE'S SOUTHWEST GRILL: CHICKENS DESERVE BETTER

Moe's calls their chicken "all natural" and "honestly awesome." But there's nothing natural (or awesome) about factory farming. We're calling on Moe's to switch to healthier chicken breeds who are offered more space, sunlight, and enrichment to encourage natural behaviors. A 2016 Harris poll named Moe's the "Fast Casual Mexican Restaurant of the Year," ahead of Chipotle Mexican Grill, thanks to popularity among fans. But consumers don't want their burrito with a side of suffering. [Use our form](#) to petition Moe's to change their chicken.

## We're exposing how chicken farming is wiping out elephants

In the past 40 years, **50% of our wildlife has been wiped out**. The biggest cause? Intensive food production in our quest for cheap meat. The results of our **in-depth, worldwide investigation** into the true costs of factory farming have just been published in our CEO Philip Lybery's hard-hitting book, *Dead Zone: Where the Wild Things Were*. **Factory farming is driving our most iconic wildlife species to extinction—but we can save them.**

[Get your copy](#) of *Dead Zone* to learn more.

## We're demanding that the USDA make 'organic' meaningful



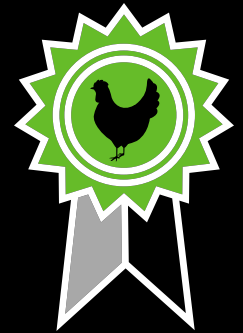
The USDA is delaying—and possibly eliminating—a **critical new rule** that requires organic meat and egg producers to abide by higher animal welfare standards. This quarter, **thousands of Compassion supporters called on the USDA to immediately put the organic rule into effect.**

Before the new rule was introduced, the organic label did very little to improve the lives of the animals involved. Instead, it allowed companies to **perpetuate factory farming and take advantage of consumers and farmers.** This is unacceptable, and CIWF will be keeping the pressure on the USDA to implement the new rule in the months ahead.

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# HIGHLIGHTS

## GOOD FARM ANIMAL WELFARE AWARDS 2017



### Four U.S. companies received accolades in London

The Oscars may be long over, but it's still awards season here at CIWF! Our annual GFAWA ceremony was held in London this June, and **four U.S. companies** received awards for advancing farm animal welfare:

- **Good Egg Award Winners:** Noodles & Company, Shake Shack, Natural Grocers by Vitamin Cottage
- **Good Sow Commendation:** Shake Shack
- **Cage-Free Award:** Whole Foods Market

Whole Foods Market was the **first ever U.S. recipient** of the prestigious **Cage-Free Award**, which celebrates companies that have made the momentous commitment to eliminate ALL cages and crates from their business.

## Compassion supporters applaud progress for chickens!

Here's what people are saying about better chicken commitments from companies like Subway and Boston Market:

"This is great! I'm **super proud** that humans are making steps towards ethical meat production."

"Organizations like yours are the **MODELS of the future** - today in real time!"

"**THE BEST NEWS EVER!!!!**"

"If there was ever a need for CIWF, and organizations like yours, it's **now.**"

**1,396**  
birds'  
suffering  
reduced  
per dollar

↑ your impact!

## DOING THE MOST GOOD: CIWF LAUNCHES IMPACT CALCULATOR

CIWF is proud to announce the launch of our **Impact Calculator**, a dollar-by-dollar breakdown of how much suffering can be reduced in farmed animals with your donation. Your impact is more than just a number—it impacts the life of a suffering chicken and many, many of her friends. See just how much your dollars can do for farmed animals!

WATCH THE VIDEO

CALCULATE YOUR IMPACT

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