

COMPASSION in world farming

A Message From Our **Executive Director**



Dear Friends,

I hope these early days of spring are finding you and your loved ones healthy and safe.

It's been an eventful few months for Compassion, both here in the US and around the world. Like all of you, our team has been forced to navigate this strange, stressful new reality, and I'm so grateful for how quickly and effectively our global organization has adapted in light of this extraordinary situation.

I'm even more grateful for you—our incredible, inspiring Compassion community—and how you have continued to stand up for farmed animals. Driven, like we are, by our shared vision of a brighter tomorrow for our food system. As Philip Lymbery, our Global CEO, so rightfully said: "We will continue to stand up for animals, people and the planet. As ever, we see ending factory farming as one of the biggest ways to create a decent future for our children."

Compassion's commitment to end factory farming has never been stronger. And the progress that we've made together, much of which is outlined in this report, is a testament to all the good we can continue to achieve for animals in the months to come. From new company commitments to exciting plans to expand our cage-free progress tracking, you're impacting the lives of more animals than ever before. And from fighting consumer deception at the USDA to demanding transparency from a top restaurant chain, you're raising awareness and raising your voice on an unprecedented scale.

As I said in my statement last month, "compassion and empathy breeds more compassion and empathy and, with you in our corner, we have that in droves." Thank you so much for keeping this community thriving. Just as we are here for animals and the planet, please know that we are here for you.

With warmest wishes,



Rachel Dreskin
US Executive Director,
Compassion in World Farming

FOOD BUSINESS

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

Popeyes commits to better chicken

In January, the nation's third-largest fast food chicken chain finally committed to meaningful improvements for chickens in their supply chain, following more than two years of campaigning from Compassion USA and more than 160,000 petition signatures. As the first major chicken chain to align with the Better Chicken Commitment, Popeyes' pledge has the potential to improve the lives of millions of birds across the country.

EggTrack goes global

As more companies take their cage-free egg commitments global, the Compassion team is taking cage-free accountability global, too.
Leveraging the success of our US and EU
EggTrack reports, this year's report will expand our scope even further to track the progress of 25 companies with global commitments.
With food businesses committing to make the transition to cage-free eggs across complex global supply chains, the need for both accountability and support for these companies is clear. Stay tuned for the 2020
EggTrack report later this year!





California state senators expressing our support of Governor Gavin Newsom's proposed budget increase to support healthy school food and establish a Plant-Based School Lunch Program—a program set to have a massive impact for communities, as California provides an astounding 540 million school lunches annually.

And in March, we signed on to a letter to the secretaries of the U.S. Departments of Agriculture (USDA) and Health and Human Services (HHS), urging them to support the Dietary Guidelines Scientific Advisory Committee's review of sustainable diet patterns and to address their findings in the 2020-2025 Dietary Guidelines for Americans.



COMPASSION FIGHTS BACK AGAINST CONSUMER DECEPTION

Back in 2017, the USDA openly defied the will of the people by throwing out critical animal welfare rules for its organic label. This quarter, Compassion took on the latest USDA attempt to make things even more misleading: their new rules that allow producers to, with just a brief description in the fine print, slap unsubstantiated animal raising claims (like "humanely raised" or "pasture-raised") on their packaging—confusing consumers and obscuring cruel conditions on factory farms. Since alerting our supporters, thousands have signed on in support of our letter to the USDA demanding they stop this blatant consumer deception, and we await the agency's response. Stay tuned for further updates as we continue to monitor the situation.

Learn more about the campaign here.

Turning up the heat on Ruby Tuesday

Compassion continues to demand transparency from prominent restaurant chain Ruby Tuesday, which not only failed to report progress towards their cage-free egg commitment last year, but completely removed that commitment from their website. This quarter, we took this ongoing campaign to the next level—and our supporters rose to the challenge, taking over Twitter and sending thousands of email blasts to key executives at Ruby Tuesday and their parent company, NRD Capital. As we start preparing for this year's EggTrack report, the pressure will be on Ruby Tuesday to provide the animal welfare transparency their customers deserve. Stay tuned!



Compassion joins lawsuit over sick and injured pigs

In February, Compassion joined a coalition of animal protection organizations in a lawsuit against Secretary of Agriculture Sonny Perdue and the Department of Agriculture for failing to protect pigs who are too sick or injured to walk at slaughterhouses, posing serious risks to animals and food safety. Known as "downed pigs," these animals are often kept in holding pens where they are unable to rise from feces-ridden floors before being slaughtered—putting them at heightened risk of inhumane handling, as well as carrying a host of humantransmissible pathogens.

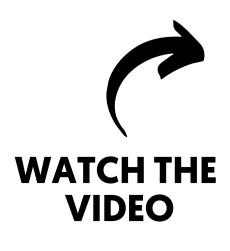
Allowing sick, immobile pigs to be run roughshod through slaughterhouses is a long-standing example of the USDA's reckless prioritization of factory farm profits over the will and concern of US consumers. Today, we once again reject this favoritism and demand the USDA perform its duties to safeguard public health and animal welfare.

- Rachel Dreskin, Executive Director of Compassion USA



"PECKING" PLANT-BASED MYTHS

We're living in stressful times—and with that in mind, we thought we'd bring a little light-hearted fun to break up the news cycle. Despite the well-documented benefits of adopting a more plant-based diet, we still see a host of myths that hinder a public shift towards more compassionate, sustainable eating. So, we brought in the best (and cutest) expert we could find to reveal the truth! Watch Henryka—our intelligent, charismatic, fact-finding chicken friend from Star Gazing Farm Animal Sanctuary—put her knowledge to the test and bust some common myths about plant-based eating:





ADDITIONAL HIGHLIGHTS

News from around the Compassion-sphere

5.5M FRENCH VIEWERS DISGUSTED BY SPAGHETTI MEAT

In January, more than 5.5 million viewers of France2—one of France's largest television networks—witnessed a news segment exploring the staggering frequency of muscle disorders found in chicken breast. Disorders like white striping and spaghetti meat that not only deteriorate the quality and nutritional content of the meat, but indicate lives of pain and suffering for the birds it comes from.



Having seen Compassion USA's campaign revealing this chicken industry dirty secret, France2 journalists joined Compassion USA to discuss the dangers factory farming poses to chickens and what it means for consumers. Watch the segment here [don't forget to turn on English captions!]

STANDING STRONG IN THE FACE OF COVID-19

As we work to navigate these turbulent waters as a global organization, our commitment to end factory farming has never been stronger—and we've been incredibly heartened by the response of our global Compassion community. Here's a some of the inspiring messages we've received from supporters in the US, Italy, and across Europe:

"We need to stick together and remain strong in our beliefs, even in the most difficult of times."

"To have empathy for animals, you also have to love people. You show that you have great hearts."

"Let us hope that the current situation is transformed into the awareness that we live in one ecosystem and the well-being of humans, animals, and plants depends on our positive actions on its behalf."

"Well done. I believe that, together, we can do something."

"I keep my fingers crossed for ending this madness and the greatest possible success of Compassion. As soon as I can, I will help. For now, I wish you a lot of health and strength to act."