



MERCY FOR
ANIMALS

2023

A YEAR OF IMPACT



DEAR FRIENDS,

Together, we drove remarkable change for animals in 2023.

We accomplished near-impossible feats and met challenges with courage and empathy. We refused to back down even in the face of mighty corporations and institutions.

Your voices moved more than 75 companies to take significant steps toward their pledges to improve the lives of millions of animals. These steps created real change: Each year, 100 million more hens will not be in cages, and an additional 300 million other farmed animals will not endure the worst cruelty.

Mercy For Animals will work to help animals in any corner of the globe—and in this pursuit, we set up

operations and began growing our team in Southeast Asia.

Our India team continued to make incredible progress in getting mother pigs out of cages. We pushed government officials to ban their cruel confinement in an additional six states in India, resulting in 1.5 million mother pigs never having to live in cages so small that the pigs cannot turn around.

The power of your collective voice is bringing plant-based foods to more menus and to more tables.

A multiyear partnership with Subway in Mexico reached new heights with the release of a vegan chicken teriyaki sub in every location in the country.

The largest hotel chain in Brazil launched a completely plant-based

cafe after more than a year of planning with us. We also maintained six active partnerships with local governments, bringing 14 million plant-based meals to children in 735 schools.

We took your message to Capitol Hill, Brazilian elected officials, and the UN to advocate for federal protections for animals and for all international conversations about climate change solutions to include plant-based food systems. Your phone calls and emails are changing the perspectives of important decision-makers.

We created heartwarming and heart-wrenching social media content that inspired kindness toward animals and moved our audience to action.

And as our movement grows, we continue to demonstrate what the future of food will look like: This year we supported 10 farms that have transitioned or are transitioning away from farming animals.

From the bottom of my heart, thank you for standing with us. Thank you for embracing our philosophy of helping animals trapped in the food system while working to keep all animals out. We are heading into 2024 with tested and refined strategies, new creative ideas to try, and excitement for what progress the future holds for farmed animals.

Because of you, animals have a hero.

Onward,

Leah Garcés
CEO and President

We Believe

Mercy For Animals believes our food system's status quo is unacceptable. Our food system horribly abuses animals, damages our planet, puts our health at risk, threatens future generations' food security, and harms the most vulnerable among us. We stand boldly against this status quo.

Our vision

is a world where animals are respected, protected, and free.

Our mission

is to end industrial animal agriculture by constructing a just and sustainable food system.



Our Impact

Decreasing the Number of Animals in the Food System



Vegan meals served in public schools



Chefs, nutritionists, and other school staff trained in plant-based cooking



Children served tasty and healthy vegan meals



Schools serving vegan meals*



Restaurant locations that added new plant-based menu items

2023	14 million	896	332,000	735	3,768
All Time	32 million	3,033	<i>Not estimated</i>	1,079	<i>Not estimated</i>

**(all-time metric includes programs that ran only for a limited period of time)*



240,000

Animals Could Be Spared Through Our School Partnerships This Year

Reducing Suffering for Farmed Animals Trapped in the Food System



100 million

Animals spared cage confinement this year*



300 million

Animals spared the worst suffering this year*

Companies persuaded to report progress toward animal welfare commitments

Brands committed to sparing animals in their supply chains the worst abuse

Government policies passed to reduce suffering for farmed animals.

2023	76	17	7
All Time	146	900+	29

**Estimates based on policies Mercy For Animals helped secure and the number of animals living in improved conditions this year as a result of companies eliminating the cruelest farming practices.*



Developing Solutions to Speed the Transition from Industrial Animal Agriculture



Farms that have started construction on plant-based facilities



Media stories presenting plant-focused food system solutions



Congressional farm-transition champions recruited

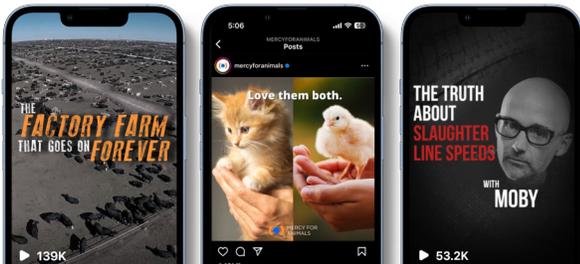
All Time

6

24

15

Building People Power and Increasing Public Awareness to Drive Change



75 million+

Impressions of social media content about creating a kinder future for animals

19 million+

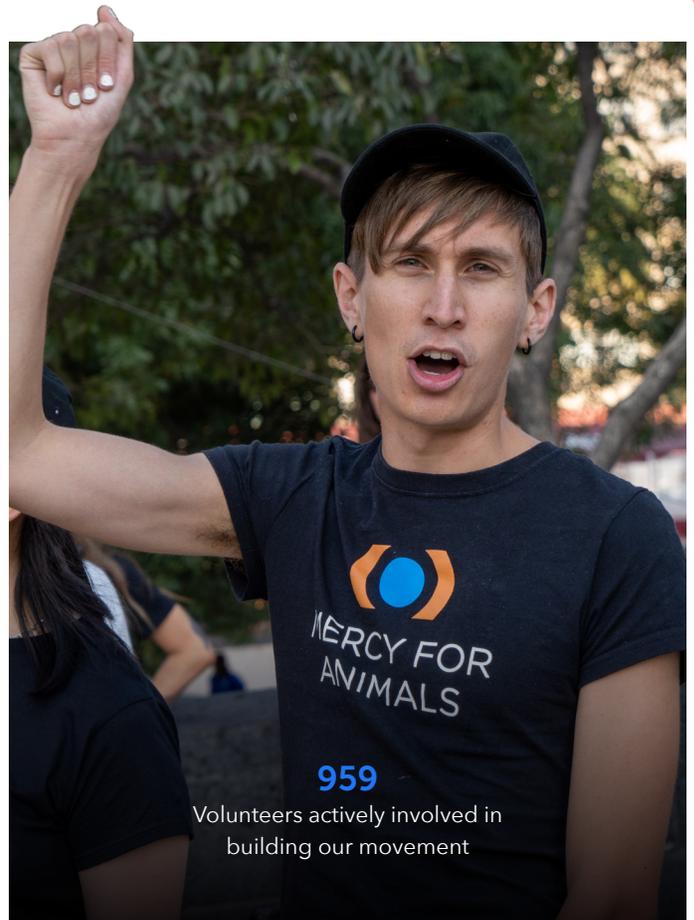
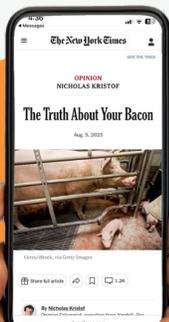
Views of online videos

163

News articles inspired in the top 50 most popular outlets

10 million+

Followers across Mercy For Animals social media channels



959

Volunteers actively involved in building our movement



Sowing a Plant-Based Future



We inspire companies to change their menus, products, and strategies to help construct a plant-based food system.

Six restaurants with 3,768 locations combined added new plant-based options to their menus after partnering with us.



Subway México and Mercy For Animals collaborated to produce a plant-based version of the company's iconic chicken teriyaki sub. The sub launched nationally on July 5 in 780 restaurants across Mexico, and sales are strong.



Shake Shack expanded its vegan burger and milkshakes to all 260 U.S. locations.



Mercy For Animals partners with **schools in Brazil** to inspire and train kitchen staff on reducing meat, dairy, and eggs used by at least 20%.



SoFi Stadium in Los Angeles and Spanish soccer team Real Madrid's home stadium may also be getting more plant-based options soon. Legends Hospitality, a foodservice provider for these venues and more around the world, published a commitment to increasing its plant-based offerings.



Top Brazilian food-tech company Liv Up launched its first plant-based options: vegan meatballs and chicken. The company prepares around half a million frozen meals each month and delivers to more than 50 cities



In Brazil, the largest calzone franchise in the country, **Mini Kalzone**, launched its first vegan option after collaboration with our team in the region. The company runs more than **125 stores across 57 cities**. Its new vegan calzone is stuffed with spinach, carrots, tofu, vegan provolone, and onions.



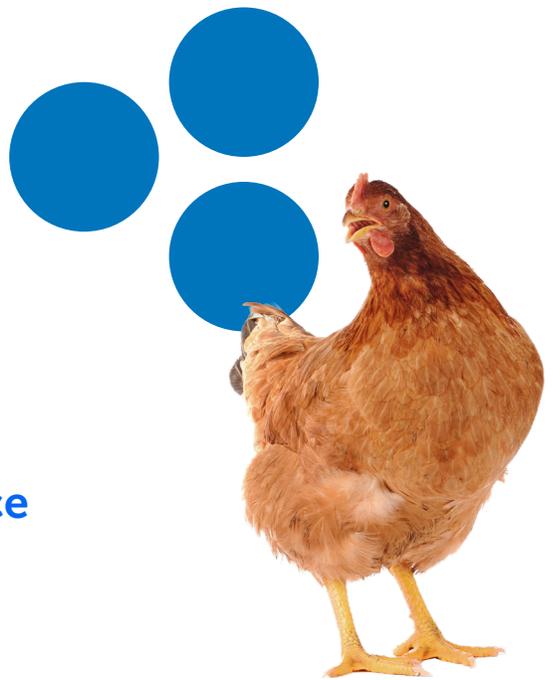
Several other companies demoed or pledged to explore plant-based additions after discussions with our teams.

The **largest hotel chain in Brazil** launched a **plant-based cafe** after more than a year of planning with Mercy For Animals. It's the chain's first 100% plant-based business in South America and serves as a pilot aimed at expansion.



Constructing a Legal Framework for Animals

We help secure local, state, federal, and international laws and policies that reduce farmed animal suffering and increase plant-based food accessibility.



In one of the most significant wins ever for farmed animals, the Supreme Court of the United States dismissed the pork industry's challenge to California's Proposition 12.

Passed in 2018, Prop 12 is one of the **strongest farmed animal protection laws in history**. The law ensures that hens used for eggs in California will no longer languish in cages and millions of animals raised for the California marketplace will no longer suffer the most extreme confinement in the factory farming industry, such as mother pigs crammed in gestation crates so narrow they can barely move, calves raised for veal tethered at the neck for the duration of their short lives, and hens hunched in cages too small for the birds to even spread their wings.

Mercy For Animals and our allies fought hard to convince the court to **uphold Prop 12**. The Harvard Law School Animal Law & Policy Clinic filed an amicus brief on behalf of a coalition of law professors and animal protection organizations, including Mercy For Animals. The brief voiced our strong support of the law.

At a local level, Mercy For Animals was part of a powerful coalition of organizations and supporters pushing for the passage of a **New Jersey bill to prohibit keeping calves and pregnant pigs** in intensive confinement. On July 26, Gov. Phil Murphy signed the bill into law. The law mandates that mother pigs and calves raised for veal have enough space to stand up, lie down, and turn around freely.

We submitted written testimony in support of the New Jersey law multiple times and recruited volunteers to lobby and testify for it. Nearly 1,000 Mercy For Animals supporters in the state sent more than 1,800 messages to members of the state legislature calling for the bill's passage.



As the 2023 Farm Bill and 2024 National Defense Authorization Act progressed, we continued to engage a wide swath of U.S. House and Senate members, **advocating for an increase in plant-based options in military facilities and rations.** Working with a few key House offices and our coalition, we were successful in our attempts to include language in the House defense appropriations bill to expand plant-based options for military personnel.



After outreach from our team in India, the governments of six states issued orders effectively **banning the use of cruel crates** to confine pregnant and mother pigs. Combined with last year's bans, this will result in protections for around 1.5 million pigs.

Near the end of 2023, the **UN Climate Change Conference (COP28)** will take place in Dubai. This conference will include a global stocktaking of countries' collective progress toward Paris Agreement goals and what should be done going forward. Given the immensely harmful impact industrial animal agriculture has on our planet, Mercy For Animals helped coordinate a coalition that is calling on participating countries to ensure food systems are addressed in this global evaluation process. More than 60 organizations have joined us in support.



We are building momentum and power within the United States federal government.

50+

Meetings held with elected officials

11

House and Senate sponsors secured for our initiatives

9

Testimonies submitted

4

Mercy For Animals supporters or staff that testified in person or virtually





Uniting in Our Humanity and Sparking Action

We are opening hearts and minds to promote kindness toward all animals.

American, Brazilian, and Indian celebrities amplified our messages in several major awareness campaigns.

Ryan Eggold, Jessica Parker Kennedy, and Moby collaborated with us to gather support on social media for the **Industrial Agriculture Accountability Act (IAA)**. The IAA is a bill that would improve the federal Farm Bill and hold the meat industry responsible for the problems it has created in efforts to maximize its profits.

In honor of **Earth Day**, over 70 acclaimed chefs and influencers from around the world signed an open letter by Mercy For Animals and other coalition members calling on the U.S. Environmental Protection Agency to enforce stricter emission standards at factory farms.



In Brazil our **#1WeekWithoutMilk** social media campaign kicked off with three videos narrated by celebrity Márcio Garcia. The videos went viral and drew widespread attention to the cruelty mother cows and calves endure in the dairy industry. The campaign's traction led the Brazilian government's agriculture committee to file a motion of censure to try to silence us.



We premiered a documentary narrated by actress and environmental activist **Laila Zaid** at the Legislative Assembly of the State of São Paulo during a significant public hearing. As lawmakers for the most populous state in Brazil gathered, all eyes were on *Elias: The Ox Who Learned to Swim*.

We also collaborated with Dutch Indian vegan influencer **Farah Amber** to create a video calling for a nationwide ban on the manufacture, sale, and use of gestation and farrowing crates for pigs across India.

In the United States, we partnered with acclaimed *New York Times* columnist **Nicholas Kristof** to release a new undercover investigation into the pork industry. Kristof's article received nearly 1,200 comments from concerned consumers.

Investigation-related videos received over 730,000 views and nearly a million impressions across our social platforms.



"What I am confident of is that right now we're on the wrong side of history and that future generations will look back at videos like these and be baffled that nice people like us could blindly tolerate such systematized cruelty toward intelligent if cantankerous fellow mammals not so different from us."

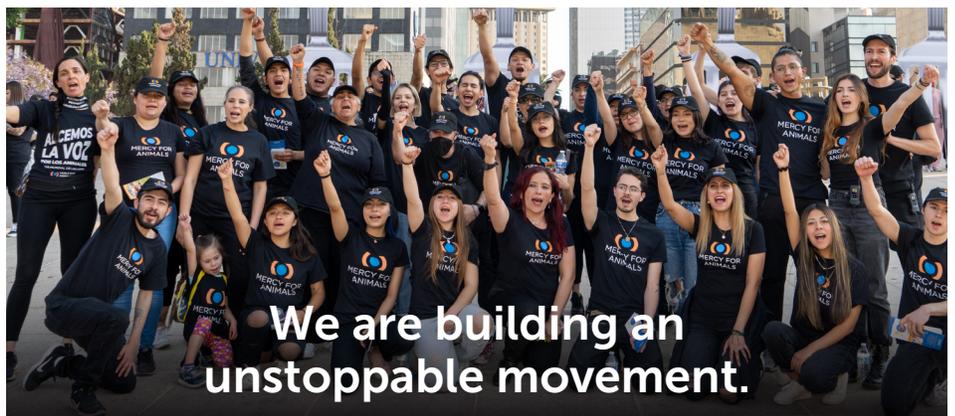
—Nicholas Kristof

In **Mexico we used drones to observe the Yucatán Peninsula** forests and the massive ecological harm factory farms cause to this region. Our investigation inspired Mexican media outlet Milenio to air

our footage along with an interview with Mercy For Animals team members on a nationally televised program.



Our cameras also exposed the **Brazilian dairy industry**. We captured footage of cows beaten with bars and broom handles and stabbed with knives and scissors. Undercover footage shows newborn calves roughly taken away from their mothers and a worker forcibly inseminating a cow by sticking his entire arm inside her without anesthetics. Our footage was taken at one of the largest dairy farms in the country.



We are building an unstoppable movement.

More than 1,000 activists across the United States, Mexico, Brazil, and India are giving their time and energy to create the benevolent future we all envision for farmed animals.

From taking actions that move politicians to add animals to the agenda or companies to change their treatment of animals, these activists are the might behind everything we accomplish.



Opening Cages and Unlocking Compassion

We are sparing animals from cages and horrific abuse.

Over the past 10 years, we've helped inspire more than 900 food brands to pledge to adopt **Better Chicken Commitment** standards or to eliminate cages used to confine hens. These changes will significantly reduce suffering for millions of chickens in our food system.

Now we are following up with these companies—and other companies that have made animal welfare pledges—to ensure they are on track to meet their commitments.

We are proud to report that after months of conversations with Mercy For Animals, dog food company Campfire Treats became the first company to satisfy all elements of the Better Chicken Commitment for all of its chicken products.

Overall, nine companies told us this year that they had met their animal welfare goals. And more than 75 companies reported they had made some progress.

Here are some companies reporting the highest percentages of progress:

	Extent of Progress	Region
Hilton	Reported 54% progress	Brazil
Carrefour	Reported 23% progress	Brazil
Arcos McDonald's	Reported 11% progress	Brazil
St Marche	Met animal welfare commitment	Brazil
Special Dog	Met animal welfare commitment	Brazil
Premier Pet	Reported 99% progress	Brazil
Crepes & Waffles Chile	New cage-free policy	Chile
Accor Hotels Latin America	Reported 33% progress	Latin America
Crepes & Waffles Colombia	Reported 33% progress	Colombia
Crepes & Waffles Ecuador	Reported 25% progress	Ecuador
Crepes & Waffles Mexico	Reported 100% progress	Mexico
RIU Hotels	Started reporting progress	Global
Grupo Bimbo	Reported 15% progress	Global
Restaurant Brands International	Reported 6% progress	Global
Intermarché	Reported 77% progress	Global
Unilever	Reported progress	Global
ALDI Süd and ALDI Nord	Reported 59% and 94% progress, respectively	Global
YUM! Brands	Reported 90% progress	Global
Marriott International	Reported 27% progress	Global
New Rest	Reported 12% progress	Global
CAVA	Reposted commitment publicly, started reporting progress	United States
TGI Fridays	Started reporting progress	United States
Bento Sushi	Released a progress update	United States
Albertsons	Released a progress update	United States
Elior North America	Published roadmap, new progress update	North America
A&W	Reported 40% progress	Canada
Loblaws	Reported 17% progress	Canada
Longo's	Reported 34% progress	Canada



Modeling a Plant-Based Future

Our Transformation[®] program helps farmers transition their industrial animal agriculture operations to plant-focused farms raising crops for human consumption.

In 2023, we continued to provide resources, support, and expertise for 10 farms that have transitioned or are transitioning away from farming animals in Texas, North Carolina, Georgia, Iowa, and Indiana.

A farmer from Georgia is scaling up her mushroom production and exploring additional options for exiting chicken farming. A recent Transformation[®] grantee is converting an existing milking parlor into a greenhouse for growing mixed greens. Another farmer celebrated their first sale of mushrooms.



In our effort to build out a scalable model for farm transitions, we launched demonstration hubs. Our hubs will model farm transitions for other farmers and impress upon government officials the importance of subsidies to farmers who want to leave industrial animal agriculture.

The Lim farm in North Carolina will serve as our first demonstration hub as it converts from a poultry house to a greenhouse. Both the Lim farm and another North Carolina farmer have begun growing specialty mushrooms.

By collaborating with unlikely allies, we are also changing the public narrative around factory farming and urging government support of plant-focused agriculture.

We engaged lawmakers by flying farmers to Washington, DC, for events and meetings. Together we championed a plant-based future in five meetings with members of Congress, 32 with congressional offices and House Agriculture Committee staff members, six with USDA agencies, and one with the White House Office of Climate Policy.

We advocated for financial assistance to farmers who wish to transition from animal agriculture to growing plants, as well as equitable access to USDA programs for historically underserved farmers. The Industrial Agriculture Conversion Act, which would provide some of this support, was a topic in each of these meetings.

Updates and farmer stories can be found on our dedicated Transformation® Facebook, Twitter, and Instagram pages.





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