

# A Message From Our **Executive Director**

Dear Friends.

It's hard to believe we're already in the home stretch of 2019! The cold winds of fall and winter may be starting to creep in—but from corporate boardrooms to email inboxes to protest lines, you're turning up the heat in the fight to end factory farming as we head into the holiday season.

These past few months reaffirmed for me that this fight—one of the most important and defining fights of our age—is truly a global one. And considering that the very future of the planet is at stake, the widespread progress we've seen this quarter has given me tremendous hope for what's to come.

Here on the home front, we unveiled our latest EggTrack report, breaking down cage-free egg progress from the food industry's most influential players—and this year's effort was bigger and better than ever. Thanks to advocates like you keeping the pressure on companies to do the right thing, more companies reported, more progress was logged, and more hens across the nation are set to benefit.

And that's not all you accomplished this quarter: You also raised the alarm on behalf of pigs in the face of dangerous deregulation from the USDA, called out systemic consumer deception from the chicken industry, helped us welcome ChickenTrack—our latest progress tracking tool—and much, much more.

The quarter also saw our colleagues in the UK and Europe hit a historic milestone in their effort to end the cage age, not to mention two huge companies step up for chickens across the pond. It's so gratifying to see the ripple effect of your hard work and determination make waves around the world, and I can't wait to see what the rest of 2019 has in store.

Thank you for all that you do to make our food system and our planet a better place for animals and humans alike,



Rachel Dreskin
US Executive Director,
Compassion in World Farming



#### **COMPANY CAGE-FREE PROGESS HITS NEW HEIGHTS**

This quarter saw the release of our 2019 EggTrack report—and both our tracker and this year's progress are bigger and better than ever.

The 2019 results are in! EggTrack is back for its third year, and this time around even more food companies publicly reported their progress towards their 100% cage-free egg commitments—nearly 40%, a record high!

Caging hens for the purpose of egg production is one of the worst-of-theworst factory farming practices, and virtually all of the top food companies have committed to going cage-free by 2026 or sooner. That's why we created EggTrack—to ensure companies can and will stick to their cage-free egg commitments, on or ahead of schedule. This year, our new interactive website gives you control over how you view

EggTrack data from more than 50 of the food industry's biggest players—including, for the first time, huge names like McDonald's, Walmart, Marriott, and more—and is jam-packed with new information to help you get the bigger picture.

We're proud to be the leading organization holding food companies accountable for their animal welfare commitments. Check out the new EggTrack report to see who's on track to meet their deadlines, and who's falling behind the mark.

## FOOD BUSINESS

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

# Chickens take center stage in Georgia

We were proud to host our fourth annual Better Chicken Leadership Forum this past October, where 30 representatives from 26 major food companies—including five of the country's top chicken producers—gathered in Compassion USA's hometown of Decatur, Georgia to discuss strategies and solutions as companies work towards meaningful improvements in the lives of chickens. The sessions included notable presentations from Compassion staff on the latest welfare science, the intersection of animal welfare and sustainability, how to best communicate to consumers about higher welfare, how to build a road map to a higher welfare supply chain, and more. These critical conversations led to a very productive day, and we hope they will serve as a catalyst for even more future progress!

#### Compassion launches firstever ChickenTrack report

To date, over 130 companies have committed to fully transition to higher welfare systems for chickens in the years to



come; in response to their customers, producers are stepping up to meet the demand for healthier genetics, more space. enriched living conditions, and more. In preparation for this massive market shift, we just officially launched the latest tool in our tracking arsenal: ChickenTrack, a new progress tracker designed to help companies navigate the transition to higher welfare chicken and encourage transparency in the marketplace. While we won't be officially tracking company progress until next year, this first report outlined the state of the market and featured highprofile case studies from two of the biggest chicken producers in the country: Perdue and Wayne Farms. The information presented in this inaugural ChickenTrack report will set the stage for companies to begin the public reporting process, and we can't wait to see it all come together in a year's time!

"It is fantastic to see such an iconic chicken brand boldly commit to such significant welfare improvements...No company can lift the welfare of a nation's chicken on their own. We hope other companies will take confidence from this commitment and join the growing movement for higher welfare chicken."

- Dr. Tracey Jones, Director of Food Business, on KFC's European commitment (see next page)



### KFC + ARAMARK RAISE THE

### **BAR IN THE UK + EUROPE**

# Two big players step up for chickens

This quarter saw not one, but TWO huge food company commitments from across the Atlantic. First, food service giant Aramark expanded their existing commitment to better chicken to include their entire European supply chain—another huge step for a company that was one of the very first to commit to meaningfully improving the lives of chickens in the US. Second, iconic chicken brand KFC made massive waves by committing to better chicken across their supply chains in the UK, Ireland, Germany, Belgium, Sweden, and the Netherlands. This game-changing move is set to benefit over 72 million birds! While this major news about Kentucky Fried Chicken does not yet apply to Kentucky, change is in the air and the momentum is on our side—both here in the US and around the world.





These past few months, the USDA has engaged in a reckless effort to loosen the reins on factory farming, striking down vital regulations on pig slaughter speeds and making an already extremely hazardous environment even more dangerous. Even though these faster speeds will lead to more unnecessary animal suffering, worker injuries, and disease risk for consumers, the USDA is determined to allow the industry to police itself. We asked you to tell them that this disastrous deregulation is unacceptable—and thousands upon thousands of you answered the call, sending messages directly to the USDA. However, despite widespread outrage—and despite a very unhelpfully-worded letter from their office in response to our campaign—the USDA recently decided to defy the will of the people and enact this harmful new rule, anyway. But the fight is far from over; stay tuned for further opportunities to take action.

Learn more about the campaign here.



# COMPASSION SUPPORTERS CALL OUT INDUSTRY DECEPTION

We recently told you about a new, disgusting phenomenon terrorizing the meat aisle at your local supermarket: spaghetti meat. This slimy, stringy surprise lurking on the underside of raw chicken breasts is the result of decades of selective breeding to produce chickens that grow so large, they can barely support their own weight—and often suffer from painful, degenerative muscle disorders.

But rather than address this problem at its root, the USDA and the chicken industry want to hide it from you. At an industry gathering, a USDA rep instructed chicken processors to trim chicken filets to make them look better—or worse, to grind up affected meat and use it for nuggets, hot dogs, sausages, or other processed products. The industry wants to cover up the problems and hope consumers don't notice—and that's why in August, we asked you to stand up to the USDA and tell them that this deception won't stand. Thousands of you raised your voices, sent messages, and spread the word to friends and family about the chicken industry's nasty secret. Keep your eyes peeled for more updates to come!



### **JULY-SEPTEMBER HIGHLIGHTS**

News from around the Compassion-sphere

### COMPASSION HITS HISTORIC 1.6M SIGNATURES TO END THE CAGE AGE

Our colleagues in the UK and across Europe recently wrapped up a landmark year-long campaign to ban the use of cages for farmed animals—collecting an absolutely astounding 1.6 million signatures in the process! Not only is this an amazing result for animals, but the huge signature tally means that the EU Commission is now legally required to respond. Regardless of what's to come, the success of this campaign shows there is strong consensus that global action must be taken to end factory farming. As our CEO Philip Lymbery said in Brussels, a mere stone's throw away from the EU Commission building: "We beat the system...we got the continent standing up, to say no to cages."





#### PLANET ADVOCATES RETHINK ANIMALS IN NYC

The intersection of factory farming and the environment was front and center in September, when Compassion co-hosted the Rethinking Animals Summit—a unique gathering to examine the impact of our treatment of animals has on our planet. Concerned citizens came together with leaders in science, health, business, conservation, animal welfare, security, and ethics—including our US Executive Director Rachel Dreskin—to discuss how we can forge a path to a more sustainable future for animals and humans alike.

#### THE CHICKEN INDUSTRY GETS GRILLED

GRILLED: Turning Adversaries to Allies to Change the Chicken Industry, written by previous US Executive Director of Compassion in World Farming Leah Garcés, is a powerful retelling of a life of animal advocacy and the historic roots of Compassion USA—and it just hit store shelves in September! GRILLED details her experiences working alongside farmers and food industry leaders—encouraging change through dialogue and discussion—to reduce animal suffering and put a spotlight on the rapidly growing plant-based food sector. GRILLED is available now via Amazon, Barnes & Noble, and Bloomsbury; all proceeds will directly benefit Compassion's mission to end cruel factory farming!

