

A close-up photograph of a young girl with light skin and bright blue eyes. She is holding a small, fluffy yellow chick in her cupped hands, with the chick's head near her mouth. She is wearing a light blue sleeveless top. The background is a neutral, light grey.

2014

YEAR IN REVIEW

MERCY FOR

ANIMALS

THANK YOU



Dear Friends,

In so many ways, **2014 was a record-breaking year for Mercy For Animals.** Each of our departments accomplished more over the past 12 months than during any year before, bringing us ever closer to a just and kind world for farmed animals.

Last year, our fearless investigators’ footage lifted the veil concealing the torture of pigs, chickens, cows, and other animals in factory farms and livestock markets across the United States and Canada. **We conducted more than three times as many hard-hitting undercover exposés in 2014 than in any previous year.**

Paired with the work of MFA’s expert corporate outreach department, one of these investigations prompted the world’s largest food company, Nestlé, to implement **the most comprehensive animal welfare policy to date.** We also pressured other major companies into making substantive policy changes—sparing millions of farmed animals from extreme suffering.

2014 was a landmark year for MFA’s legal advocacy team, whose efforts led to **a record number of criminal animal cruelty charges and convictions**, in addition to raids and suspensions of multiple facilities and groundbreaking court decisions.

Through powerful outreach events and online advocacy, our education department **inspired an unprecedented number of people to adopt more compassionate diets in 2014.** Our team brought vegan-eating resources to new parts of the world and to future leaders.

But you, our dedicated members, are the most worthy of praise. None of these record-breaking triumphs for farmed animals would have been possible without your passion and generous support. **Together we are creating a compassionate future for all.**

With gratitude,



Nathan Runkle
President

I BELIEVE IN MERCY FOR ANIMALS



“Nothing makes me angrier and more upset than the idea of farm animals suffering horribly in factory farms. That is why I like Mercy For Animals so much. This wonderful organization works tirelessly to end this unspeakable situation through its undercover investigations and outreach programs persuading us all to stop eating meat. My donation for 2014 was in loving memory of my husband, Chuck Speers (1947–2014).”

- Seldy Cramer Speers



“By far, the treatment of industrialized farm animals is the biggest issue within the animal rights movement due to the billions of animals affected each year. MFA concentrates on this issue, and as a member of the investment field, I am impressed with MFA’s professionalism, successful ‘wins’ thus far, and desire to expand its reach.”

- Andy Nahas



“With a strong leader and team, Mercy For Animals is an all-around outstanding organization with the most cost-effective, successful, and proactive approach in exposing the systemic cruelty that innocent farm animals go through on a regular basis. For us at the Greenbaum Foundation, MFA is a true game changer.”

- Lucie Berreby-Greenbaum and Jim Greenbaum



“I support MFA because of the team’s relatable approach to educating people about animal welfare. I’ve also been impressed that a relatively small team can have such a huge impact on the food industry.”

- Blaine Vess



“I support MFA because of its focus on where the most suffering is—factory-farmed animals—and because it is one of only three organizations top-rated by Animal Charity Evaluators.”

- Peter Singer



“MFA ensures the gut-wrenching realities of commercial ‘farming’ are exposed in a manner that enables the public to make better, more educated and more humane decisions about their lifestyles. I wish I was man enough to do even a small piece of what their investigators do day in and day out.”

- Adam and Amber Tarshis Foundation

2014 BY THE NUMBERS



500,000+ farms impacted by policy changes brought about by MFA’s corporate outreach work

11 criminal animal cruelty convictions


5,178 newspaper, television, and radio stories about MFA’s work, campaigns, and investigations

14 undercover investigations released

7,300 meat, dairy, and egg suppliers affected by corporate policy changes due to MFA’s work

\$75,000,000 in earned media coverage

90 countries impacted by new farmed animal welfare policies resulting from MFA’s corporate outreach work

 **1,123,000,000** (yes, 1 billion) impressions of MFA’s pro-vegan content on Facebook

3,742,000 online views of pro-vegan videos

1.13 million Facebook followers

15,526,000 visitors to MFA websites

18,386,000 online views of farmed animal cruelty videos

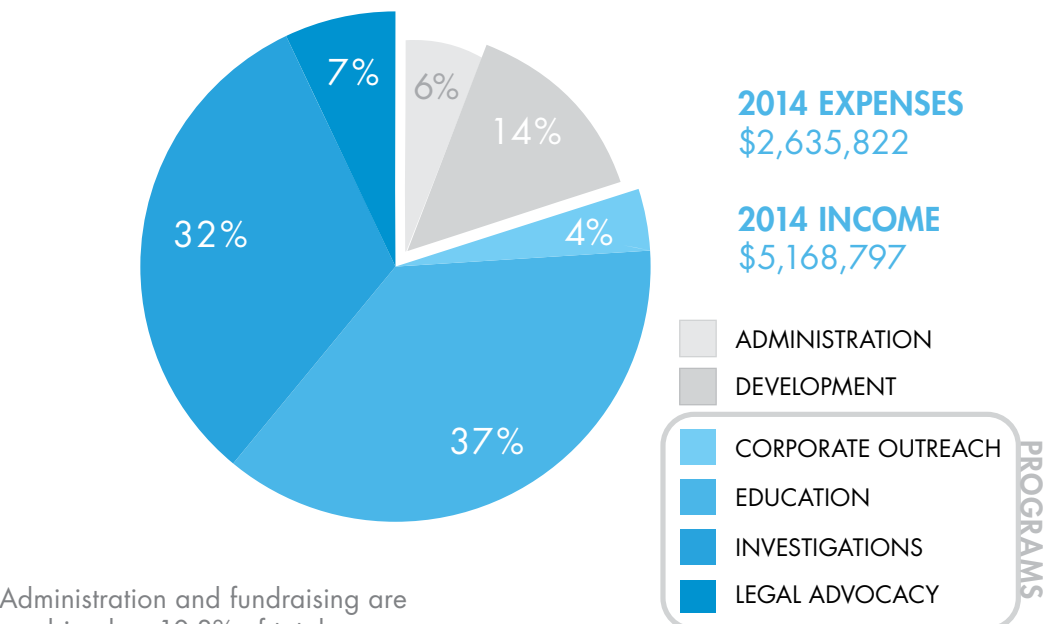
 **1,466,203** signatures on MFA campaign petitions

170,000 pledges to go vegetarian

1,095,000 pro-vegan leaflets distributed

273,000 vegetarian starter guides distributed

FINANCIALS



Administration and fundraising are combined as 10.3% of total revenue.

The audited version of this report had not yet been released at press time. The figures will be updated if necessary at MercyForAnimals.org.



In 2014, Animal Charity Evaluators (ACE) named MFA a “**top charity for maximum effectiveness**” for the second year in a row. ACE reviewed more than 155 animal organizations worldwide and published recommendations for those most effective in using donation dollars to save the greatest number of animals.

MFA drew ACE’s praises as an “**exceptionally strong organization**” because of its “**willingness to adjust programming to seek maximum effectiveness**” and its “**continued refinement of its strategic approach in accordance with demonstrated success and cost-effectiveness.**”





UNDERCOVER INVESTIGATIONS

With more than three times as many hard-hitting undercover exposés as any previous year, 2014 was a busy year for MFA's investigations department. Reaching millions of people around the world with videos and mainstream media coverage, MFA is making it impossible for the factory farming industry to keep its cruel practices hidden from public view.

STAR POWER

MFA ramped up the pressure on **Walmart** with a disturbing video **exposing horrific animal abuse** at one of the mega retailer's pork suppliers—Seaboard Foods. Narrated by award-winning actor **Joaquin Phoenix**, the video **sparked a Twittersphere firestorm** with celebrity tweets by Jessica Chastain, Kate Mara, Moby, and others **calling on Walmart to ditch cruel gestation crates**.

Sam Simon, co-creator of *The Simpsons*, **took a bite out of Chick-fil-A** over its cruel treatment of chickens in another shocking exposé. Undercover video revealed workers at multiple Chick-fil-A suppliers **violently slamming birds into crates, shackling them upside down, and scalding them alive in hot water tanks**. MFA is calling on Chick-fil-A to end some of the worst abuses in its supply chain.

SHELL TO HELL

Multiple investigations at hatcheries and breeding facilities exposed the hidden plights of factory-farmed chickens, turkeys, and ducks. At Hybrid Turkeys, the world's largest turkey breeder, an **investigator exposed workers savagely beating turkeys with shovels and metal rods**.

Meanwhile, workers at Maple Leaf Foods, the largest poultry producer in Canada, were caught **flinging baby birds by their fragile wings and stuffing sick or injured chicks into giant macerating machines**. In the U.S., identical abuses were uncovered at a Butterball turkey hatchery,

including **sick or injured birds being thrown into a pit to be ground up alive**.

Working undercover at Reichardt Duck Farm, one of the largest duck factory farms in the U.S., an MFA investigator documented workers **burning the bills of baby birds with searing-hot metal and leaving ducks painfully trapped in cage wire** to slowly suffer and die from lack of food and water.

DAIRY'S DARK SIDE

An MFA investigation at Chilliwack Cattle Company, the largest dairy farm in Canada, led to **a raid by law enforcement** and recommendations by the local SPCA of criminal charges against eight workers for **kicking, punching, and beating cows in the face and body, and using chains and tractors to lift sick or injured animals by their necks**.

Stateside, an investigator uncovered criminal cruelty to animals at a New Mexico dairy farm, including workers **viciously kicking, beating, and dragging animals**. These abuses were documented at a milk supplier to Leprino Foods, the world's largest maker of mozzarella cheese and supplier to Pizza Hut, Domino's, and Papa John's.

In Wisconsin, at a dairy supplier to Great Lakes Cheese—one of the largest cheese producers in the country—workers were caught on video **brutally punching, kicking, and beating cows, hacking off their tails with pruning shears, and dragging them by their necks with ropes attached to vehicles**.



And a gut-wrenching investigation into the Canadian veal industry, which takes "surplus" male calves from the dairy industry, exposed the standard practice of **chaining calves by the neck in tiny wooden crates** for months before they are killed. The investigation quickly **led Canada's top grocery chains to commit to ending the sale of crated veal**, and the nation's leading veal producers to pledge to stop using veal crates by 2018.

MARKETS OF MISERY

Every year, millions of cows, pigs, goats, sheep, and other animals are funneled through livestock markets on a stressful and terrorizing journey that often ends at the slaughterhouse. **Criminal charges were filed against 10 workers** at two livestock auctions in Mississippi after an MFA investigator documented **animals being kicked, shocked, beaten, dragged by their ears and tails, and deprived of food and water**.

In Canada, where livestock transport regulations are the worst in the Western world, **farmed animals are often trucked thousands of miles, for days, without any food, water, or rest**, resulting in the deaths of millions of animals each year. Garnering massive mainstream media coverage, an MFA investigation at Western Hog Exchange in Alberta brought this tragic reality to light.

Baby Chickens 'Cooked Alive' At Hatchery,
Animal Rights Group Contends
THE HUFFINGTON POST

New Mexico Dairy Shuts Down After Undercover
Activist Videotape *Los Angeles Times*



LEGAL ADVOCACY

In 2014, MFA's legal advocacy department continued to achieve unprecedented success on behalf of farmed animals in both the U.S. and Canada. A record number of criminal animal cruelty charges and convictions, numerous raids by law enforcement, suspensions of multiple facilities, and groundbreaking court decisions made 2014 MFA's most effective year yet for legal advocacy.

AUCTION ATROCITIES AVENGED

MFA's efforts led to a **landmark decision by a California appeals court** affirming the validity of California's one-of-a-kind "downer" law. The court made clear that non-ambulatory animals deserved heightened protections against neglect, abuse, and malicious cruelty. Following this decision, the owner and multiple workers of Ontario Livestock Sales, southern California's largest livestock auction, were convicted of criminal animal abuse based on MFA's undercover footage.

A 2014 investigation of two livestock auctions in Mississippi revealing sheep, goats, and other animals being kicked, beaten, and dragged led to record charges of **49 counts of animal cruelty against 10 workers**. Thus far, four of those workers have been convicted.

DOING BETTER FOR BIRDS

Law enforcement raided northern California's Reichardt Duck Farm—one of the largest duck farms in the country—based on MFA's evidence of extreme neglect, including animals left to suffer from severe injuries and illness without food, water, or proper veterinary care.

Across the northern border, an undercover investigation of Ontario's Hybrid Turkeys, the world's largest turkey breeder, led to **charges of 11 counts of animal cruelty against the company and five workers** and constituted the first time in Canada's history that animal cruelty charges resulted from an investigation by an animal protection group.

DAIRY CRUELTY DETERRED

MFA's undercover investigations of dairy factory farms across the U.S. and Canada have repeatedly documented the vicious cruelty and neglect that run rampant in the dairy industry. As a result of these efforts, MFA held more abusers accountable for cruelty to cows and calves than any year before.

A second worker from Bettencourt Dairies, the largest dairy factory farm in Idaho, was **convicted of animal cruelty after our investigation** documented workers beating, kicking, and even sexually abusing cows.

Four workers from Weise Brothers Farm in Wisconsin were **convicted on multiple counts of animal cruelty** for beating, whipping, and stabbing cows.

New Mexico's **Winchester Dairy temporarily shut its doors immediately following our submission to authorities** of horrifying video footage depicting extreme animal abuse.

MFA's Canadian investigation of Quebec's Délimax veal factory farm exposed workers kicking, punching, and beating baby calves and **resulted in a charge of two counts of animal cruelty against a worker**.

A recent MFA investigation at Chilliwack Cattle Company, Canada's largest dairy factory farm, documented abuses so egregious that **law enforcement raided the facility and the British Columbia Milk Marketing Board suspended milk pickup** based on its "concern for the ethical treatment of animals."

PROTECTION FOR PIGS

On the heels of a shocking investigation exposing rampant cruelty within Canada's livestock transport industry,




MFA is tackling **Canada's archaic livestock transport regulations, calling for a major overhaul**. A petition based on undercover footage taken at Western Hog Exchange, an animal transport company, marked the beginning of a legal campaign to prevent the needless suffering of millions of animals transported across Canada each year. Delivered to the federal agriculture minister, the petition packed the power of more than 80,000 supporter signatures.

MFA also joined in a petition filed with the USDA earlier in 2014, demanding enactment of a much-needed federal regulation to prohibit the slaughter for food of pigs who are too sick or injured to walk or stand.

FIGHTING AG-GAG

2014 was another successful year in the fight against ag-gag, with **six out of the seven ag-gag bills that were introduced defeated**. MFA, widely regarded as an authority on undercover investigations and ag-gag legislation, held the media spotlight on this issue, educating the public and raising awareness of the plight of farmed animals and the corrupt attempts to stifle whistleblowers.

Hybrid Turkeys Faces 11 Animal
Cruelty Charges 

Disgusting Animal Abuse Caught On Video:
Ontario Livestock Workers Charged 



CORPORATE OUTREACH

2014, a landmark year for MFA’s corporate outreach efforts, saw the world’s largest food company adopt the most comprehensive animal welfare policy to date, and spared millions of farmed animals from unnecessary suffering. Several more principal corporations also came to the table with MFA to discuss animal protection, proving that our pressure tactics can bring even agriculture’s Goliaths to their knees.

NESTLÉ BREAKS NEW GROUND

In a move affecting 7,300 suppliers in 90 countries—and millions of farmed animals—**Nestlé adopted the most far-reaching animal welfare policy of its kind**, after an MFA investigation into a dairy supplier for Nestlé-owned DiGiorno and subsequent negotiations with MFA. The policy requires an end to extreme confinement of egg-laying hens in battery cages, pregnant pigs in gestation crates, and calves in veal crates, a ban on cruel standard practices such as tail docking and dehorning of dairy cows and castration without anesthesia for piglets, and the phaseout of growth promoters for chickens. **As Nestlé is the largest food company in the world, this policy not only affects the animals in Nestlé’s supply chain, but also sets an important precedent for all companies raising animals for consumption.**

TYSON DOES A TURNAROUND

A shocking MFA investigation into a Tyson Foods pig farm in Oklahoma prompted **Tyson—the second-largest U.S. pork producer—to announce new animal welfare guidelines for its suppliers, signaling a new era for both the company and industry.** The recommendations call for any newly built or redesigned gestation barn to provide enough room for pigs to stand, turn around, and lie down;

the discontinuation of slamming piglets headfirst against the ground to kill them; pain management during piglets’ tail docking and castration; and the **installation of on-farm video monitoring to increase oversight and worker accountability.**

CHANGE FOR COWS

After MFA exposed horrid animal abuse at a Wisconsin dairy supplier to **Great Lakes Cheese, one of the largest cheese producers in the U.S.**, Great Lakes executives met with MFA to determine how to improve animal welfare. MFA is also engaged in talks with **Leprino Foods, the world’s largest maker of mozzarella cheese.** An MFA investigation into a New Mexico supplier for Leprino unveiled such egregious cruelties that Leprino agreed to implement a **mandatory animal welfare program**, including a phaseout of tail docking and dehorning without painkillers.

CANADIAN COMPANIES CURB CRUELTY

MFA’s investigations into Hybrid Turkeys, Horizon Poultry, and Horizon Hatchery sparked national outrage, and cumulatively led to our **discussions with Maple Leaf Foods, one of Canada’s largest meat producers.** Similarly, after an MFA investigation revealed terrible cruelty to calves at



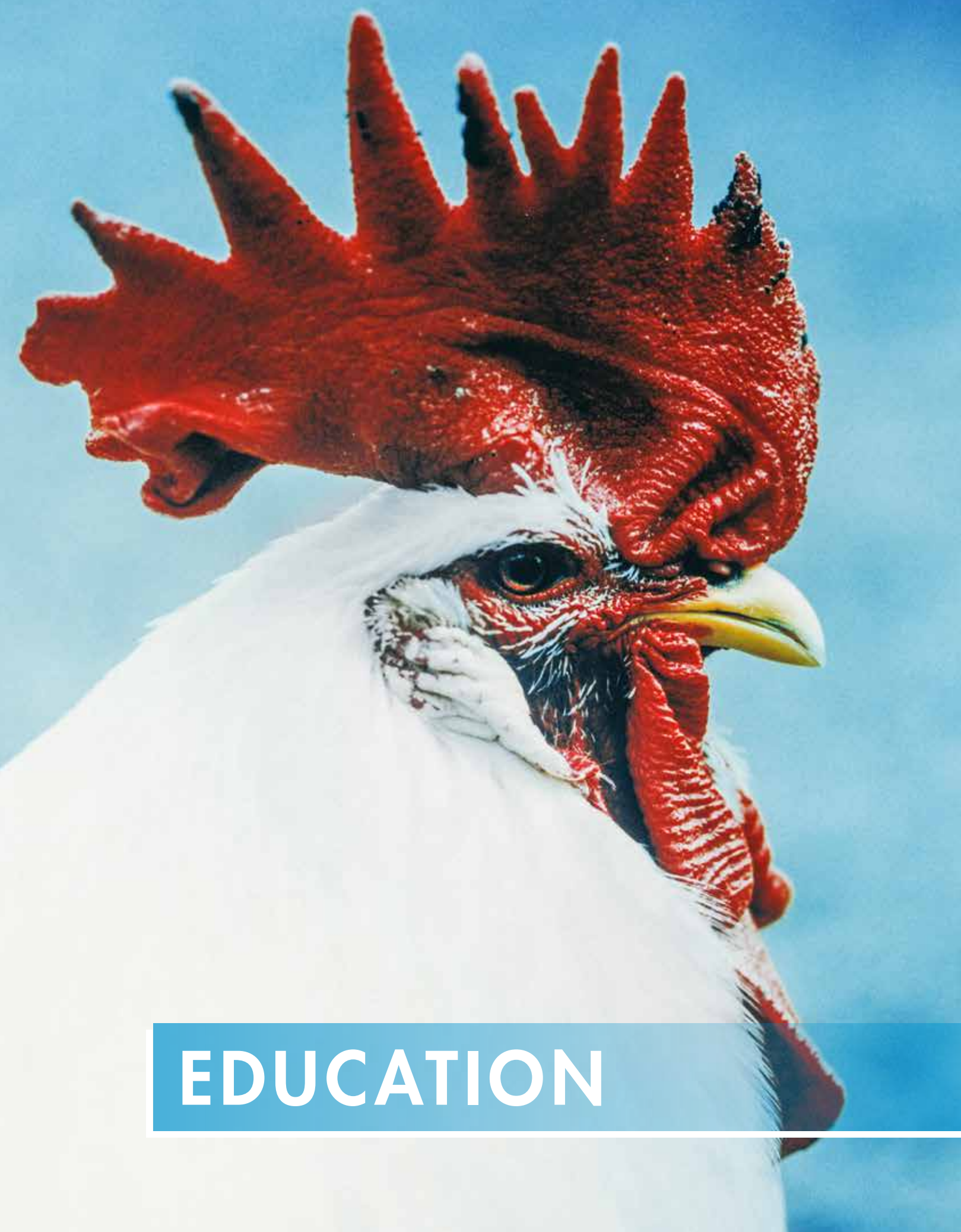
a Délimax veal farm, **the Quebec Veal Association, the Ontario Veal Association, and top grocery chains Metro, Sobeys, and Loblaws agreed to phase out veal crates.** We are now urging the Retail Council of Canada to follow suit.

When we revealed criminal animal abuse at Chilliwack Cattle Sales, the largest dairy farm in the country, the **British Columbia Milk Marketing Board responded by requiring that all dairies in the province follow a code of practice that prohibits many routine abuses.** We have also commenced dialogue with **Saputo, Canada’s largest dairy processor** and a buyer of Chilliwack Cattle Sales’ milk, to help the company develop its own global animal welfare policy.

MFA continues to escalate campaigns to pressure Walmart to phase out cruel gestation crates, Amazon.com to end the sale of foie gras, and Chick-fil-A to adopt animal welfare standards.

Nestlé Vows To Improve Animal Welfare After Dairy Cow Abuse **FORTUNE**

Cruel Cheese: Pizza Chains Condemn Supplier’s Animal Abuse...Again **Forbes**



EDUCATION

Farmed animals are bred, abused, and killed for only one reason: consumers choose to eat animal products. MFA's education department uses effective, data-driven strategies to show tens of millions of people the cruel reality of factory farming, and provides them with the tools and support they need to move towards a compassionate vegan diet.

ONLINE IMPACT

In 2014, MFA dramatically expanded our online vegan advertising campaign, allowing us to **bring life-changing videos of factory farm cruelty and helpful resources on vegan eating to the computer screens of over 10 million young people.**

The campaign, carried out primarily on Facebook, generated **over 400 million impressions of pro-veg advertisements.** As a result of viewing our ads and videos, **a whopping 170,000 people pledged to go vegetarian**—a shift that will **spare millions of farmed animals from a lifetime of misery.**

CARING COMMUNITIES

Our volunteers and interns conducted **over 650 outreach events** in cities across the United States and Canada in 2014. From distributing MFA's stylish new vegetarian advocacy booklet **FRESH** at colleges and concerts, to hosting outreach tables at environmental and food festivals, to marching in the nation's largest LGBT pride parades, to giving talks about factory farming in high schools and universities, MFA's grassroots outreach touched millions with a message of compassion.

All told, **MFA distributed over 1.1 million pro-vegetarian booklets and a quarter of a million copies of our Vegetarian Starter Guide,** inspiring a new generation to leave animals off their plates.

KINDNESS IS UNIVERSAL

In an effort to bring our powerful vegan eating resources to more people, MFA **launched a comprehensive suite of Spanish-language materials** in 2014. These include our beautiful **EligeVeg.com** veg eating website, **CarneVideo.com** for sharing videos of factory farm cruelty, an **engaging email series on how to eat vegan,** printed and digital vegetarian starter guides (***La Guía Vegetariana Para Principiantes***), and a vegetarian advocacy booklet, **FRESCO.**

Our Spanish-language sites generated over **3.5 million visits,** with **over 120,000 visitors signing up to receive our vegan eating email series and a free vegetarian starter guide.**

Meanwhile, outreach to our new Spanish-speaking Facebook followers generated millions of additional video views of Spanish-language factory farm cruelty videos.

DIGITAL DELIVERS

Today, virtually everyone is online, giving us even more opportunity for spreading compassion for farmed animals. In mid-2014 we launched the **ChooseVeg Blog,** posting curated farmed animal videos, photo collections, and vegan recipes from around the Web every weekday. This feel-good blog has proven a wonderful soft sell for vegan eating, generating **2 million page views in six months and driving hundreds of thousands of veg-curious visitors to our ChooseVeg site.**

MFA also launched a **stylish, engaging email series for those interested in making the switch.**



This set of a dozen interactive emails holds readers' hands through their first six weeks of vegan eating, providing the tips and advice most needed during that critical period. **Over 170,000 visitors subscribed to our vegan eating email series.**

INFLUENCING THE INFLUENCERS

2014 also saw the launch of the new MFA Fellowship program, one of our most forward-thinking projects. Over the course of the year, **15 student fellows at Ivy League colleges and law schools worked with MFA to carry out high-impact vegan advocacy projects at their schools,** distributing vegetarian advocacy leaflets and starter guides, hosting speakers and movie screenings, crafting campus vegan dining guides, and soliciting pledges to go meatless on Monday.

Our MFA Fellowship program is designed to lay the groundwork for a more compassionate society by **influencing future leaders in politics, business, and wealth, inspiring them to care about farmed animals and move towards vegan eating.**

From Vegan Beef To Fishless Filets: Meat Substitutes Are On The Rise **theguardian**

More Millennials Are Opting For Plant-based Diets **THE TENNESSEAN**



THROUGH ONLINE VIDEO ADS AND GRASSROOTS SCREENINGS OF UNDERCOVER FOOTAGE, MERCY FOR ANIMALS IS BRINGING THE HARSH REALITY OF FACTORY FARMING TO THE MASSES—INSPIRING COUNTLESS PEOPLE TO MOVE TOWARDS A MORE HUMANE DIET.

"BECAUSE OF THIS VIDEO I HAVE NOT EATEN ANY MEAT IN A WEEK AND A HALF. I CAN'T BRING MYSELF TO DO IT AT ALL."

"This is so sad. I'm becoming a vegetarian starting today!"

"I AM REALLY GOING TO BECOME A VEGAN AND TRY TO DO SOMETHING ABOUT IT."

"WOW, I'VE DECIDED TO BECOME VEGETARIAN BECAUSE OF THIS VIDEO."

"Oh my god, this made me cry! I never want to eat meat again! I couldn't even watch the whole video. I feel ashamed for eating these poor creatures."



"OMG, I GOT ONE-FIFTH THROUGH THIS VIDEO AND IT SERIOUSLY MADE ME WANT TO GO VEGETARIAN — NO, VEGAN!"

"I saw this video three weeks ago and haven't eaten meat since, and haven't craved it at all. This video is so horrifying—poor animals!"

"I CRIED DURING THE WHOLE THING. THOSE MEN NEED TO BE TAKEN TO JAIL FOR THE WAY THEY TREAT THOSE ANIMALS. I WILL NEVER EAT MEAT AGAIN."

"BECAUSE OF THIS, I AM SO GOING TO TRY TO GIVE UP MEAT. THIS IS JUST DISGUSTING."

"I can't believe that's how we get steak, pork, milk, eggs, and beef. They should be ashamed of themselves. I'm never eating meat again!"

"I AM A HUGE ANIMAL PERSON, AND NOW I AM NEVER EATING MEAT AGAIN."

"God, what have we done? I've been really sick after watching this and am heartbroken this is for my benefit. I'm vegan from now on."

"THAT'S HORRIBLE. I FEEL REALLY BAD NOW. I DON'T WANT TO EAT MEAT ANYMORE! I COULDN'T EVEN FINISH WATCHING THE VIDEO BECAUSE IT WAS SO SAD. I CAN'T BELIEVE THAT."

"I will turn vegan because it's not fair to the animals. I don't care if people think meat is good or not it needs to stop right now. These poor things, they don't even see sunlight."



"That is awful. This must be the most vile and sick video I've ever seen—what did those animals ever do to anyone else? I'm now vegetarian."

DEDICATED TO PREVENTING CRUELTY TO FARMED ANIMALS AND PROMOTING COMPASSIONATE FOOD CHOICES AND POLICIES

MERCY FOR

 ANIMALS