



# Strategic Plan

Mexico

APPENDIX | HIGH-LEVEL GOALS

2022-2024



## Regional Strategic Plan

Our regional teams are a wealth of talent, creativity, and insight into making meaningful progress in line with our global objectives. Given the cultural, economic, and political differences across regions, strategy must be set by these teams to be effective. Below we present a high-level summary of the strategic direction for Mexico, underpinned by more-detailed plans and their local application to our global objectives.

### Mexico

Mercy For Animals began work in Mexico at the start of 2015, rapidly expanding the organization's social media reach. By the end of 2017, the Mexico team had launched a food policy program and corporate engagement campaigns to secure cage-free policies.

We have seen great results and promising paths, such as the investigations we've released and the ensuing media coverage, the cage-free commitments we've secured, and the introduction of our MICA project (an innovative accountability tool to help us monitor companies' progress on commitments).

We have also identified a critical need to raise public awareness about the problems of factory farming and build people power to significantly increase our chances of achieving institutional change and ensuring accountability. Accordingly, our team will shift focus to raising public awareness and building people power over the next three years.

To help boost and empower the animal protection movement in Mexico, our organizing program will expand and build a countrywide force for farmed animals. Complementarily, we will innovate to raise vast public awareness in order to increase support for our institutional-change work.

While our emphasis will be public awareness and people power, we will continue to develop our corporate engagement efforts on both the animal-welfare and plant-based fronts.

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



Delivered impactful public awareness campaigns that gained tremendous public support for our institutional-change work



Built a strong team of volunteers, with leadership groups in cities across the country that are ready to take immediate action through an integrated and engaging technological tool



Held the companies that had cage-free commitments accountable, secured commitments from more major food companies, and worked closely with producers to ensure that they could provide cage-free eggs to satisfy the demands of these commitments



Increased availability and visibility of plant-based products in Mexico and became the go-to source for food producers, food companies, investors, media, and individuals interested in making plant-based options available to all



Created a strong, healthy, and integrated team working on all current areas of intervention and opportunity

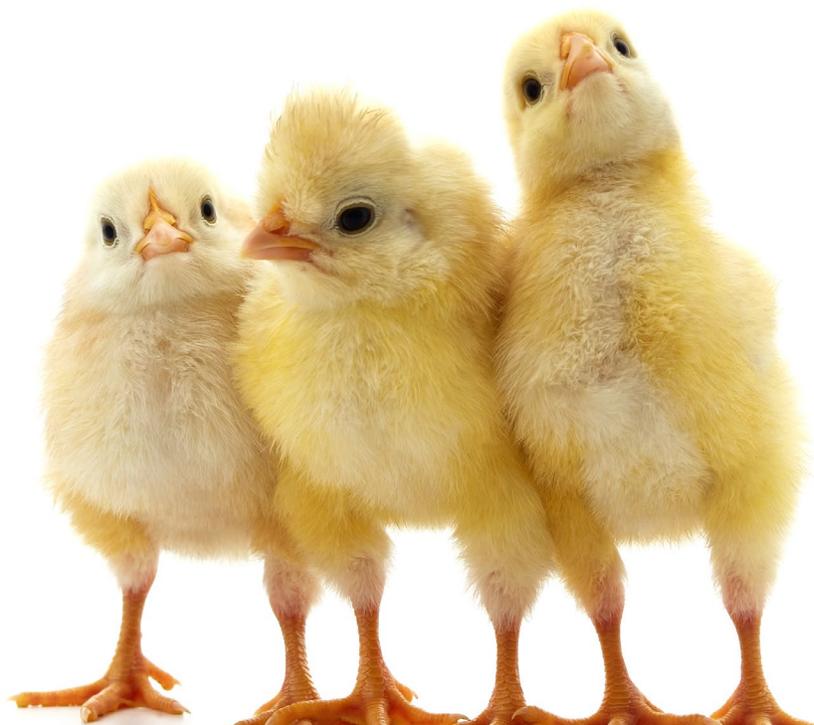


## Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<p><b>Become the go-to source for the plant-based market</b> in Mexico.</p> <p><b>Increase availability and visibility of plant-based products</b></p> <p>in Mexico by partnering with consumer-packaged-goods companies, food producers, restaurant chains, foodservice providers, and supermarkets to increase adoption of plant-based options and make them mainstream.</p> <p><b>Boost the plant-based markets of other Latin American countries</b></p> <p>as opportunities arise.</p>	<p>Decrease the number of animals in the food system</p> <p>Develop solutions that speed the transition from industrial animal agriculture</p>
<p><b>Become the go-to source for Latin American companies</b></p> <p>aiming to fulfill their cage-free commitments by 2025.</p>	<p>Reduce suffering for animals who are trapped in the food system</p>
<p><b>Become well known in Mexico</b></p> <p>for collaboration by undertaking more projects and campaigns in conjunction with local groups and independent activists.</p>	<p>Build people power and increase public awareness to drive change</p>
<p><b>Build a reputation as a meaningful participant in major events relevant to our work,</b></p> <p>such as conferences related to plant-based markets, vegan eating, and animal protection; veg fests; and summits.</p>	<p>Build people power and increase public awareness to drive change</p>
<p><b>Increase our brand awareness in Mexico</b></p> <p>such that major celebrities, top media outlets, and the general public regard us as the go-to authority on animal protection, plant-based industries, vegan eating, factory farms, and social injustices related to our current food system.</p>	<p>Build people power and increase public awareness to drive change</p>
<p><b>Expand our social media and communications presence</b></p> <p>by reaching beyond Mexico with content tailored to each of our other Latin American focus countries.</p>	<p>Build people power and increase public awareness to drive change</p>

## Goals and Priorities

HIGH-LEVEL GOALS	ORGANIZATIONAL PRIORITY
<p><b>Create a strong supporter-base program in Mexico,</b> including a system for mobilizing thousands of volunteers to take action in a matter of hours, and <b>expand the program to other promising Latin American countries.</b></p>	<p>Build people power and increase public awareness to drive change</p>
<p><b>Significantly grow our supporter base</b> and maintain high retention and engagement rates.</p>	<p>Build people power and increase public awareness to drive change</p>
<p><b>Grow our team’s capacity and confidence to embrace the challenges of the next three years</b> while continuing to foster a working culture that aligns with our organizational core values.</p>	<p>Create a thriving internal culture and strong infrastructure</p>
<p><b>Grow our presence in the political arena</b> by building strong relationships that open doors to relevant forums and proposing new initiatives or programs.</p>	<p>Decrease the number of animals in the food system  Reduce suffering for animals who are trapped in the food system</p>





[MercyForAnimals.lat](http://MercyForAnimals.lat)