



QUARTERLY IMPACT REPORT

January - March 2021

COMPASSION
in world farming

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A Message To The Compassion Community

Dear Friends,

This past quarter took us from the depths of winter to the first blooms of spring—and in just those few short months, we saw 2021 kick off with tremendous progress for animals, people, and the planet. And it's all thanks to you.

This quarter saw tremendous cage-free momentum both domestically and abroad—from [Utah's freshly-signed cage-free law](#), to Oregon and Colorado making cage-free eggs [more accessible](#) for all, to [global food giants](#) being transparent about their progress towards 100% cage-free egg supplies.

And 2021 has brought even more good news from the halls of government: Because you raised your voices for animals, we also saw dangerous slaughter line speed hikes for [chickens](#) and [pigs](#) struck down—hikes that would have spelled disaster for animal welfare, public health, and the safety of workers forced to endure some of the most hazardous working conditions in the country.

We were also thrilled to see thousands of advocates like you raise your voices on behalf of animals suffering on factory farms—both on land and by sea. Not only did you demand that fast food giants [Hardee's and Carl's Jr.](#) re-commit to their now-abandoned cage-free promises, but you also took your good deeds overseas by petitioning the Scottish government to [stop the expansion](#) of cruel salmon factory farming. No matter the species, no matter the stakes, you showed up for the millions suffering in silence, and I couldn't be prouder to be part of this driven, resilient Compassion community.

None of this would be possible without your generous support, which empowers us to spread the word about the reform our food system needs—and affords me and our dedicated team a seat [in the \(virtual\) boardroom](#) with the biggest food industry players to make those much-needed reforms happen for animals, people, and the planet. Your dedication is what drives this critical work, and I cannot thank you enough for powering progress with your voice and with your dollar.

For a more compassionate tomorrow,



Jeff Doyle

US Head of Food Business,
Compassion in World Farming



HIGHLIGHT

COMPASSION INVESTIGATION EXPOSES SCOTTISH SALMON FARMS

Compassion supporters urge Scottish government to stop the expansion of cruel salmon factory farming

Deformed. Diseased. Eaten alive by parasites.

In March, [our shocking investigation](#)—the biggest ever exposé of this industry—revealed tens of millions of salmon on Scottish farms are enduring unimaginable suffering every year.

Even more horrifying: The industry is set to double in size by 2030, with support from the Scottish government. The US is the second-largest importer of Scottish farmed salmon—and we rallied animal advocates like you to raise your voice in support of ending this cruelty to these sensitive, intelligent animals.

What we found on these farms is nothing short of appalling: From salmon with parasites eating away at their skin, to seaweed growing from open wounds, to dirty, deoxygenated water.

And despite the horrific animal suffering and environmental costs, the Scottish government is backing the irresponsible expansion of these underwater factory farms. Millions more fish are set to pay the price, and precious wild habitats will be damaged.

That's why we asked you to sign our global open letter to the Scottish government urging them to halt the growth of this industry...and you really showed up for salmon: [Our letter](#) has amassed over 120,000 signatures so far! Thank you for taking a stand, and stay tuned for more ways to take action for the millions of fish suffering in silence.

[Learn more](#) about our investigation and take action to help salmon [here](#).

FOOD BUSINESS

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

Latest Business Benchmark ranks companies on animal welfare

The ninth annual report of the [Business Benchmark on Farm Animal Welfare \(BBFAW\)](#) was published in March, offering a deep dive into the management and reporting of farmed animal welfare practices by 150 of the world's leading food companies in 2020.

Despite the significant impacts of the global pandemic on the food industry, cage-free transparency is on the rise, with an impressive 61% of companies publicly reporting their progress towards 100% cage-free egg supplies. However, this reporting has further highlighted the relative under-reporting of progress on other animal welfare issues, such as lower stocking densities for broiler chickens and the elimination of pig gestation crates.





Notable movements by US companies in this year's **BBFAW report** include:

- KraftHeinz moved into Tier 3 and Papa John's Pizza into Tier 4, up one tier since last year's assessment.
- Other US-based companies BJ's Wholesale, Cooke Seafood, Mars, and US Foods also moved up one tier however, these companies moved from bottom-most Tier 6 into Tier 5, indicating a significant amount of work remains for these companies to improve practices.
- CKE Restaurants, parent company of restaurant chains Hardee's and Carl's Jr., plummeted to Tier 6 after the removal of their animal welfare policy from the public domain, which included their public commitment to sourcing 100% cage-free eggs.

PUBLIC ENGAGEMENT

Mobilizing support online
and on the ground

COMPASSION REVOKES HARDEE'S AND CARL'S JR.'S GOLD STARS


In 2016, sibling restaurants Carl's Jr. and Hardee's (owned by parent company CKE Restaurants) publicly committed to eliminate the cruel cage confinement of egg-laying hens within their supply chains by sourcing 100% cage-free eggs. But in 2020, they abandoned their commitment, removing all documentation of their once-public promise.



WATCH THE VIDEO

Because of this betrayal of their customers' trust, we revoked the gold stars in their logos—and we asked you to contact them to **demand they win that trust back** and re-commit to going cage-free. Thousands of you took action for hens, raising your voices and sending email blasts. And we have much more on the horizon to turn up the heat on Hardee's and Carl's Jr. even further—stay tuned for more ways to get involved!

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



Utah goes cage-free for egg-laying hens!

The 2021 victories for farmed animals have already begun: In March, Utah Governor Spencer Cox [signed S.B. 147 into law](#), banning cruel cage confinement of egg-laying hens! With more than five million hens raised for egg production every year in the state, this law will eliminate unimaginable suffering associated with one of the worst-of-the-worst factory farming practices. With eight states now banning the cruel caging of egg-laying hens, retailers and restaurants have all the more incentive to keep their promises to the American public and transition to a 100% cage-free egg supply. Congratulations to the advocates in Utah—and conscious consumers like you driving the cage-free conversation forward—on this milestone for farmed animals.

VICTORY: Dangerous slaughter line speed hikes reversed

After years of public outcry—and campaigning from Compassion and many other organizations—the USDA has officially


withdrawn a rule proposed by the previous administration that would have given US chicken slaughter plants the power to formally increase slaughter line speeds! In January, Compassion met with the Office of Management and Budget to discuss the deadly consequences of the rule and advocate for its withdrawal, and we are pleased to see the Biden administration reject this dangerous and profit-driven speed hike.

To add to the good news, a federal court struck down a similar rule regarding pig slaughter line speeds just weeks ago! Increased line speeds are bad for animals, workers, and consumers alike—and have contributed to slaughterhouses across the heartland becoming deadly COVID-19 hotspots. Compassion is thrilled to see important moves for animal welfare, worker safety, and public health being made in the courts and in the halls of government—thank you to all who signed our petitions and contacted the USDA about these reckless rules!

Cage-free just got more accessible

Compassion USA firmly believes that everyone, regardless of income, should be able to make food choices that align with their values—which is why we're working to dismantle **a key barrier** that many face when pursuing more compassionate eating.





In the past year, we've been working alongside both retailers and the [Special Supplemental Nutrition Program for Women, Infants, and Children \(WIC\)](#) program to expand access to cage-free eggs to pregnant women, young mothers, and children who need additional food assistance. And we're excited to report that, after fruitful conversations with the National WIC Association and state-level WIC programs, tens of thousands more WIC participants will now be able to choose cage-free at the supermarket: The Oregon and Colorado WIC programs [just amended](#) their guidelines to allow cage-free eggs! Thank you to those states for doing the right thing for animals and consumers—and thank you to all our supporters for continuing to drive cage-free change. Stay tuned for more updates in the months ahead!

Learn more about our work with the WIC program to expand cage-free access [here](#).

ADDITIONAL HIGHLIGHTS

News from around the Compassion-sphere

GROUNDBREAKING NEW REPORT UNVEILS FOOD SYSTEM IMPACTS ON BIODIVERSITY LOSS

In February, a new Chatham House report titled '[Food System Impacts on Biodiversity Loss](#)' was launched in partnership with The United Nations Environment Programme (UNEP) and Compassion in World Farming during a live webinar. The report presents the major steps needed to ensure the preservation of our biodiversity on a global scale, raise awareness of our environment's dire circumstances, and increase the possibility of implementation—focusing on actions that can combat the looming threats of biodiversity loss and climate change.

The event featured several high-profile speakers, including Susan Gardner, Director of the Ecosystems Division with UNEP; Professor Tim Benton, Research Director – Emerging Risks, Chatham House; our Global CEO, Philip Lymbery; and Jane Goodall, PhD, DBE, Founder – The Jane Goodall Institute, and UN Messenger of Peace.

"Our diets have become out of balance, over-dependent on meat and dairy, putting ecosystems under ever greater pressure. In this age of pandemic, climate, and biodiversity emergency, there is an urgent need to end factory farming and reduce the consumption of meat and dairy."

“ - Philip Lymbery
Global CEO of Compassion
in World Farming

MEET THE NEWEST MEMBERS OF TEAM COMPASSION!



Nicole Jenkins, Food Business Manager

Nicole Jenkins supports US food businesses in incorporating farmed animal welfare and sustainability into their policies and practices, to create positive and impactful change in our food system. In her role as Food Business Manager, she uses her knowledge of agriculture and food business to encourage companies to create strong commitments and follow through with measurable progress and transparent reporting. She holds a B.A. in Environmental Studies from the University of California and a M.S. in Agriculture, Food, and Environment, specializing in Sustainable Business: Sourcing and Supply Chains, from Tufts University. In her free time, Nicole loves to bake and get outside to hike and camp as much as possible.



Marissa Valladolid, Individual Giving Manager

With a focus on growth and engagement, Marissa joins our fundraising team to develop informative campaigns to fuel Compassion's vital programs, creating opportunities for everyday animal lovers to become extraordinary animal advocates. After more than four years of development and communications work in the farmed animal welfare movement, she remains committed to learning and connecting with other mission-driven individuals in meaningful ways. When not spearheading the next big fundraising push, she can usually be found hanging with her two best friends, Romeo and Cruz—small Chihuahua mixes with larger-than-life personalities.