



MERCY FOR
ANIMALS

The Gratitude Report

YOUR REMARKABLE IMPACT
JANUARY–JUNE 2023



You Are Changing the World

Animals exploited in our food system around the world suffer terribly, but over the past six months, you have helped Mercy For Animals make a significant global impact. Together, we are building a world where animals are respected, protected, and free.

Moving Forward for Farmed Animals

You have made these achievements and more possible over the past six months:



Defending California's Animal Protection Law

In one of the most significant wins ever for farmed animals, the Supreme Court affirmed the dismissal of claims against California's Proposition 12—one of the strongest farmed animal protection laws in the world.

With your help, we fought hard alongside our allies to persuade the court to uphold Prop 12—and it did. This is a huge victory for farmed animals that you helped secure.



Ensuring Companies Fulfill Prior Commitments

After discussions with Mercy For Animals, these companies showed progress on their animal welfare policies:

- Blue Apron, sweetgreen, Peet's Coffee & Tea, Evermore Pet Food, Sprouts Farmers Market, and Pret A Manger published plans detailing how they will meet their animal welfare goals.
- Metro, Nestlé, General Mills, InterContinental Hotel Group, Aramark, Compass Group, Bifum, Nissin, GPA, Grupo Halipar, PepsiCo, and Lactalis released progress updates.
- PCC Community Markets, Aramark, Giant Eagle, Jack in the Box, Compass Group, Kellogg's, Cerealto, Louvre Hotels, JM Smucker, Lagardère Travel Retail, Choice Hotels, Zaffari, and Parati started reporting for the first time.





Building Legislative Power

Three state animal protection bills were introduced for the 2023 legislative session. In Connecticut, Rep. Mary Mushinsky introduced a bill that would task the state with reducing its food-related greenhouse gas emissions by purchasing healthier, more sustainable foods. And the Oregon legislature saw the introduction of two bills, one that would establish welfare requirements for some farmed aquatic animals and one that would prohibit developing new large concentrated animal feeding operations and expanding existing ones.



Bringing Plant-Based Meals to Schools

Mercy For Animals entered into a food policy partnership with the Brazilian city of Caruaru. Once fully implemented, the program will replace nearly six million animal-based meals in city schools each year with plant-based ones.



Launching the New Animal Ally Program

Mercy For Animals' vital work can be achieved only because of you and other generous supporters. We recently launched a group for our sustaining monthly donors—Animal Allies.

The dependable support from Animal Allies enables us to plan and grow our crucial initiatives, such as conducting undercover investigations, securing animal welfare policies, and advancing legislation to protect animals. Find out more about this exciting new group.

Promoting a Vegan Chicken Sub at 800+ Subway Locations

More than 800 Subway locations across Mexico rolled out a vegan chicken teriyaki sub after collaborating with Mercy For Animals. From the beginning of the initiative, our team provided extensive support and guidance on developing and marketing the sub. And we continue to promote it on our social media channels to ensure that the company sees the benefits of adding more plant-based options.



Publishing a Full-Page Ad in the Wall Street Journal

Mercy For Animals held Kroger accountable for the promise it made to ban the sale of eggs from caged hens by 2025. Kroger backtracked on its commitment last year. We called out the retail giant with

full-page ads in the *Wall Street Journal* and *Cincinnati Enquirer* with the headline "Kroger Can't Be Trusted."

The *Wall Street Journal* is the second-largest newspaper in the United States by print circulation, with about 646,000 copies daily. After the ads were published and during a talk at the Future of Food conference, our primary contact at Kroger shared that the company was gathering footage of conventional and cage-free housing to show customers. The company seeks to increase transparency and better understand whether awareness of these different environments would impact purchasing behavior. We will continue to engage the company and issue recommendations on their welfare standards.



Uncovering Cruelty Inside Factory Farms

At the expense of farmers, workers, the environment, local communities, and animals, the factory farming industry cares only about increasing profits. Mercy For Animals' brave investigators endure horrible conditions at factory farms to expose the truth the industry tries hard to conceal. You make their courageous work possible.



Exposing an Egg Farm

Footage from a Mercy For Animals undercover investigation at an egg farm in Mexico shows thousands of chickens in filthy cages crammed together too tightly to walk freely, rest comfortably, or even spread their wings. Some chickens die after getting trapped in cage wire, while others fall into pits of waste below the cages and are unable to escape. As we continue urging companies to adopt cage-free egg policies, Mercy For Animals is putting pressure on the government to enact and enforce laws regulating cage-free systems to ensure reduced suffering for hens in Mexico's egg industry.



Unveiling Cruelty to Cows

In our first investigation into the Brazilian dairy industry, Mercy For Animals exposed cows beaten with bars and broom handles and stabbed with knives and scissors. Footage shows animals suffering from injuries and maggot infestation and mother cows forcibly impregnated and cruelly separated from their newborn calves. Mercy For Animals has formally delivered this evidence to Brazil's public prosecutor's office.

Revealing the Reality for Chickens in Brazil

Mercy For Animals investigators shined a spotlight on the horrific suffering at three large Brazilian farms raising chickens for meat. Footage shows birds living in crowded conditions, some with exposed skin and others who can't stand. Mercy For Animals collaborated with French media outlet Groupe M6 for this investigation, which was featured on the television show *Capital*, reaching two million viewers. The Brazilian team is urging the government to adopt meaningful regulations to protect chickens.

Your Impact Is Undeniable

Check out the impact you've helped make for animals in just six months:

- Over 100,000 animals per year could be spared through institutional food policy commitments secured this year.
- Four million hens per year could suffer less due to corporate animal welfare policies once fully implemented.
- Seven new cage-free egg policies have been adopted.
- Three companies added plant-based menu options (Mellow Mushroom, Shake Shack, and Panera).
- One large foodservice company committed to adding plant-based menu options (Legends Hospitality).
- Three investigations were released.
- Over 70 acclaimed chefs and influencers signed an open letter by Mercy For Animals and other coalition members calling on the EPA to enforce stricter emission standards at factory farms.
- More than 140 Mercy For Animals staff members and volunteers held our largest demonstration ever in Mexico City.



Growth Opportunities and Important Reminders

At Mercy For Animals, we don't just focus on the wins. We always look to improve and do better for animals. Here's what has crystalized as opportunities for growth over the past six months:

- To increase the impact and effectiveness of our corporate plant-based work, we evaluated several interventions to reduce the use of animal products in institutional supply chains. This year, we are diversifying and expanding our programmatic efforts beyond restaurant menu trials and additions and focusing on plant-based procurement policies and ingredient replacements.
- Bigger and broader use of corporate animal welfare scorecards, which have been effective at pushing companies to publish their implementation plans, would boost our corporate engagement work.
- Never give up! The fight sometimes feels long and impossible to win, but with diligent hard work, we can create change together. The Supreme Court's upholding of Prop 12 was possible only because of tireless effort, funding, and persistence from everyone fighting for animals.
- Canadians are eager to help animals! We've seen amazing responses from Canadian citizens as we continue to build support for future campaigns in the country. We'll dedicate additional resources and attention to providing opportunities for citizens to take meaningful actions for farmed animals.
- Farm visits are invaluable for both Transformation staff and farmers. They energize everyone involved, and we learn something new each time we visit a farm. There's really no substitute for seeing things in person, walking the land with farmers, and hearing their excitement about their projects.





Thank You!

Mercy For Animals will soon celebrate a huge milestone: Our 25th anniversary is next year. Thank you for helping our organization grow over the past quarter century. From a small volunteer-led group in Ohio to a multinational nonprofit, our growth is thanks to YOU. We cannot wait to see the world we are creating together continue to come to life as we move forward—until the day when Mercy For Animals will no longer need to exist.

Together, we will keep pushing for change and pushing back against the exploitation of animals for food. Thank you for believing in a better future and a world where our plates are filled with compassion instead of cruelty.

“We must work together to reform our current cruel food system. Industrial animal agriculture will continue to harm communities, workers, and—of course—animals. It’s up to us to take action. The future of the planet, animals, and all our lives depend on it.”

—Leah Garcés, CEO and President



You share every single one of our successes—thank you for standing with us.

Learn more at MercyForAnimals.org.