



## Elizabeth Lail

The actor and animal enthusiast shares her hope for a more compassionate future

## Animals Under Attack

New undercover investigation unveils the cruelty of crates for pigs

# Alicia Silverstone

Icon and Ally to Animals



### 2022 Recap

Mercy For Animals celebrates another historic year of progress for animals



Cover Photo: Alexi Lubomirski

## DEAR FRIENDS,

It can't be overstated: You make our incredible progress possible, this year and every year.

Together, we change the most unyielding minds. We stop corporations from hiding abuse behind their power and hold them accountable to their word. We reshape laws and institutions and help animal farmers turn confinement barns into greenhouses.

And, because animals everywhere deserve to be respected, protected, and free, we break ground where they suffer most.

Our shared accomplishments in 2022 are testament to it all. Thanks to you and all you've made achievable, we begin 2023 boundlessly hopeful, our vision for a more compassionate world closer and clearer than ever.

Last year, our Transformation team guided former pig farmers in turning the page to an exciting new chapter in their lives, farming crops in sheds that once confined animals. We moved far-reaching brands, including Olive Garden, to commit to improving life for millions of chickens, held others accountable to their existing commitments, and collaborated in Congress to require corporations to

redress the profound injustices born of their factory farms.

Our institutional food policies and outreach to popular restaurants, including Cracker Barrel, brought millions more plant-based meals to the masses. Beyond all of this, you'll read about our activism in India, its breathtaking results heralding an end to cruel crates for pigs in the country. While we proudly celebrate these and many more successes, we will not rest on our laurels. Our work is not done. But with your ongoing partnership in our mission, the future is ours to decide.

I am heartened still by the building chorus of voices in support of our mission. Other victims of the industry continue to join our call. The farmers who are tired of being exploited by meat companies who value profit over personhood. The families who are literally sick of the manure wafting from neighboring factory farms. The parents and future grandparents who fear younger generations may not inherit a livable planet.

As our collective voice grows more thunderous, we will command ever more meaningful change.

The best is yet to come.

With gratitude,

Leah Garcés  
President

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EXCLUSIVE CODE:

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\*Terms and Conditions: Expires March 31, 2023. This 25% discount is valid for one-time use toward the purchase of full-price items only. Discount cannot be combined with any other offers or promotions. Discount is not applicable to past purchases or returned merchandise. Discount applies to merchandise only and cannot be applied to literature, shipping and handling charges, taxes, or other fees. Discount has no cash value, is nontransferable, will not be replaced if lost or stolen, and cannot be auctioned or sold. No cash or credit back. Mercy For Animals reserves the right to modify or discontinue this program at any time without notice.







Photo: © Dwong19 / Dreamstime.com

## A "Harry" Situation

Musician and actor Harry Styles declared, "I don't eat chicken," after fans threw a chicken nugget on stage during a New York City performance. A clip of the incident went viral, and myriad publications picked up the story.

## Taco 'Bout Tasty!

Taco Bell brought Beyond carne asada steak to over 50 restaurants in Dayton, Ohio. This test run is in addition to the fast-food chain's trial of plant-based beef, which is on menus in Birmingham, Alabama.



Photo: Taco Bell

## Delicious Destinations

Researchers at WalletHub have found the most vegan-friendly U.S. cities. Topping the list are Portland, Orlando, Los Angeles, Phoenix, Austin, Seattle, San Francisco, Tampa, San Diego, and Lexington.



Photo: Burger King

## Vegan Burger King

Burger King, in partnership with vegan startup Impossible Foods, is testing a plant-based version of its original chicken sandwich at select locations in Cincinnati, Ohio. Fingers crossed for a national release!

# VEG TRENDS

## WINTER



## Panda Goes Beyond

Plant-based orange chicken is back by popular demand at all Panda Express locations for a limited time! Co-developed with Beyond Meat, Beyond the Original Orange Chicken is a vegan version of the chain's bestselling item.

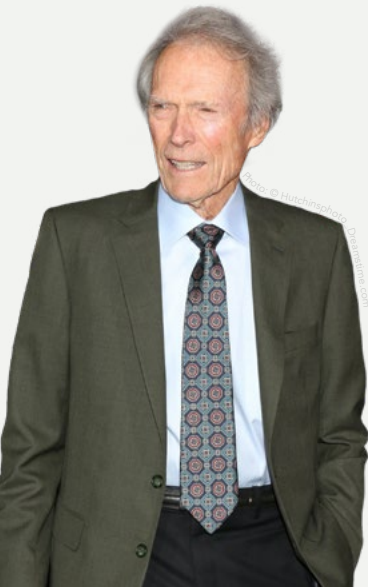


Photo: Eric Adams / Department of City Planning

## An Apple a Day

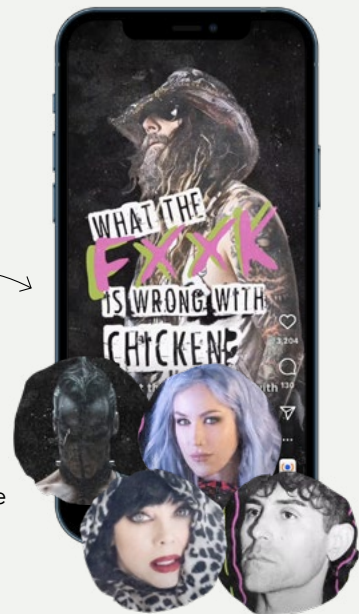
New York City mayor Eric Adams and NYC Health + Hospitals CEO Dr. Mitchell Katz have announced that plant-based meals are now the default options at three New York City hospitals!

## Clint Speaks Out

Clint Eastwood promotes plant-based eating in the new documentary *Why on Earth*. "I am an animal person," said the iconic 92-year-old actor. "I appreciate the beauty of them. I just want to see everything live."

## WTF?!

In a series of videos, Rob Zombie, Alissa White-Gluz, Doyle Wolfgang von Frankenstein, Bif Naked, and Davey Havok share WTF is wrong with factory farming. Together, these powerful videos have amassed over 275,000 online views.





## MERCY'S MEADOW

Your legacy will promote a world where animals are **respected, protected, and free.**



**Mercy's Meadow** is a community of donors who have turned their vision of a brighter future for animals into a legacy of hope.

Planned gifts to Mercy For Animals enshrine one of the most important decisions you'll ever make—**how you will memorialize your lifetime of compassion.**



For more information, please contact us at [donations@mercyforanimals.org](mailto:donations@mercyforanimals.org)

or visit [MercyForAnimals.org/YourLegacy](https://MercyForAnimals.org/YourLegacy)



## 01

*Mission: Possible*

In June Cracker Barrel announced that its Impossible™ sausage regional trial had been a success, and the plant-based meat is now a permanent menu item at all 670 locations nationwide.

This expansion came after nearly two years of discussions with Mercy For Animals and our strategic support for the 50-location trial.



## 02

*Daring New Documentary*

Our team in Brazil released a new documentary, *Exportação Vergonha*, showing the reality of live animal exports in Brazil and around the globe. Every year worldwide, 11 million cows are confined for weeks on ships and travel long distances to be killed in other countries.

Narrated by activist Luisa Mell, the documentary features never-before-seen investigative footage and exclusive interviews.



## 03

*10 Million Meals*

Earlier this year our team in Brazil partnered with the city of Salvador to reduce the meat, dairy, and eggs served in 444 public schools.



In August we completed another round of chef training as part of the commitment, which will replace 10 million animal-based meals per year with plant-based ones. In total, we've trained 180 school chefs, 40 nutritionists, and 179 school staff in plant-based cooking through our food policy program.



## 04

*A Warm Reception at Farm Aid*

Mercy For Animals recently attended Farm Aid, a benefit event intended to provide resources for farmers in financial crisis. Farmers, organizations, and other festival attendees all expressed great interest in and excitement about Transformation.

An increasing number of farmers want out of animal agriculture. Through our Transformation program, Mercy For Animals is able to support these farmers in switching from raising animals to growing specialty crops.



## 05

*Benevolent Baywatch Cast Calls Out ALDI Cruelty*

Mercy For Animals investigative footage from inside an ALDI chicken supplier inspired 24 compassionate cast members from the iconic TV show *Baywatch* to pen an open letter urging the grocery giant to reduce suffering for chickens.

Signatories include Alexandra Paul, David Chokachi, David Hasselhoff, Erika Eleniak, and Gena Lee Nolin.

## KEEPING COMPASSION

# in Focus

AN EXCLUSIVE INTERVIEW WITH  
ALEXI LUBOMIRSKI

This winter, Alexi Lubomirski stepped out from behind the camera to sit down with Mercy For Animals. The celebrated fashion and portrait photographer, children's book author, and poet discusses his advocacy for the environment and animals and the future he envisions for his children.

**Could you speak a little about being both an environmentalist and an advocate of plant-based eating? How do these relate?**

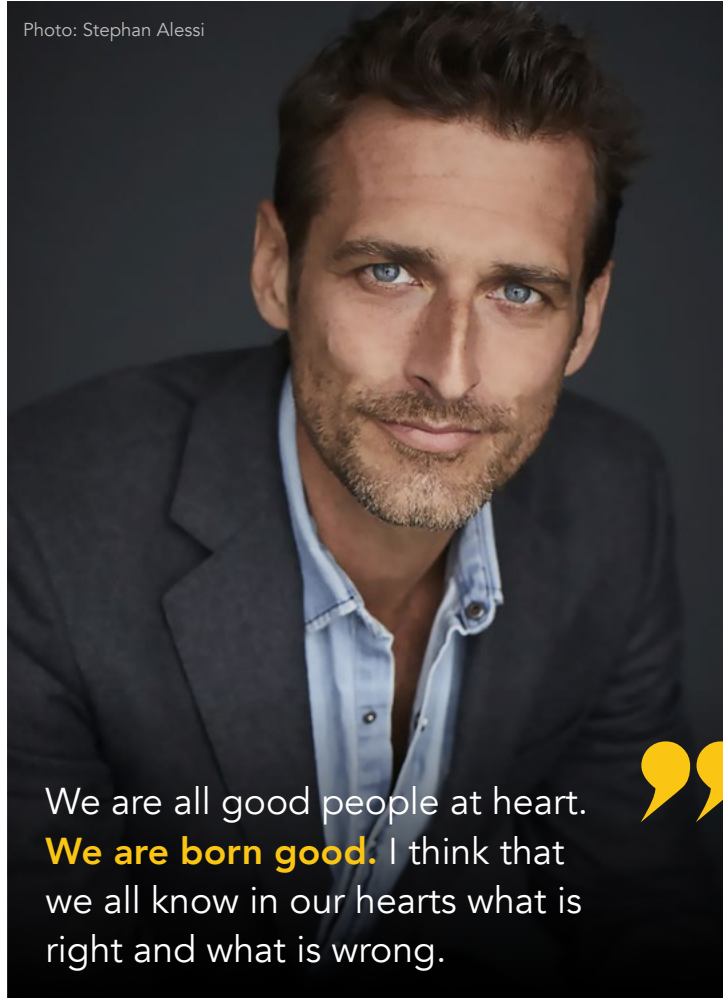
I think being an environmentalist and being a vegan just go hand in hand. And it's either you do it for the animals, you do it for the environment, you do it for your health, or you do it for some sort of spiritual growth. And the wonderful thing is that no matter which door you go into, you end up reaping all the rewards.

I think it's all connected. I think that going plant-based helps the animals, helps the environment, helps everything.

Having compassion is a really important concept for me and my family.

**What's your greatest hope for the new year?**

My biggest hope for 2023 is actually breathing. It's the hope that everybody takes a breath before reacting. I find that so



many of us have itchy trigger fingers on social media. We react to what people say, and we see nobody's stopping to breathe or trying to understand the other person and where they may be coming from.

Compassion, empathy, and this idea of breathing before reacting are so important to me. And I hope to see that a bit more in politics and in people.

We are all good people at heart. We are born good. I think

that we all know in our hearts what is right and what is wrong.

**You've been involved with Mercy For Animals since 2018. Talk a bit about why you choose to collaborate with us.**

I consider myself to be in a very lucky position, knowing that as a commercial, creative person, creative choices that I make and the platform they have can cause ripples.

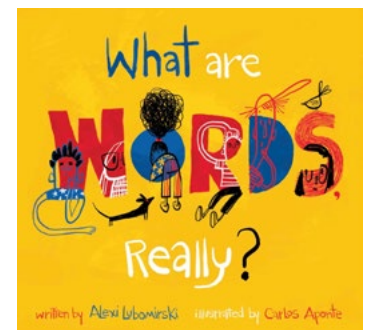
I know that I'm in a position—

with a camera in my hand and a career under my belt—where I am able to have a voice, whether small or big. It's a pleasure to be involved and support the mission in any way I can.

**You've made it your mission to create a kinder world for all beings. What is your greatest wish for the future your sons will live in?**

My greatest wish for the future for my two sons to grow up in is reconnection. I think that we have reached the apex of disconnection from nature, animals, and each other.

My hope for them is to connect in the world and live in a reality where they're not numb to what's going on around them. That's my greatest wish.



Alexi Lubomirski is a photographer, director, and conscious voice who captures the world around us and inspires positive change.

You can pick up his new book, *What Are Words, Really?*, wherever books are sold.



# JACKFRUIT POT ROAST



When I was a little girl, whether I was home or staying over at my granny's house, I would often wake up to the smell of pot roast simmering in the slow cooker with carrots and potatoes and onions. That aroma was so comforting and made me feel so cozy. One day, long after I grew up and became vegan, I remember thinking that I wanted that feeling again, you know? So I decided to make a pot roast myself, using jackfruit. And honey, that familiar, amazing smell literally woke me up in the middle of the night!

## 1. ADD VEGETABLES

Put the potatoes, carrots, celery, onion, and garlic in a slow cooker. Add the jackfruit.

## 2. POUR IN BROTH

Pour in enough broth to barely cover the vegetables. Add some coconut aminos, some bouillon base, and a dash of liquid smoke. Sprinkle in dried herbs, garlic powder, seasoning spice, and a pinch each of salt and black pepper.

## 3. STIR TO COMBINE

Cover and cook on low for 5 to 7 hours. The stew will be ready to eat after 5 hours, but the great thing about cooking jackfruit in a slow cooker is that it won't do any harm to leave it longer, if that's more convenient for you—and it keeps that good aroma in the kitchen.

## 4. TASTE AND ADJUST THE SEASONING

Serve very warm.

## INGREDIENTS:

- Red potatoes, cut in half or quartered if very big
- Fresh or frozen carrots, sliced or shredded
- Celery, sliced
- Sweet onion, cut into wedges
- Garlic, chopped
- Canned young green jackfruit, drained
- Vegan no-chicken broth
- Coconut aminos, liquid aminos, or soy sauce
- Vegan bouillon base, such as Better Than Bouillon seasoned vegetable base
- Dash of liquid smoke
- Dried thyme, rosemary, and/or sage
- Garlic powder
- Salt-free multispace seasoning
- Sea salt
- Black pepper, ground



*"Today, treat yourself to a lollipop, but don't bite it—be patient and enjoy it awhile."*

From *Cooking from the Spirit* by Tabitha Brown,  
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MERCY FOR  
ANIMALS

# Gala

Mercy For Animals raised over \$1.4 million  
at its first hybrid in-person and virtual gala!



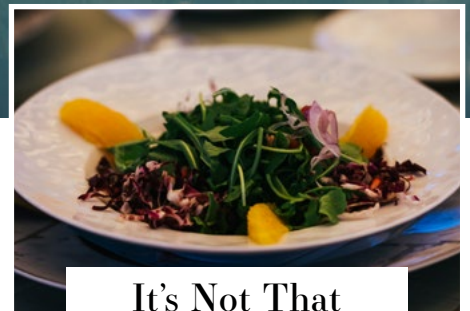
## That'll Do!

Actor and activist **James Cromwell** gave a piece of advice to anyone interested in helping animals: **"Go vegan!"**

On September 16, 2022, Mercy For Animals held its **23rd anniversary gala** at Skirball Cultural Center in Los Angeles, California. The evening featured a compelling program, flavorful plant-based food, and a vibrant post-reception under the stars.



Richa Moorjani, Skylar Stecker, Brett Dier, Rich Roll, Diane Warren, Sarah Jeffery, Lesley-Ann Brandt, Davey Havok, and other esteemed **celebrity supporters** walked the red carpet.



## It's Not That "CompliPlated"!

Cast and creators of *It's CompliPlated*—Food Network's first **vegan cooking program**—showed their support for Mercy For Animals.



After the reception, guests made their way to the grand ballroom for a four-course meal featuring delicious vegan cheese from **Miyoko's Creamery** and dessert with **VGAN chocolate**.





## Our Gala Host

Actress and Mercy For Animals friend **Hayley Marie Norman** hosted the program, which recognized amazing animal advocates with the Community Changemaker Award, Hidden Hero Award, Global Impact Award, and Hope Award.



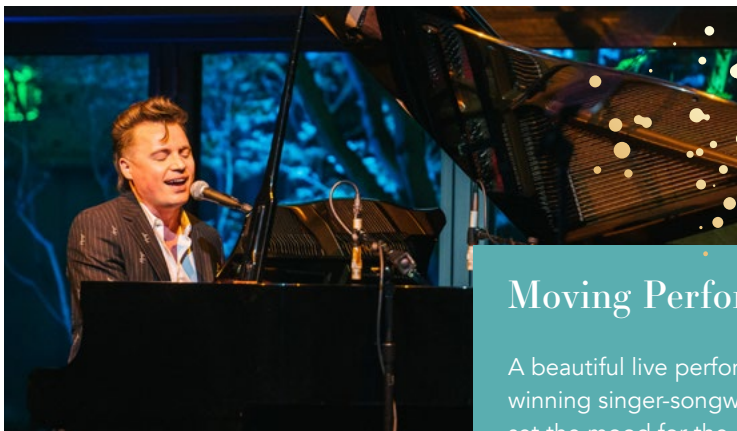
## Mercy For Animals CEO and President

Mercy For Animals CEO and president **Leah Garcés** expressed her determination to create a better world: **"We will not give up until this atrocity of a food system is ended."**



## Mercy For Animals Founder

Mercy For Animals founder **Milo Runkle** and Garcés co-hosted a rousing donor challenge that inspired our generous supporters to help us raise **\$1.4 for animals!**



## Moving Performance

A beautiful live performance by award-winning singer-songwriter **Shawn Hook** set the mood for the gala.

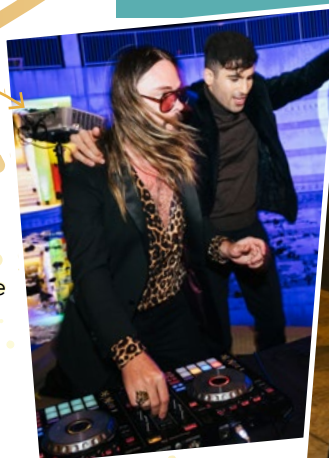


We thank our **generous sponsors** for making **The Mercy For Animals Gala** a spectacular success:

ANDY NAHAS  
&  
THE PROSPECT FUND

ASPCA

The post-reception party was full of **music, energy, and even more delicious food** from Venice Gelato, VGAN Chocolate, Tate's Bake Shop, and a Miyoko's Creamery food truck!



Breyer; Carol House Furniture; Mobius; Joyful Ventures; Zoom Marketing; Compassion Collective via Micah J. Desaire; Cheryl Moss, author of *Gabriel*; and Ecoflix. And we are grateful for the generosity of Alwyn Capital; Lip Service; Vegan and Animal Professionals Insurance Agency; KW Executive; The Chou Team; Vegan Green Planet; and AdAstra.



# Breakthroughs in

# India

From within the halls of government  
to the hearts of the general public,  
**animals are being heard.**

**Mega celebrities in India are helping Mercy For Animals shine a spotlight on farmed animal abuse and change the systems that inflict it.**

**Sonakshi Sinha** is one such Bollywood star whose combined social media following is 60 million.

Our powerhouse team in India joined forces with Sonakshi to create an ad encouraging love and respect for all animals. Sonakshi dons a Mercy For Animals T-shirt alongside the message "Animals deserve love and freedom."



This collaboration attracted significant media attention and drew new supporters to the movement that we are building for farmed animals.

Celebrities are also reaching out to government authorities. Longtime Mercy

For Animals supporter and Bollywood celebrity **John Abraham** sent an urgent letter to the minister of fisheries, animal husbandry and dairying, urging a ban on the production, use, and sale of cruel crates used to confine pregnant and mother pigs.



## Momentum for extreme-confinement bans is gaining speed across the country.

This year after outreach from Mercy For Animals and PETA, the capital territory of Delhi, India, issued a territory-wide ban on extreme confinement of pregnant and mother pigs. Gestation and farrowing crates are so restrictive that the animals often develop sores from rubbing against the metal bars.



**Action will be taken against any farm that continues to use these crates in Delhi. Several major media outlets in New Delhi covered the story.**

In the footsteps of Delhi, the states of Uttarakhand, Uttar Pradesh, Mizoram, Manipur, and Gujarat also banned the manufacture, use, and sale of gestation and farrowing crates.

Our India team is also determined to end the worst abuses for laying hens in the country. In partnership with People For Animals, we held a demonstration in New Delhi against the use of battery cages for hens. Over 20 media outlets attended the demonstration, which landed coverage in 15 print-media and at least three electronic-media outlets, including international wire agency AFP.

With these major wins inspiring activists far and wide, dozens of Mercy For Animals volunteers gathered at India's Hotel Pathik to receive activist training.



We taught them how to organize local events, take online actions, and support Mercy For Animals campaigns.

**Mobilized for action**, our volunteer network hosted a demonstration in Jantar Mantar, Delhi, ahead of Independence Day, demanding freedom from cruel crates and cages for pigs and hens. Other demos, in Gandhi Circle and Jantar Mantar ahead of World Vegetarian Day and World Egg Day, urged people to choose plant-based foods.

In perhaps our most significant win in India to date, Mercy For Animals partnered with People For Animals, HSI, and Ahimsa Trust to work with the Food Safety and Standards Authority of India (FSSAI) and politician Maneka Gandhi to make **vegan labels mandatory on all vegan food products**. All food items are currently labeled "veg" or "non-veg."

After almost two years, the FSSAI adopted our label proposal. We expect the labels to positively impact the demand for vegan foods in the country.

While a lot of work remains to be done, our growing team in India has shown that **the country is ready and excited to continue moving the bar for farmed animals**.



**Want to keep up with our progress in India?**

Be sure to follow the team on social media:

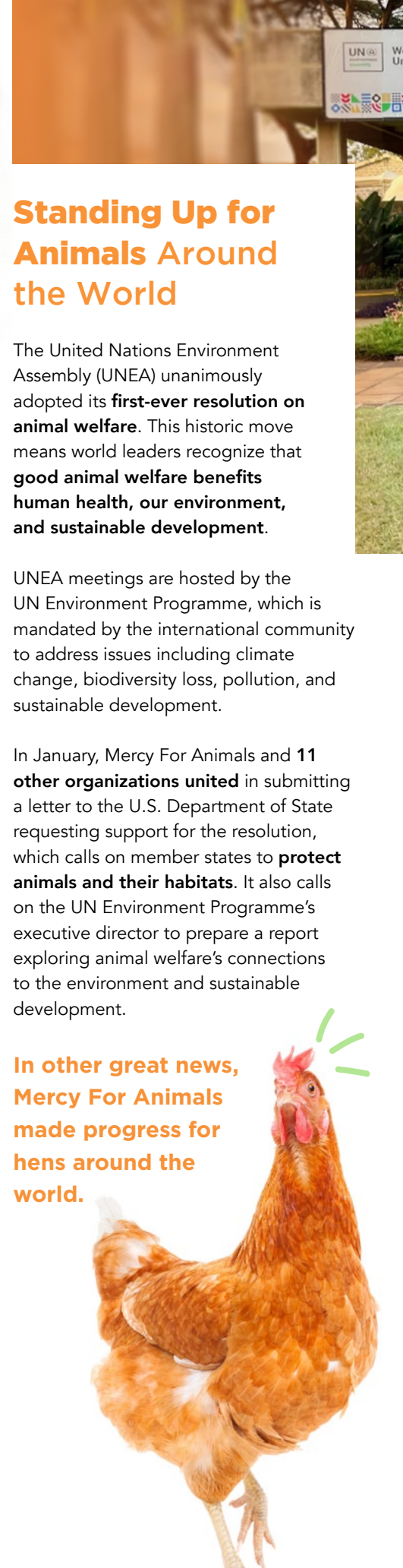
**@MFA\_India**







# OUR GLOBAL IMPACT IN 2022



## Standing Up for Animals Around the World

The United Nations Environment Assembly (UNEA) unanimously adopted its **first-ever resolution on animal welfare**. This historic move means world leaders recognize that **good animal welfare benefits human health, our environment, and sustainable development**.

UNEA meetings are hosted by the UN Environment Programme, which is mandated by the international community to address issues including climate change, biodiversity loss, pollution, and sustainable development.

In January, Mercy For Animals and **11 other organizations united** in submitting a letter to the U.S. Department of State requesting support for the resolution, which calls on member states to **protect animals and their habitats**. It also calls on the UN Environment Programme's executive director to prepare a report exploring animal welfare's connections to the environment and sustainable development.

**In other great news, Mercy For Animals made progress for hens around the world.**







Working with the **Open Wing Alliance** and other partner groups, major companies Bloomin' Brands, Darden, Panda Express, Pokeworks, RIU Hotels & Resorts, Telepizza, The Cheesecake Factory, and Toridoll all agreed to **stop using eggs from caged hens** for all or a significant portion of their global operations.

## Accelerating Change in the U.S. and Canada

In February, the *New York Times* released a video series featuring devastating footage taken by Mercy For Animals inside a factory chicken farm. The footage, which reveals chickens bred to grow so large so fast they can barely stand, living in a dark, overcrowded barn, has amassed more than **200,000 views** on YouTube.

In our first U.S. pig facility investigation since 2018, a Mercy For Animals investigator exposed the cruelty the meat industry is fighting before the U.S. Supreme Court to hold on to: extreme confinement. We released the investigation one week before the justices heard oral arguments in the case.



After a new Mercy For Animals investigation documented extreme animal suffering at a facility raising chickens for an ALDI supplier, **our supporters took to the streets and social media** to demand ALDI end the worst abuses for chickens in its supply chain.



While we are still campaigning for ALDI to change, this year we've secured animal welfare policy commitments from Canadian chain Fat Bastard Burrito Co., chicken producer Cooks Venture, Canadian pizza chain Panago Pizza, and restaurant franchise WOWorks.



## Justice Served

In 2017, Mercy For Animals released an exposé showing egregious animal cruelty involving two Canadian companies. Our whistleblower captured footage at multiple farms in British Columbia, where workers for Elite Farm Services were under contract with Sofina Foods to catch chickens and deliver them to slaughter. The whistleblower documented **workers stomping on live birds and tearing off their limbs**.



A year later, the Canadian Food Inspection Agency laid charges against **Elite Farm Services, Sofina Foods, and Elite owner Dwayne Paul Dueck**. While Sofina claimed to be "appalled and extremely shocked" by the footage, a former supervisor at Elite claimed that management had been at least partly aware of the terrible treatment of chickens.

This year, these companies were held accountable. Elite Farm Services and Sofina Foods both **pleaded guilty to two charges of animal cruelty for causing undue suffering**. They must each pay \$300,000 in fines and serve three years' probation.



**The accused failed on two attempts to have the case thrown out of the Supreme Court of British Columbia.**

Additionally, 19 U.S. and Canadian companies with existing animal welfare commitments let us know how they're progressing toward their promises.

In collaboration with Mercy For Animals, Another Broken Egg Cafe trialed vegan chorizo on its breakfast menu, **Chipotle ran a two-month trial of vegan chorizo**, and KFC launched a national trial of plant-based chicken nuggets.



In June, Cracker Barrel announced that its **Impossible™ sausage regional trial had been a success**, and the plant-based meat is now a permanent menu item at all **670 locations** nationwide. This expansion came after nearly two years of discussions with Mercy For Animals and our strategic support for the 50-location trial.

## We're also making headway through government.

Mercy For Animals worked with Rep. Ro Khanna (D-CA-17) to add language to the 2023 National Defense Authorization Act House Committee report that will require the Defense Logistics Agency to generate a report regarding **service member interest in plant-based MREs** (meals, ready-to-eat), a feasibility study into the production of plant-based MREs, and a plan to offer plant-based MREs to service members. Congress will vote on the bill later this year.



Our Transformation program awarded its first **three research and innovation grants to farmers** to help them start plant-based pilot operations. These grants are also avenues for collecting production, labor, and profitability

data, as well as documenting designs for converting animal farms into crop farms. These resources will enable us to create models that we aim to replicate and, ultimately, position us to facilitate mass transformations. We also launched the **Farmer Toolkit**, a one-stop shop of online information for farmers looking to transition to plant-based production.

## Keeping Momentum in Mexico

Mercy For Animals conducted our first undercover investigation inside a chicken hatchery in Mexico. The facility hatches up to **100,000 chicks each day** for the chicken meat industry. Because injured, deformed, and small chicks are deemed useless by the industry, **thousands are tossed away like garbage**—left to suffocate inside plastic bags.



Our video footage is narrated by Mexican actress, singer, and comedian **Stephanie Gerard**. Media outlets *La Verdad Noticias* and *Telediario* covered the investigation, and a Mercy For Animals team member gave a live interview on MilenioTV, a major news outlet in Mexico.

Restaurants Choux Choux Café, Le P'tit Shoux, and Green Me released policies **pledging to go cage-free**. Additionally, these companies are committed to promoting responsible consumption by regularly offering plant-based menu options.

We are also working with **NotCo**, a Chilean food-tech company that produces plant-based milk, to support its expansion into Mexican markets.



## Breaking Ground in Brazil

Because of policy commitments secured in 2022 that will reduce meat and egg consumption by 20 percent, school districts, universities, and social assistance programs across Brazil will serve about **12.5 million more vegan meals** each year.



The city of Salvador alone will **replace 10 million animal-based meals per year** with plant-based ones. This is one of our most significant food policy successes to date, won in partnership with Humane Society International. Mercy For Animals and HSI have already trained more than 100 school chefs on plant-based cooking. Around **170,000 more students** are now served plant-based meals one day a week.



## We also secured commitments from the cities of Sobral and Anchieta.

With our partner city Niterói in the state of Rio de Janeiro, we held four kitchen trainings. Thanks to **Chef Barbara Carvalho's** help, 60 people were trained in two days.

Our team in Brazil signed a partnership agreement with **Accor Hotels**. As part of the agreement, we will support the hotel chain in creating a vegan coffee corner at a 348-room hotel in São Paulo. It's a pilot project that we expect other Accor units to adopt if successful.





## By the Numbers

**213,000**

Animals per Year Potentially Spared by Institutional Food Policy Commitments

**2.9 Million**

Animals per Year Potentially Impacted by Corporate Animal Welfare Policies

**915**

Active Volunteers

**12.5 Million**

Vegan Meals to Be Served Each Year Through Institutional Food Policies Once Implemented

**4**

Brands Committed to Reducing Suffering for Chickens Raised for Meat

**29**

Communities with a Local Mercy For Animals Group

**3**

Institutions Committed to Plant-Based Food Policies

**28**

Brands Committed to Eliminating Cages for Hens

**4**

Investigations Completed

**1**

Institutional Plant-Based Food Policy Implemented

**109**

Companies Moved to Publish Progress

**10.4 Million**

Online Video Views

**321**

Chefs Trained Through Mercy For Animals' Food Policy Program

**31,859**

Messages to Decision-Makers from Mercy For Animals Supporters Urging Farmed Animal Protections



## Stars Speak



**Sarah Jeffery** sat down with Mercy For Animals to discuss her plant-based journey.

Actress and mother **Daniella Monet** told the story of Rose, a baby chicken raised by an ALDI supplier.



**Twenty-four cast members** from *Baywatch* united to call on ALDI to eliminate the worst cruelty to chickens.

Movie star **John Abraham** championed an end to extreme farmed animal confinement.



Author and acclaimed content creator **Joanne L. Molinaro** celebrated Earth Day with the message that, together, we can make a difference.

Brazilian activist **Luisa Mell** narrated a new Mercy For Animals documentary showing the reality of live animal exports around the globe.



EXCLUSIVE INTERVIEW WITH ELIZABETH LAIL

# An Actor with *Authenticity*

Elizabeth Lail sits down with Mercy For Animals for an interview about a kinder future and how we'll get there, together.





**Q** You've narrated a PSA for Mercy For Animals. Why were you enthusiastic about using your voice and platform for the cause?

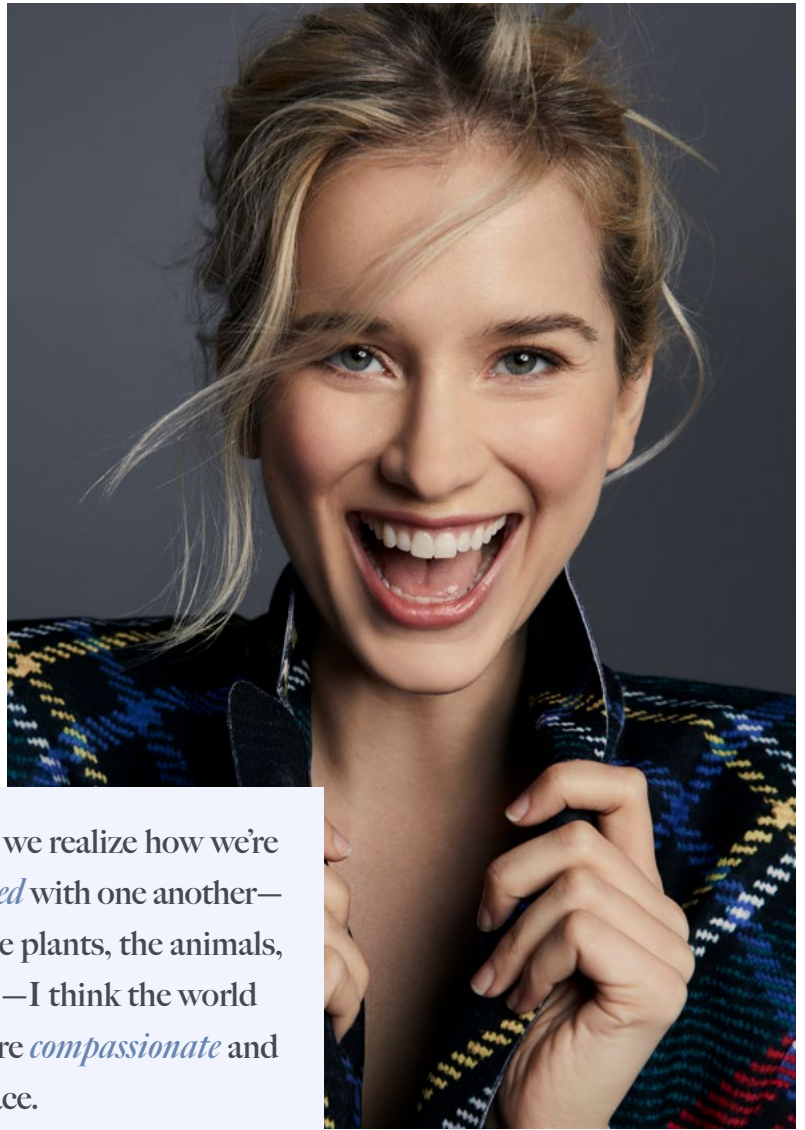
You know what they say about having a platform as an actor? We're very lucky to have an audience that's willing to watch us and sometimes hear what we have to say. So any time an organization comes around that I really support and believe in, I want to share the good news.

So I'm always really happy, especially with Mercy For Animals, to lend my talents in any way that I can.

**Q** What do you love most about Mercy For Animals?

What I love about Mercy For Animals is that they are trying to **make a more compassionate world**. They're not afraid to do it by saying the hard truths and by showing videos of animals being hurt that can be tough to watch. Nobody really wants to see that, but nobody really wants to see the truth. So I think it's just beautiful that they're saying: "Hey, guys—no, look. This isn't good."

This isn't good for anyone. Take a real hard look at it, and then we can have more compassion, more love, and more bliss, but not in ignorance.



I think once we realize how we're *all intertwined* with one another—the earth, the plants, the animals, and humans—I think the world will be a more *compassionate* and *beautiful* place.

**Q** What's your favorite plant-based dish to make at home?

Lasagna! It's something that I grew up eating, and it's so comforting, and I love being able to make, like, a cashew ricotta and add loads of veggies and disguise it all with pasta sauce.

**Q** In your recent movie, *Mack & Rita*, you transform into your 70-year-old self. What is your hope for the planet by the time you're 70?

My hope for the planet when I'm 70 is that it's a more **compassionate, sustainable, diverse planet**. I hope that we're all able to live in a more authentic way, a more sustainable way, and a more connected way.

I think once we realize how we're all intertwined with one another—the earth, the plants, the animals, and humans—I think the world will be a more compassionate and beautiful place.

**Q** What's next for you? How do you hope to use your voice and platform to continue helping animals?

I feel like **change happens person to person**, and I'm very lucky to have a platform so I can share what matters to me. What I love doing more than anything is that I get to meet so many different people.

You can have a conversation, you talk about what's important to you, and you can kind of open their eyes. And sometimes I can just send them to Mercy For Animals and say: "Hey, look. This is what's going on."

But I think that's what I hope to continue to do is just to connect with people, person to person, and meet them where they are and just share my enthusiasm and my hope and the joy I get from knowing that the way in which I eat can impact the world in a healthy way and myself in a healthy way.



Photography: Alexi Lubomirski  
Wardrobe: Norma Kamali | Mink Shoes



The background of the entire page is a photograph. The upper portion shows a pig's head pressed against vertical metal bars, likely in a factory farm cage. The lower-left portion shows a person wearing a red and black hooded sweatshirt, with their face obscured by shadow.

# ANIMALS UNDER ATTACK

New Undercover Investigation **Unveils the Atrocities Pigs Endure** in Factory Farms

On October 4, Mercy For Animals released a groundbreaking undercover investigation **exposing the heartbreaking conditions** pregnant pigs suffer at factory farms—the type of cruelty the meat industry is **fighting before the U.S. Supreme Court** to keep.

## THE INVESTIGATION

Our brave investigator documented the disturbing reality of life for pigs trapped inside a U.S. farm, including about **2,500 female pigs confined to cramped metal cages**. The video amassed over 140,000 views across our social media channels, garnered countless supportive comments, and was shared by celebrities including Bruno Amato, Josh Zuckerman, and Rachael Ancheril.



The Humane League and Humane Society of the United States supported our efforts, helping promote the powerful new footage.

The footage reveals **rows and rows of pregnant pigs confined to gestation crates**—each crate barely larger than a pig's body—unable to lie down comfortably or even turn around.

**Deprived of mental stimulation, these pigs are driven mad by boredom and stress.**

These captive animals are unable to build nests, forage for food, or cool off in the mud, and they develop coping mechanisms known as “stereotypes”—swaying, nodding, or **gnawing on the metal bars of the crates**.

The investigator documented many stillbirths and miscarriages, as well as mother pigs with bulging organs after labor, without proper veterinary care. One day, **more than 100 piglets were discovered dead**. In many instances, the corpses and placenta from these stillbirths were found **between live piglets**.

Days-old piglets who survived had their testicles ripped out and tails cut off **without pain relief**—their mothers helpless to do anything but watch. The babies were stolen from their mothers just a few weeks after they were born, and the mama pigs were **immediately forced back into restrictive gestation crates** to continue the cycle of cruelty.



**ONE DAY, MORE THAN  
100 PIGLETS WERE  
DISCOVERED DEAD.**

The footage captures other **heartbreaking moments**, including baby pigs violently smashed headfirst against the ground, a shocking practice called “thumping” used to kill sick, injured, and runt animals. Our investigator also described pigs and piglets being brutally kicked, struck, stabbed with sharp objects, and thrown. Bloody, wounded, and sick pigs were **left to suffer**.

## THE FARM BILL

Cramming pigs inside crates barely larger than their bodies for their entire lives is unacceptable, and most Americans agree.

**In 2018, Californians overwhelmingly voted Prop 12 into law,**

prohibiting the in-state production or sale of pork (and eggs or veal) from animals confined in a cruel manner. But now, **the meat industry is seeking to silence these voters** by challenging the law before the Supreme Court of the United States.

**After losing in a lower court**, the National Pork Producers Council and the American Farm Bureau Federation petitioned the Supreme Court to strike down Prop 12.

Their petition is supported by a slew of **special interest groups**, including the North American Meat Institute and the National Cattlemen's Beef Association.

We released our investigation a week before the Supreme Court heard oral arguments.

**Regardless of the court's decision, the public's desire to defend animals is clear!**

That's why Mercy For Animals is asking our supporters to **join us in urging Congress to protect animals in the 2023 Farm Bill**.



**Please visit**  
**AnimalsUnderAttack.com**  
to take action.


# 5 Ways to Help Animals in the New Year



**They say it takes 66 days to form a habit.**

So as the new year progresses and you're thinking about resolutions and goals, consider backing up those aims with solid habits that you intend to grow over time.

Here are **five ways you can take action for animals in 2023**—and the habits that can help propel your intentions into lasting change.



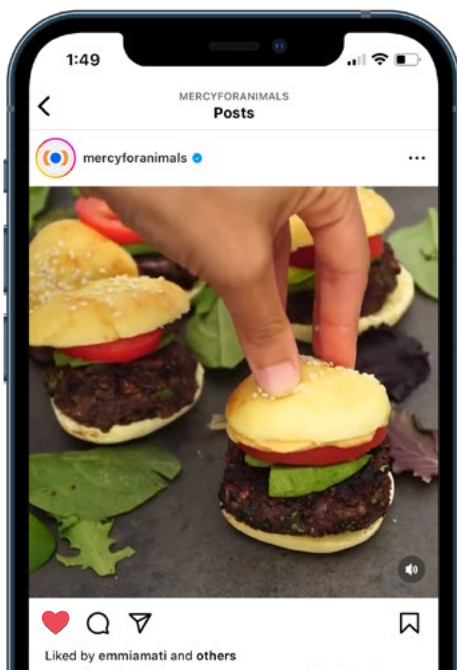


## Share your favorite plant-based recipes with family and friends.

Why is it sometimes so challenging to persuade family and friends to cut back on meat, dairy, and eggs? One reason may be that they just **don't know where to start**. Over the course of decades, they've developed habits around food choices. They know what to buy at the grocery store and how to prepare a Taco Tuesday dinner from memory.

How do we help them shift their habits? Participants in a recent study reported "taste, texture and perceived 'lack of naturalness'" to be barriers to purchasing plant-based meats. It may be that many people **don't know how to prepare plant-based foods** in ways that would make them more taste-competitive with their animal counterparts.

**This is where your recipes, photos, and support come in.** Starting small can be very effective in developing new habits. Aim to **share one recipe a week** or post one meal photo on your social media channels that shows others how accessible and appetizing plant-based eating is. **Follow up** and ask how the meal went or whether they would be **open to learning** about other easy plant-based swaps or cooking tips.



## Use social media to spread a message of kindness for animals.

Follow animal-friendly social media accounts, and **repost your favorite content**. Our own analysis has found that content primed to get the most engagement includes investigations, recipes, and inspiring vegan quotes from celebrities.



**Here are a few of our favorite social media accounts:**

@MercyForAnimals



@ChefBabette



@TheKoreanVegan



@TheDodo



## Ask restaurants near you to add plant-based options, and write great reviews for those that already offer them.

Every time you go out to eat, you have an opportunity to inspire others to order a plant-based meal. Here's how: **Take a photo of your amazing meal**—in great lighting, of course. Later, **search for the restaurant** on both Yelp and Google Reviews. **Post the photo** and **write about how awesome** the restaurant's vegan options are.

If you find that a lot of restaurants in your city don't offer vegan menu items, **let's change that**.

Write or call managers of these restaurants and request that they add plant-based options. You can mention that a recent survey found that a **rising number of people are choosing to cut back on animal products**, with 36 percent of Americans identifying as flexitarians.



## Talk to your legislators.

Hold your elected representatives accountable.

Check out the Mercy For Animals action center for ways you can **contact your legislators about animal protection issues** we are working on.



**MercyForAnimals.org/  
Action-Center**

## Wear compassion on your sleeve.

Spark great conversations about **kindness to all animals** with Mercy For Animals merchandise. From our "Cluck Yeah" to "A Kinder World Begins with You" T-shirts to apparel, bags, and companion-animal pillows, **we've got plenty of eye-catching products**.





# Clued In to Kindness

Photography: Alexi Lubomirski  
Wardrobe: Christian Siriano



Actress, author, and activist **Alicia Silverstone** sat down with Mercy For Animals to discuss her activism, raising a vegan child, and her hopes for the future.

**Q** You've been an inspiring voice for animals for decades now. What makes you so passionate about protecting farmed animals?

I was having a meeting with another animal organization, and I just was getting so riled up. As I was driving home, it occurred to me that the things that were happening to these animals—to pigs, to cows—I was responsible for. That was a huge wakeup for me. I said, "I've got to go vegan."

I really didn't know about anything. I just didn't want to contribute to their suffering. That's what got me here. But the gifts I got in return—to learn how to follow my heart and trust my gut—I just thought, wow, I'm finally just doing what I believe. I'm standing in my power. It really changed my life in every single way, and I thank the animals.

**Q** You've collaborated with Mercy For Animals on multiple PSAs, and you received the Hope Award at our 2018 gala. What gives you hope for animals in the future?

I just hope so much that people continue to wake up, and I think that there are a lot of people who have already. It's pretty incredible.

It's not fast enough for my liking. I want all the animals to stop suffering right now.

But I've really come to accept that I can only do what I can do and only hope that people will get the message.

**Q** Tell us about raising a vegan child! What are your greatest challenges and greatest rewards?

I had a lot of really good examples of vegan kids in my life before I had my son. Woody Harrelson and his wife, Laura, raised three kids who are so vibrant and bright and beautiful and healthy, and they were vegan.

My son's favorite food was kale until, like, yesterday. He loves animals, and he's horrified that people harm animals.

**Q** Hollywood seems to be catching on that plant-based eating is the future! How important is it that public figures use their platforms to advocate for a more compassionate diet?

You know, Joaquin Phoenix has done a really great job of all of that. His platform was very large when he was standing in front of the Oscars. And then all those events—I went to London for the London Fashion Awards, and it was vegan. I couldn't believe it!

**Q** What are you most looking forward to in 2023?

I hope that more people convert to a vegan lifestyle and that animals can suffer less and humans can suffer less in that process.

“

I'm standing in my power. It really changed my life in every single way, and I thank the animals.





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