



MERCY FOR
ANIMALS

Strategic Plan

Global Programs

APPENDIX | HIGH-LEVEL GOALS

2022-2024



Global Programs

In addition to driving progress region by region, Mercy For Animals focuses on creating change for animals on a global scale by engaging with major companies and intergovernmental organizations that have a global footprint. By 2024, we aim to ensure every region of the world has made significant progress toward transitioning egg supply chains away from battery cages by collaborating with the world's largest food companies. Additionally, we will have supported strengthening international farmed animal welfare standards and raised awareness about the harm industrial animal agriculture causes around the globe.

By the end of 2024, we will have achieved the following:



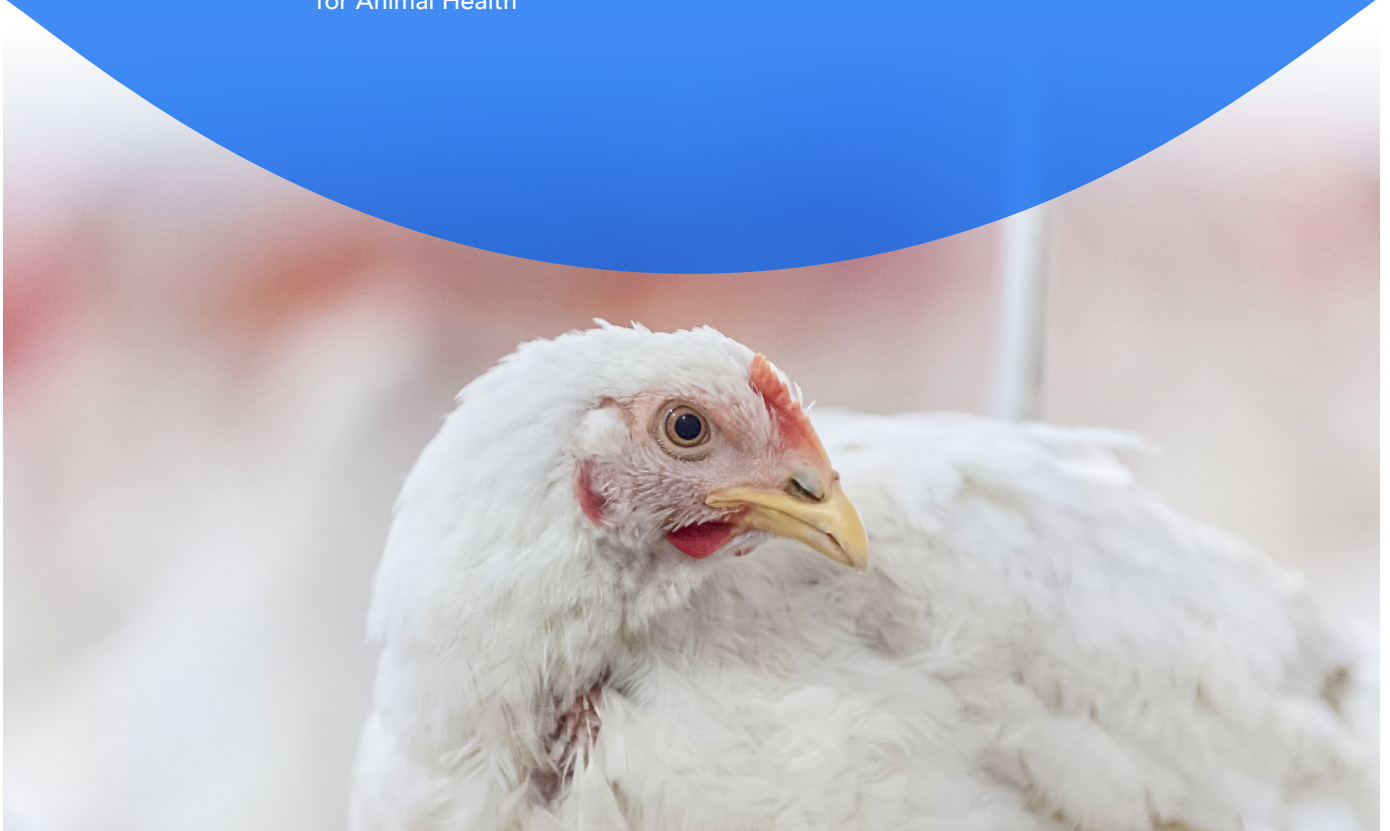
Secured more global corporate cage-free policies



Established a policy program that engages global intergovernmental bodies, such as the United Nations, the Intergovernmental Panel on Climate Change, and the World Organisation for Animal Health



Held companies accountable to their 2025 deadlines for implementation of global cage-free egg policies, especially those with supply chains in Asia, Africa, and Latin America



HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<p>Secure global cage-free commitments</p> <p>with implementation deadlines of 2030 or earlier, focusing on commitments from companies with significant operations in Asia, Africa, and Latin America. Widespread private-sector progress on transitioning laying hens out of cage systems will require substantially more corporate demand for cage-free eggs in regions where the supply shift to cage-free eggs has been limited. We can drive up demand for cage-free eggs by engaging directly with companies and, when strategic, supporting local groups with expertise in engaging global companies that we cannot engage due to linguistic or cultural barriers.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>
<p>Hold companies accountable to their 2025 implementation deadlines for global cage-free egg policies,</p> <p>especially those with supply chains in Asia, Africa, and Latin America. Mercy For Animals will continually check in on these companies to urge implementation, not only to set a precedent for our expectation that companies follow through on their commitments but to ramp up supply shifts to cage-free eggs.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>
<p>Map out an approach to influencing international farmed animal welfare standards</p> <p>developed by intergovernmental bodies. In some circumstances, global corporations rely on standards set by these bodies, and in others, governments rely on the standards. By engaging either as a single organization or as part of a coalition, Mercy For Animals can represent farmed animal interests in some of the highest-impact, critical standard-setting sessions.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>
<p>Build Mercy For Animals' global brand</p> <p>to generate awareness of and mobilize support for the plight of farmed animals in regions in which we are not significantly operational. As we strive to be truly global and grow increasingly global, we must make room for unexpected opportunities to partner with local organizations in pushing for greater public awareness, greater institutional engagement, and greater people power to end industrial animal agriculture.</p>	<p>Build people power and increase public awareness to drive change</p>





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