

2019: THE YEAR IN COMPASSION

From corporate boardrooms to the halls of government, public petitions to protest lines, bookshelves to social media feeds, 2019 was the most compassionate year yet in the fight to end factory farming. Here's just a taste of what you made happen for animals, people, and the planet in 2019:

A YEAR FOR CHANGE: To kick off 2019, we launched our Changemakers program to empower supporters to spread the word about how eating more plants can (literally) help save the world. Arming you with tips and tricks, we encouraged conscious consumers and planet protectors to peacefully wage the battle against factory farming...from the comfort of your dinner table.
[MAKE SOME CHANGE](#)

BENCHMARKING PROGRESS: The seventh annual Business Benchmark on Farm Animal Welfare (BBFAW) was published—and 46 of the 150 companies included are based in the US! There's still a lot of work to be done, but thanks to your support that puts us in corporate boardrooms across the country, these companies are embracing transparency around farm animal welfare.
[GET THE LIST](#)

CONSUMER CHOICE IN THE CROSSHAIRS: Last year, the FDA began their campaign to ban words like "milk" and "cheese" when applied to popular plant-based products. And when we sounded the call, you stood up and let your voices be heard, signing our petition by the thousands in 2019.
[LEARN MORE](#)

A SLIMY SECRET: We exposed the nasty chicken industry secret known as "spaghetti meat"—and revealed how, instead of addressing the painful muscle disorders at the root of the problem, the USDA is trying to hide it from you. You spoke out against this disturbing phenomenon and demanded more for yourself, your family, and the chickens who suffer on factory farms. There's still time to be heard—contact the USDA now!
[TAKE ACTION](#)

A WIN IN WASHINGTON: On the heels of big ballot victories in California and Massachusetts, the Washington state legislature passed HB 2049, officially banning not only the use of cruel battery cages for egg-laying hens, but the sale of out-of-state eggs from caged systems. The governor signed it into law in April—a huge victory for Washingtonians!
[RELIVE THE MOMENT](#)

AWARDS SEASON: Popular restaurant chain Chipotle Mexican Grill received the Good Sow Commendation at our 2019 Good Farm Animal Welfare Awards for their commitment to eliminate gestation and farrowing crates for mother pigs, standing out as the only US company to be recognized! Together, the commitments recognized at our Brussels ceremony are set to benefit an astounding 39 million animals across the globe every year.
[SEE THE WINNERS](#)

NO NEED FOR SPEED: This year, the USDA worked overtime to recklessly speed up pig slaughter lines—a move that could lead to more animal suffering, more dangerous work environments, and less safety for consumers. We asked you to stand with us and speak out for pigs by contacting Congress to tell them to block this dangerous deregulation.
[ADD YOUR NAME](#)

FACTORY FARMING GETS GRILLED: Previous US executive director Leah Garces' new book GRILLED hit the shelves, chronicling her animal advocacy journey and the historic roots of Compassion USA. At a time the chicken industry was keeping the world—and the birds—in the dark, we teamed up with unlikely allies to find common ground and transform our food system.
[GET READING](#)

HISTORY MADE: In the heart of Europe, our global team celebrated the end of an historic European Citizen's Initiative, collecting an astounding 1.6 million signatures in support of their effort to end the cage age for farmed animals. The EU commission is now legally required to respond. Stay tuned for more updates!
[LEARN MORE](#)

MICHIGAN STEPS UP: In November, yet another state joined the cage-free coalition: Michigan, the seventh-largest egg-producing state in the country, became the latest to ban cruel cages for egg-laying hens—as well as the sale of products from out-of-state operations that use them! That makes three states in a single year, meaning the movement has never been stronger.
[GET THE DETAILS](#)

TUESDAY TRIUMPH: On Giving Tuesday, we asked you to help us raise \$20k for 2020—and thanks to your generosity, we smashed our goal, raising nearly 150% of our target. Even better: Every donation was matched, dollar for dollar, and these [doubled] gifts are already being put to work to end factory farming!

HELLO TO BETTER CHICKEN: HelloFresh made our hearts a little happier: The largest meal-kit delivery company in the US committed to meaningful improvements in the lives of chickens! This big step in the right direction is for the birds (and consumers) in the best possible way!
[KEEP READING](#)

GLOBAL GOALS: Compassion CEO Philip Lymbery kickstarted conversations and got the attention of government leaders from around the world when he spoke at the UN Environment Assembly to advocate for a more sustainable food and farming system—for animals, people, and the planet.
[GET INSPIRED](#)

B.GOOD DOES GOOD: Big news for Bostonians rolled in, as local fast-casual restaurant chain B.Good joined our Better Chicken Initiative! Working closely with our Food Business team, they'll be making the transition to a higher welfare supply chain with key improvements that let birds to be birds.
[GET THE DETAILS](#)

"STAND UP" FOR CHICKENS: We shared with you the best way to "roast" a chicken by sparking some comedic dialogue around these intelligent animals. But the daily lives of chickens on factory farms are nothing to laugh about, and thousands of you signed our petition asking food companies to improve their conditions. Add your name now if you missed the chance to do it earlier this year!
[TAKE ACTION](#)

MARKET MILESTONE: This year, the US egg supply hit the 20% cage-free mark! Your support allowed our Food Business team to work directly with leading food companies to support their transition to fully cage-free supply chains, and to encourage transparency in the marketplace. The work far from over, but thanks to your support, one in five laying hens in the US is now living her life outside a cage.
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OREGON GOES CAGE-FREE: The cage-free momentum continued into summer, as Oregon became the next state—and the second of the year—to listen to its constituents and ban the use of cruel battery cages for hens, as well as the sale of eggs from caged operations. This critical law will improve the lives of the over 2.5 million hens who call Oregon home!
[SEE WHAT HAPPENED](#)

EGGTRACK IS BACK: EggTrack, our first-of-its-kind cage-free progress tracker, now tracks 79% of the future cage-free egg market—including industry giants McDonald's and Walmart, both of which started reporting on their cage-free progress in 2019. Their cage-free commitments combined will reduce the suffering of nearly 35 MILLION hens annually, making this year EggTrack's biggest year to date by far!
[SEE WHO'S LEADING AND LAGGING](#)

VICTORY IN THE BIG APPLE: Thanks to animal advocates who raised their voices, we celebrated a massive victory when the New York City Council voted to ban the sale of poultry products from force-fed ducks and geese, including cruel foie gras! New York City is one of the largest markets for foie gras in the country—and this historic bill makes it the largest city in the world to ban it.
[GET A RECAP](#)

ANOTHER STANDOUT YEAR: And with all we accomplished together in 2019, we were so proud that Animal Charity Evaluators rated us as a Standout Charity for the third year in a row! We could not have achieved this status or accomplished anything listed here without you by our side, waging this battle against factory farming.
[READ MORE](#)

OUT WITH A BANG: On the back of our Giving Tuesday feat, you helped us surpass our biggest-ever holiday fundraising goal, propelling us into a brand new decade with the momentum on our side and the wind at our backs in our fight to end factory farming.