



CELEBRATING  
25 YEARS  
*of* IMPACT FOR ANIMALS



# Until They Are Free

2024 ANNUAL REPORT



*To the animals trapped in factory farms,  
whose cries go unheard and whose lives  
are stolen before they can even begin:*

*You are not forgotten.  
We will fight until you are free.*

## Dear Friends,

In 2024, we celebrated 25 years of Mercy For Animals—a quarter century of relentless dedication to the freedom and well-being of farmed animals. The progress we’ve made together has been nothing short of extraordinary.

Over these years, we’ve helped secure policies that will alleviate suffering for more than eight billion animals, helped schools and other public institutions serve more than 35 million vegan meals, and pressured hundreds of companies to end some of the cruelest practices. And for the first time in history, we secured a place for food systems in the United Nations’ global stocktake—a critical evaluation of progress and gaps in reaching Paris Agreement targets.

**These accomplishments are a testament to the strength, dedication, and compassion of our incredible community. Without you, none of this would be possible.**

In this 2024 annual report, you’ll read about our significant progress across the United States and Canada, as well as some major achievements in our work around the world. You’ll also read stories of remarkable people whose tireless work and unwavering belief in a better world for farmed animals have powered all this change. Remarkable people like you.

**While this report highlights how far we’ve come, it also reminds us why we continue to fight: the exploitation of farmed animals.** We carry their pain in our hearts every day. It drives everything we do. We bear witness to their agony and feel a duty to speak up, rise up, and change their fates.

Looking ahead, we are more determined than ever to continue our work of dismantling factory farming. Building on the progress we’ve made together, we’ll focus on reducing suffering for the greatest number of animals, shifting public narratives to inspire broader support for change, normalizing plant-based options through plant-forward policies, and pushing governments to adopt plant-based solutions as a key climate strategy.

The road ahead is long, but we will never stop fighting until every animal is free and our planet begins to heal. This movement is unstoppable and growing stronger every day. And thanks to you, we will make compassion the standard and create a world where factory farms are no more.

Until they are free,

**LEAH GARCÉS**  
CEO and President  
Mercy For Animals





# Our History:

## A VISION THAT BECAME A MOVEMENT

Founded in 1999 by a rural Ohio teenager with a bold vision, Mercy For Animals has become a global leader in the fight to end factory farming. What started as a dream has sparked an international movement, with growing impact across Brazil, Canada, India, Mexico, Southeast Asia, and the United States.

Powered entirely by dedicated animal advocates over the past 25 years, our collective action has built a movement that can no longer be ignored.



# 25 Years

OF GLOBAL PROGRESS FOR FARMED ANIMALS:

## 8 billion+

animals set to suffer less through welfare policies we championed

## 35 million+

vegan meals served through food policies in schools and other institutions

## 30,000+

restaurants and coffee shops that expanded their plant-based offerings

## 900+

brands committed to ending the worst abuses

## 125+

investigations of factory farms and slaughterhouses released, sparking outrage and driving real change

## 26

new welfare measures passed, securing stronger protections for farmed animals

## 22

government policies blocked that risked greater harm to animals or punished whistleblowers

## 9

farms transitioned from raising animals to growing crops through our Transformation™ program, promoting a more sustainable future

## 6

countries with Mercy For Animals operations, empowering us to fight for animals around the world

Thank you for fighting with us—  
and fighting for them.



“

You can't spend time with an animal and not know that we are not the only beings with personalities, minds, and emotions.

—DR. JANE GOODALL



Until you  
are free,

we will show the world  
what you endure.

# The Unseen Lives OF COWS IN FACTORY FARMS

**COWS ARE GENTLE, INTELLIGENT BEINGS WITH UNIQUE** personalities and complex emotions. The bonds they form are as strong and meaningful as those in human families and vital to their mental and emotional health.

Their need for connection is especially evident in motherhood, as a cow's love for her calf mirrors the fierce, unconditional devotion a human mother feels for her child—protective, nurturing, and unyielding.

**IN FACTORY FARMS, THE TRUE NATURE OF THESE** sensitive animals is crushed under an exploitative system. At dairies, cows are trapped in a cycle of pregnancy, birth, and loss until their bodies are so worn down that the amount of milk they produce is no longer profitable, and the animals are sent to slaughter. Their calves are taken from them shortly after birth, leaving both mothers and babies traumatized. Some male calves are raised for veal, while others are killed on-site or sent to slaughterhouses or auctions. Females are raised to replace "spent" cows, doomed to the same cruel cycle their mothers endured.

Cattle raised for meat suffer in overcrowded feedlots, often plagued by painful digestive problems, respiratory issues, and heat stress.

 **ABOUT 37 MILLION COWS ARE SLAUGHTERED** in the United States and Canada each year. Our investigations reveal the brutal conditions and pain many of them suffer, propelling powerful campaigns for change.



# The Courage to See

**COWS HAVE A WAY OF CAPTURING YOUR HEART**—their gentle curiosity, the way they nudge you with their noses, or the warmth of an unexpected lick. But years ago, I didn't see cows—or other animals—the way I do now.

Then I adopted Lexi, a puppy I planned to teach to hunt. As we bonded, I saw that her emotions mirrored mine and wondered how I could love one animal so much while hunting and eating others.

It turns out, I couldn't. I stopped both and began to question my world.

I learned that animals are treated as commodities, especially in our food system's secretive operations. So I left my law-enforcement career and became an undercover investigator.

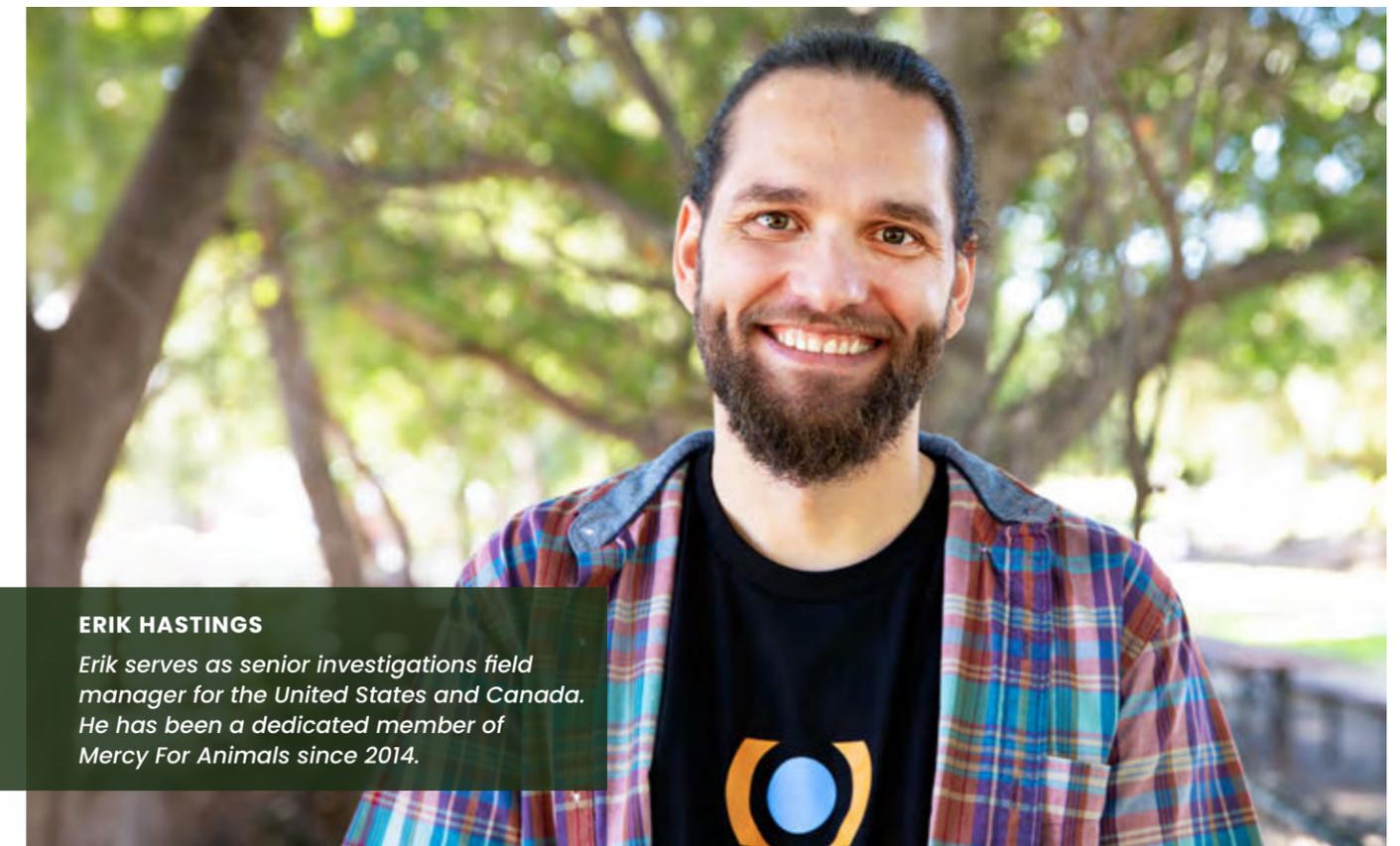
I can't forget the cows I met at the dairy farm I investigated—each broken by a cold, calculated system, each communicating the bottomless pain and emotional abuse they endured.

I saw their sentience in a concerned bull anxiously awaiting the return of cows sent to be milked. I felt it in their relief at reunion and anguish at separation. I heard it in the cries of grieving mothers, their sorrow over each loss as raw as it was when their first babies were taken.

These weren't isolated moments. They were—and are—a daily reality on that farm and countless others.

Now I lead investigators across the United States and Canada. With every assignment, we uncover more than brutality and suffering—we reveal the deep emotions of farmed animals, all worthy of our care.

We know that what we expose drives systemic change. And we hope it compels others to see farmed animals not as commodities but as sentient beings—deserving of compassion and desperate for protection.



**ERIK HASTINGS**

*Erik serves as senior investigations field manager for the United States and Canada. He has been a dedicated member of Mercy For Animals since 2014.*

# Investigations:

## UNCOVERING INJUSTICE, DEMANDING ACCOUNTABILITY

Our undercover and drone investigations reveal not just physical abuse but the emotional damage factory farming inflicts on animals and communities. Through hidden cameras and aerial footage, we expose the shocking realities of life for animals at factory farms—the overcrowding, brutality, and neglect.

### GLOBAL IMPACT NUMBERS

3

drone investigations  
in 2024

7

undercover  
investigations in 2024

125+

investigations since 1999, driving  
reforms for farmed animals

## Exposing the Hidden World of Animal Agriculture



### Revealing Dubious Claims

The National Pork Board's Pork Quality Assurance Plus program promises better conditions for pigs. Our footage exposes the truth: pigs in agony from botched euthanasia, pregnant sows crammed into tiny crates, and sick piglets left to die in piles. Our investigation shatters the industry's claims of "humane" treatment and bolsters demands that the pork industry be held accountable.



### Uncovering Corporate Cruelty

Captured at a Chipotle supplier's slaughterhouse, Mercy For Animals footage shows chickens violently shackled by their legs while conscious and dragged through electrified water. Some are still conscious when their throats are slashed. Our Chipotle Exposed campaign reveals the company's failure to ban live-shackle slaughter in their supply chain—a commitment Chipotle made in 2017.



## Turning Investigations into Action

In 2022, Mercy For Animals uncovered horrifying conditions at a Brazilian slaughterhouse, where cows were struck with sledgehammers. Our footage served as evidence that helped prompt the slaughterhouse's closure in 2024. But our work didn't stop there. Now we're pushing for a nationwide ban on the use of sledgehammers for slaughter in Brazil. Over 750,000 supporters have rallied behind us.



### Documenting the Deadly Consequences of Overcrowding

As bird flu spread through factory farms, we released drone footage showing the disposal of chickens at a U.S. facility estimated to contain 4.2 million birds. Nearly 150 million birds have been killed at U.S. poultry farms since the outbreak began in 2022. This is the result of a production system that keeps very large numbers of animals in overcrowded conditions that are severely detrimental to their health and welfare. Despite our calls for urgent reform, Congress remains silent. But we'll keep using this footage to demand action that protects animals from future outbreaks.

Read on to see how we're working to hold the industry accountable through new public health and welfare legislation.

*To the millions of animals lost to the bird flu epidemic, your lives mattered. We won't stop until no animal is treated like this.*



### See the Horror Behind Industrial Animal Agriculture



With no federal laws regulating the treatment of animals in factory farms, cruelty has become the norm.

See the truth and share our past work to further expose the horrors of factory farming.

[mercyforanimals.org/investigations](https://mercyforanimals.org/investigations)

Until you  
are free,

we will  
fight for you.

## Protecting THE EMOTIONAL LIVES OF PIGS

**PIGS ARE REMARKABLE ANIMALS—CLEVER AND affectionate, with individual personalities that shine. Their minds are sharp, enabling them to solve puzzles, navigate intricate mazes, and even master video games with surprising ease. But it's not just their brains that set them apart; pigs build strong bonds and exhibit empathy, rushing to offer support and comfort to others in distress. Family, too, holds a special place in their hearts. Mother pigs sing to their piglets while nursing, forging an unbreakable bond.**

**BUT IN FACTORY FARMS, THESE SMART, SENSITIVE animals suffer unspeakable cruelty. When they are only days old, they are subjected to mutilations—teeth clipping or grinding, castration, and tail docking—typically without pain relief. Male pigs are sent to slaughter at just six months of age, enduring long journeys with no food, water, or protection from the elements. Females used for breeding are often locked in cages too narrow for the pigs to turn around, forcibly impregnated again and again, and separated from their babies after just a few weeks of nursing them through metal bars. When they can no longer bear profitable litters, they are also sent to slaughter.**



**ABOUT 150 MILLION PIGS ARE SLAUGHTERED** each year in the United States and Canada, a grisly end to lives of torment. That's why we fight for them, advocating laws that protect pigs—and all farmed animals—from the horrible treatment so many face.



In one of our investigations, a pregnant pig broke free from her cage to be near another pig. Though they were quickly separated, this act is a powerful reminder of the connections they crave but are denied in factory farms.

▶ Scan the code or click here to see the clip.

# Restoring What's Been Stolen FROM ANIMALS

**AT SANCTUARIES, WE SEE ANIMALS LIVING AS THEY** should—unburdened, respected, whole—pigs in particular. Their curiosity and playfulness sharply contrast the suffering millions in factory farms endure. It's a painful reminder of what's been stolen from them and why I'm so determined to fight for their freedom and that of all farmed animals.

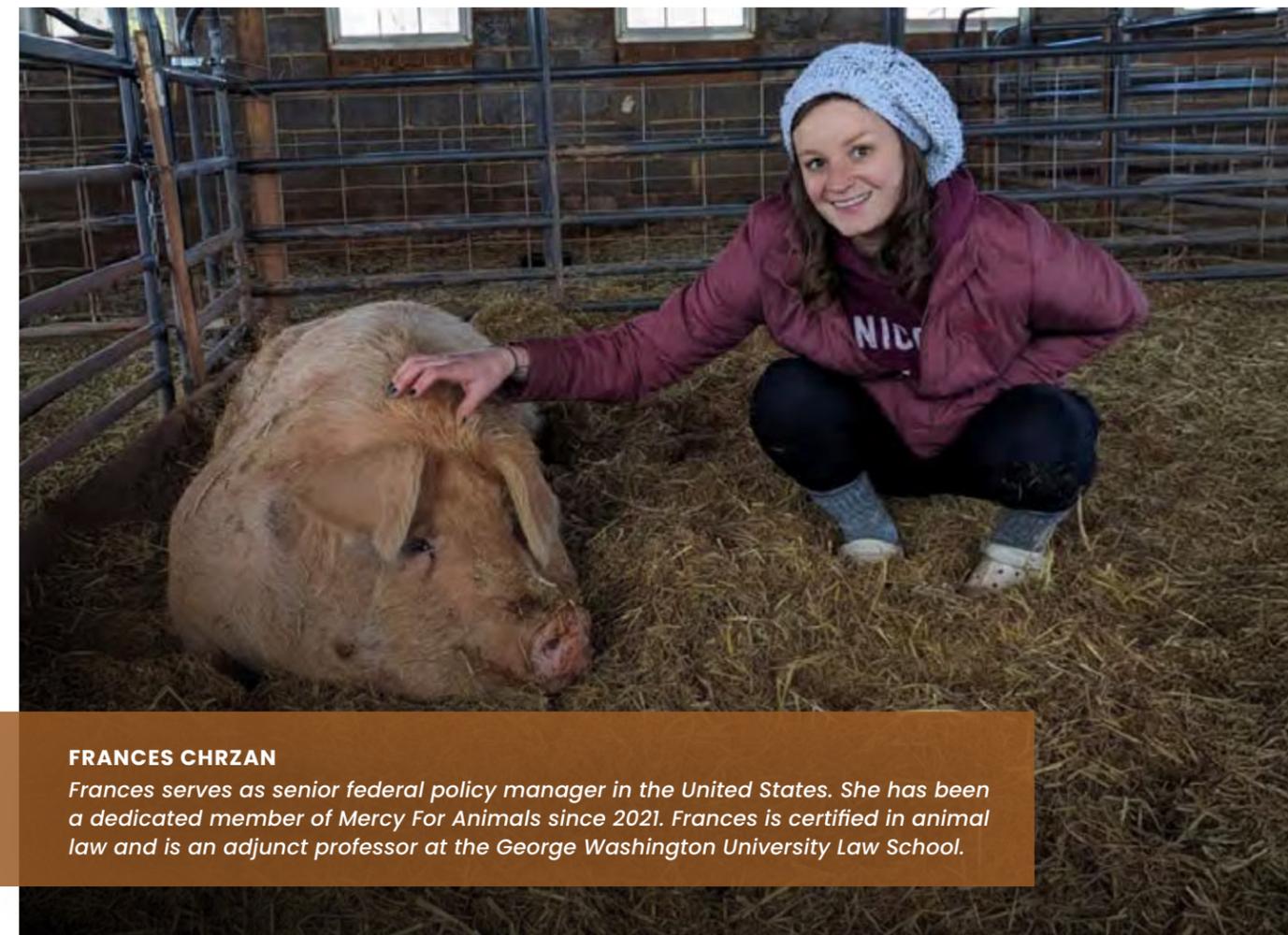
My journey began years ago at a small ferret rescue, where I first confronted the unfair truth of how animals are treated. I cared for two severely abused ferrets. Their suffering haunted me—not just because of their pain but because no one was held accountable, and no laws protected others from such treatment. I knew I had to fight for them. So I went to law school to learn how.

What I learned was staggering: The conditions that cause farmed animals tremendous suffering are labeled “industry

standards” and shielded by laws that prioritize profit over life. The crueler the practice, the more the industry seems to thrive. The focus of my fight became clear.

Lasting change is possible through policy reform. When we enact stronger laws and demand real accountability, we can finally break the system that has allowed these animals to suffer for so long. That's exactly what I'm doing right now on Capitol Hill—fighting to overhaul federal laws and ensure real protections for farmed animals.

**Sanctuaries remind me of the world I'm fighting for—a world where animals are individuals, not products; where they're treated with the respect and dignity they deserve. It's a world many will never know, but I fight for them—for every animal born into cruelty and denied freedom.**



**FRANCES CHRZAN**

*Frances serves as senior federal policy manager in the United States. She has been a dedicated member of Mercy For Animals since 2021. Frances is certified in animal law and is an adjunct professor at the George Washington University Law School.*

# Policy Pathways:

## CALLING FOR A NEW ERA OF ANIMAL PROTECTION

Factory farms deny animals everything that makes life worth living. By partnering with policymakers and grassroots advocates, we push for meaningful federal, state, and local welfare policies; hold industries accountable; and advance more ethical food systems.

In West Hollywood, we partnered with the city government to pass a groundbreaking policy requiring food served at city-sponsored events and meetings to be plant-based by default.

“I have been so happy to work with Mercy For Animals to create the first-ever plant-based by default policy for City events and meetings in West Hollywood.

—CHELSEA BYERS, MAYOR OF WEST HOLLYWOOD

### GLOBAL IMPACT NUMBERS

115+

meetings held with U.S. local, state, and federal elected officials in 2024

2

U.S. federal animal welfare bills introduced in 2024

2

U.S. state-level animal welfare bills passed in 2024

100

government food contracts influenced by plant-forward policies in the United States in 2024

1

dangerous U.S. state-level bill defeated in 2024

26

animal welfare measures enacted and 22 harmful laws blocked over 25 years

## Advocating for Farmed Animals Where Decisions Are Made

During the 2023–2024 legislative session, we made major progress in securing protections for farmed animals. For the first time, we presented our priorities for the U.S. Farm Bill, securing critical measures to protect farmed animals in the Senate’s version of the draft.



### Industrial Agriculture Accountability Act

We supported Sen. Cory Booker and Rep. James McGovern in introducing legislation that would hold corporations accountable for various harms of factory farming. If passed, it would protect workers, communities, small farms, public health, and farmed animals by addressing pollution, health risks, and many of the cruelest practices. Importantly, it would restrict on-farm mass killing of farmed animals and require transparent reporting of such events.



### Industrial Agriculture Conversion Act

We supported Sen. Cory Booker and Rep. Alma Adams in introducing a bill to create a federal program for helping farmers who wish to transition from factory farming to climate-smart operations, such as for specialty-crop production. It would support farmers in building a kinder, more sustainable food system.



### Pigs and Public Health Act

We supported Rep. Veronica Escobar in introducing a bill that addresses the cruel handling of pigs in our food system while reducing public health risks.\* Every year, about half a million pigs arrive at U.S. slaughterhouses too sick, exhausted, or injured to stand. Often “saved for last,” they are frequently left lying in waste for hours, creating serious health risks for both consumers and workers. This critical legislation would set standards of care for pigs at farms and during transport, require euthanasia for “downed” pigs so they aren’t left suffering for hours, establish an online portal for reporting violations, support agricultural worker safety, promote public health, and increase transparency.

\*Three in four new or emerging infectious diseases in humans come from nonhuman animals—and all major human flu pandemics can be traced to animal origins.



## Driving Change Through Plant-Based Policy

We’re advancing policies to make plant-based meals the default in public foodservice, reducing animal suffering and promoting climate-friendly solutions. Partnering with governments is key, as public institutions set standards that can impact millions. In Los Angeles County, for example, we helped pass a policy that requires government institutions to increase purchasing of plant-based foods and decrease purchasing of animal-based foods. We also worked with the Los Angeles County Department of Public Health to incorporate plant-based default strategies into their nutrition standards for prepared foods, snacks, and beverages for county cafeterias, cafes, and concessions.

With over 100 new government food contracts in the United States and Canada influenced by plant-based policies in 2024, we’re making compassionate eating more accessible.



## Creating Policy Pathways in Brazil

Our policy work in Brazil is gaining momentum. Thirteen of the 18 proposals we submitted for the country’s climate change plan are set to be “partially incorporated,” including one calling for a 35% reduction in animal-derived food production and consumption by 2035. Additionally, after collaborating with our team, a congressional coalition launched a position paper for COP29, highlighting the need for plant-based eating and reduced consumption of animal products.

## Advance Plant-Based Eating



Help us make compassionate eating the norm.

Share our *How to Eat Veg* guide,

packed with plant-based tips and tricks, to inspire others to join the movement for a more sustainable and ethical food system for all.

[chooseveg.com/hev](https://chooseveg.com/hev)

Until you  
are free,

we will challenge the  
system that sustains  
your suffering.

# Suffering

UNDER THE WEIGHT OF PROFIT

**CHICKENS ARE MORE LIKE US THAN MANY REALIZE.**

With keen minds, they solve problems and help others do the same, communicating through a rich blend of vocalizations and body language. They pass down valuable knowledge and use it to make decisions and protect their flocks. Deeply empathetic, they form strong bonds and offer one another comfort, warmth, and companionship. And like humans, chickens experience REM sleep, their minds perhaps wandering through vivid worlds invisible to us.

**BUT IN FACTORY FARMS, CHICKENS ARE SUBJECTED**  
to horrors beyond imagination.

Most chickens raised for meat are ultrafast-growing breeds, often called “Frankenchickens.” These birds are selectively bred to grow so fast that they reach market weight in just six weeks. (A human baby growing at this rate would weigh 660 pounds at two months of age.) The rapid growth strains their bodies, often causing severe pain, broken bones, immobility, and even heart failure. These birds endure this suffering in overcrowded, filthy sheds, unable to feel the sun or breathe fresh air.

 **MORE THAN 10 BILLION CHICKENS ARE RAISED** for food in the United States and Canada each year, many of them living and dying in pure agony. Through welfare policies we’ve helped secure or pressure companies to implement, more than 650 million chickens in 2024 were spared some of the worst cruelty—but the battle is far from over. Chickens deserve better, and we will keep fighting for them until their suffering is no more.



# For Every Life, Remember Me

By an anonymous member of our dedicated Animal Ally network

**UNDER RAYS OF THE SUN, I COULD BE FREE**

To preen and peck—all up to me.  
I’d dream, play, and spread my wings,  
A life filled only with gentle things.

But here, beneath these sterile lights,  
My world is reduced to endless plight.  
I am not who I was meant to be,  
Burdened by a body too much for me.

I’ll never know my mother’s call,  
Or how she’d teach me to survive it all.  
I never learned to take my flight,  
I only know the weight of fright.



My wings don’t spread, my bones can’t bear—  
The rush of growth, the endless tear.  
Trapped in a body growing too fast—  
Happening in the shadow that greed has cast.

They grab and kick and cram us through,  
The truck moves on; this world is new.  
For the first time, the sun we see—  
Our eyes are wide, but we’re still not free.

And when my end begins to near,  
They drag me high; I quake in fear.  
An electric shock, it ends it all—  
A life that mattered, now nothing at all.

No mercy shown, no reason why—  
Just one last breath, and then goodbye.  
A life once lived, now fades away,  
For human plates, my fate was made.

But if you listen, deep and true,  
You’ll hear my story—and it’s you.  
You who must change, and take a stand,  
For every life, in this land.



# Changing Corporate Models:

## SHIFTING PRACTICES TO PROTECT ANIMALS

Factory farms rob animals of their connection to the natural world, denying them the freedom to live as they were meant to. We strive to restore their dignity by urging companies to adopt higher welfare standards and offer more plant-based foods as we work toward the goal of ending factory farming for good.

Chickens raised for food are among the world's most exploited animals, so we've made them a central focus of our corporate policy work. By urging companies to prohibit fast-growing breeds in their supply chains, we reduce suffering by preventing one of the greatest harms and set a strong precedent for better standards across the food system, driving meaningful change for all farmed animals.

### GLOBAL IMPACT NUMBERS

9

companies reporting fulfillment of animal welfare commitments in 2024

143

brands moved to publish progress on animal welfare in 2024

16,000+

coffee shops that added drinks with plant-based milk as the default in 2024

900+

corporate animal welfare policies secured to date

## Promised Change, Proven Action

Promises are easy, but real change requires sustained action. Through investigations, corporate scorecards and reports, and ongoing engagement, we hold companies to their commitments—**because animals deserve more than just words.**



### Exposing Broken Promises, Spurring Change

In 2016, Whole Foods promised to eliminate ultrafast-growing breeds from their chicken supply chain by 2024 but did not publicly share progress toward this goal until soon after Mercy For Animals' Frankenchickens campaign launched. While Whole Foods has finally reported on this critical animal welfare commitment, our fight continues as we pressure the company to share a time-bound plan for ending their sourcing of birds bred to suffer.



### Setting New Standards for Chicken Welfare

Compass Group, the world's largest foodservice company, published their progress and plans for reducing suffering in their chicken supply chain. The company has set annual targets for eliminating ultrafast-growing breeds from their U.S. operations. This came after our ongoing engagement and published scorecards that rank companies on their commitments, progress, and transparency. Given Compass Group's global reach and influence, this update marks a significant step forward in animal welfare.



### How the Fight for Accountability Continues

In 2017, Chipotle pledged to eliminate birds bred for unnatural growth from their supply chain and end live-shackle slaughter by 2024. But our hidden-camera footage exposed their failure to meet these commitments. We will continue to demand accountability until Chipotle fulfills their promises and stops supporting these brutal practices.



### Increasing Plant-Based Menu Options

After months of dialogue with Mercy For Animals, foodservice-management company Guest Services Inc. pledged to make 40% of the entrée options on their menus plant-based by 2028 and reduce the amount of animal protein they purchase by 5% by 2027. Guest Services operates at more than 250 facilities and serves over 35 million guests annually.

“Mercy For Animals is leading on some of the most important campaigns to spare chickens from battery cages and other cruelties. We're excited to support their global corporate work.”

—LEWIS BOLLARD, PROGRAM DIRECTOR OF FARM ANIMAL WELFARE, OPEN PHILANTHROPY



### A Historic Shift for Shrimp Welfare

The global aquaculture industry raises and slaughters billions of shrimp, sensitive animals whose suffering demands attention. In a landmark victory, we worked with international food retailers Albert Heijn and Tesco to create groundbreaking shrimp welfare policies that will impact over eight billion shrimp each year. The historic commitments set a new standard, reshaping how the world views and treats these often-overlooked animals.

### Track the Change You're Helping Create



Explore our Global Impact Center to see how we're holding companies accountable and driving

real change for animals, the environment, and communities.

[mercyforanimals.org/impact](https://mercyforanimals.org/impact)

Until you are free,

we will share your stories.

# Behind Traditions, A SYSTEM OF SUFFERING

**TURKEYS ARE REMARKABLY PERCEPTIVE AND** emotionally complex. In the wild, these sensitive, social animals live in close-knit groups, many forming lifelong bonds, and grieve the loss of flockmates. A mother turkey is fiercely protective and nurturing of not only her own chicks but those of other hens. Flocks have unique calls—clucks, gobbles, and whistles—that keep them connected and reinforce their strong social ties.



**TURKEYS RAISED FOR FOOD, HOWEVER, ENDURE BLEAK** lives in factory farms, unable to engage in important natural behaviors and subjected to abuse from day one.

They are typically mutilated just days after hatching and bred for rapid growth, often collapsing under their own weight. Many can't walk without pain, their spirits broken in overcrowded, barren spaces. Robbed of the social bonds vital to their well-being, these intelligent, sensitive animals suffer tremendously in our food system.

**WITH OVER 230 MILLION TURKEYS SLAUGHTERED** in the United States and Canada each year, we are dedicated to raising awareness and advocating policies to ease their suffering until we can finally end their exploitation.

In November, as 40 million turkeys were slaughtered in the United States for Thanksgiving, we launched our annual Pardon a Turkey campaign. By encouraging pledges to choose plant-based holiday meals, we not only helped keep turkeys off plates but brought attention to their suffering in factory farms and the need for reform.

# Growing the Movement:

## RAISING AWARENESS FOR CHANGE

As the world wakes up to the realities of factory farming, the call for a kinder food system grows louder. We're at the forefront of this movement, using powerful storytelling to keep farmed animals at the heart of the conversation. Through media coverage, digital actions, and public campaigns, we amplify their voices and drive demand for the change they deserve.

### GLOBAL IMPACT NUMBERS

917

media hits

79,300

petition signatures and other digital actions taken for farmed animals

27.6 million

online video views

60.3 million

social media impressions

## Giving Farmed Animals the Attention They Deserve

### Honoring Dr. Jane Goodall

To celebrate Dr. Jane Goodall's 90th birthday, we teamed up with the Jane Goodall Institute to create a heartfelt tribute, *Voices of Hope ~ Words of Wisdom by Dr. Jane Goodall*. Narrated by over 20 public figures from around the world, the film honors Dr. Goodall's lifelong advocacy for animals and inspires others to carry forward her legacy of kindness by becoming changemakers for animals and the world.

### Turning the Media Spotlight on Animals

Through targeted media campaigns, we exposed factory-farm secrets, debunked misleading "humane" claims, and highlighted farmers transitioning to plant-based agriculture. Our work ensured that farmed animals made headlines in outlets like the *New York Times* and NBC News, keeping their stories in the spotlight and driving meaningful change.

### Exposing the Suffering of Baby Pigs

We revealed the horrific treatment of baby pigs—mutilations without anesthesia, "thumping" (a brutal but legal method of killing baby pigs by slamming them against concrete), and forced separation. Using powerful investigative footage, we mobilized U.S. advocates to demand legislative action, while Canadian supporters urged pork associations to implement reforms.

### Eat Like There's No Tomorrow

During Climate Week NYC, we made sure our message was clear: "Eating animals fuels climate change." Our bold billboards and ads grabbed the attention of thousands, sparking crucial conversations about the intersection of food choices and climate action.



### Empowering Plant-Based Eating

In 2024, we introduced *Tu Guía Vegana*, an accessible resource to support the plant-based movement in Mexico. This guide emphasizes inclusivity, celebrates regional culture and communities, and highlights collaborations with key partners.

### Share Their Stories, Help Change the World

#### Help grow the movement!

Stay informed on the issues and our campaigns by following us on social media:

@mercyforanimals



Until you  
are free,

we will  
rise up.

# Motherhood Denied IN THE EGG INDUSTRY

**HENS ARE FIERCELY PROTECTIVE AND LOVING MOTHERS,** tending to their chicks with unwavering warmth and devotion. A mother hen's care begins before her chicks even hatch, and she never strays far from her nest. When her babies are still inside their shells, a mother hen clucks softly to them, and they chirp back, learning the sound of their mother's voice so they always know where she is. Once the chicks hatch, the mother is their guide, teaching them to forage and keeping them safe under her wings.

**MOST HENS RAISED FOR EGGS NEVER GET TO EXPERIENCE** motherhood. Many have been bred to lay up to 300 eggs a year—far more than their wild ancestors—which can lead to serious health problems. The majority of hens spend their bleak lives in cramped cages with several other birds, many in conventional “battery” cages where they are unable to fully spread their wings, forage, or nest—natural behaviors essential to their well-being. Injuries are common as the birds jostle for space, desperate for privacy as they lay egg after egg in an industry that treats them like machines.

**THROUGH CORPORATE WELFARE POLICIES** we've helped secure, over 125 million hens around the world were spared cage confinement in 2024. And we're pushing for stronger protections to ease suffering for the hens still trapped in cages—more than 257 million in the United States and Canada alone.

Hens used for eggs endure some of the worst confinement in our food system. By improving their conditions, we can not only reduce suffering for billions of birds but build momentum to end extreme confinement for all farmed animals.



# Volunteer Advocates: MESSENGERS OF CHANGE AND HOPE

Volunteers are the heart of our movement. They drive action, cultivate leaders, and spread our message around the world. Every step forward is fueled by their passion and courage to challenge the status quo. Their voices amplify the need for change and bring more hearts into the fight for animals. We are deeply grateful for the warmth, energy, and compassion Mercy For Animals volunteers bring to this cause every day.

## GLOBAL IMPACT NUMBERS

1,340  
active volunteers

854  
volunteer-led events

42  
communities with a local  
Mercy For Animals group, opening  
hearts and informing minds

## Compassion in Action, Unstoppable Change



### Leading with Purpose

I've always had a deep love for animals and wished others could see them as I do. Organizing movements for farmed animals gives me the chance to help people open their hearts and recognize the beautiful, unique individuals these animals truly are. My hope is to inspire others to live with kindness so we can create a world where compassion isn't a choice—it's simply our way of life.

—KELLI, TORONTO VOLUNTEER ORGANIZER

Behind every flyer, demonstration, and heartfelt conversation are extraordinary volunteers like Kelli, whose dedication continues to fuel our movement and drive real change. Kelli's commitment to helping animals in factory farms is rooted in her deep connection to chickens, a bond that made her work this year particularly meaningful.

When we learned of ambiguities in reporting from Burnbrae Farms, Canada's largest egg producer, Kelli and our Toronto volunteer hub sprang into action. While our team raised awareness about Burnbrae's continued

caging of hens, Kelli and other volunteers took to the streets. Through bold demonstrations and community events, they exposed Burnbrae's outdated practices and misleading claims, revealing the truth about how hens are treated—urging consumers to make kinder choices and pushing corporations to end the cruelest practices.

The fight is far from over. Hundreds of millions of hens remain trapped in factory farms in the United States and Canada, and over 60% still endure the agony of cage confinement. But thanks to volunteer organizers like Kelli, we've helped spare millions of hens the miserable fate of life in a cage.



### Holding Companies Accountable

“ We didn’t ask for it, but we inherited a food system built on animal exploitation. It’s up to us to change it. When we organize, we build networks, open hearts, and pave the way for a kinder, more sustainable future for animals, ourselves, and the planet.

—REBECCA, NEW YORK VOLUNTEER ORGANIZER



Rebecca’s volunteer community helped us hold Whole Foods accountable for breaking their promise to stop sourcing ultrafast-growing breeds of chickens by 2024. Just two weeks after our strategic awareness and pressure campaign launched, the company released their annual impact report, which included their progress toward sourcing higher-welfare breeds for the first time. This is a critical step in their commitment, and we’ll continue to hold them accountable to ensure they deliver on their promise.

### The Power of Exposure

“ I realized that while “humane” labels can be marketing ploys, they also reflect a deeper truth: People want animals treated kindly—or not harmed at all. That’s why I volunteer. The more we expose the reality of animal treatment in our food system, the more people will reconsider their choices and the harder it becomes for companies to ignore the growing demand for better practices.

—MICHAEL, LOS ANGELES VOLUNTEER ORGANIZER



Volunteers organized 23 demonstrations to hold Chipotle accountable for breaking their promise to eliminate Franken chickens and end live-shackle slaughter in their supply chain. At some locations, volunteers distributed flyers and engaged passersby, while in Michael’s community, volunteers gathered outside Chipotle’s headquarters to ensure our message was heard loud and clear.



### Students Take to the Streets for Compassion

On World Animal Day, our team in India partnered with hundreds of University of Delhi students to organize a “Voice for the Voiceless” rally, raising awareness about the suffering of animals used for food. The event urged individuals to embrace a more compassionate lifestyle. We’re inspired by these students, whose leadership is encouraging their communities to create the future all animals deserve.



### Connecting to Compassion

“ I volunteer because I believe we can create a world where farmed animals no longer suffer. When I talk to kids, their open hearts reinforce this vision. They quickly understand that animals feel pain just like we do. If we nurture this empathy now, we can build a future where kindness to animals is the standard.

—DEEPTHI, SAN FRANCISCO BAY AREA VOLUNTEER ORGANIZER

At community events, Deepthi keeps farmed animals front and center, sparking discourse and reflection. Each conversation challenges others to rethink their food choices and recognize the lives of animals as worthy of compassion.



### Make an Impact, Stay Engaged, Keep Informed



Sign up to volunteer in your city, or become a Hen Hero to stay up to date on key animal advocacy issues and campaigns.

Take action with us, and help create lasting change for farmed animals. Your voice matters!

[mercyforanimals.org/takeaction](https://mercyforanimals.org/takeaction)

*This barn is now  
free of cruelty*

*because you pushed  
for change.*

# The Farm

THAT FOUND NEW LIFE

**IN WADESBORO, NORTH CAROLINA, A THRIVING** 15,000-square-foot greenhouse has become a symbol of hope for both the planet and animals. A few years ago, this building had a different purpose.

For 20 years, Tom and Sokchea Lim were bound by corporate contracts, raising 540,000 chickens annually in dark, overcrowded barns to meet strict production quotas. When the company severed ties in 2018, the Lims were left financially devastated, their land and empty barns their only assets.

Through The Transformation Project®, they saw a path to rebuilding. With renewed purpose, they transformed their farm. The barn that once housed chickens is now a vibrant greenhouse nurturing tomatoes, lettuce, berries, and other crops.



Their farm has also become the first Transformation demonstration hub, providing a space for conducting research, hosting visitors, and showcasing the potential of farm transitions. They can now guide other farmers in embracing more ethical and sustainable practices—becoming trusted mentors and helping lead our food system away from factory farming.

Tom and Sokchea's story proves that farm transitions don't just end animal suffering at one farm—they can create a ripple effect capable of reshaping the food industry.

While we can challenge the systems that exploit animals, lasting change happens when we bring people within these systems along with us, turning them into allies for a more compassionate world.

 **REPURPOSING FARMS FOR A BETTER FUTURE**  
We launched our first Transformation demonstration hub in September, a vibrant model for growing a better future. The team is working with another farmer to launch a second hub—this one at a farm that has transitioned from raising pigs to growing mushrooms. These centers will enable farmers to learn, collaborate, and rebuild our food system into one that is more just and sustainable for all.

# A Revolution IN COMPASSION

**WHEN YOU SPEND TIME WITH CHICKENS, YOU SEE** how deeply these smart, affectionate birds bond with people and other animals. It's impossible not to fall in love with their unique personalities. Yet in South Carolina, where I grew up, industrial poultry farms treat them like products, stripping them of their true natures and leaving them mere shells of who they could be.

These farms have devastated the land and hollowed our community. But the worst part is knowing that, just miles from my childhood home, these incredible animals endure unimaginable cruelty.

As I learned more about the industry, I found that the horrible truth goes deeper: Farmers are suffering too. Exploitative corporate contracts trap them in a cycle of debt, causing them to lose control of their land and livelihoods.

Before I discovered The Transformation Project, I couldn't imagine how farmers who had spent their lives raising animals could become our allies. But many were ready to leave factory farming behind.

Farmers who once raised tens of thousands of animals now grow crops that nourish people while protecting the earth. Some have turned their land into animal sanctuaries. Many have embraced plant-based living. And nearly every farmer I meet is eager to help others take the same courageous step toward a kinder, more sustainable life.

What I have seen isn't just a shift in farming—it's a revolution in the way we treat our planet and one another. It's shaping a better future. Where farms heal, not harm. Where animals are free. Where the land thrives, communities grow stronger, and empathy guides our food choices. This future is so close, and I believe compassion will lead us there.



**KATHERINE JERNIGAN**  
*Katherine serves as director of Transformation. She has been a dedicated member of Mercy For Animals since 2021.*

# The Transformation Project:

## WHEN FARMS BEGIN TO HEAL

Consumers are becoming more aware of the serious environmental and animal welfare concerns of factory farming—and the overwhelming corporate control over our food system. What many don't realize, however, is that farmers are also trapped in this system. Bound by unfair contracts with meat, dairy, and egg companies, they find themselves drowning in debt, often referring to themselves as indentured servants.

But new opportunities are on the horizon. The plant-based food market is booming, projected to reach \$85 billion by 2030, increasing demand for crops like peas, mushrooms, oats, and greens.

The Transformation Project helps farmers transition their operations and embrace a future where they can thrive in the growing plant-based market. Our free program offers personalized plans, equipping farmers with the tools they need to succeed.

### GLOBAL IMPACT NUMBERS

14

farmers enrolled in our program to transition out of factory farming

7

former factory farms actively pursuing specialty-crop production

48

Transformation-produced resources, including conversion plans, crop guides, and market analyses, to support farm transitions

100+

inquiries from farmers seeking to enroll in Transformation, highlighting strong demand for change and trust in our program

77

meetings with government officials to promote programs and laws to support farm transitions

## Reimagining Farming for a Better Tomorrow

The Transformation Project is rapidly gaining momentum as the program grows and farmers spread the word. At the heart of this movement is a hunger for change and a shift in how we see animals, our planet, and one another. This shift is reshaping agriculture.



### Crafting a New Narrative for Farming

Leah Garcés, the founder of Transformation and CEO of Mercy For Animals, released *Transformation: The Movement to Free Us from Factory Farming*. The book explores the impact of factory farming on farmers, communities, and animals while sharing stories of resilience and hope from the brave farmers and advocates determined to build a better food system. The book has sparked productive conversations about the future of farming and garnered support for farmed animals, with all proceeds benefiting Mercy For Animals.



### Turning Headlines into Impact

In 2024, coverage by the *New York Times* and NBC News spread awareness of the program far and wide. In all, 91 TV appearances, blog posts, articles, and interviews spotlighted Transformation.



### Global Recognition for Pioneering Change

The Transformation Project was a finalist for the prestigious Curt Bergfors Food Planet Prize—the world's largest environmental award.



### Keep Up with the Movement That's Shaping Tomorrow



Stay informed about The Transformation Project.

Get the latest updates, see how we're making an impact, and be inspired.

[thetransformationproject.org/stay-informed](https://thetransformationproject.org/stay-informed)



# Fueling the Movement:

## 25 YEARS OF IMPACT

For 25 years, our donors have been the driving force behind our progress. Their unwavering support deepens our impact, bringing us closer to a world where animals are free and factory farms are a thing of the past. We are deeply grateful for everyone who has made this journey possible. You've been essential to creating lasting change and helping shape a future where compassion triumphs over cruelty.



### 25 Years, One Unforgettable Night

On April 20, 2024, we gathered to celebrate not just 25 years of Mercy For Animals but the power of a community united by a shared vision for a kinder world. Over 700 passionate advocates, both in Los Angeles and virtually around the globe, came together to raise \$2.3 million for farmed animals, creating an exhilarating night of unity and dedication.

### Sustaining the Fight for Farmed Animals

Animal Allies are the steady force that fuels our success. Through their monthly gifts, they enable us to take bold, strategic action that creates real, lasting change for farmed animals.



“The way animals are treated in our food system breaks my heart. Knowing that my support is helping to break down factory farms and build a future where animals no longer endure this suffering fills me with purpose. I’m proud to be part of the change they so desperately need.”

—ZOLI, ANIMAL ALLY

### Advocates of the Future

Planned gifts are essential to ending factory farming for good. Our legacy society, Mercy’s Meadow, helps supporters memorialize a lifetime of compassion by including Mercy For Animals in their estate plans, ensuring that the fight for farmed animals continues for generations to come.



“While we hope it’s many years before this moment comes, one day a portion of our legacy will help carry Mercy For Animals’ mission forward. Our hearts are with these animals—now and always—and we want to be part of this fight, even after we’re gone, until all farmed animals are free from the cruelty of factory farming. This is our way of leaving a legacy of love, ensuring this critical work for farmed animals endures for generations.”

—ANGELA AND MANUEL, MERCY’S MEADOW MEMBERS



### A Powerful Wave of Compassion

The Compassion Collective is a powerful group of advocates who drive progress for animals through gifts of \$1,000 to \$25,000 each year. For GivingTuesday 2024, they raised \$290,000 in matching gifts, inspiring other supporters and helping us surpass our fundraising goal.

“Being a Mercy For Animals donor enables me to be part of a group of people that believe in the principles of loving compassion. Engaging with others strengthens us all, individually and collectively, in our resolve to end cruelty and suffering on Earth.”

—CHRISTOPHER, COMPASSION COLLECTIVE MEMBER

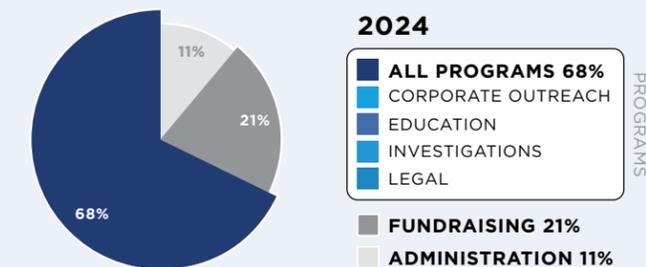
### Our Commitment to Transparency

We are committed to transparency, fiscal responsibility, and the sustainability of our mission.

Here is a breakdown of spending by category in 2024:

#### How Donations Are Spent

All donations directly support Mercy For Animals’ mission. To the right is a spending breakdown by program area.



The financial data presented in this report reflects Mercy For Animals’ unaudited financials for the 2024 fiscal year. Audited financial statements and copies of completed IRS 990 forms are available for prior fiscal years at [MercyForAnimals.org/Financials](https://www.mercyforanimals.org/Financials), and the 2024 statements will be added there once finalized.

#### OUR ACCREDITATION SEALS

from the respected organizations below reflect our dedication to ethical stewardship and responsible use of donor contributions.





### Building on What You've Started



Thanks to you, we've made life-changing progress for farmed animals. But our journey isn't over. If you feel moved to do more, we'd be honored to have you with us as we keep pushing forward—together.

**Your kindness fuels our movement, and every bit helps us get closer to a better world.**

[mercyforanimals.org/give](https://mercyforanimals.org/give)



MERCY FOR  
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