



QUARTERLY IMPACT REPORT

April - June 2020

COMPASSION
in world farming
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A Message From Our
**Executive
Director**

Dear Friends,

I hope you and your loved ones are staying safe and healthy.

In these troubling times—times that have forced us all to confront unprecedented daily challenges—you might expect progress for farmed animals to fall off the mark. But the incredible advocates who make up this community and our movement have never failed to inspire me with their resilience and determination—and I'm thrilled to report that this quarter was no exception.

These past few months, we've seen tremendous momentum in the fight to end factory farming—through digital advocacy and virtual engagement with food companies, government, and policy leaders. And as a generous donor to Compassion in World Farming, I hope you'll keep reading so you can get the details on everything you helped achieve for animals, people, and the planet.

This quarter, those achievements included a massive cage-free milestone from restaurant giant Taco Bell, a call for global institutions to recognize factory farming's terrifying pandemic potential, a campaign to stop cruel mass slaughter in wake of COVID-19 shutdowns, our fight to ensure that the next set of official US dietary guidelines recognize the impact our food choices have on the environment and our climate, and the list goes on. And it's all thanks to you!

I'm so grateful that, even when it seems like the world is growing more complicated every day, you're still standing by our side, focused and fighting harder than ever to ensure a more compassionate, sustainable food future for all. Thank you for being a cherished member of Team Compassion and making all this progress possible.

In unity,



Rachel Dreskin

US Executive Director,
Compassion in World Farming



HIGHLIGHT

EXPOSING FACTORY FARMING'S PANDEMIC POTENTIAL

COVID-19 has shown us that we have to change the way we treat and interact with animals—to save the planet, and to save us all.

Even as the COVID-19 crisis continues to rage across the US and around the world, [our new report](#) breaks down how the next global pandemic could come sooner than we think...and it could be on our plates.

Factory farms—where animals are caged, crowded in unsanitary conditions, and often given routine antibiotics just to stay alive—are breeding grounds for drug-resistant bacteria, viruses, and diseases with potential to spread, mutate, and jump into humans.

That's why we launched a worldwide campaign demanding that global organizations, including the United Nations and the World Bank, adopt plans to fundamentally shift our food system away from factory farming and towards regenerative agriculture, and to reduce the number of farmed animals around the world. Thank you to the thousands who raised your voices and signed our petition!

Learn more about the campaign [here](#).

FOOD BUSINESS

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


Taco Bell delivers on cage-free commitment

Our Good Farm Animal Welfare Awards may have been virtual this year, but the progress they celebrated was as real as it gets—and restaurant giant **Taco Bell** went home with our **Good Egg Award!** Since 2007, this award has recognized companies that use or have committed to use 100% cage-free eggs or egg products within five years. Taco Bell committed to source cage-free eggs back in 2015, and incredibly, it only took one year to make the transition to serving 100% cage-free eggs on their breakfast menu—and three years for their entire U.S. and Canada supply chain to switch to 100% cage-free eggs. Nearly every other major food retailer and restaurant chose to transition over a ten-year timeline.

Compassion talks future of food

This quarter, US Executive Director Rachel Dreskin spoke on a panel at the Future of Food Conference with representatives from Tyson Foods and D'Artagnan about what brands can do to ensure the fair and safe treatment of animals in their supply chains. The panel was part of a larger dialogue on climate resilience, consumer trust, and how businesses can create sustainable, transparent, and equitable food systems.





Virtual forum keeps chicken welfare in the spotlight

COVID-19 may have thrown a wrench into our plans to meet with food companies in person at our annual Better Chicken Leadership Forum this year, but we were determined to adapt! To keep the lines of communication open, we hosted a comprehensive webinar titled “Navigating the Better Chicken Commitment: The Ask, The Science, The Market” to continue engagement with companies and other stakeholders (from a distance!) on higher welfare for chickens and to ensure progress for animals continues apace. We had 50 representatives from a wide range of food companies and organizations tune in, an encouraging sign that welfare issues are still a high priority despite a global pandemic.



PUBLIC ENGAGEMENT

Mobilizing support online
and on the ground

COMPASSION RALLIES AGAINST CRUEL MASS SLAUGHTER

In response to COVID-related shutdowns, the factory farming industry has recently resorted to mass slaughter, which they callously refer to as “depopulation”—a word designed to conceal just how horrific the methods are behind closed doors. From blunt force trauma to ventilator shutdown, when animals die from a combination of extreme temperatures and the buildup of toxic gases, these practices are too cruel to continue—and that’s why we need Congress to step in.

We asked you to contact your senators to request they support the Farm System Reform Act, watershed legislation that would phase out the fragile factory farming system that created this depopulation nightmare and ensure farmers have the resources they need to transition away from industrial animal agriculture. Over 7,500 of you—and counting!—have sent emails to your senators so far. Thank you for standing up for animals, and stay tuned for more ways you can support this bill and other legislation in the months to come.

Learn more about the campaign [here](#).



Keeping factory farming out of dietary guidelines

The US Dietary Guidelines Advisory Committee—a group of food scientists and nutritionists appointed by the federal government—just finished their report to the US Departments of Agriculture and Health and Human Services outlining exactly what the 2020 US Dietary Guidelines should recommend to keep Americans healthy. These guidelines have the potential to shape the diets of millions of Americans. That’s why, back in April, we asked you to [sign onto our public comment](#) to the committee demanding that they encourage diets that are lower in factory-farmed meat, milk, and eggs and higher in plant-based foods—for animals, people, and the planet. Thousands of you answered the call and told them to protect future generations by recommending more sustainable choices—stay tuned for updates in the coming months!

Highlighting the COVID-climate connection

Even as the COVID-19 pandemic rages on, we now find ourselves headed into hurricane season—which, thanks to climate change, is slated to be the deadliest on record. And while both threats are scary enough, they have something important in common: Factory farming. Intensive animal agriculture not only represents a huge pandemic risk, it's a key driver of climate change. And when both looming catastrophes collide, the “perfect storm” of environmental, public health, economic, and social justice crises is formed. [Click here](#) to read our deep dive into the relationship between COVID-19, the climate crisis, and the factory farming practices that exacerbate them both.

“Not only is animal exploitation likely responsible for our current pandemic, and other outbreaks like the 2009 swine flu, but that same exploitation is also driving the climate crisis that’s making it worse...It’s clear we’re snowballing the risk of future emerging disease while hurtling ourselves towards the next crisis.

[READ THE FULL ARTICLE](#)



ADDITIONAL HIGHLIGHTS

News from around the Compassion-sphere

COMPANY PROGRESS RECOGNIZED AT 2020 GOOD FARM ANIMAL WELFARE AWARDS

Though this year's awards ceremony in London was canceled due to COVID-19 safety concerns, Compassion still celebrated companies committing to higher animal welfare. This year, 34 awards were given across the UK, EU, China, and the US, cumulatively set to benefit the lives of 28 million animals each year. These new figures take the overall impact of Compassion's Food Business program to date—across all awards, partnership projects, and corporate pledges—to over 2 billion animals set to benefit every year! Get more details [here](#).



MEET THE LATEST MEMBER OF TEAM COMPASSION



Margaret Barnard, US Head of Operations

Margaret oversees human resources, compliance, and operations functions for Compassion USA, and she brings ten years of experience in operations, recruitment, personnel management, training, and program development to our team. After spending most of her career in the companion animal space, she changed her focus to farmed animals after learning about the negative impacts of factory farming. She holds an M.A. in Industrial and Organizational Psychology and is excited to draw on her organizational and team development skills and education to support the team in this critical work!

WE'RE STILL HERE, THANKS TO YOU.

The world may seem like it's at a standstill, but we're still here, fighting for farmed animals every single day. From all of us at Compassion USA, thank you for continuing to stand with us in the fight to end factory farming. Together, we can ensure progress marches on—for animals, people, and the planet.

We hope you'll take a few moments to watch a brief thank you video—an outpouring of gratitude from the Compassion family to yours!



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