

Quarterly Impact Report

JUL - SEP 2018



A MESSAGE FROM OUR
EXECUTIVE DIRECTOR

Dear Friends,

I'd like to take a moment to (re-)introduce myself—and explain why I have never been more excited about what the future holds for farmed animals than I am today.

When I began leading Compassion in World Farming's US corporate engagement work five years ago, it was because I knew that the billions of animals raised in our food system every year deserved better than factory farming. And I knew that Compassion had a critical role to play in driving the change we need to meaningfully improve their lives.

I never expected just how much positive change we would see in a few short years. But thanks to the **passion, dedication, and generosity of supporters like you, this has been a transformative time for animals and for our food system.**

Now, I open a new chapter in my Compassion career—and I can't wait to get started with you by my side!

As the new Executive Director of Compassion USA, I am beyond thrilled at all the progress for animals the future holds—and everything that's happened this quarter has only increased my excitement. Whether it's helping consumers stay on top of their progress with first-of-their-kind tools like [EggTrack](#), and [ChickenTrack](#), encouraging people from all walks of life to [Eat Plants. For a Change.](#), [rallying support and demanding better from food industry giants like McDonald's](#)...there's no end in sight to the change we can—and will—create together.

The lives of farmed animals depend on it. **The future of our planet depends on it.**

It has been amazing to witness the incredible progress we've seen these past few years and in this quarter alone—and it will be my honor to lead Compassion as our movement continues to thrive, our momentum continues to grow, and our mission to end factory farming comes even closer to being realized.

I'd like to take a moment to express my thanks. **Thank you for your continued support of Compassion, your awe-inspiring advocacy and drive, and everything you do—big and small—to transform our food system for the better.** Great things are on the horizon. Stay tuned!

For the animals and with deepest gratitude,



Rachel Dreskin
US Executive Director
Compassion in World Farming

EGGTRACK IS BACK!

Compassion publishes the second annual report tracking food company progress towards 100% cage-free egg commitments.

The results are in.

In the past few years, we've seen major food companies from every sector make the pledge to transition to 100% cage-free eggs. But you wanted to know: How can we make sure that these companies are walking the walk when it comes to going cage-free?

We heard you. That's why last year, we launched EggTrack: a first-of-its-kind tool to help you stay on top of food company progress towards their 100% cage-free egg goals and increase transparency in the marketplace.

And now, EggTrack is back!

Our brand new 2018 report documents which companies are transparently reporting, how far they've come in the past year, and how close they are to fulfilling their cage-free commitments. Most importantly, the 2018 EggTrack report highlights the companies leading the charge...and those lagging behind.

This year's report includes data from nine new companies across food sectors—including everyday names like **Starbucks, Kellogg's, Jack in the Box, Papa John's, and Kraft Heinz**—and provides critical updates on the companies that, concerningly, appear to have fallen off their pace.

As our food system moves towards a cage-free future, we're proud to be the farm animal protection organization holding food companies accountable to their commitments and equipping consumers with the information they need to spend compassionately. **Because laying hens deserve better...and so do you.**



**SEE WHERE THE INDUSTRY'S BIGGEST PLAYERS STAND
WHEN IT COMES TO CAGE-FREE PROGRESS.**

FOOD BUSINESS

Change is happening faster than ever before

INTRODUCING:



Change is coming for chickens in America—and to date, over 90 companies have committed to fully transition to higher welfare systems by 2024. Fresh off a wave of corporate cage-free egg commitments, we launched EggTrack to monitor company progress towards their 100% cage-free goals last year. And now that we're undergoing a similar shift for chickens, we knew that another tool was needed to keep consumers in the loop. In July, we launched **ChickenTrack**, a new progress-tracking tool designed to **help companies stick to their commitments to improve the lives of chickens, receive assistance while they transition to higher welfare, and to encourage transparency in the marketplace.** The primary goal of ChickenTrack is to help companies roadmap their transition and provide critical resources to them along the way. Stay tuned for updates!



A CROSS-CONTINENTAL STRATEGY FOR ANIMALS

Our food system—and the major food companies that dominate it—is increasingly global in scope. That's why, in August, the Food Business team from our UK and EU offices traveled across the pond for a lively two-day strategy session, designed to ensure that our teams continue to coordinate our international efforts as effectively as possible. We came away from these constructive meetings even more fired up about the months and years ahead—and all the progress that we'll be seeing for farmed animals on both sides of the Atlantic, and across the globe.



FOOD LEADERS GATHER TO TALK CHANGES FOR CHICKENS

If big changes are going to happen for the most farmed animal in America, food companies play a critical role in not only committing to do better, but actually making those changes happen in practice. That's why we created the **Better Chicken Leadership Forum**—and in August, we held our third annual gathering, welcoming 48 attendees representing 32 different companies to Compassion USA's hometown of Decatur, Georgia.

We discussed the latest animal welfare science, talked about challenges with transitioning to higher welfare, workshopped solutions, and brainstormed ways to work together to ensure that commitments are met on time and companies are in this for the long haul. We even had approximately 30 attendees join us the day before the forum for our first ever field trip to **White Oak Pastures**, which is considered the gold standard for animal welfare and regenerative farming!



PUBLIC ENGAGEMENT

Mobilizing support online and on the ground

ALL EYES ON MCDONALD'S

McDonald's has a chicken problem—and since March, we've been part of the effort to get the most famous name in food to do better for birds. In July, we took that effort straight to their doorstep, rallying support on the ground in the company's hometown of Chicago to hand-deliver **over 200K petition signatures** to their corporate headquarters. We were joined by petition-starter and Chicago mom **ShaRhonda Dawson**, our coalition partners from other major animal protection organizations, and local volunteers and advocates ready to demand change for chickens. **Change.org** was on hand to **livestream the protest** and petition hand-off to their 1.6 million Facebook followers!

And we're not letting up—in August, we joined coalition partners in the Big Apple to protest McDonald's treatment of chickens in support of **this giant ad** in **Times Square**. On hand to support the dozens of animal advocates on the ground was award-winning actress **Edie Falco!** [Get the details here.](#)



 Eat a plant.
Save a planet. 

This quarter, we took our recent **Eat Plants. For a Change.** campaign to new heights—providing free weekly resources to help conscious consumers cut back on meat, eggs, and dairy, and replace those animal products with delicious plant-based alternatives. And more people are catching on: our campaign received coverage in *Plant-Based News* and *LiveKindly*, and we made a guest appearance on the *Our Hen House* podcast to share the Compassion mission and why eating plants (for a change) is critical to helping animals, people, and the planet.

PROGRESS UNDER THREAT IN CONGRESS



We thought it was dead, but the King Amendment is back—and it puts all of our hard-earned progress for animals in peril. This disastrous legislation from Rep. Steve King (R-IA) would gut anti-cruelty and anti-factory farming laws nationwide, completely overriding state and local-level animal protection laws. The 2018 Farm Bill was recently revived and narrowly passed the House of Representatives, with the disastrous King Amendment included. We've been **urging supporters to contact their senators and representatives** to demand they vocally oppose this dangerous law, and we'll be keeping a close eye on it as things progress.

JUL-SEP HIGHLIGHTS

COMPASSION AT THE UNITED NATIONS



Last month, Compassion in World Farming CEO Philip Lymbery took the floor at the United Nations headquarters in New York. His message was simple: The world—and all the creatures who inhabit it—needs a global agreement to end factory farming. He was joined by race car driver and environmental activist Leilani Munter, and his speech was met with open-minded enthusiasm from those in attendance. [Get Philip's perspective here.](#)



PREPARE TO GET GRILLED



Mark your calendars! We're excited to share that, though she has embarked on a new chapter in her animal protection career, former Compassion USA Executive Director Leah Garces' years at the helm have given rise to an incredible story—one that she will soon be able to share with all of you.

Her upcoming book [Grilled: Turning Adversaries to Allies in the Fight to Change the Chicken Industry](#) will be on bookstore shelves next fall, covering Compassion's unconventional journey in the movement to improve the lives of chickens and how Leah's experiences at Compassion showed her that real change happens when you build bridges to greater understanding. More info to come!

What Compassion supporters are saying:

"I appreciate what you do for these innocent animals, and that they appreciate it, too. You have wonderful, kind hearts—I wish all people could be like this!"

"Bless you for your compassion. **I support you 100%!**"

"You are a huge hope for the world - it will not be until the awareness is raised on compassion for animals before we can see world peace budge as well."