



# QUARTERLY IMPACT REPORT

January-March 2019

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



A Message from our  
**Executive  
Director**

Dear Friends,

What a start to the year it's been! It's hard to believe it's already April and the first quarter of 2019 is in the rear view mirror—thanks to your continued support and generosity, it's been an eventful time, to say the least!

The last time we shared one of these reports with you, I had just embarked on the next phase of my career and taken the reins here at Compassion USA. And I have to say, since assuming the helm, I continue to be so inspired by the incredible passion of supporters like you, the dedication of our tireless team, and the power of our collective voice when we work together.

With you by our side, we've seen major strides for farmed animals in just the past few months alone...and our momentum is just getting started. From a **huge commitment** to improve the lives of chickens from the largest meal service kit in the nation, to the biggest names in food being **assessed on their animal welfare transparency**, to a **brand new campaign** encouraging conscious consumers to become Changemakers and serve as active ambassadors for more plant-based diets, there's never been a more exciting time to be at the forefront of this movement to end factory farming.

All of that (and more) in just three short months? I can't think of a better way to kick off this critical year in the fight for a more compassionate food system.

Despite lots of meaningful progress, we still have a steep climb in front of us. It's a monumental effort—but with your steadfast support, the future is brighter than ever. I hope you'll take a look through this report and take pride in everything you helped accomplish for farmed animals this past quarter. There's plenty to celebrate!

Thank you for standing with us and for all that you do—the animals thank you!



**Rachel Dreskin**

US Executive Director, Compassion  
in World Farming



# HIGHLIGHT

## AMPLIFY YOUR IMPACT. BECOME A CHANGEMAKER.

*This quarter, we took our signature #EatPlantsForAChange campaign to the next level*

Last year, we launched one of our biggest undertakings ever: our **Eat plants. For a change.** campaign designed to help conscious consumers cut back on meat, eggs, and dairy and replace them with delicious plant-based alternatives. But once you take that step—or if you're already onboard—what's next? How can you ensure you're amplifying your impact?

**That's where Changemakers come in. Our latest program** is geared towards animal advocates, climate crusaders, and planet protectors who want to share the benefits of eating plants, for a change with friends and family. Whether it's knowing how to effectively talk about the

issues surrounding our food system, planning a plant-based party, bringing a tasty plant-based snack to work, or having a go-to list of A-list plant-based products to recommend to curious comrades, signing up to become a Changemaker means being a hero for animals, people, and the planet.

**Learn more about our Changemakers program and sign up to download a free copy of The Changemaker Handbook—and to receive continued VIP support in your inbox!**

# FOOD BUSINESS

*Building bridges to improve the lives of animals and shape the future of food*


## HelloFresh Says “Hello” To Better Chicken

Big news for birds! This quarter, HelloFresh—the largest meal kit service in the nation—**committed to better chicken**, an important step that will lead to meaningful improvements in the lives of chickens across the country. Compassion worked closely with HelloFresh as they made this major move in the right direction; their new policy includes a transition to healthier genetics, more room to roam, and access to critical enrichments that let birds be birds.

## Business Benchmark Tracks Company Transparency

The results are in! In February, the seventh annual **Business Benchmark on Farm Animal Welfare (BBFAW)** was published, providing an annual review of how the world's leading food companies are managing and reporting their farm animal welfare practices. Of the 150 companies covered by the Benchmark this year, 46 are based in the US, representing 30% of companies included in the Benchmark.





CIWF US worked with many of the companies included in the report to further strengthen their work and transparency on farm animal welfare.

The 2018 Benchmark showed notable improvements from US companies Chipotle, Dunkin' Brands, and Publix, each of which moved up one tier.

Kraft Heinz and Yum! Brands achieved an impressive two-tier jump – ranking in Tier 3 this year up from Tier 5 in last year's assessment. Perdue and Cargill maintained their leadership positions in Tier 2.

“Year on year, we are seeing many US food companies increasing their disclosure and reporting on farm animal welfare,” said Rachel Dreskin, US Executive Director of Compassion in World Farming. “However, this year's Benchmark highlights that there is still significant work to be done for all companies to not only strengthen their policies, but also their reporting on the proportion of animals in their supply chains that are actually benefiting from those commitments.”



# PUBLIC ENGAGEMENT

*Mobilizing support online and on the ground*

## Consumer Choice in the Crosshairs

The Food and Drug Administration wants to redefine labeling terms for plant-based dairy products—for instance, banning terms like “almond milk,” “cashew cheese,” and “soy yogurt”—and consumers (and animals) would pay the price. This quarter, thousands of you **signed your name** in support of our letter to the FDA demanding that consumer choice be protected—and rejecting their attempt to obstruct competition in the marketplace. While the comment period has closed and the FDA has yet to make an official decision on the matter, the fight rages on elsewhere: numerous states

are mulling over harmful laws that would restrict the labeling of plant-based alternatives. Stay tuned for more ways to take action in defense of consumer choice!

## Compassion on the Web

Our ranks are growing! This past quarter, Compassion USA netted a 46.3% overall increase in our **Instagram** following, a 10% increase in our **Facebook** following, and a 40% increase in our **email subscriber** list. We're so excited to welcome even more animal advocates to stand alongside us and take action for animals.



# JAN-MAR HIGHLIGHTS

## Compassion talks environment at the United Nations

The Compassion team, led by our CEO Philip Lymbery, took to the floor of the UN Environment Assembly (UNEA) in Nairobi this quarter to advocate for a more sustainable future for food and farming. The primary focus: A **robust global agreement** to end factory farming around the world—for the benefit of animals, people, and the planet. At UNEA, Philip delivered two keynote sessions within the Science Business Policy forum on Agriculture Transformation and participated in multiple sessions centered on sustainable food systems. “To achieve the better and more sustainable future that we all wish to see, we need a food system that works for people, for the

environment and the biodiversity on which we all depend,” **said Philip**. “A food system without the cruelty of factory farming.”

## Welcoming the Year of the Pig

As we ushered in the Year of the Pig and the world celebrated these emotionally intelligent animals, we also recognized the millions of pigs around the world who continue to suffer on factory farms. To help consumers see what the environment is truly like in these facilities, we teamed up with the award-winning, eye-opening short film **M6NTHS**, which chronicles the life of a young piglet and lets us see the world through her eyes. The film was temporarily available on our website and reached thousands in the US, the UK, and across Europe. **Watch the trailer and get more info here.**

## We're growing!

*Meet the newest members of Team Compassion*



### **Jeff Doyle, US Head of Food Business**

Jeff is the US Head of Food Business at Compassion in World Farming, overseeing the organization's engagement with food businesses on animal welfare and plant-forward proteins. Prior to joining Compassion, Jeff led strategy and program development for an international public health NGO for nearly a decade, designing, building, and overseeing advocacy, communications, and technical programs from Washington, D.C. to Geneva to Delhi.



### **Ross Busch, Food Business Coordinator**

Ross engages with leading US food businesses to ensure farm animal welfare is incorporated into their corporate policies. Through strategic outreach and market analysis, Ross supports the food business team as they work towards a more sustainable and equitable food system for animals and humans. He holds a B.A. in International Affairs and an M.Sc. in Public Policy & Management.