

CL

Compassionate Living

Mena Massoud

Discovering a whole new world of food

Plants to the People

Nourishing, supporting, and building communities

Fish Farm Reality

New undercover investigation exposes horrific animal cruelty



Relentless

Mercy For Animals recaps a hugely successful year



Cover Photo: Alexi Lubomirski

DEAR FRIENDS,

Do you remember the first time you looked into an animal's eyes and thought, *wow, there's someone looking back at me?* Or a time when you were sad and felt comforted by a nonhuman companion? Perhaps, like me, you grew up around animals and were enchanted by their complex inner lives and abilities. Or maybe, like me, you've felt the deep, aching grief that follows the loss of an animal friend.

Lately, as the world seems to spiral into chaos, I've found myself reflecting on and appreciating the extraordinary connections we form with animals. My two cats have been a source of comfort for me and my kids, their purrs more soothing than any other remedy. Recently, I was moved to tears and joy by *My Octopus Teacher*, a film about the tender relationship between a diver and his ocean pal. This week, I found myself at a sanctuary, sitting in a flowery field surrounded by cows, one of whom—after observing me for a while with trepidation—approached to lick my face like an enormous puppy. I have also had the pleasure of spending time with a hen rescued from a factory farm and have felt my heart swell as she nestled into my neck, more trusting and cuddly than I'd ever have guessed she'd be, given her past.

It's painful—heartbreaking, even—to know that despite animals' clear capacities to love and be loved, to think, to feel, to experience happiness and anguish, and

to bond with us in profound ways, we treat them with such monumental cruelty. Our species wields its power over them in denial of their sentience and individuality that should be so obvious. But we are not ignorant. Our food system is the way it is—industrialized, cold, and concealed—precisely because we know that what we do to animals is wrong.

We also know from history that a system designed to harm, destroy, and perpetuate injustice is not sustainable. As the meat industry has fractured under the weight of the coronavirus, we've seen that building a food system on the backs of the most vulnerable humans and nonhumans is not a recipe for resiliency.

What *will* create a just and sustainable food system? The answer is simple: our collective compassion. When we channel the adoration and empathy we feel for the individual animals in our lives into action for all animals, we become the driving force that is building a better world for all of them—and for people and the planet too.

As you'll read in this issue, we're making astounding progress for animals together, even in these challenging times. It's an honor and a pleasure to fight this battle with you.

With gratitude,

Leah Garcés
President

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Hungry at home?

Hungry Planet®: Delicious chef-crafted plant-based meats that are better for you—fewer calories, less fat—delivered to your door AND coming soon to a store near you!



Cooking Potential

In her new cookbook, *Living Lively: 80 Plant-Based Recipes to Activate Your Power and Feed Your Potential*, 19-year-old chef, activist, and health coach Haile Thomas details easy steps to better nourish our bodies and souls.



Haile Thomas



Beyond Expectations

Despite COVID-19 shutdowns, Beyond Meat's second-quarter revenue leaped to \$113 million—an impressive 69 percent increase! This far exceeded Wall Street's forecast of \$99 million.

VEG TREND

WINTER



Plant-Based Champions

Acclaimed plant-based athletes, including Olympic medalist Dotsie Bausch, ultra-athlete Rich Roll, and NFL linebacker Derrick Morgan, were featured in the PSA *Milk Does a Body Bad* that aired on the *Today Show*.



Prego+ Plant Protein

Sauce brand Prego launched its first vegan meat sauce: Prego+ Plant Protein Meatless Meat. Currently on its way to retailers nationwide, the product mixes classic Prego tomato sauce with meatless crumbles.

TAKEOUT

The Amazon, Documented

Produced by Emmy-nominated filmmaker Michal Siewierski, musician Moby, and philanthropist Peter Eastwood, the new documentary *Takeout* explores the role of meat production in Brazil's devastating rainforest fires.

Lizzo Says It's Easy

In a video on TikTok, Lizzo said to her nearly nine million followers, "Being plant-based and vegan has been pretty easy." The video has garnered over a million views and nearly 600,000 likes.



Members on a Mission

Mercy For Animals has some of the most inspirational friends in the movement! Read on to get inspired and learn more about two **standout supporters** that make our life-changing work possible!



Roger Lienhard

Roger Lienhard is on a mission to create a food system that harms no one, “neither the animals or the planet, nor the humans.” As a serial entrepreneur, Roger has founded and sold several IT, advertising, and marketing companies. After switching to plant-based eating, Roger sought out like-minded people who dreamed of a world without animal suffering. In 2014, he founded **Blue Horizon Corporation**—an investment company focused on food—where he currently serves as executive chairman. Blue Horizon Corporation supports companies and organizations focused on moving toward a more sustainable food system through innovation, technology, and entrepreneurship.

My personal mission since becoming vegan is to put an end to animal suffering. Part of my journey into this lifestyle connected me with many like-minded people and organizations, one of which, of course, was Mercy For Animals.

Roger is also the founder of Blue Horizon Corporation’s affiliate, **Blue Horizon International Foundation**. The foundation invests in organizations working to “remove animals from the global food chain” and focuses on education, activism, and legislation. Mercy For Animals is honored to receive support from this foundation. Roger said, “I’m happy to support organizations like yours that are very professional and experienced in helping animals and inform people what is really going on in food production.”

By following his heart and making career choices that inspired and motivated him, Roger has become a hugely influential figure in the movement to create a kinder, more sustainable world. His approach “**combines both philanthropy and business** with the mutual goal to change as many plates from meat to plants as possible.”

Join us in shaping a better world

Guarantee that your voice for animals will carry on.

Learn More:
MercyForAnimals.org/Will



Elisa Wolfe

Elisa Wolfe credits her father for her kind heart. A philanthropist who has supported many worthy causes, Elisa grew up surrounded by loving family members who set a great example for how to treat others. Her father, a fellow philanthropist, taught her the value of leaving a legacy of good.

According to Elisa, “It’s just a wonderful thing to do, being able to give to charities or organizations or places like Mercy For Animals money to do what they do, to help in this world.”

Of all her philanthropic endeavors, including those in the art world, Elisa derives the most joy from the impact she makes for animals. She first became involved with Mercy For Animals in 2001 after a tornado hit a factory farm in Croton, Ohio, and she saw Mercy For Animals staff on the news working to rescue trapped chickens. She connected with Mercy For Animals’ founder, **Milo Runkle**, and has remained a supporter throughout the years. She hopes that through her bequest, Mercy For Animals will increase its capacity to educate and inspire people to have compassion for farmed animals.

If anything can be done to influence people, to become aware of the reality of what is going on, that is the goal. We want people to be made aware of the reality of what is going on with these animals, of the horrific way they’re treated, raised, and living.

Elisa lives in Granville, Ohio, where she provides a home for many animals, including dogs, cats, donkeys, and goats.

01

Promoting Plant-Based

In Brazil, we co-hosted online food-industry training sessions for creating and promoting plant-based options in restaurants. Unilever, Seara (JBS), Marfrig, NotCo, Domino's, and Subway were among the participating companies excited to explore the plant-based market.



02

Star-Struck Support

Mercy For Animals' managing director in Brazil, Sandra Lopes, went live on Instagram with music legend and Mercy For Animals supporter Moby. They discussed the link between meat consumption and the destruction of the Amazon rainforest in Brazil. Reports show that cattle ranching drives 80 percent of deforestation in the Brazilian Amazon.



04

Creating the New Normal

A new Mercy For Animals global campaign illustrates why animals need a new normal too. Together we can change the way we think about animals. Join the movement.

03

Progress for Chickens

Pressure from Mercy For Animals helped secure a new law in Colorado that requires by 2025 all eggs sold in the state to come from hens who are free from cages and allowed to exhibit more natural behaviors.



05

Suing the USDA

Mercy For Animals joined a federal lawsuit filed by The Humane Society of the United States that challenges the USDA's inadequate bird flu response plan. Preventing the emergence and spread of dangerous pathogens should be a top priority for the federal government. We hope our lawsuit will inspire meaningful action.

Compassion in Action



Meet Maggie Baird, animal ally and founder of Support + Feed, an initiative to help those in need during the COVID crisis and beyond.

Q Everyone at Mercy For Animals admires the inspiring work you and your team of volunteers have accomplished. Please tell us about Support + Feed.

Support + Feed has an intersectional mission: to provide delicious, nourishing food to people in need, particularly in communities that experience food apartheid and lack of access to healthy options, prepared by local plant-based restaurants. This in turn helps restaurants keep their doors open and their staff and workers in the food chain employed. All our food is plant-based to address the impact of diet on the health of the planet, as well as the health of those receiving the food. And of course it also eliminates animal cruelty from our meals. We're also empowering those receiving our food by providing information about the benefits of this way of eating and encouraging all programs who provide meals for those in need to provide plant-based food.

Q What inspired you and your family to go vegan?

I became a vegetarian over 40 years ago and vegan over a decade ago. My husband has a similar journey. Our children were raised



vegetarian and have been vegan for many years now. All of us were motivated primarily by the desire not to harm animals and be a part of the horrific animal industry, which is not only cruel to animals but also unhealthy for the human workers and ultimately disastrous for the planet.

Q How has it changed your lives?

Because we have all been living this way for so long (not eating meat), we might not have experienced the changes some other people have, but we did each have health improvements from giving up dairy. For me, it halted the beginnings of arthritis in my hands. My husband,

Patrick, had a giant improvement in his life when he realized after giving up dairy that it had been the cause of a lifelong problem that caused him to choke on his food. Apparently, he had an esophageal allergy to it, and that change was actually life-changing for him! Billie and Finneas both turned out

to have issues with dairy as well. So, it was really cool that doing something that was the ethical choice also turned out to improve all our lives.

Q What's your favorite plant-based family meal?

I can't say we all share a favorite. There are so many! Finneas loves my peanut-sesame noodles. I think everyone loves the holiday season when I make a lot of cinnamon rolls!

Q Any other words of wisdom you'd like to share regarding this unprecedented time or how serving has impacted your life and the community?

I think Support + Feed has done as much for me and for all our volunteers as it has done for those we are helping. It is easy to give in to despair and worry, especially right now, but when you spend your time working to make things even a little better for others, it gives you purpose and hope. And we all need that more than ever right now.





ULTIMATE VEGAN MAC & CHEESE

Photo: Lizzie Mayson



Photo: Nicky Johnston



COOK THE MAC:

Bring a pan of salted water to a boil. Add the macaroni. Cook for one minute less than directed on the package. Drain.

MEANWHILE, MAKE THE NUT-MILK MIXTURE:

Combine the almond milk and cashews in a medium saucepan. Bring to a boil. Transfer the mixture to a power blender. Blitz until smooth.

MAKE THE SAUCE:

Put a frying pan over medium heat. Add olive oil, reserving two tablespoons. Peel the garlic and grate it straight into the pan. Cook until the garlic just starts to brown. Add the flour and whisk with the garlicky oil to make a paste. Cook for one minute. Reduce heat to low. Slowly pour in a bit of the nut-milk mixture and whisk until completely combined. Add more, little by little, whisking until all the mixture is incorporated. Cook for two minutes. Grate the cheese. Add the nutritional yeast, mustard, and cheese to the pan. Stir to mix, adding a splash more almond milk if the mixture is too thick. Season generously with salt and pepper. Drain the cooked macaroni. Take the pan of sauce off the heat and tip in the pasta. Stir to coat.

MAKE THE TOPPING:

Put the breadcrumbs, the remaining olive oil, and a big pinch of salt and pepper into a bowl. Stir to mix. Scatter the crumbs over the pasta.

FINISH:

Place the pan under the grill and cook two to three minutes until the topping is crispy. Serve.

INGREDIENTS:

Serves 4-6

- 300 g. macaroni
- 750 ml. unsweetened almond milk
- 50 g. cashew nuts
- 40 ml. + 2 tbsp. olive oil
- 1 clove garlic
- 40 g. flour
- 100 g. vegan cheese
- 3 tbsp. nutritional yeast
- 2 tsp. Dijon mustard
- 50 g. fresh breadcrumbs
- Salt and black pepper



Speedy BOSH! is out
December 29 wherever
books are sold!

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THE HORRORS OF

LIVE-SHACKLE SLAUGHTER

Mercy For Animals unceasingly demands **meaningful reform for chickens**—among the most tormented animals in the food industry.

CHICKENS ARE INTELLIGENT, social, and emotional animals who communicate and love much like we do. But the meat industry doesn't treat chickens like the sentient animals they are; in fact, from the moment they hatch under heat lamps instead of the warmth of their mothers, they **endure stress, abuse, and suffering**. Live-shackle slaughter, the predominant slaughter method for chickens in the United States, is one

of the cruelest practices in the meat industry—designed to kill as many chickens as possible in the shortest time.

Birds are **shackled upside down by their legs**, painfully shocked, slashed at the throat, and defeathered in scalding water. Chickens often miss the stunning phase—remaining fully conscious when their throats are slit. Others miss the throat-cutter and are scalded alive in

the defeathering tanks. Chickens often flap their wings in terror—causing bone breakages, dislocations, and other injuries.

AT MAX SPEED, **NEARLY THREE BIRDS** ARE HUNG FROM MOVING SHACKLES PER SECOND—WORKERS **STRUGGLE** TO KEEP UP.

LIVE-SHACKLE SLAUGHTER IS ALSO TERRIBLE FOR WORKERS

Workers are often scratched and splattered with blood and feces as they shackle panicked birds, which **increases their risk of exposure to pathogens**. According to the United States Government Accountability Office, compared with workers in other industries, chicken slaughterhouse employees suffer some of the highest rates of severe injuries.

Live-shackle slaughter **benefits only the meat industry**—an industry that prioritizes speed and profit over animal and worker welfare.

THE BETTER CHICKEN COMMITMENT: A BETTER LIFE FOR CHICKENS

MERCY FOR ANIMALS IS CALLING ON THE MEAT INDUSTRY TO ADOPT THE BETTER CHICKEN COMMITMENT.

The Better Chicken Commitment is a set of standards that bans the worst cruelty to chickens—including live-shackle slaughter. More than **180 leading food companies have adopted the Better Chicken Commitment**, including Chipotle, Burger King, and Subway. Mercy For Animals is targeting the National Chicken Council (NCC) and Pilgrim's. The NCC—a trade association that defends the chicken industry and actively supports policies that harm both animals and workers—petitioned the USDA to allow chicken slaughterhouses to kill as many birds per minute as they



desire. Pilgrim's Pride, one of the world's largest poultry producers, recently came under fire when executives were indicted for price-fixing.

PEOPLE POWER

In an animated video, Mercy For Animals teamed up with 11 celebrities to illustrate the horrors of live-shackle slaughter. Featuring the voices of TV stars Elizabeth Lail of *You*, Sarah Jeffery of *Charmed*, Brett Dier of *Jane the Virgin*, and Elliot Knight of *Life Sentence*, this captivating video pairs distressing images of chicken cruelty with celebrities expressing the need for reform. It has garnered thousands of views and is available on all our social media platforms.

Supporters of animal and worker welfare can sign a petition through our campaign website—a petition that already boasts 9,000 signatures! Advocates can also send emails to the NCC and Pilgrim's Pride insisting they use their power to replace live-shackle slaughter with controlled-atmosphere stunning, a process much less stressful and cruel, by adopting the **Better Chicken Commitment**.

CHICKENS ARE *incredible* ANIMALS!

Check out these **four reasons** to *love* chickens!

1

Mother hens **communicate with their baby** chicks before they even break the shell.



2

Chickens use more than **200 different** vocalizations to communicate.



3

They purr just like cats and can be **very affectionate!**



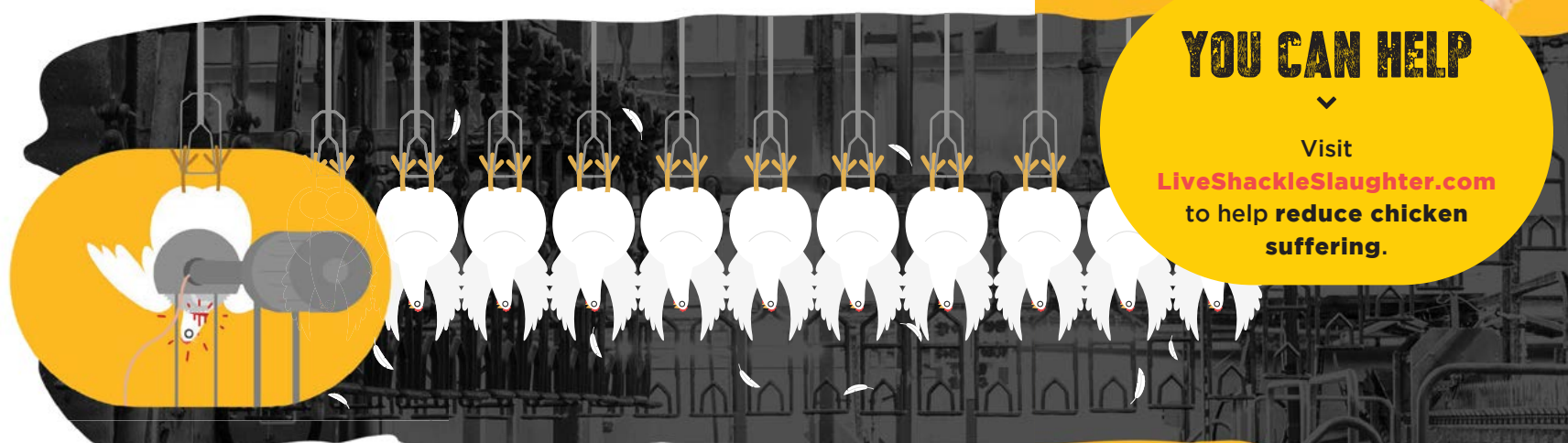
4

Chickens use their **experiences** to make decisions. **They learn like us!**



YOU CAN HELP

Visit LiveShackleSlaughter.com to help **reduce chicken suffering**.



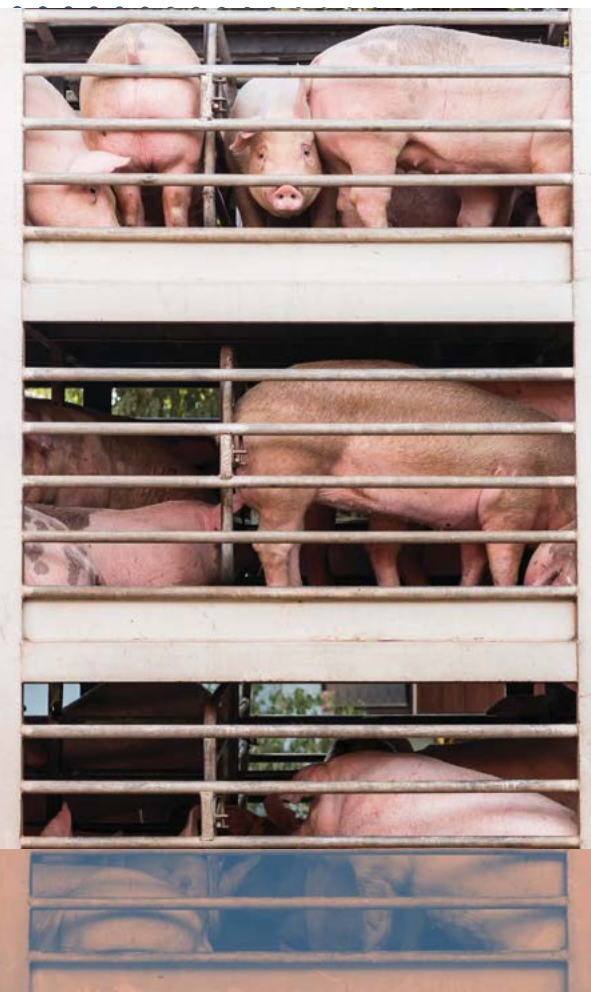


2020

A Year of Transformative Federal Change

2020 has been a turbulent year of significant global crises and political unrest.





Mercy For Animals acknowledges this time of crisis, and the GAPP (government affairs and public policy) team has identified significant opportunities for progressive, **incremental change** at the U.S. federal level. We've been working hard to influence Congress on behalf of farmed animals and other victims of our broken food system.

As COVID-19 relief efforts were in progress, we asked **USDA secretary Sonny Perdue** to prevent stimulus funding from supporting depopulation efforts—cruel mass on-farm slaughter. Although big corporations have been aware for more than **12 years** of their hazardous working conditions, their lack of preparation for a pandemic prompted their request for a **bailout**. We asked that Secretary Perdue reallocate the CARES Act funding to a more sustainable, compassionate future and to solutions more beneficial to our nation's **health and economic security**.

We also advanced a **ban** on large-scale factory farms—the Farm System Reform Act, a bill introduced by Sen. Cory Booker (D-NJ). This bill would place a **moratorium**

on new large-scale concentrated animal feeding operations (**CAFOs**) and halt expansion of existing ones. With support from **300 organizations**, we sent a joint letter to Congress asking members to cosponsor the House and Senate versions of the bill. In recent months, **several** high-profile members of Congress have cosponsored; this significant response highlights a renewed interest in achieving **major reform** within the food system.

Additionally, we helped drive the introduction of the **Safe Line Speeds** in COVID-19 Act, which would slow slaughter-line speeds to protect workers and animals.

Fast lines cause animals to **suffer slaughter** while completely conscious and pose higher risks for workers, including **injury, illness, and lack of social distancing**.

This bill could impact countless animals' lives and our communities by reducing farmed animal suffering and slowing the spread of COVID-19. At the time of publication, this bill and its Senate companion bill are still alive in Congress with **33 bipartisan sponsors** in the House and **11 sponsors** in the Senate.

In our most recent issue of *Compassionate Living*, we highlighted our GAPP team's work to **combat a harmful executive order** issued by President Trump. Trump's order, invoking the Defense Production Act, requires slaughterhouses to continue all operations, despite the dangers of working during the pandemic. Since the order's release, the meat industry's impact has become clear; **just a week before Trump's order**, the meat industry drafted a strikingly similar request—sent directly to the USDA.

The meat industry's sway over the most influential levels of government demonstrates its extensive power. Mercy For Animals will continue to fight the meat industry and dangerous policies like this executive order.

As the **only group** focused solely on farmed animals with a dedicated government affairs team, **Mercy For Animals is committed to policy work at the federal, state, and local levels**. Our GAPP team will grow in 2021.



Be sure that you are signed up for our **action alerts so that you can contact your elected officials and demand their support for vital policy initiatives.**

LEARN MORE AT
[MercyForAnimals.org/SignUp](https://www.mercyforanimals.org/SignUp)



PLANTS TO THE PEOPLE

Mercy For Animals' Work to Nourish,
Support, and Build Communities



People around the world are grappling with the pandemic's impact and the many ways our lives have changed. As businesses close and the economy slows, people suffering the most are often those in marginalized communities. In this moment, we see more clearly than ever our shared responsibility for the health and well-being of our neighbors.

Mercy For Animals recently partnered with local businesses and nonprofits to donate and deliver **1,800 plant-based meals** to New Jersey residents in Newark and Camden. The ambitious project began on July 27 and ran through mid-October.

Three grassroots organizations supporting residents during these unprecedented times and 15 vegan restaurants, all owned by women or people of color, **stepped up to make a difference**. Erin Kwiatkowski, corporate partnerships manager at Mercy For Animals, said:



By donating nutrient-dense plant-based meals in these underserved communities, we can advance our mission to build a more compassionate food system and amplify the essential work of local community organizations in New Jersey.



of the group's programs. As a result, many Newark residents **formed strong relationships with local vegan restaurant owners** and tried delicious plant-based food for the first time. Community garden founders Bilal and Breonna Walker stated:



Exposing our communities to plant-based nutrition options is vital to closing health disparities in underserved communities.

We also collaborated with Bridges Outreach, an organization that **provides food and services to unsheltered people in Newark**, and local restaurants to give 100 hearty plant-based meals every weekend for two months to folks experiencing housing and food insecurity. And we partnered with Camden County Women's Center, which provides refuge and resources for victims of domestic violence, to **donate 25 vegan meals a day for 21 days** to women and children living at their shelter.



The New Jersey project is part of Plants to the People, a Mercy For Animals initiative launched as a **direct response to the coronavirus pandemic**. We have provided similar interventions for communities in New York City and Chicago. In New York, we partnered with Community Solidarity—America's largest vegetarian hunger-relief organization—to **donate 2,000 meals at two of Community Solidarity's food shares**. In Chicago, we teamed up with I Grow Chicago, a community organization working to address the traumatic effects of violence and poverty, **to deliver 250 plant-based meals to Chicago families in need**. In total, we have donated over **4,000 vegan meals** through our Plants to the People program.



One of the nonprofits we worked with, Newark Science and Sustainability, empowers residents to **gain control of their health and create their own food systems through urban farming**. Their signature events, including the Sustainability Ambassador Program, citywide garden tours, and farm-to-table meals, focus on community building, healthy eating, and environmentalism. Mercy For Animals provided nearly 550 meals, coordinated a vegan chef demonstration, and engaged volunteers and local officials in support



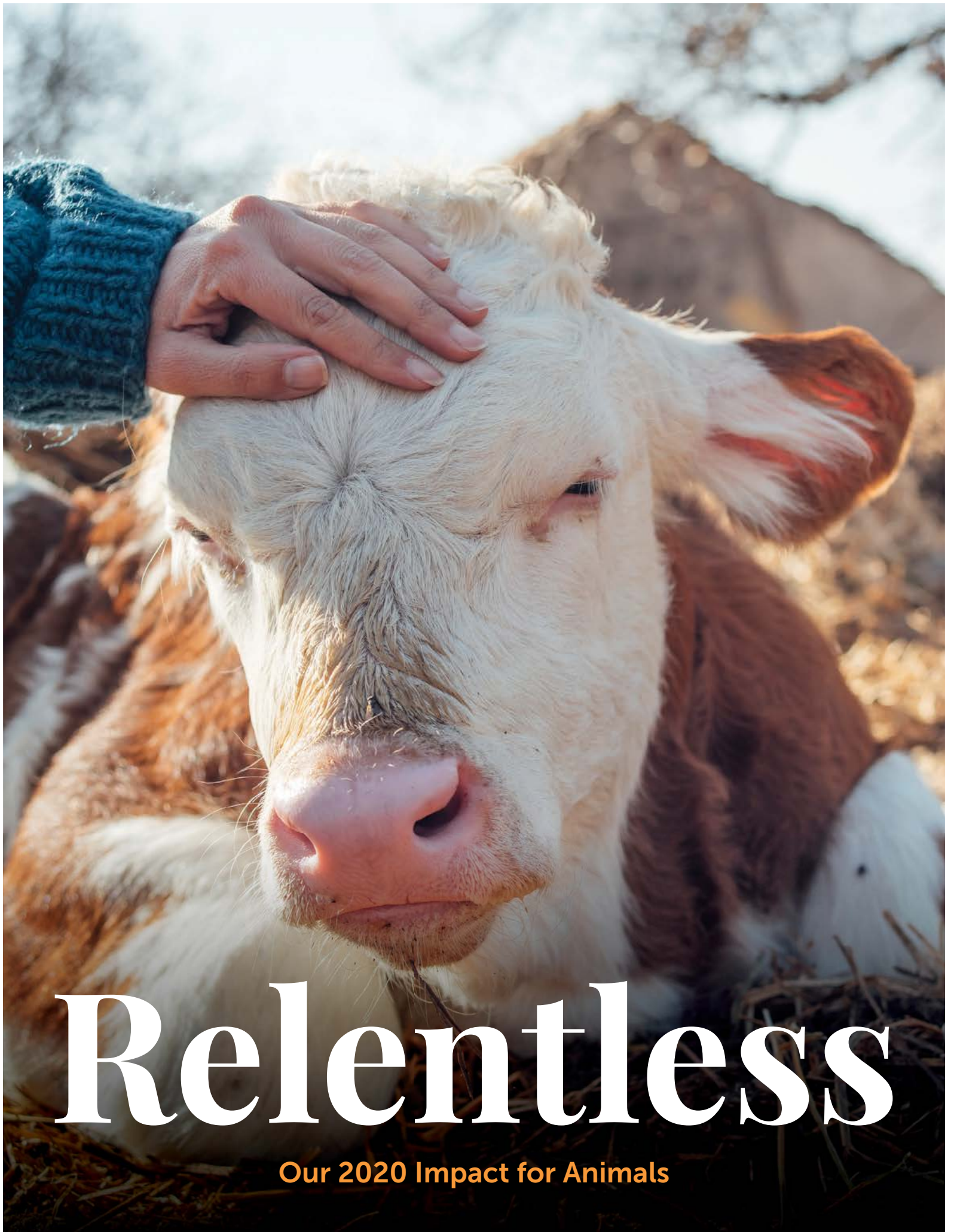
This experience allowed the residents to explore a different way of cooking, alternatives to their everyday foods, and opened the door for clean, healthy eating.

—Employee, Camden County Women's Center




To achieve Mercy For Animals' vision of a world where animals are **respected, protected, and free**, we must reach outside our typical circles and broaden and **unite the movement**. Partnering with organizations and businesses allows us to **help underrepresented communities, support vegan restaurants, highlight the incredible work of local organizations**, and continue to bring **"plants to the people."**





Relentless

Our 2020 Impact for Animals



While 2020 continues to be a difficult year for everyone, **we must not lose focus on the animals** who still need our help. With you by our side, Mercy For Animals **overcame challenges** and brought positive, meaningful reform in a year unlike any we've seen.

You changed laws for animals.

This year Mercy For Animals helped secure a new law in Colorado that requires all eggs sold in the state to come from hens free from cages. **Colorado became the sixth state** to end the cruelty of cramming hens into small wire cages for nearly their entire lives.

During the bill's negotiations in the state legislature, our senior vice president of advocacy, a Colorado resident, filed a ballot initiative with similar provisions to let the voters decide.

This signaled to lawmakers that we were prepared to fight for hens if the legislation was unsuccessful. Opposition to the bill dwindled, and now that it has passed, Mercy For Animals will not need to pursue the ballot initiative.

The new law will **require cage-free systems** that provide one square foot of floor space per hen if the birds have free access to vertical spaces like perches. If not given such access, hens must each have 1.5 square feet of floor space.

The new requirements for improved hen welfare will be fully enforced by 2025. Once the changes are implemented, we estimate more than five million hens will be cage-free.

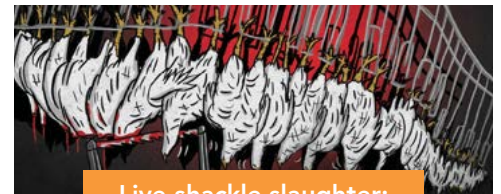
You moved corporations to commit to ending their worst practices.

Most farmed chickens will never feel grass and soil under their feet. They will never know the pleasure of finding seeds in a field or dustbathing in warm sunlight. From the moment they hatch to the day they die, chickens raised for meat are **condemned to a life riddled with pain, suffering, and disease.**

Mercy For Animals will fight until no animal suffers in our food system. But as we work toward this goal, we must do what we can to help the animals who need us now, those who are or will be victims of factory farming. They are the reason **we work with food companies** to end the industry's **cruellest practices.**

This year, after talks with Mercy For Animals, **Popeyes** became the first major fast-food chicken chain to commit to eliminating the worst suffering for chickens across its U.S. and Canadian supply chains. This historic pledge, which will impact **tens of millions of chickens every year**, could not have happened without your support.

The policy change will end some of the most terrible practices:



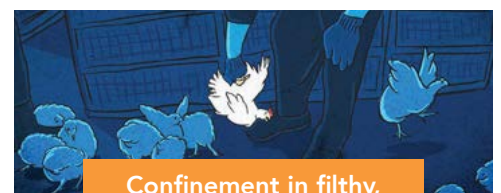
Live-shackle slaughter:

Birds are shackled upside down on a conveyor while conscious, shocked with electricity, slit open by a throat-cutting machine, and sometimes drowned in near-boiling water.



Genetic selection for extreme growth:

Bred to grow so large so fast, birds often suffer crippling leg deformities, organ failure, heart attacks, bone infections, and other health problems.



Confinement in filthy, cramped conditions:

Birds are crammed into dimly lit sheds, forced to sit in waste-soaked litter, and often unable to perform many natural behaviors.





Denny's, White Castle, Zoës Kitchen, and Hormel Foods, among others, have also pledged to alleviate animal suffering in their chicken supply chains.

Mercy For Animals is pressing companies in Latin America and Brazil to eliminate cages for hens. In Mexico, Dunkin' Donuts, Puratos, Crepes & Waffles, and others have pledged to stop using eggs from facilities with cages.

NaVeg Pizza and convenience market *ampm* have also made cage-free commitments for their Brazilian stores.



You showed companies that plant-based is profitable.

In Mexico, our corporate engagement manager, Mariana Issa, presented Nestlé's Awesome Burger at its launch event. She focused on **marketing strategies** in the growing plant-based space.

In Brazil, we partnered with **The Good Food Institute** to host online workshops involving discussions with sales teams about industry trends, research, and best practices for developing and promoting plant-based restaurant options.

You advocated to slow down slaughter-line speeds.

In many slaughterhouses, chickens are hastily shackled upside down on moving lines that kill birds at alarming rates—up to 175 per minute.

For several months, Mercy For Animals has fought to slow these lines. Along with The Humane Society of the United States, Government Accountability Project, Animal Outlook, and Marin Humane, we filed a lawsuit challenging the United States Department of Agriculture's decision to increase line-speed limits at chicken slaughterhouses.

We also promoted **two monumental federal bills**. In the House, Reps. Marcia Fudge, Bennie Thompson, and Rosa DeLauro filed the Safe Line Speeds in COVID-19 Act, which would prohibit dangerously fast slaughter lines during the pandemic.

Slower lines would decrease the risk of animals being killed while conscious and enable workers to socially distance.

The bill has garnered bipartisan support from more than 30 cosponsors. Sens. Cory Booker, Richard Blumenthal, Kamala Harris, Bernie Sanders, and Elizabeth Warren introduced a companion bill in the Senate.

Whether these much-needed protections are considered this legislative session, the

support of nearly 40 federal legislators confirms that now is the time to demand food-system reform at the federal level.

You exposed the cracks in our food system.

Preventing the emergence and spread of dangerous pathogens should be a top priority for the federal government. But the USDA's current response plan for bird flu is **shortsighted** and **unsafe**. The plan permits using taxpayer dollars to reimburse poultry farms that lose chickens to preventable disease.

Mercy For Animals joined a federal lawsuit filed by The Humane Society of the United States that challenges the USDA's plan.

You showed millions of people what factory farms are hiding.

With your support, we released six new investigations in 2020.

In Mexico, a Mercy For Animals undercover investigator documented hens forced to live in filthy, disease-ridden environments, among rats and maggot-infested manure. Dead hens were left to rot in cages with birds still laying eggs for human consumption.

The investigation made headlines in **major Mexican media outlets**, including Milenio Televisión, *El Heraldo de México*, *El Siglo*, and *Periódico el Cinco*.

In Brazil, our drones revealed frightened pigs trying to scale cement walls and



crawling over one another to escape a factory farm.

Renowned Brazilian celebrity **Xuxa** narrated the investigation video, which racked up more than eight million views on social media.

In the United States, one of our investigators exposed the agonizing final stages in farmed chickens' lives and a **broken food system** that promotes animal suffering and puts workers at risk.



Narrated and shared by **Alicia Silverstone**, the undercover video urges viewers to call on Congress to halt high-speed slaughter.

You gave animals—and us—hope for a brighter tomorrow.

You sent more than **100,000 messages** to **members of Congress** urging them to better protect animals.

You added your name to our **petitions** along with **141,000** other passionate advocates **working together** to build a kinder world for animals.

Your Instagram **comments, tweets, calls, and emails** to corporate executives brought them to the (virtual) table with us to discuss animal welfare reforms and new plant-based products.

A Lasting Impact

Catching Up on Past Wins



You prevented marine animals from drowning in driftnets.

After an explosive Mercy For Animals investigation and subsequent coalition effort, in September 2018 former California governor Jerry Brown signed legislation to **prohibit the use of large-mesh driftnets** off the state's coast. California was the last coastal U.S. state to allow these destructive "walls of death"—threatening any animal who encounters them, including members of endangered and protected species.

The bill established a **four-year phaseout**, after which all existing large-mesh driftnet permits will be revoked. Because of this law, we are already seeing fewer dolphins, sharks, rays, and other animals being killed.

According to National Oceanic and Atmospheric Administration records, **73 percent** fewer animals were caught by driftnets off California's coast in the most recent fishing season than in the one before the law's passage.

You got hens out of cages.

We have been fighting ferociously for hens since our first investigations in Ohio two decades ago. From 2015 to 2017, our initiatives focused on persuading some of the **largest companies in the world** to transition to only cage-free eggs and significantly reduce suffering for hens.

Our first major wins in the United States were Aramark, McDonald's, Sodexo, Nestlé, and Walmart in 2015. All major grocers in the United States and Canada followed suit. Even leading egg producers got on board. This year, the USDA estimates **28.5 percent** of U.S. egg-laying hens are in cage-free housing, a rise of **20 percent** since 2015.

Around **63.5 million more hens**, free from cages, can spread their wings this year—thanks to you.



While cages aren't empty and there's still work to be done, millions of animals are positively impacted each year because of you.

The future looks very bright.



MERCY FOR ANIMALS INVESTIGATION



FIGHTING FOR
FISH

SCOUT WRITHED IN AGONY for several minutes on the shoreline. **His tender tail had been severed**—sliced off with a butcher knife in a routine quality-control measure. Battling to breathe, he flapped his fins and gills as though trying to swim away. Life slowly faded from his body.

“Snagged by the lip on a fishing line, Scout thrashed and tried to break free,” noted the investigator.

“

When he was thrown on the ground, **he continued to flap around**, seemingly trying to get back to the water. His life **mattered fiercely** to him.

As Mercy For Animals documented, Scout was just one fish among thousands living in confinement ponds and tanks.

In the wild, fish swim vast distances. They explore coral and seaweed, dash through crevices, hide from predators, and **even give their own lives to protect their young**. But at these fish factory farms, they live a cramped existence in filthy water. The conditions are stressful, and the water is packed with disease—up to **40 percent** of catfish at U.S. farms die never even reaching a slaughterhouse.



The investigation footage exposes the **cruel conditions of catfish slaughterhouses** for the fish who make it this far. At one facility, fish are painfully shocked with electrified prods. The procedure immobilizes the animals so that workers can handle them more easily, but there is no evidence that the animals are rendered unconscious.

As a result, they are likely killed while able to feel pain.

THIS ISN'T THE FIRST TIME WE'VE EXPOSED EGREGIOUS ANIMAL ABUSE IN THE FISH INDUSTRY.

A 2011 investigation at Catfish Corner, a fish slaughterhouse in Texas, revealed that fish were being **skinned while fully responsive**.

A series of 2018 investigations on board driftnet fishing boats provided evidence of **cruel fishing practices that moved the California legislature to enact a law banning driftnets**.



FISH ARE PAINFULLY SHOCKED WITH ELECTRIFIED PRODS



EVERY TIME WE PURCHASE FISH, WE ARE SUPPORTING ANIMAL SUFFERING.

One of the most powerful actions compassionate consumers can take to protect fish and other animals from egregious cruelty is to **choose plant-based foods**.

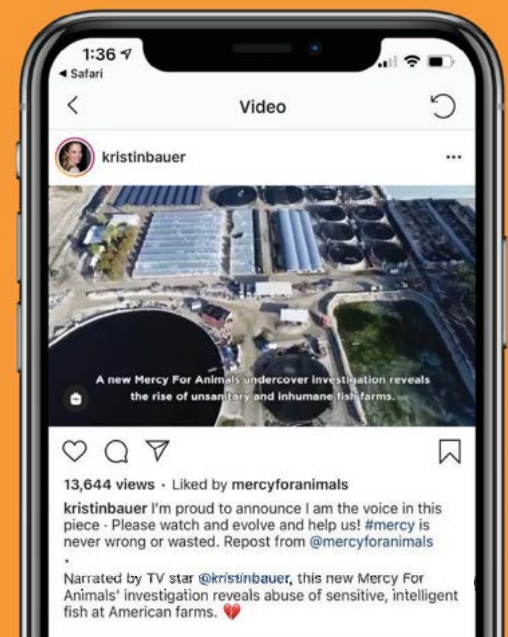
TRUE BLOOD ACTRESS LENDS HER VOICE

Actress and environmental activist **Kristin Bauer** narrated the investigation video and called on her social media followers to **show mercy to fish**.

“

PLEASE WATCH AND EVOLVE AND HELP US! #MERCY IS NEVER WRONG OR WASTED.

—KRISTIN BAUER



“

Like Mershy for Manimalsh, I lub manimalsh sho sho mush, and i wud neber hurt them. I jusht can't blimagine hawming them blif i don't have to.

—The Tiny Chef

ONE TINY CHEF MAKING A HUGE IMPACT



Meet The Tiny Chef. The Tiny Chef creates the world's tiniest dishes for the world's tiniest cooking show—and they're all plant-based! From his garden tree stump, Chef is on a mission to inspire a love for cooking in children of all ages. While Chef won't reveal exactly where he comes from, he says he "comes from the earth" and makes his home "wherever his heart is."

His first video, "Apple Pie," delighted online viewers in September 2018. Since then, The Tiny Chef has developed an impressive social media presence, boasting over **half a million** Instagram followers and over **two million** YouTube video views.



He has even collaborated with major brand Beyond Meat to whip up hearty burgers. Everyone loves The Tiny Chef!

Aside from cooking up delicious **plant-based foods**, Chef loves to entertain his followers by playing his tiny banjo and offering children's games and a tutorial on making your own tiny apron on his website.



Throughout his career, Chef has collaborated with well-known celebrities, including actress **Kristen Bell** (or “Mish Kweesten,” as he calls her). In partnership with Kristen Bell and Imagine Entertainment, *The Tiny Chef Show* will soon be available on even more platforms—including a TV network!



“The Tiny Chef adds a refreshing dose of good to the universe, and for that, I am thankful.”

—KRISTEN BELL

Chef recently released his first book, *The Tiny Chef and da Mishing Weshipee Blook*. Readers join him on a quest when he misplaces his favorite recipe book with all his best recipes—like his famous stew! Without his beloved recipes, Chef is inspired to create a brand-new recipe that may be even better. Fans can also enjoy an audio version of the book narrated by **television personality RuPaul**, Chef’s dear friend.



@THE TINY CHEF SHOW

Order this tiny but mighty book by visiting

THE TINY CHEF SHOW.COM

“Im shtill en blabsholute shock dat Wuplaul wead da blook wif me. Blits twuwy a dweam come twu, and I can neber fank my fwend Kweesten Blell enuf fo makin et blappen.”

—THE TINY CHEF

Tiny Chef fans will also find an extra special stew recipe crafted by **vegan chef Laura Louise Oates** in the book’s endpaper. Chef hopes that parents and children will enjoy making this savory plant-based recipe together.

Plant-based influencers for people of all ages—especially kids—are extremely important, even if they stand just six inches tall! By posting **delicious herbivorous recipes**, Chef is showing the world how easy it is to do better for **animals and the environment**. The Tiny Chef’s mission is something Mercy For Animals can get behind in a **BIG** way.

THE TINY CHEF TEAM



Rachel Larsen

Director/creator (friend to Chef—helps him be his best self on camera)

Rachel has dedicated her life to protecting Chef and helping him bring his tiny vision to the world. While neither seems to recall exactly when they met, they are two peas in a pod and totally inseparable. Chef counts on Rachel to help him with his on-camera performance, drive him to his voice lessons, and taste-test his new dishes. No detail of Chef’s life is too tiny for Rachel to offer help in any way she can. Watch closely, and you’ll see how Chef shines when Rachel is in the room.



Adam Reid

Writer/co-creator (helps Chef write stories)



Adam and Chef share a love of storytelling, art, and board games. Adam often reads books aloud to Chef, and they’ll stay up late talking about old movies and their favorite shows. Adam and Chef bring out the best in each other. They can be very silly—like two puppies in a field of fresh flowers—but also very serious together, like when they are writing. Adam helps Chef find just the right words and makes terrible doodles of his wonderful ideas.

Ozlem Akturk

Director of photography/co-creator (makes sure Chef is in his best light)

Ozi met Chef in New Zealand, and they became fast friends over their passion for adventure and food. So the story goes... One day Ozi leaned over and whispered in Chef’s ear, “Why don’t you make a cooking show?” Their lives would never be the same! Ozi now pours all her energy into helping Chef, using her production powers. Ozi makes sure he is in his best light and at his best angles on camera. She even removes unsightly stains on Chef’s apron when he asks.



Photos: Andrew Rowley



DISCOVER A WHOLE
NEW WORLD OF

VEGAN EATING WITH MENA MASSOUD

We sat down with avid traveler, vegan foodie, and star of Disney's *Aladdin* **Mena Massoud** to discuss everything from his new cookbook, *Evolving Vegan*, to the **future of the plant-based movement**.

Q Tell us a bit about what led you to embrace a vegan lifestyle.

Five years ago, my two best friends and I started doing research on the impact of animal products, both on our health and the planet. We shared facts and findings and eventually began eliminating animal products from our diet. I began to really see some dramatic results—my energy was up, I was making never-before progress at the gym, and I just felt more positive about my life.

Q We're big fans of your IGTV series and new cookbook, *Evolving Vegan*! Tell us about the Evolving Vegan brand.

I started Evolving Vegan back in 2018, and shortly after, my business partners and I decided to put together the cookbook. We traveled to 10 cities and over 50 restaurants. The result was a deliciously diverse collection of recipes from all around North America, including recipes of my own and my mom's recipes that I grew up on, paired with journaling where I discuss narratives relating to a vegan lifestyle.

Q What's one of your favorite recipes in the *Evolving Vegan* cookbook? Is there a story behind it?

One of my favorite recipes in the book is my mom's recipe—kosharee. It's an Egyptian staple much like polenta is for Italians. It's completely affordable in Egypt and delicious. The recipe consists of rice, lentils, pasta, the most flavorful pasta sauce, fried onions, and chickpeas. It sounds simple, but when you combine the ingredients together, it's heaven in a bite.

Q What do you want your fans to know about vegan cuisine?

I just want people to know that it's not as scary or unapproachable as you might think. Lots of foods that people eat every day are already vegan. If you want to evolve vegan, I suggest cutting out your least favorite animal product. See how you feel. Then try eating plant-based once or twice a week and go from there.

Q Has the growing popularity of vegan foods affected snacks and meals on film and TV sets?

It's getting easier. On almost every set, you'll find a few people that are plant-based. Consequently, catering services are beginning to accommodate those people. Being vegan is picking up steam, especially now, where people are becoming more aware of what they're putting into their bodies. Many sets are also going green, so the basis for change is there.

Q What does the future of the vegan movement look like to you, and how do you envision yourself participating?

I think we've entered a phase where plant-based meat and dairy are all the craze. Plant-based companies like Beyond Meat, Impossible, and Oatly are turning into billion-dollar companies almost overnight. For the past couple of years, I've been infatuated with all the incredible plant-based meats, milks, and candies. It's been fun and exciting to explore these new options. I think the next phase of the vegan movement will focus on clean, simple, and organic whole foods, which I already participate in.

A SNEAK PEEK INSIDE

EVOLVING VEGAN

ORANGE CAULIFLOWER BITES

If you thought Buffalo cauliflower was good, just wait until these bad boys come off the pan—things are about to get real exciting.



RAINBOW & SUNSHINE BOWL

The next time you feel like you want some good-tasting fiber in your diet, this bowl is the one!



PECAN PIE

Everyone will enjoy this no-bake, completely raw, fully vegan, and gluten-free pecan pie recipe from Toronto!



Evolving Vegan is out NOW!
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