



Broken Birds

Undercover investigators expose seas of suffering chickens

Transport Truth

The horrific last moments of millions of animals unveiled

Prop 12 in Peril

The fight for progress rages on

Sarah Jeffery
Queen of kindness



Investigations Uncovered

Why whistleblowers remain on the front lines



Cover photo: Devin Dygert

DEAR FRIENDS,

As warmer weather arrives in my corner of the world, I've been reflecting on the gift of nature and the fundamental freedom of being outdoors. Planting my garden this year, I reminisced about the luminous spring days when my rescue chicken, Henrietta, would follow me from patch to patch, pecking and scratching the sun-baked dirt, sampling my piquant pepper plants, remarking in coos and chirps on the richness of it all. The melodies, colors, and textures of nature were novel to Henrietta; rescued from a factory farm, she had never known anything but a dark, congested, and filthy warehouse. In these spaces, the sun doesn't shine, the air is choked with ammonia, and the ground is caked with waste and littered with downed birds. For the animals within, the elemental beauty of our planet, the birthright of all living beings, is locked away in another world. When Henrietta first encountered grass, she cowered in a cardboard box, too afraid to touch it. With my family's love and encouragement, slowly, she blossomed. Watching her begin to experience life in her own way touched my heart and renewed my passion for our mission. Her ill-fated existence had become a celebration of life itself.

This spring, Mercy For Animals released hidden-camera footage from a farm that raises chickens for an ALDI supplier; this

footage exposes the grave conditions that chickens like Henrietta endure. The release culminated in a week of action in the Chicago area, home to ALDI headquarters, with media coverage, public engagement, and demonstrations by Mercy For Animals staff and volunteers. As you will read, this is one of our many exciting accomplishments this season. On a grand scale, our work serves to hold corporations accountable and expose the true cost of what many consumers consider a cheap and convenient meal. But with each campaign, we also advocate freedom for the billions of individual birds just like Henrietta in our food system. Our work can be charged, emotional, and difficult, but we fight gravity to do it—because we know the warmth of the sun on our skin, the smell of fresh air, the feeling of the earth beneath us, and the gift of experiencing life on our own terms. We know the opportunities for expression that freedom affords us, and we know that every farmed animal deserves nothing less.

With gratitude,

Leah Garcés
President

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Real-Life Vegan Superhero

Marvel Studios recently released a trailer for *Thor: Love and Thunder*, starring real-life vegan superhero Natalie Portman. Though she may be saving the universe in the upcoming film, Portman saves animals every day through plant-based eating.



Bob's Plant-Based Burgers

Impossible Foods teamed up with The Walt Disney Company to create a vegan burger for *The Bob's Burgers Movie* premiere! The "Get This Plant Patty Started" burger was served on the red carpet at Hollywood's El Capitan Theatre.



VEG TRENDS

SUMMER

Vegan at Coachella

This year, the Coachella music festival featured a multicourse plant-based dinner prepared by vegan chefs and siblings Ayindé and Makini Howell. The festival also boasted a range of plant-based vendors, including Monty's Good Burger and Ramen Hood.



A Cow at Cannes

Cow—a heart-wrenching documentary depicting the relentless cycle of mental and physical suffering cows endure at dairy farms—left audiences in tears after premiering at Cannes Film Festival.



Plants in the Box

It's official: Jack in the Box has been trialing its plant-based Impossible burger at select locations in Phoenix, Arizona, and Portland, Oregon!



Egg-cellent Ads

Tennis pro Serena Williams and Oscar-nominated actor Jake Gyllenhaal have teamed up with Eat Just for two television commercials promoting JUST Egg and the benefits of plant-based foods!



Las Vegan

The famed Las Vegas Strip is finally getting its first fully vegan fine-dining restaurant! Crossroads Las Vegas—opening in Resorts World Las Vegas—will serve dishes like beet tartare and tagliatelle Bolognese.



Keeping Up with Beyond

Megastar Kim Kardashian has teamed up with Beyond Meat for a new campaign as the company's first chief taste consultant. A huge fan of Beyond Meat's products and mission, Kardashian shared the new campaign ad with her 313 million Instagram followers!

Vegan Fridays

New York City mayor Eric Adams has implemented "vegan Fridays" in public schools as a way to improve student health in the largest U.S. school district.

Creating the **COMPASSION COLLECTIVE**

How one simple resolution led to
a lifetime of **activism for animals.**



With each second in 2020,

271 land animals were slaughtered globally. Some may consider this grim statistic unchangeable—but not **Mikael Roldsgaard Nielsen.**

Like most people, Mikael grew up loving animals but never making the connection between animals like his family dog Oscar and the animals he ate for dinner. One college course changed all that—Mikael dived into research and uncovered the truth about how **horribly animals are treated in our food system.**



corporate collaborations, building public support through compelling campaigns, and mobilizing millions of supporters to speak out against factory farming. Now he's taking the next big step—and **bringing thousands of engaged activists with him.**

In July, Mikael introduced the Compassion Collective—a new group of dedicated Mercy For Animals supporters bound by one mission: **to create a world where animals are respected, protected, and free.**

Overseen by Mikael, the Compassion Collective engages passionate supporters with meaningful interaction and special opportunities. Through exclusive events, one-on-one updates, and detailed progress

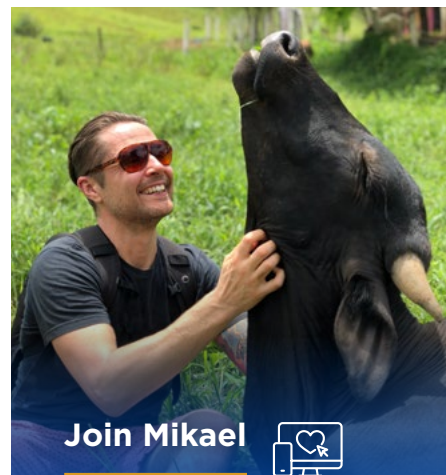
reports, it ensures members feel connected not only to the **historic progress** made with their support but to our shared mission of ending factory farming and easing farmed animal suffering in the meantime.

Until every cage is empty and the number of animals slaughtered per second is zero, the Compassion Collective—with Mikael at the helm—will fight for every animal's right to run freely, love their family, and enjoy the peace they deserve.



This was right around Thanksgiving in 1996, and thinking about the millions and millions of turkeys who suffered and died for this holiday of giving thanks each year was the final straw. I went vegetarian overnight and went vegan in 1999 for my New Year's resolution.

Fast-forward 23 years, and Mikael is tackling industrial animal agriculture, one of our planet's greatest threats. As a Mercy For Animals team member, Mikael has devoted the past decade to decreasing suffering through



Join Mikael



To learn more about the Compassion Collective and how to join, visit **MercyForAnimals.org/CompassionCollective.**

01

Bold Moves in Brazil

Mercy For Animals Brazil is boldly asking international fast-food restaurants like Taco Bell, KFC, and Pizza Hut to add plant-based options to their menus. The new campaign, **Plante Essa Ideia** (Plant This Idea), is activating millions of online supporters to demand compassionate, more sustainable food choices in Brazil.



02

Inspiring News out of India

After multiple appeals and meetings with Mercy For Animals India, the government of Delhi, India's capital, issued an order prohibiting the use of gestation and farrowing crates in the state. Used to confine pregnant and mother pigs, these crates are so restrictive the animals can't even turn around. The state of Manipur also banned them, further increasing the momentum and pressure on other states to do the same.



03

Introducing the Farmer Toolkit

Mercy For Animals' Transformation program launched the Farmer Toolkit. This first-of-its-kind online hub enables farmers to explore resources and funding opportunities to start their transitions from animal agriculture to plant-focused farming.



04

Global-Scale Win

Mercy For Animals' president, Leah Garcés, traveled to Kenya to attend this year's United Nations Environment Assembly (UNEA) meetings. As part of a coalition of animal advocates, Mercy For Animals asked world leaders to adopt a resolution requiring UNEA to produce a report on the connection between animal welfare and the environment and sustainable development. Assembly members adopted the resolution unanimously, signaling agreement around the world that animal welfare is an issue of high importance.



05

Overwhelming Support for Plant-Based Military Meals

We published a groundbreaking Mercy For Animals survey conducted in 2022 of more than 220 active military service members across all branches. The results reveal that 81 percent of respondents believe the military should provide plant-based MREs (meals, ready-to-eat) to its members. If given the option, 63 percent said they would choose plant-based MREs over animal-based ones. This survey underscores military-member readiness to embrace the nutritional, environmental, and moral benefits of plant-based eating.



FROM “YOUTH IN FARMING” TO

“For the Animals”

I PARTICIPATED IN A YOUNG FARMER PROGRAM AS A KID. HERE’S WHAT I ACTUALLY LEARNED.

By Rachel Pope
Content Marketing Specialist



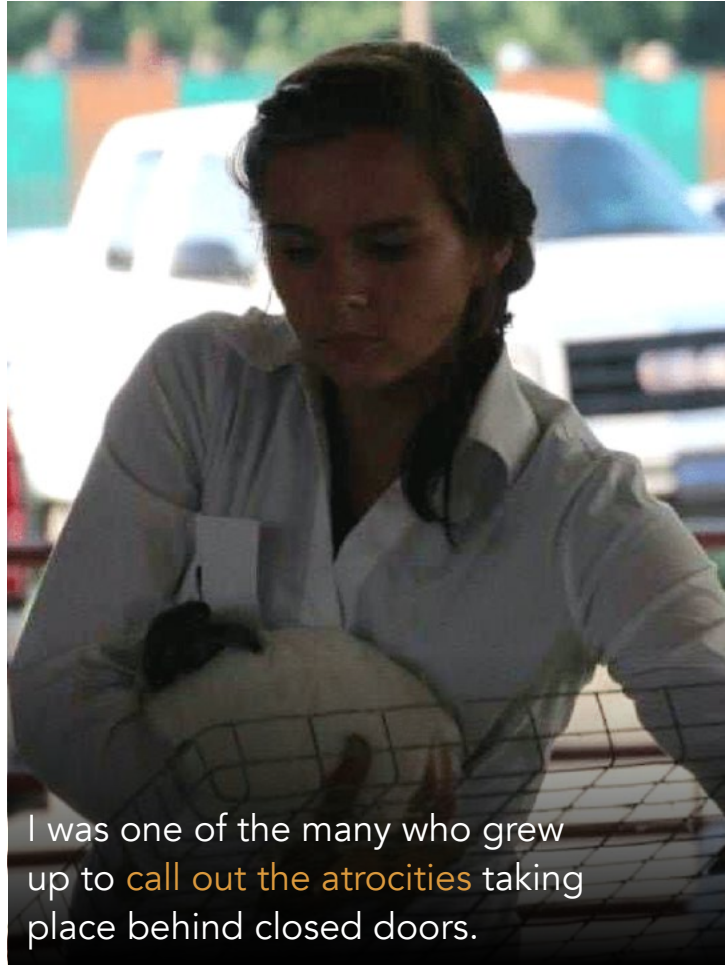
I’m standing outside a large metal barn in the middle of winter, snow falling around me. The brisk wind burns my face. Ill-prepared for the weather, I shiver in my old muck boots. Moments later, I’m able to ignore the below-freezing temperature and acknowledge what’s in front of me: **eight small piglets**, just old enough to leave their mother, trembling and **searching for warmth**.

For now, the only warmth they can find is in my weak nine-year-old arms. I am in awe.

Part of a program for young farmers, my sister and I braved the cold to purchase several pigs for the local county fair. Once we picked out our piglets, we carefully placed them in a large dog crate in the back of my mom’s car. The entire way home, we discussed which names perfectly fit their personalities and our plans to sleep right beside them.

I saw no difference between these piglets and my companion animals at home.

By the time I reached my teens, I no longer found myself comforting the pigs we’d buy, regardless of how strongly they desired it. I cared more about the “payout” than the lives at stake, and I treated my friends and family just as callously, **never asking myself whether these attitudes were connected**.



I was one of the many who grew up to **call out the atrocities** taking place behind closed doors.

Looking back, I see how I went from a compassionate young girl to an unkind young woman. It was difficult to lose the animals I cared for, and I did anything I could to preserve my sanity.

Young farmer programs like this encourage young people to purchase, raise, and ultimately sell farmed animals to be killed for food. These programs can be excruciating for both the animals and the people involved. In some cases, the programs give hope to animal

agriculture by bringing in younger generations to help industries continue and grow. In others, they **create activists ready to speak out**.

I was one of the many who grew up to call out the atrocities taking place behind closed doors.

Once I **made the connection** between the companion animals who slept beside me each night and the animals commonly raised and killed for food, **I became an ally**. I was driven to tell the story of how even those who were once involved in a cruel system can become opponents of it. While in some ways all felt lost, **I rediscovered the compassion I once knew** and became an advocate for farmed animals around the globe.

During my rediscovery, something became painfully clear: As long as programs like this exist, **our children’s natural compassion will be threatened**, and the kinder world we envision will be harder to build. **We must nurture kindness in our children by investing in humane education programs, adopting animals in need, and showing those we love that compassion begins on our plates.**





SWEET POTATO SALSA SALAD

INGREDIENTS:

Serves 4

- 4 sweet potatoes
- 4 tablespoons olive oil
- 1 tablespoon smoked paprika
- 3 garlic cloves, unpeeled
- 9 ounces cherry tomatoes
- 1 (7-ounce) can corn
- 1 (14-ounce) can black beans
- 2 red bell peppers
- ½ cup pumpkin seeds
- Salt and black pepper

For the salsa

- 2–3 limes
- 1 red onion
- 1 jalapeño
- 1 large avocado
- Fresh cilantro
- 2 tablespoons extra-virgin olive oil
- Salt and black pepper

Preheat the oven to 350°F.

1. MAKE THE SWEET POTATOES

Peel and cut the sweet potatoes into ¾-inch chunks. Tip them into a roasting pan, and drizzle with 2 tablespoons of the olive oil. Season with salt and pepper, sprinkle the smoked paprika, and toss. Add the unpeeled garlic cloves. Roast for 30–40 minutes until the sweet potatoes and garlic are soft. Set aside to cool.

2. MEANWHILE, MAKE THE SALSA

Zest and squeeze the limes into a bowl. Peel and finely chop the red onion. Stem and finely slice the jalapeño. Add these to the bowl. Halve and pit the avocado, dice the flesh, and scoop it into the bowl. Finely chop most of the cilantro, and add it to the bowl, reserving a few leaves for garnish. Drizzle in the extra-virgin olive oil, season well with salt and pepper, and toss to combine.

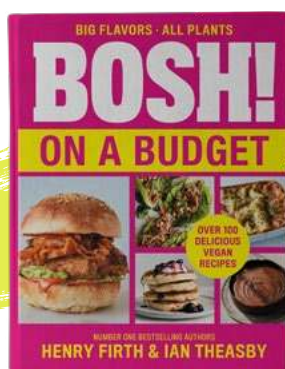
3. PREPARE THE REST OF THE SALAD

Halve the cherry tomatoes. Drain the corn and black beans, and rinse well. Stem and dice the bell peppers. Set these ingredients aside. In a skillet over medium-high heat, toast the pumpkin seeds until they start to pop. Take the pan off the heat.

4. ASSEMBLE AND SERVE

Peel the cooled garlic cloves and add them to the salsa, discarding the skins. Tip the tomatoes, corn, black beans, and bell peppers into the roasting pan with the sweet potatoes. Drizzle with the remaining olive oil, season with salt, and toss gently to combine. Tip onto a serving plate. Top with the salsa, toasted pumpkin seeds, and reserved cilantro.

Adapted from *BOSH! on a Budget* by Henry Firth and Ian Theasby, © 2022. Printed with permission of HarperCollins.



If Prop 12 is overturned, the most **extreme forms of animal confinement will be allowed in California.**

Intensive confinement is one of the cruelest practices in the meat and egg industries.



For mother pigs, it means being kept in cages during pregnancy that are barely larger than their bodies.



For calves raised for veal, it means spending their **short lives in tiny hutches.**



For laying hens, it means being **crammed so tightly into wire cages** that they can't even spread their wings.



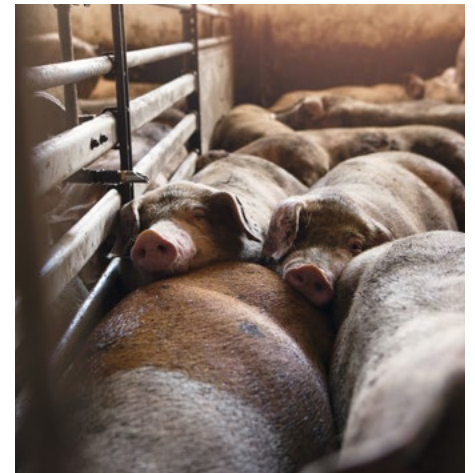
Supremely Serious: Prop 12 Under Attack

One Supreme Court Case Could Undo Decades of Progress for Animals

In 2018, Mercy For Animals joined over 50 other groups to mobilize millions of voters to pass Prop 12 in California. The ballot measure outlawed some of the most extreme forms of animal confinement throughout the Golden State. Now, that groundbreaking progress is under attack.

Progress in Peril

The meat industry—which values profits over the well-being of animals—is fighting back. After losing in a lower court, the National Pork Producers Council and the American Farm Bureau Federation petitioned the Supreme Court of the United States to **strike down** Prop 12 on the grounds that it violated the Constitution's commerce clause. On March 28, the Supreme Court agreed to hear the meat industry's case. In response, Mercy For Animals, alongside other animal protection organizations, encouraged members of Congress to



request that the Biden administration support Prop 12 and change the position of the Trump-era U.S. Department of Agriculture on this issue. Mercy For Animals also **launched a multiweek campaign** encouraging our supporters to reach out to the USDA and ask that it support Prop 12. Nearly **6,000 animal advocates** sent emails asking the USDA to reconsider its opposition to the measure.

Voters Ignored

California residents deserve to have their votes count. Despite the meat industry's efforts to convince them to do otherwise, **63 percent of voters passed the measure in 2018.**

In a shocking move that went against public sentiment and California voters, **the Biden administration** recently filed an amicus brief supporting the industry's effort to **strike down Prop 12**. This puts the groundbreaking animal protection law in an even more precarious position.

“

“The administration’s decision directly undermines the will of Californians to prevent animal cruelty. Our democratic system must prioritize public interest over corporate profit.”



—AJ Albrecht, Managing Director,
U.S. and Canada

The Supreme Court’s decision could **set precedent for how states regard animal welfare**. Efforts to protect people, the environment, and animals from dangerous farming practices could be at risk.



Mercy For Animals is committed to working tirelessly to defend animals.

Follow us on **Instagram, Facebook,** and **Twitter** to stay up to date on how you can support Prop 12 and the **animals who need us most.**



Supreme Supporters

The Supreme Court has scheduled oral arguments for October 11.

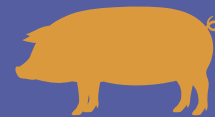
Animals trapped in the food system have one thing on their side—**millions of compassionate supporters**. The time is now to take a stand **against** the meat industry and stand **up** for animals. While the meat industry relentlessly attacks a **voter-approved measure**, Mercy For Animals remains strong in its support of Prop 12. Every voice will be critical to safeguarding this **historic progress** for farmed animals.

Prop 12’s Historic Impact on Animals

Once the Law Is in Full Effect*



**40 million
hens**



**700,000
pigs**



**84,000
calves**

*Reported by The Humane Society of the United States



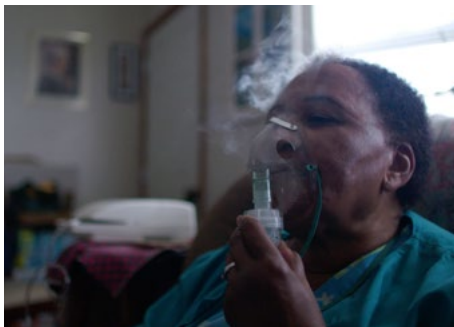
THE SMELL OF MONEY



"The smell of money"—that's what Big Pork calls the **odor of pig waste in the air in eastern North Carolina**, where much of the world's bacon is made.

But to the residents who have lived on this land since their grandparents and great-grandparents claimed their freedom from slavery, the smell is a **call to battle against generations of injustice**.

The Smell of Money is also the title of a **new feature-length documentary** currently screening at film festivals across North America. The film traces the **unbelievable and appalling story** of a multibillion-dollar corporation poisoning the air, water, and lives of its neighbors, most of them Black, Brown, and Indigenous.



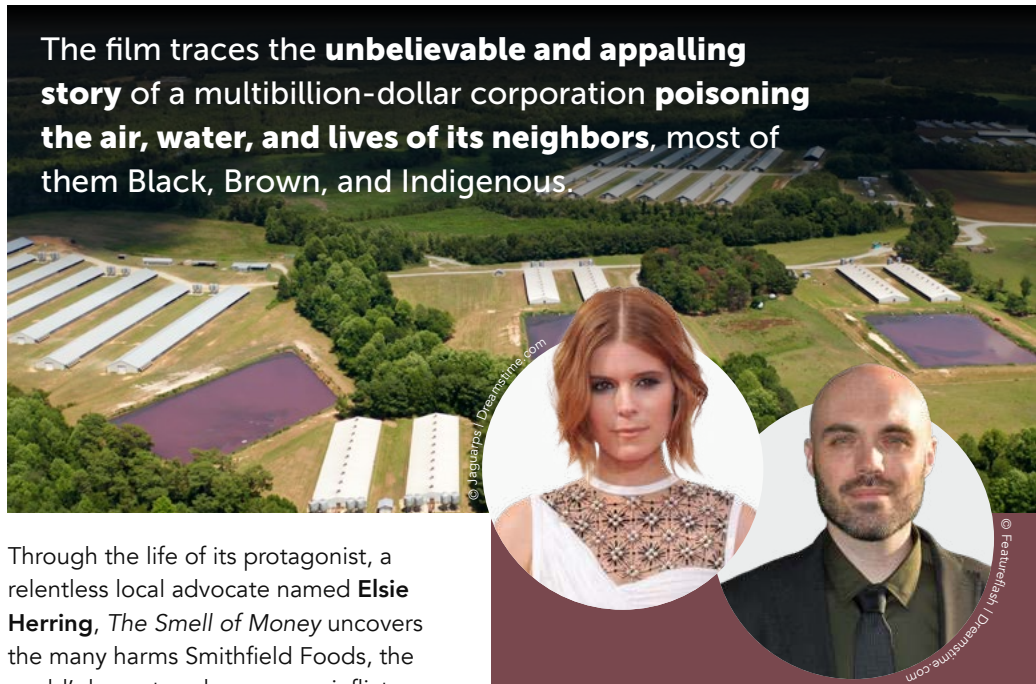
The film traces the **unbelievable and appalling story** of a multibillion-dollar corporation **poisoning the air, water, and lives of its neighbors**, most of them Black, Brown, and Indigenous.

Through the life of its protagonist, a relentless local advocate named **Elsie Herring**, *The Smell of Money* uncovers the many harms Smithfield Foods, the world's largest pork company, inflicts on those who live near its factory farms. Residents' homes and land are **routinely sprayed with pig manure**, which is held in massive open-air pits prone to leaking and overflowing. Along with suffering a range of physical and mental health problems from this pollution, residents see the simple pleasures of rural life—like sipping sweet tea on the front porch—**stolen from them by a profit-hungry industry**.

The documentary chronicles how, after enduring decades of intimidation and defeat, **Elsie and her community team up with a gutsy small-town lawyer** to take Smithfield to court.

An epic nine-year legal battle ensues, and the residents risk everything to **reclaim their rights to clean air, pure water, and a life free from the stench of manure**.

A story about the **power of love for one's family and community** to triumph over even the largest forces of injustice, *The Smell of Money* calls on viewers to see the people behind what's on our plates—and to **join the fight for a better future for us all**.



The Smell of Money was executive-produced by actor **Kate Mara** (*A Teacher*, *House of Cards*) and acclaimed director **David Lowery** (Disney's *Peter Pan & Wendy*, A24's *The Green Knight*). It was directed and produced by **Shawn Bannon*** and written and produced by **Jamie Berger.* Jenn Murphy*** was an associate producer and editor, and **Jess Westberg*** created several of the film's graphics.

At **Hot Docs**, North America's largest documentary film festival, *The Smell of Money* was voted a **top-five audience favorite** out of more than 200 films. It won the **documentary jury award** at its world premiere at the **Sarasota Film Festival**.



Want to see *The Smell of Money* at an upcoming festival or host a community screening?



Check out the film's website, **SmellOfMoneyDoc.com**, and follow **@smellofmoneydoc**.

*These are Mercy For Animals employees; however, the film is independent of Mercy For Animals.



Creating Change for Chickens

Mercy For Animals has been working tirelessly to improve conditions for chickens at factory farms.

In the United States, more chickens are killed for meat every year than any other land animal—around **9 billion**. This is because chickens are small and yield much less meat per individual than pigs and cows. The vast majority of these birds endure **unimaginable suffering throughout their short lives**. Even practices considered “standard” by the industry would horrify many consumers.

Mercy For Animals has been working tirelessly to improve conditions for birds at factory farms. In December, we released a **groundbreaking animal welfare report** that ranks grocery stores according to their efforts to reduce suffering. A few companies that have demonstrated clear leadership on animal welfare are Whole Foods, Sprouts Farmers Market, and Natural Grocers. But some retailers, such as Target, Winn-Dixie, and ALDI, have not published meaningful chicken welfare policies, **failing to ban practices that cause the greatest suffering**.





Essential Education

In February, the *New York Times* released an opinion video featuring **shocking footage** from Mercy For Animals. Captured inside an industrial chicken farm, the footage reveals chickens bred to grow so large and so fast they can barely stand, **birds forced to live alongside their dead flockmates**, and more. Many other major publications covered the *Times* piece, and influential celebrities, such as **Alexandra Paul, Rich Roll, and Rain Phoenix**, shared it with their vast social media followings. The video currently boasts more than **210,000 views** on the *Times* YouTube channel.

Mercy For Animals amplified the buzz generated by the video release, launching a campaign called **Life of Chickens**. The campaign encouraged our supporters to check out our animal welfare report and **demand significant change** from companies ranked lowest, such as Target, ALDI, and Winn-Dixie.

But we didn't stop there. In April, Mercy For Animals released footage that **reveals birds suffering at a contract farm for an ALDI chicken supplier.**

In the heartbreaking footage, tens of thousands of chickens are **packed inside filthy, overcrowded sheds** and forced to live in their own waste. The investigator documented countless birds, including chicks just days old, **angushed by severe open wounds**, other serious injuries, and illnesses. Our follow-up campaign—ALDI Uncovered—asks **ALDI to adopt U.S. animal welfare standards** similar to those covering its European supply chain.



Mercy For Animals is dedicated to speaking up for chickens, and our supporters empower us to do so.

We have big plans to create a world where no animal is exploited for food,
but we need your help.

Sign up

to be a monthly donor at

[MercyForAnimals.org/Donate.](https://MercyForAnimals.org/Donate)





HIDDEN HEROES

Mercy For Animals' **undercover**
investigators stare injustice in the face

Since Mercy For Animals' inception in 1999, **undercover investigations have been a cornerstone of our groundbreaking work for farmed animals.** We remain dedicated to shining a light into the dark corners of the factory farming industry.



Telling the Untold Story

Used for milk at a dairy farm, she was a sweet but strong and determined cow. Workers thought she was stubborn, but Luiza Schneider, our global VP of investigations, remembers a certain fight about her. To the farm, she was just a tag number, but Luiza gave her a name: Leia.

Luiza saw with her own eyes Leia's unsuccessful yet brave attempts to escape. One day she came to Leia with a calming hand and quietly sang to her. This was the last time the two would see each other.

Leia's life at the factory farm was cruel. She was kept indoors, roughly handled, and forcibly impregnated over and over. Like most calves at dairies, Leia's newborns were stolen from her so that people could drink her milk instead.

Cruelty doesn't stop at dairy though. It runs rampant in factory meat and egg farming too, condemning billions of animals to agony in a system that views them as mere commodities. But Mercy For Animals' dedicated investigations team is on a mission to expose it across the board: the vast, needless suffering at the hands of industrial animal agriculture.

"I always remember a promise I've made several times to individual animals I connected with while working in the field: that we would tell their story and that there are countless compassionate people out there who would do everything in their power to end their suffering."

—Luiza Schneider

Shifting Public Perspective

Footage of animal suffering takes an emotional toll on viewers. But Luiza said that investigations remain a powerful tool



for driving corporate change, legislative momentum, and the growth of the animal protection movement.

For example, our 2021 investigation of a chicken farm that supplies ALDI exposed animal suffering that captured the attention of major media outlets, sparking outrage among tens of thousands of viewers and stirring many to action.



"It is very important that our footage reaches people who don't know yet about the cruelty inside factory farms and slaughterhouses. This way they can make informed choices."

—Luiza Schneider



Creating Meaningful Change

Using investigations as a vehicle for change, Mercy For Animals has engaged in dialogue with massive food companies, such as Costco.

In September 2021, Costco released a public statement outlining its planned next steps for addressing chicken welfare. This came after our investigation into a vertically integrated Costco supplier covered by Nicholas Kristof in the *New York Times*.

Meanwhile, Mercy For Animals continues to advocate that companies adopt the Better Chicken Commitment (BCC), a set of science-based standards that address concerns about food safety and the welfare of chickens raised for meat.

More than 200 companies have pledged to implement BCC standards,

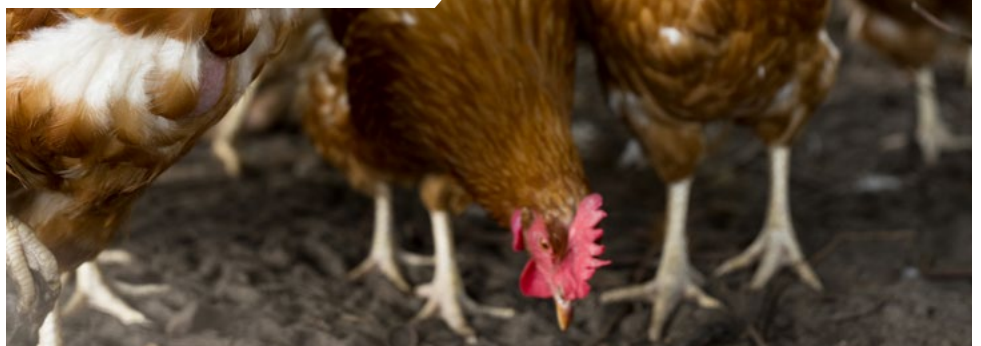
Protecting Rights and the Most Vulnerable

Not everyone is happy about efforts to uncover what the industry is hiding. Whistleblower investigations routinely expose horrific animal abuse at factory farms and slaughterhouses. Rather than improve conditions, however, the industry lobbies to pass “ag-gag” laws aimed at silencing whistleblowers. These dangerous laws violate our constitutional rights and threaten animal welfare, food safety, workers’ rights, and the environment.

As recently as April 2022, the United States Supreme Court denied a Kansas appeal to revive a law that banned undercover filming in slaughterhouses and factory farms.

“The work we do is extremely hard in many ways, so spreading what we document and the stories of animals we connect with is an amazing way to honor the investigators and to help farmed animals.”

—Luiza Schneider





including Whole Foods Market, Natural Grocers, Sprouts, Giant Eagle, Kroger, Meijer, and Albertsons.

Undercover investigations are perhaps our most powerful tool for creating meaningful change for farmed animals—animals like Leia.

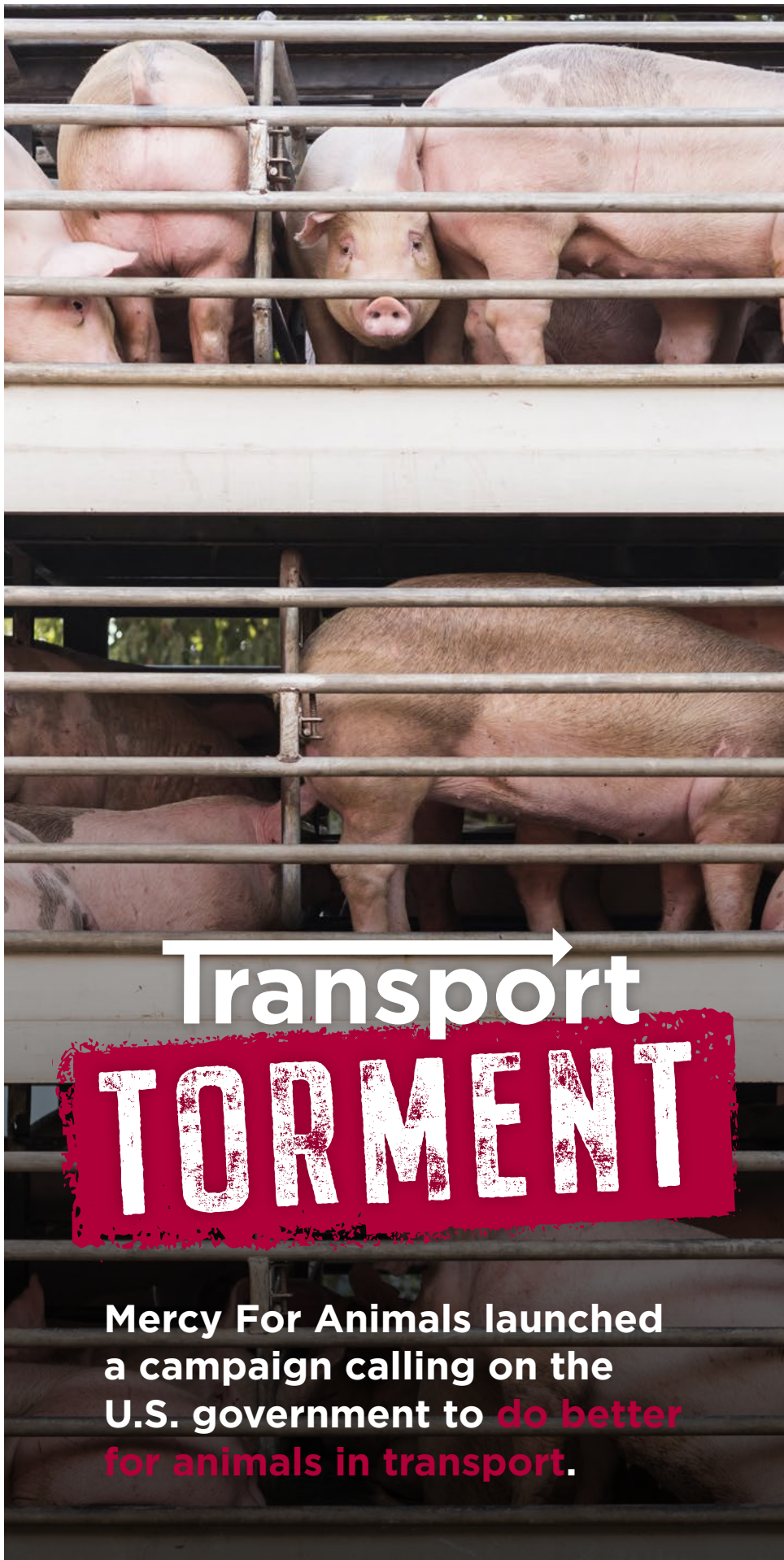
Mercy For Animals' investigations team will keep serving as the eyes and ears of the public, spearheading the mission to educate consumers and lawmakers about animal abuse in industrial agriculture.



Keep up with our **undercover investigations**:

MercyForAnimals.org/Investigations





Transport TORMENT

Mercy For Animals launched a campaign calling on the U.S. government to **do better for animals in transport.**

Have you ever shared the road with **massive trucks packed with farmed animals**? Chickens, pigs, cows, and other animals are hauled to slaughterhouses in grueling conditions. These animals are afforded shockingly few legal protections during their journeys. That's why Mercy For Animals launched a campaign calling on the U.S. government to do better for animals.

The Truth Behind Animal Transport

In transport, many animals are forced to spend long hours in **crowded trailers or stacked crates**. No law requires that they receive food or water, unless they're on board for more than 28 hours. Their final hours or days are some of their most harrowing. Some animals even die before reaching their destinations.

Transport trucks are not made to protect animals from harsh weather. In winter, farmed animals endure **below-freezing** conditions and are exposed to snow, rain, and frigid winds. Some die from hypothermia. Others even freeze to the floors or sides of truck beds.

In summer, temperatures inside trucks rise to well over 100°F. Many animals suffer heat stress and heart attacks.





Taking Action to Improve Animal Transport

This suffering is unacceptable. The U.S. Department of Agriculture and Department of Transportation are authorized to draft regulations and enforce laws related to animal transport.

So Mercy For Animals launched a petition calling on them to modernize U.S. animal transport regulations by providing for species-appropriate space, rest time, food, water, and protection from **extreme temperatures**.

The campaign harnessed the power of social media to spread the word, and thousands signed the petition. For many of these people, moved by the extreme

suffering of transported animals, this was their first time taking action for animals.

Mercy For Animals drove action not only by means of the petition but through social media posts that reached hundreds of thousands of people. In fact, the campaign videos, images, stories, and more surpassed half a million views across our platforms.

Mercy For Animals also released several videos that capture the agonizing trips animals endure, amassing more than 200,000 views from compassionate people worldwide.

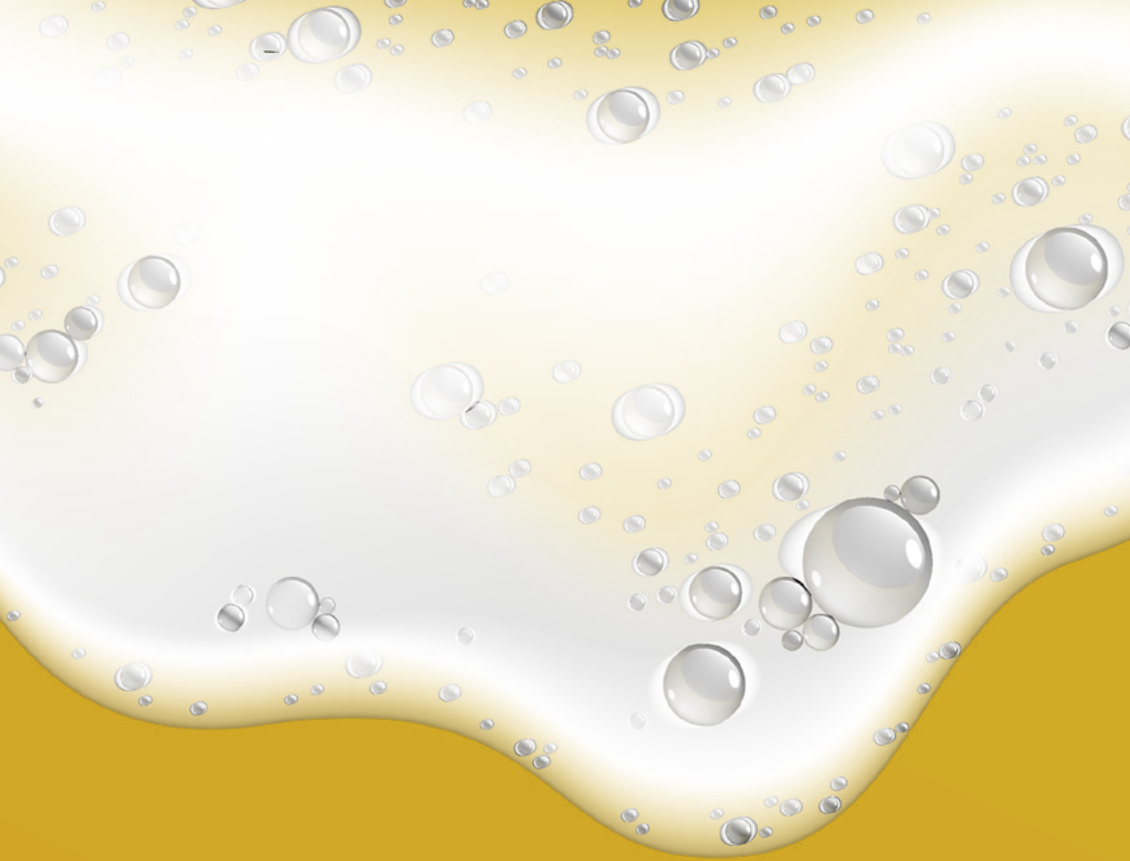
Many have no idea of the pain animals suffer on their journeys to slaughter. Stand up for animals by spreading the word. You can also make a difference every day simply by leaving animals off your plate.



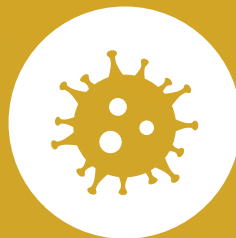
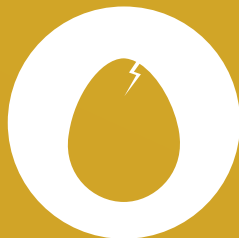
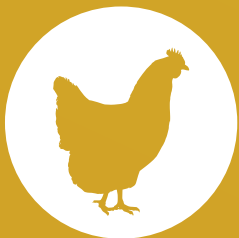
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A Chicken-and-Egg Question with a Clear Answer



**THE
BIRD**



Since February 2022, nearly **30 million birds**—infected or not—have been **destroyed at U.S. farms** by horrific means. But the toll of this year's bird flu outbreak doesn't end there.

Imagine yourself parked in the searing July sun. You can't open the car doors, roll down the windows, or turn on the AC. The temperature inside is **110°F and rising**. Like an oven door opening, the car's heat vents unleash more hot air. Death might come in two to three hours, if you were **one of the millions of chickens and turkeys killed** by induced heat stroke this year to stem the spread of bird flu. In nationwide efforts to contain H5N1, this "**depopulation**" method—sealing a barn's air inlets, turning off the ventilation fans, and pumping in extra heat—has agonized flocks of hundreds of thousands of birds. "**They cooked those birds alive,**" observed an Iowa egg-farm worker.

Now imagine you're in a burning building, but you're not overcome by fire or smoke; you're overcome by a flood of firefighters' foam. **It fills your mouth, nose, and throat.** If you were among the farmed birds buried in foam this year to fight bird flu, you could spend about **six minutes trying not to drown.** But every time your head reached the surface, more foam would roll in.

Since February 2022, nearly **30 million birds**—infected or not—have been destroyed at U.S. farms by these and other horrific means. But the toll of this year's bird flu outbreak doesn't end there. Low-income communities with scant food choices **struggle even more as**

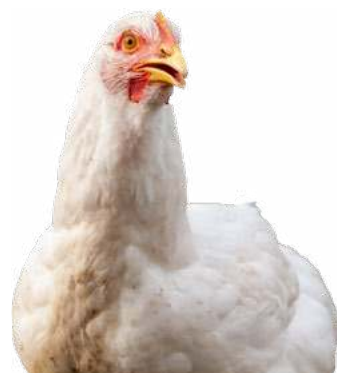
poultry and egg prices escalate with inflation. Meanwhile, underfunded social services don't get the boost they need as governments direct millions of dollars to bird-flu-control efforts. Rural communities, where farming animals is often the only way to make a living, have been turned upside down by financial hardship. "It's not just the farmers themselves," said one state veterinarian. "It's their neighbors."

But imagine a world in which **no one is harmed or forced to harm another to produce food**, a world in which chicken houses have been turned into greenhouses and former poultry farmers feel good about what they do. Imagine that everyone can **afford to feed their families** without supporting cruel, exploitative industries. Plant-based deli slices have replaced bologna in lunch pails, and former food deserts are home to grocery stores that stock healthy alternatives to the animal products of history. **Our food system is not just bird-free but animal-free.** Animal flus don't threaten livelihoods or economies, and **animals don't suffer torturous deaths because they might be sick.**

With our supporters in our corner, Mercy For Animals has already helped factory farmers leave Big Ag's dirty business behind to **grow hemp and mushrooms in sheds** that once confined thousands of animals. With our partnership, these farmers are creating **plant-forward economies in communities** historically



vulnerable to the volatility of animal farming. Mercy For Animals plays a key role in **shifting government food purchasing away from animal products**, and we bring our mission to the masses by moving major restaurant chains and local businesses to **add plant-based dishes to their menus.**



A world without a bird flu crisis need not be imaginary. With your help, we can make it a reality.



SARAH JEFFERY CHARMS US

The talented Sarah Jeffery sat down with Mercy For Animals to discuss her journey to plant-based eating, the importance of education, and what inspired her to live so compassionately.

You've partnered with Mercy For Animals on multiple campaigns and participated in several of our annual galas. What makes you so passionate about our shared mission?

I'm always so proud to work with Mercy For Animals. They've inspired me since the beginning of my journey to veganism. Education is crucial to living a plant-based or vegan lifestyle. I appreciate everything Mercy For Animals does in regard to that and delivering it in a palatable way through kindness.

"I just hope to be a small piece in a large puzzle of giving more compassion to animals overall. Our shared mission—education and compassion—is crucial in the journey to making life better for all animals and all beings."



Photo: Devin Dygert

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I'm always so proud to work with Mercy For Animals. They've inspired me since the beginning of my journey to veganism.

You've mentioned on social media the research and education involved in becoming vegan. What did you learn that initially inspired you, and where did you begin to educate yourself?

I was never a huge meat eater before I went vegan, but I was into dairy. And I think a misconception is to think because it's dairy, it's not as cruel. But in fact, the dairy industry is gruesome. For me, it started with research and education, like watching documentaries that were truthfully very painful to watch. But I think that's so necessary.

What are some of your favorite quick, simple plant-based snacks to get you through your busy day?

My go-to if I need an energy boost is apples with almond butter and veggies with hummus. I love Vegan Rob's. Those snacks are delicious. I love HIPPEAS, those puffed, delicious little vegan snacks. And then a coffee with any sort of alternative milk creamer. You know, long days—you need some energy! I like Califia Farms, but there's so much out there now. It's great!

As a proud advocate of both animal welfare and mental health awareness, how has a plant-based lifestyle impacted your mental or physical well-being?

I think mentally in these challenging times, bringing compassion to all beings is so important. There's just a lot of terror and trauma out there in the world right now. And I think starting with veganism as much as you can is crucial.

What's your goal for the future of animal advocacy, and how do you envision your role in the movement?

I think education is paramount, whatever that looks like—collaborating with organizations like Mercy For Animals and using my platform to shine a spotlight on just how sad and tragic the industry really is.

For me, that's such a gift that I can contribute back to. I just love animals so much, as everyone involved with Mercy For Animals does. And I want people to know that if you love animals, we shouldn't eat them. Whatever I can do as a small part of the big mission is a gift.





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