

Quarterly Impact Report

OCT- DEC 2017



A MESSAGE FROM OUR **EXECUTIVE DIRECTOR**

Dear Friends,

It's hard to believe that 2017 is already in the rear view mirror. But given the stunning pace of progress we're seeing for farmed animals in America, it isn't surprising the year flew by!

And it's all thanks to you.

This quarter alone, you raised your voices to demand better from Popeyes (to the tune of nearly 150,000 petition signatures!). You powered positive change for the millions of chickens now impacted by higher welfare policies from manufacturing giants Nestlé and Kraft Heinz. You helped us rally the troops on the ground in California, setting us up for success on the ballot in 2018. You helped us achieve ACE Standout Charity status for the very first time.

And most of all, you were a friend to farmed animals.

The billions of them trapped in our broken system are lucky to have a friend like you, fighting to give them what they deserve: lives worth living.

The good news is: we're winning that fight. This past year was certainly one for the history books—I encourage you to take a look back at everything you accomplished in the past few months and over the course of 2017, and give yourself a round of applause. You deserve it!

The fight is far from over, but with you by our side, an end to factory farming is in sight. Thank you for your compassion, your generosity, your strength, and your determination. Let's aim even higher in 2018!

For the animals,

Leah Garces
Executive Director

COMPASSION
in world farming 
ciwf.com



H I G H L I G H T COMPASSION IN WORLD FARMING NOW A **STANDOUT** **CHARITY!**



2017
STANDOUT CHARITY

For the first time, CIWF USA has been designated a Standout Charity by Animal Charity Evaluators

We are proud to announce that we have been **selected** as a **Standout Charity** by **Animal Charity Evaluators (ACE)**, a designation that ranks Compassion USA as one of the most effective and impactful animal protection organizations in the world. This year, ACE highlighted 12 organizations from around the globe as being most effective for animals.

ACE also recognized our work to hold companies accountable for their commitments:

“CIWF USA is one of the only organizations that seems to have outlined significant plans to ensure these commitments are adhered to.”

- Animal Charity Evaluators

We are honored to receive this rating, and we will continue to relentlessly pursue an end to factory farming and a more compassionate world for farm animals.

**THANK YOU FOR MAKING US A STANDOUT
CHARITY! GET THE DETAILS HERE.**

FOOD BUSINESS

Change is happening faster than ever before

NESTLÉ MAKES BIG STRIDES!

Nestlé, the largest food and beverage company in the world, has committed to **improving the lives of chickens** by adopting better genetics, more space per bird, access to natural light, and enrichments. Nestlé's slate of US brands includes Stouffer's, Lean Cuisine, Gerber, Buitoni, and more. Their policy will affect 100% of chickens across their US supply chain by 2024.

Nestlé also took its cage-free egg commitment worldwide. Rachel Dreskin, CIWF's Head of US Food Business, says: "Nestlé's announcement to extend their cage-free commitment globally highlights a dedication to continuous improvement when it comes to the lives of farmed animals in their supply chain. Being that Nestlé is the largest food company in the world, this announcement clearly signals that **a world without cages** for hens is in sight."

We salute Nestlé for their commitment to higher welfare for chickens and laying hens, in the US and around the world.



KRAFT HEINZ STEPS UP FOR CHICKENS

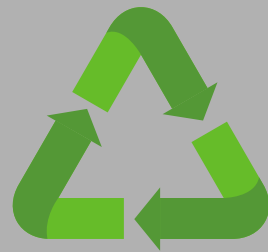
Kraft Heinz announced an expansion of their current animal welfare commitments to include better treatment of chickens raised for meat.

Kraft Heinz owns **Oscar Mayer**, a brand known for its iconic American meat and cold cut products—which means today's announcement will positively impact a huge number of chickens across the country.

Compassion in World Farming applauds Kraft Heinz for making animal welfare a top priority.



SUSTAINABILITY TAKES CENTER STAGE



As the links between animal agriculture, wildlife destruction, and climate change become clearer, corporate sustainability efforts are under increasing scrutiny from consumers and investors alike.

Compassion is putting those critical links front and center, showing food businesses that effective sustainability initiatives include higher **animal welfare, less meat production, and more plant-based proteins**—and that this approach yields the healthier, more compassionate choices consumers want and better results for a company's bottom line.

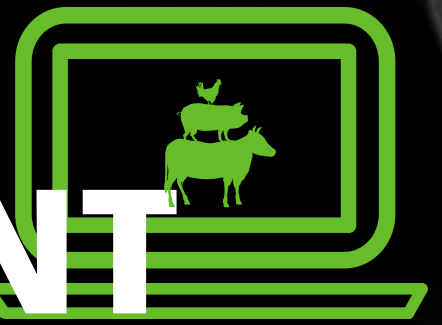


**CLICK TO DOWNLOAD
OUR SUSTAINABILITY
OVERVIEW**



PUBLIC ENGAGEMENT

Mobilizing support online and on the ground



CIWF TAKES THE FIGHT TO POPEYES



Though **Popeyes** claims that the chickens they source are subject to “ethical, humane treatment,” the company continues to prop up cruel factory farming practices. Over **150,000** of you have signed [our petition](#) demanding better—and even more of you have [tweeted at them](#), left comments on their [Facebook page](#), and called their [customer service line](#). We’ll be keeping the pressure on in 2018—stay tuned for more updates and ways to take action!



KICKOFF IN CALIFORNIA

Compassion USA is part of a [coalition of animal protection, veterinary, and food safety groups](#) joining forces to file ballot language that outlaws cages and crates for farm animals in California.

Leah Garces, CIWF USA’s Executive Director, [spoke](#) at the kick-off events to inspire the coalition members: *“This is an unprecedented opportunity to affect the lives of millions of farm animals. We can do this!”* If the coalition gathers 386,000 signatures within 180 days, the initiative will be on the November 2018 ballot.



PREVENT CRUELTY
CALIFORNIA

COMPASSION RESPONDS TO MCDONALD'S

McDonald's released an underwhelming chicken welfare policy—a policy that, in some instances, only commits to follow minimum legal requirements. This is unacceptable for the lives of the animals in the McDonald's supply chain.

[Read Leah Garces' full statement here.](#)

2017 BY THE NUMBERS



125%
INCREASE IN FACEBOOK PAGE LIKES



716K
VIDEO VIEWS ON SOCIAL MEDIA



70%
INCREASE IN EMAIL SUBSCRIBERS

TWICE AS NICE

This holiday season, we set an ambitious challenge to our friends and supporters: help us reach **\$100,000** by the end of 2017, and every contribution would be matched, dollar-for-dollar—meaning **double the impact** for farmed animals. And you rose to the occasion! Thanks to your generosity, we were able to meet our goal, and then some. Truly a reason to celebrate, and to enter 2018 with the wind at our backs. **We thank you for your compassion—you continue to blow us away!**

COMPASSION SUPPORTERS APPLAUD PROGRESS FOR ANIMALS!

"WOW! Thank you for all you do in making the world a better place....and for helping all those animals that can't speak for themselves."

"Thanks for your information and dedication. Keep up the good work."

"We appreciate all efforts that promote awareness and produce a change geared towards kindness, in hopes of putting an end to cruelty towards all living creatures. Kindness is free and benefits all."

END OF YEAR HIGHLIGHTS



Raising the bar for millions of chickens

In 2017, we saw progress for chickens start to snowball...and some of the biggest companies in the world heeded the call, including Subway, Burger King, Jack in the Box, Qdoba, Chipotle, Nestle, Kraft Heinz, Unilever, TGI Fridays, Red Robin, Noodles & Company, Boston Market, and—following a CIWF campaign—Moe's Southwest Grill.

**LOOK
BACK**

**GET
MORE
INFO**

Changing the world for hens (literally)

In addition to their existing commitments in the US market, global food giants Nestlé and Aramark took their 100% cage-free egg pledges worldwide. And that means that every hen in their supply chains—no matter which country she calls home—can live her life outside of a cage.

Exposing the truth about your food

You helped us spread the word about our bombshell exposé on the dangers of white striping in chicken. Factory farming has bred birds to grow so big, so fast, they can barely stand under their own weight. And this fast growth has changed the meat, too—more fat, less protein, lower quality...and more suffering.

**WATCH
THE
VIDEO**

Holding companies accountable for welfare

**READ
THE 2017
REPORT**

We launched EggTrack, a first-of-its-kind progress tracking tool designed to ensure food businesses can and will stick to their 100% cage-free egg commitments, encourage transparency in the marketplace, and provide assistance to food businesses during this critical transition.

Waking the world up to global consequences

This year saw the release of our in-depth, worldwide investigation into disturbing connection between factory farming and wildlife extinction—CIWF CEO Philip Lymbery's new book, *Dead Zone: Where the Wild Things Were*. And in October, we convened global experts in London to talk problems and solutions to the most pressing threat to life on Earth.

**WATCH
HIGHLIGHTS**

Being a friend to animals

In 2017, you secured better lives, you opened cage doors, you demanded transparency, and you spread the word about factory farming. Thank you for your generous support and inspiring dedication. Here's to even more progress in 2018!