



YEARS OF



MERCY FOR  
ANIMALS

# The Gratitude Report

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YOUR REMARKABLE IMPACT  
JANUARY–JUNE 2024





**This year, Mercy For Animals celebrates its 25th anniversary. This monumental achievement would not have been possible without your support. You are shaping a brighter future for farmed animals.**

Thank you for sharing this major milestone with us and being a vital part of the Mercy For Animals community. Together, we are creating a world where animals are respected, protected, and free. In the past six months, your support has made a substantial impact around the globe.

## Sparking Compassion



### INSPIRING HOPE AND ACTION WITH DR. JANE GOODALL

To celebrate Dr. Jane Goodall's 90th birthday, Mercy For Animals and the Jane Goodall Institute released the short film *Voices of Hope ~ Words of Wisdom by Dr. Jane Goodall*. The tribute honors her dedication to animals, humanity, and the planet and features over 20 influential figures, including Tabitha Brown and Sen. Cory Booker. Landing exclusive coverage on *PEOPLE* magazine's website, the film encourages viewers to follow in Dr. Goodall's footsteps as an advocate for animals.



### MOVING LA COUNTY FACILITIES TOWARD PLANT-BASED MENUS

We worked closely with the Los Angeles County Board of Supervisors on a motion to offer more plant-based foods across county-run facilities. The county holds 111 contracts with foodservice providers.

The impact of this decision will be far-reaching. The county runs the Department of Health Services, which operates 26 health centers and four hospitals, in addition to providing health care to youth in the juvenile justice system and inmates in LA County jails. These institutions purchase large quantities of food for their cafeterias and in-room patient meals.



## SHINING BRIGHT AT OUR 25TH ANNIVERSARY GALA

Under shimmering lights, our mission took center stage at Mercy For Animals' 25th anniversary gala in Los Angeles. Thanks to the astonishing generosity of our supporters in person and online, we raised about \$2.3 million to fund our vital work. The gala featured an awards ceremony honoring prominent changemakers, creative activities reflecting our 25-year history, groundbreaking plant-based cuisine, a lively auction, and a rocking after-party under the stars at our inaugural "Future of Food" night market.

We extend our heartfelt gratitude to all the supporters, attendees, presenters, celebrities, and vendors who made this unforgettable night possible.

## Shifting Food Choices



Hundreds of school directors, staff, and cooks from public schools in the Brazilian city Caruaru join us for a lecture to kick off the launch of their plant-based meal program.

### TRANSFORMING SCHOOL MENUS

Mercy For Animals partners with schools in Brazil to inspire kinder, healthier, and more sustainable food policies and train kitchen staff on ways to reduce meat, dairy, and eggs used by 20%. So far in 2024, we have continued active programs in five municipalities and worked on implementing one new commitment.

We trained 754 chefs, nutritionists, and school staff members in plant-based cooking, and we supported them in replacing seven million animal-based meals with plant-based ones.

This could help spare many animals miserable lives at factory farms while ushering in potential long-term benefits for students learning about plant-based eating at a young age.



**563**  
Chefs Trained



**48**  
Nutritionists Trained



**143**  
School Staff Trained

### ESTABLISHING PLANT-BASED CHOICES AS THE NORM

Four of the six signature drinks on the 2024 New Year's drink menu at Starbucks were served with oat milk as the default: the Oleato Golden Foam™ Iced Shaken Espresso with Oatmilk and Toffeenut, Oleato™ Caffé Latte with Oatmilk, Iced Hazelnut Oatmilk Shaken Espresso, and Iced Brown Sugar Oatmilk Shaken Espresso.

These new drinks came after the November release of our [Best of Plant-Based: Coffee Shops](#) report and conversations with Mercy For Animals.

We also called out California-based chain The Coffee Bean & Tea Leaf™ for its lack of drinks made with plant milk as the default, and when the company announced its seasonal beverage menu, three of the six drinks used oat milk.





**200**

**Coffee Shop Locations  
That Added Drinks with Plant-  
Based Milk as the Default**

### **MAKING MENUS SIGNIFICANTLY PLANT-BASED**

After months of dialogue, major hospitality-management company Guest Services Inc. pledged to make 40% of the entree options on

its menus plant-based by 2028. The company also committed to reducing the amount of animal protein it purchases by 5% by 2027. Guest Services operates at more than 250 facilities and serves over 35 million guests annually.

### **EARNING A NOMINATION FOR A TOP ENVIRONMENTAL AWARD**

Mercy For Animals' Transformation™ program was named one of seven finalists for a prestigious global environmental award, the Curt Bergfors Food Planet Prize. This recognition is a tremendous honor and signals to the environmental community that our food system must be part of climate discussions.



## **Reducing Animal Suffering Through Investigations**



### **SHUTTING DOWN A SLAUGHTERHOUSE**

A year and a half after a Mercy For Animals investigation into a Brazilian slaughterhouse uncovered egregious suffering of cows and horrible conditions, the regional prosecutor's office determined that the slaughterhouse needed to be shut down.

**This case shows that investigations can bring slaughter lines to a halt and deliver justice for tortured farmed animals.**

We didn't stop there. This year we released an investigation exposing four more municipal slaughterhouses in Brazil. Our undercover investigators found evidence of extreme animal suffering, with footage showing workers using sledgehammers, axes, and metal bars to "stun" pigs and cows before slashing their throats.

The investigation landed front-page coverage in a leading daily newspaper in Brazil. We are calling for a federal ban on the use of sledgehammers or other cruel slaughter methods, and our supporters have already sent more than 750,000 emails to Brazilian officials.

### **DEMANDING ACTION FROM CHIPOTLE**

At a slaughterhouse supplying chicken to Chipotle, a Mercy For Animals investigation revealed birds in anguish on slaughter lines and torn-off legs hanging from shackles. Some chickens were fully conscious when their throats were slit. The birds had also been bred to grow unnaturally large very fast, which caused them more pain and suffering.

Several years have passed since the company pledged to stop using chickens bred for unnatural growth and to end cruel live-shackle slaughter in its supply chain. Yet Chipotle has not released any plans for achieving these goals. We are putting immense pressure on the company to make progress and keep its word.

### **SHINING A SPOTLIGHT ON THE CHILEAN EGG INDUSTRY**

During our first investigation in Chile, we found hens confined in cages so small they could barely move. These birds were forced to stand on hard wire 24 hours a day. Workers roughly grabbed multiple birds by their legs and carried them upside down from their cages to transport carriers, causing the birds to cry out in agony.

Some of the country's largest media outlets, including AS.com, *El Mostrador*, and *Cooperativa*, covered the investigation. We are urging several Chilean companies to end this extreme confinement by banning the use of cages for hens.

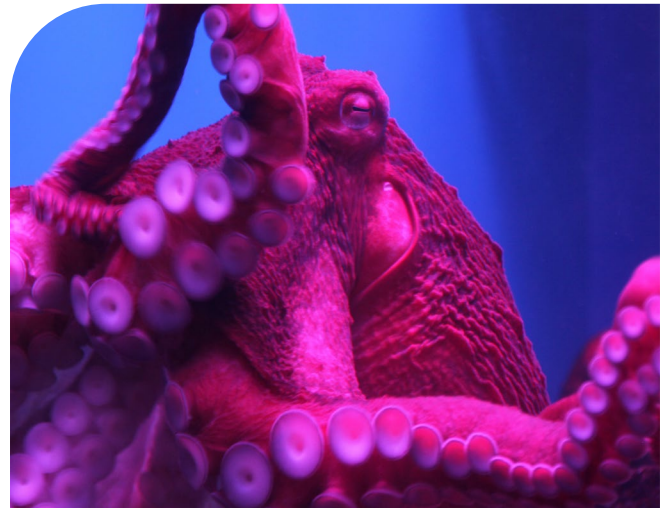
# Changing Legislation

## LEADING THE WAY ON WASHINGTON STATE'S OCTOPUS FARMING BAN

Along with local advocacy groups, Mercy For Animals moved legislators in Washington to pass the world's first law banning octopus farming. This law is an opportunity to deter the industry and prohibit the practice before it starts in the United States. Hawaii and California are considering similar bans.

## LOBBYING FOR ANIMALS IN THE U.S. FARM BILL

The Farm Bill is a massive piece of legislation that governs a wide range of agricultural and food programs. It is typically renewed every five years, but its 2023 deadline has been extended. We have been strongly advocating protections for farmed animals in the bill. As a result of our efforts, two of our propositions have made it into the Senate's Farm Bill outline. These measures focus on transitioning factory farms to climate-friendly operations and mandating federal reporting on cruel mass killing of animals at farms.



# Moving Companies on Animal Welfare

## SPARING THOUSANDS OF MALE CHICKS A HORRIFIC DEATH

After several meetings with Mercy For Animals, U.S. egg producer Kipster announced plans to switch to in-ovo sexing. Typically, male chicks in the egg industry are killed shortly after hatching because they are of no use to the industry. In-ovo sexing avoids this killing by enabling producers to identify eggs holding male embryos and destroy the eggs before the embryos develop into sentient chicks.

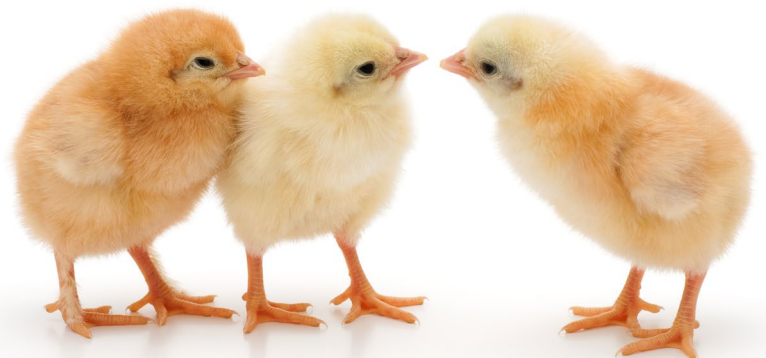
Kipster worked with the European company Respeggt to bring the technology to the United States and will start implementing the new policy in October.

## ALLEVIATING SUFFERING FOR CHICKENS

We continue making headway in our pursuit of a cage-free world for hens. After pressure from our team, 44 companies published progress on their cage-free egg commitments.

Mercy For Animals follows up with companies that have pledged to reduce suffering for chickens raised for meat to ensure they are on track to meet policy deadlines. Our efforts this year have prompted 13 companies to report progress they have made.

In the past several months, six companies have published detailed roadmaps for meeting their goals.







# Thank You!

As we reach the midway point in our 25th year of service, we are amazed by what we have accomplished together. The incredible growth that Mercy For Animals has experienced in the past 25 years is thanks to YOU. There are no limits to what we can achieve if we work together. Farmed animals need us and our voices to advocate for them.



**Thank you for joining us on our mission to build a kinder world for animals.**

Learn more at [MercyForAnimals.org](https://MercyForAnimals.org).

