

Quarterly Impact Report

APR - JUN 2018



A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

Dear Friends,

Happy Summer!

Efforts to help suffering animals have been ramping up by the day, and it's **all thanks to you.**

Over the past year, Compassion has been able to do more than ever to make a difference for animals on factory farms. Fast food giant McDonald's is reeling from a very successful awareness campaign regarding the cruelty in their supply chain, more people are choosing to increase the plant-based proteins in their diets, and major corporations like Blue Apron, Sodexo, and Nestlé are pledging to take significant action to reduce the suffering of animals.

None of this would be possible without your continued support. Each time we go into a board room to meet with the heads of the largest food companies in the world, you are right there beside us, telling these businesses that compassion matters and that animal suffering won't be tolerated. **Your voice is the best tool we have to improve the lives of animals all over the world.**

As we move into the second half of 2018, there is plenty we still need to accomplish - and we can't do it without you. Help us create a more compassionate future for animals by joining our **Eat Plants. For A Change** initiative or signing a **petition** demanding that McDonald's do better for the chickens in its supply chain. As always, you can make a difference by making a gift to support Compassion's work. **Did you know a monthly gift of as little as \$6 can improve the lives of over 100,000 chickens each year?**

Thank you for acting with Compassion.



Leah Garces
US Executive Director
Compassion in World Farming

EAT PLANTS. FOR A CHANGE.

Compassion launches a new campaign aimed at reducing meat consumption and supporting plant-based eating.

Since the rise of factory farming, Compassion in World Farming has focused on reforming our food system from within. We tackle the problem at its source, working closely with food companies, farmers, and other stakeholders to make real, measurable improvements in farmed animals' lives.

Corporate animal welfare commitments—cage-free eggs, crate-free pork, breeds of chicken with healthier genetics, and more—are undoubtedly changing the lives of billions of animals for the better. And we've created progress tools like **EggTrack** to make sure food companies can and will stick to their commitments.

Still, more animals are raised on factory farms every year. The number of people on our planet is expected to hit 10 billion by 2050, and the rapidly rising human population means demand for food—and protein—will rise with it. If our food system continues on its current path, it will mean skyrocketing greenhouse gas emissions, catastrophic wildlife destruction, and perpetual animal suffering.

That's why we launched **Eat Plants. For a Change.** to help people eat less meat, eggs, and dairy, and more plant-friendly foods.

When you sign up, you gain access to a private forum, plus weekly resources such as recipes, tips, and videos to help you eat a more plant-based diet.

You can change the world, by eating plants for a change!

VISIT [PLANTSFORACHANGE.COM](https://plantsforachange.com) TO JOIN THIS GROWING MOVEMENT.



FOOD BUSINESS

Change is happening faster than ever before

INTRODUCING: THE FRIENDLY FOOD ALLIANCE

As part of the global initiative to reduce animal consumption worldwide, Compassion in World Farming recently announced a pilot program to help food businesses prepare for future protein markets. The **Friendly Food Alliance** aims to give food businesses and producers a venue to create innovative solutions for diversifying protein offerings.

Compassion will bring together a group of up to 10 companies to discuss options for sustainable, forward-thinking solutions to deal with the ever-dwindling water and land resources impacted by factory farming. At the end of the pilot year, the findings will be published and used to expand the project to a wider group of food businesses. Compassion is committed to working directly with stakeholders to most effectively address the problems created by large scale animal agriculture.

FRIENDLY

FOOD



PCC COMMUNITY MARKETS JOINS BETTER CHICKEN INITIATIVE

Compassion welcomes PCC Community Markets, the largest consumer-owned food cooperative in the U.S., into the Better Chicken Initiative! PCC is among the first retailers to **announce a policy** for better living conditions and genetics for chickens raised for meat.

We encourage PCC, and all companies in the Better Chicken Initiative, to set an example for other retailers in providing significant welfare standards for animals.

BLUE APRON STEPS UP FOR FARMED ANIMALS

Blue Apron, one of the most popular meal kit services in the nation, published a [comprehensive animal welfare policy](#) that will meaningfully improve the lives of chickens, egg-laying hens, pigs, and cows throughout the company's supply chain. Great news for those who want to incorporate higher welfare products into their everyday cooking!

Blue Apron, which previously won Compassion's Good Chicken Award, plans to shift its entire chicken supply chain to birds with healthier genetics—away from breeds that grow too big, too fast—and provide them with more room to roam, natural light, and important enrichments that allow chickens to express natural behaviors.



[CLICK HERE
TO LEARN MORE](#)



PUBLIC ENGAGEMENT

Mobilizing support online and on the ground

FARMED ANIMAL PROTECTION MAKES THE CALIFORNIA BALLOT

The United States' most comprehensive farm animal welfare bill is now officially on the ballot! Newly named **Proposition 12**, this historic piece of legislation will be voted on by Californians this November. If passed, it would ban the sale of products from animals housed in extreme confinement, like cages and crates. This would apply not only to CA farms, but any farms that want to sell in the state. Compassion USA was part of a coalition that helped pass a similar bill in Massachusetts during the 2016 election. We're ready to make it happen again! If you live in California, make sure you're registered to vote.

#204KNotLovinIt

Over the last three months, Compassion has been hard at work as part of a coalition of animal protection organizations putting pressure on McDonald's to do better for animals. Unlike its major fast food competitors, McDonald's has not yet committed to significant welfare standards for the chickens in its supply chain. Thanks to a tremendous outpouring of support, a **Change.org petition** to McDonald's CEO has been signed over 204,000 times!

S I G N T H E
change.org
P E T I T I O N

EATING ANIMALS INSPIRES AUDIENCES ACROSS AMERICA



Eating Animals, the groundbreaking new documentary based off the book by Jonathan Safran Foer, premiered in theaters this past June! Produced and narrated by Natalie Portman, the movie explores the dangers of factory farming and its implications for human health, animal welfare, and the environment. Be on the lookout for this amazing documentary (featuring Craig Watts and our own Leah Garces) at a theater near you!

APR-JUN HIGHLIGHTS

PARIS PLAYS HOST TO 2018 AWARDS



Compassion hosted its latest **Good Farm Animal Welfare Awards** ceremony in Paris this June, where market-leading food companies from across the globe were celebrated for their commitment to higher welfare food production and sustainability.

Compassion's CEO Philip Lybery kicked off proceedings by discussing the future of food, which also included the launch of two new awards: The **Friendly Food Award** for companies taking steps to reduce the number of animals in their supply chain, and the **Farming and Nature Award** recognizing farmers and businesses that combine food production with protection of wildlife and the environment. A total of 59 award winners were recognized, and our 2018 Award winners represent improvement to the lives of over **200 million animals each year**.

MEET THE NEWEST MEMBERS OF TEAM COMPASSION:

ANDRE VASI ADMINISTRATIVE ASSISTANT

Andre provides support to all teams and operations at Compassion USA. From event planning to finance reporting, they* are committed to the advancement of welfare standards and promotion of sustainable corporate practices. Andre graduated from Agnes Scott College in 2018 with a Bachelor's of Arts in Public Health with special interests in policy and nutrition. They* love to travel, play with cute animals, and engage with the world through advocacy and volunteerism, sharing their* passion for social justice and health equity.



SCOTT WEATHERS STRATEGIC PARTNERSHIPS MANAGER

Scott has just graduated with his Masters in Global Health from Harvard University, where he received a Harvard Chan Central Grant and Horace W. Goldsmith Fellowship. He previously interned at the World Health Organization, where he worked on cost effectiveness analysis of health interventions. He co-founded an NGO in India, scaling up text message reminders for vaccines. As a dedicated "effective altruist," he brings a wealth of knowledge in that area and recently published a letter in the The New York Times, Health Leaders Must Focus on the Threats From Factory Farms. He now leads Compassion's protein diversification project, which aims to engage companies to reduce animal purchasing by 25% by 2025.



TYLER HAZARD PUBLIC ENGAGEMENT INTERN

Tyler is currently seeking his Master's degree in Animals and Public Policy at Tufts University. His undergraduate work with the University of Massachusetts cattle herd and professional background as a small animal veterinary technician has fostered a strong desire to educate and work with the public on animal justice issues. Tyler's interests lie in the intersectionality of animal advocacy and environmentalism, including promoting food system and plant-based nutrition education. He joins the Public Engagement team to assist with supporter outreach, research and resource production, and campaigns.

