



MERCY FOR
ANIMALS

ANNUAL REPORT 2025

Billions of lives. One Mission.



Letter from Arash

Dear Friends,

Every day, billions of animals remain trapped in a food system that treats their lives as commodities. Chickens are bred to grow so unnaturally fast their bodies can fail beneath them. Hens are confined in cages so small they can barely move. Calves are taken from their mothers. Pigs, fish, shrimp, and so many others endure suffering most people will never see.

And thanks to the people who **refuse to look away**, that suffering is being challenged every day.

In 2025, your support helped Mercy For Animals deliver measurable progress for animals across borders, supply chains, public institutions, and communities. Together, we helped protect hundreds of millions of chickens and hens from some of the industry's cruellest practices. We expanded access to plant-based meals, exposed hidden abuse, strengthened laws and policies, and supported farmers building a more compassionate food system.

This year also marked an important transition for Mercy For Animals. Leah Garcés, our former president and CEO, was a transformational force for our organization and for the broader movement for animals. I'm grateful for the foundation she helped build and energized by the work ahead as we deepen our impact for farmed animals around the world.

Looking ahead, we will focus our efforts where they can ease the most suffering, steward every dollar with care, and help drive the systemic change needed to move beyond industrial animal agriculture.

Thank you for standing with animals. Together, we are helping animals suffer less today while bringing a kinder food system into view.

With gratitude,

Arash Yomtobian

2025 Impact at a Glance



REDUCE SUFFERING

700+ million

chickens were protected from some of the industry's cruellest practices.

190+ million

hens were kept out of cages.

78.9K

pigs spared from gestation crates.

237K

calves spared from crates.

1.9 billion

shrimp were spared some of the most painful industry practices.



SHIFT NARRATIVES & BUILD PEOPLE POWER

1,375

active volunteers showed up for animals.

100+

active volunteer leaders organized and built power in their communities.

73,000

new supporters joined through our *Got Misery* campaign.



REDUCE DEMAND FOR ANIMAL PRODUCTS

12,500+

coffee shop locations dropped plant milk upcharges.

16,500+

coffee shops introduced new drinks with plant milk as the default.

18,000

food provider locations were driven to serve one or more plant-based options.

16+ million

estimated Plant-Based Meals Served in Schools in 2025.



TRANSFORMATION

11 resources

were published to support farmers in transitioning away from animal agriculture.

2 demonstration hubs

advanced as living models for farm transition.

7 policy initiatives

were supported to help build a more just and sustainable food system.



Progress for Chickens in a Cruel System



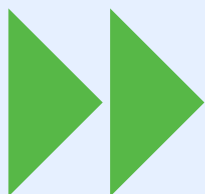
Pushing powerful food companies to ease suffering for chickens who remain trapped in factory farms today.

Chickens raised for meat are among the most exploited animals on the planet. Bred to grow unnaturally fast, they often live in crowded sheds where their bodies can struggle under their own weight. Many never feel sunlight or breathe fresh air. At slaughter, many are shackled upside down while still conscious—and some may be killed before they are effectively stunned.

While Mercy For Animals works toward a future where no animal is exploited for food, billions of chickens are suffering right now. Your support helps bring relief to these animals by pushing some of the world's largest food companies to improve living conditions, transition to higher-welfare breeds, reduce crowding, add better lighting and enrichment, replace cruel slaughter methods, report on their progress, and follow through on the promises they've made.

In 2025, this work helped protect **700+ million chickens** from some of the industry's cruelest practices—proof that corporate accountability can create meaningful change at an enormous scale.

A Step Toward Less Suffering



Every percentage point of progress from a major food company can affect millions of animals. For chickens trapped in factory farms, stronger welfare standards can mean less crowding, more ability to move, improved lighting and litter, environmental enrichment, and a less terrifying death.

This is not the end goal. It is relief for animals suffering now—and a step toward a food system where animals are no longer treated as units of production.

Progress for Chickens in 2025



Less cruel slaughter for millions of chickens

After sustained outreach and accountability efforts, McDonald's reported that chickens in its U.S. and Canadian supply chains are no longer slaughtered using live shackling—a cruel method in which conscious birds are hung upside down, dragged through an electrical water bath, and killed by mechanical blades. CAVA also reported progress, with 35% of chickens in its supply chain no longer subjected to this method, and Kroger increased its use of less cruel slaughter systems for select chicken products.



Better living conditions across major supply chains

Your support helped moved companies toward conditions that reduce sufferings for chickens in our food system. Pret A Manger reported that nearly 95% of chickens in its supply chain have improved lighting, enrichments, and more room to move. Giant Eagle reported that 60% of its rotisserie chicken now comes from farms meeting stronger welfare standards, including cleaner living conditions, better lighting, more space, and added enrichments.



More transparency from powerful food companies

Commitments matter only when companies are held accountable. In 2025, Mercy For Animals continued pushing companies to publicly report progress toward stronger chicken welfare standards. Aramark became the first major foodservice provider to disclose specific data on the weekly volume of chicken sourced that meets advanced welfare standards. HHS published a detailed roadmap for improving chicken welfare across its supply chain. And ahead of our Serving Up Change report, seven foodservice providers—including Lessing's, Whitsons Culinary Group, and Sodexo—shared updated progress.



With donor support and public pressure behind this work, companies are being pushed to do better. Promises are being tracked. Progress is being measured. **And hundreds of millions of chickens are experiencing less suffering.**

Ending the Cruelty of Cages

Holding companies and policymakers accountable to end some of the food system's cruelest confinement.



Cages for hens are among the most extreme forms of confinement in factory farming. Hens used for eggs are packed so tightly they can barely move, stretch their wings, perch, nest, or dustbathe—basic behaviors every hen should be able to experience.

Mercy For Animals pushes companies to move hens out of cages and into systems with less suffering. But the work does not stop when a company makes a promise. We track progress, expose delays, apply public pressure when companies fall behind, and work alongside partners to turn voluntary commitments into lasting protections.

In 2025, this work helped keep **190+ million hens** out of cages—while building momentum to end extreme confinement for other farmed animals, including calves and pigs.



Cages Are Losing Ground

When companies follow through, millions of hens are spared lives inside cages. When they fall behind, Mercy For Animals and our supporters keep the pressure on—tracking progress, exposing delays, and making sure commitments are not quietly abandoned. Every fulfilled promise, public progress report, and new law sends the same message: extreme confinement is not inevitable, and the movement to end cages is growing stronger.

Because supporters and volunteers **kept pressure on powerful companies**, millions of chickens are experiencing less suffering today—and companies know their promises will be tracked.

Progress for Hens in 2025



Millions more hens spared from cages

Major companies continued moving away from cruel cages after sustained engagement, public accountability, and pressure from Mercy For Animals and our partners. Both Walmart and Sam's Club reported progress for U.S. stores—and, after accountability efforts, the company published progress for its Canadian market for the first time. Jollibee Foods Corporation also made strong progress toward sourcing 100% cage-free eggs in the United States and globally by 2035, setting an important precedent in markets where cage-free policies are still emerging.



Stronger progress across major foodservice and restaurant supply chains

In Canada, Sodexo reported that 94% of shell eggs and 82% of liquid eggs are now cage-free, while Aramark announced that 100% of its Canadian shell egg supply is now sourced from cage-free hens. A&W Canada fulfilled its cage-free commitment nationwide, and Subway Canada announced that it is now sourcing 100% cage-free eggs—progress tied to years of outreach and inclusion in the Canada Animal Welfare Scorecard.



Global accountability that keeps pressure on powerful brands

Through the Open Wing Alliance, Mercy For Animals helped secure renewed progress from global companies. REWE Group reinstated its 2025 deadline and reported that 87% of its global egg supply is cage-free. Grupo Bimbo reached 42% cage-free sourcing globally. Marriott reported 59.47% progress after sustained multi-region pressure, and Best Western reported 70% cage-free eggs globally for the second time in 2025.



Laws that make progress harder to reverse

Corporate commitments matter—but laws help ensure progress cannot be quietly rolled back. In 2025, major state protections went into effect in Michigan and Colorado, requiring stronger standards for eggs sold in those states and helping move the egg industry away from cages. These policies mean millions of hens can experience basic freedoms like perching, nesting, dustbathing, and stretching their wings.

And their impact reaches beyond hens. By challenging extreme confinement in law, these victories help build momentum for protections that can also ease suffering for calves, pigs, and other animals trapped in factory farming.



Making Plant-Based Choices Easier for Millions

Expanding access to compassionate food in coffee shops, restaurants, schools, hotels, and foodservice systems.

Most people make food choices based on what is available, affordable, and familiar. When plant-based options cost more, are hard to find, or feel like an exception, animal products remain the default.

Mercy For Animals works to change that by making plant-based choices easier to find, easier to afford, and easier to choose.

In 2025, we worked with companies across the food industry to remove barriers, expand plant-based menu options, and make compassionate choices easier for millions of people. These shifts help reduce demand for animal products while showing companies that plant-based eating is not niche—it is a growing expectation.



What This Shift Makes Possible

Every new plant-based option is more than a menu item. It is one less barrier between someone's values and their choices. It is a signal to companies that compassionate food belongs everywhere. And at scale, it helps reduce demand for the factory-farmed animals who suffer most.

In 2025, **plant-based choices became easier, more affordable, and more visible** in thousands of locations—moving the food industry another step toward a future where animals are not treated as ingredients.

How Plant-Based Choices Became Easier

Plant milk became more accessible at thousands of coffee shops



In 2025, major coffee chains dropped extra charges for plant milks after sustained advocacy, direct engagement, and supporter pressure from Mercy For Animals—removing a common barrier to plant-based choices and helping challenge the myth that eating plant-based must cost more. Dunkin' eliminated its plant milk upcharge at more than **9,500 U.S. locations**. Dutch Bros removed its upcharge at nearly **1,000 locations**. Scooter's Coffee dropped the fee across **865 locations**, Caribou Coffee removed it at all U.S. locations, and 7 Brew Coffee eliminated its upcharge after a month-long Mercy For Animals campaign.

Together, these changes impacted **12,500+ coffee shop** locations, empowering millions more customers to choose plant milk without paying a penalty for making a compassionate choice.

Plant-based options moved from “special request” to everyday choice



Your support helped major brands introduce and promote plant-based foods and drinks in places people already visit every day. Starbucks added a new plant-based food option across about **16,000 locations** after conversations with Mercy For Animals. Peet's Coffee expanded oat milk drinks across its fall menu, while Starbucks and Gregor's Coffee launched seasonal drinks made with oat milk by default.

These changes matter because defaults shape behavior. When plant-based options are presented as normal, appealing, and easy to choose, more people try them—and fewer meals rely on animal products.

Foodservice providers and institutions began shifting menus at scale



Beyond coffee shops and restaurants, Mercy For Animals worked with foodservice companies that shape meals in schools, hotels, travel destinations, and large institutions. SLA Management, a K–12 foodservice provider, committed to making plant-based meals a core part of its program, aiming for one-third of menu offerings to be plant-based by 2027. Xanterra Travel Collection, the largest operator of lodges, restaurants, and concessions in U.S. national and state parks, is expanding plant-based options to make up half of all menu offerings.

In Brazil, Accor, Brazil's largest hotel chain, began piloting plant-based meals, ingredients, and behavioral “nudges” across **18 hotels**, while Exal worked with Mercy For Animals to develop new plant-based dishes and encourage diners to choose them. We're supporting its commitment to expand plant-based and low-carbon menu options across **300 hotels** by 2030.

New vegan menu items reached more diners around the world



In 2025, companies added new vegan dishes that made plant-based eating more visible and accessible. Denny's introduced the Plant-Powered Pancake Slam as a permanent vegan menu option. Pret A Manger added a plant-based Crunchy Miso Mushroom Wrap. Liverpool, a Mexican department store chain, added vegan enchiladas and made vegan oat pancakes available as a free swap at **68 restaurant** locations nationwide. Rock N' Wok added vegan Zen balls at one of its locations after our team advised on the dish and its promotion.

Changing What Public Institutions Serve

Advancing plant-based meals through schools, government purchasing, and public policy.



Public institutions serve millions of meals each year—in schools, hospitals, county facilities, public programs, and even military settings. When these institutions choose plant-based meals, they help make compassionate food more familiar, more accessible, and more normal.

Mercy For Animals works with policymakers, public agencies, school districts, and local advocates to shift the food systems that shape everyday meals. These changes reduce demand for animal products at scale while showing that plant-based food belongs in the places people rely on most.

In 2025, this work helped advance policies and programs that made plant-based meals easier to access across schools, counties, and public institutions.

Where Public Food Systems Moved Forward

Plant-based meals advanced in one of the country's largest public systems

The Los Angeles County Board of Supervisors unanimously approved a motion expanding plant-forward standards across county-run facilities. Mercy For Animals worked closely with county officials by helping craft policy language, submitting written comments, providing testimony, and securing partner support.

The policy applies to approximately **110 foodservice contracts**, including hospitals, parks, probation facilities, and child and family services. It requires new and renewing foodservice contracts to include plant-based-by-default strategies, offer at least one plant-based entrée daily, and provide plant-based alternatives to dairy products. The county will also track and report food-related greenhouse gas emissions, including meat, dairy, egg, and plant-based food purchases.

Service members to gain access to more compassionate meals

After years of advocacy from Mercy For Animals and volunteers—including service members and veterans—the U.S. military will replace its four vegetarian MREs with fully vegan versions by 2027.

Building on language Mercy For Animals helped secure in the 2022 National Defense Authorization Act, the new meals are expected to be distributed across roughly **1,700 locations worldwide**.

This represents one of the largest shifts toward plant-based eating in U.S. military foodservice history—and a meaningful step toward making compassionate options available to service members wherever they are stationed.



This is the kind of institutional shift that can change not just one menu, but an entire purchasing system.



Local governments helped prove plant-based defaults can work

In Hennepin County, Minnesota, Mercy For Animals worked with Wholesome Minnesota, Compassionate Action for Animals, and local volunteers to help pass a plant-based-by-default policy for county-sponsored events and meetings.

Under the policy, plant-based food is served by default, while animal-based options remain available upon request. Plant-based dishes are also positioned first at buffets. This simple behavioral shift helps reduce animal product consumption while making plant-based meals feel like the norm—not the exception.

Mercy For Animals also supported local plant-forward policy efforts in Sammamish, Washington, showing that communities of all sizes can use public food policy to reduce reliance on animal products.



Schools served millions of plant-based meals

School food policies can shape what children see as normal, nourishing, and possible. In 2025, Mercy For Animals' support helped more than **700 schools** in Brazil continue programs that served over **16 million plant-based meals**.

In Brazil, the Passo Fundo school district committed to serving plant-based meals one day per week across city schools—impacting approximately **720,000 meals annually**. This work helps students access plant-based food early in life while reducing demand for animal products across large public meal programs.



Plant-based food systems gained visibility in climate conversations

At COP30 in Brazil, Mercy For Animals continued advocating for food-system change as part of the climate conversation. While these global spaces are not always where immediate policy wins happen, they help ensure that industrial animal agriculture and plant-based food systems remain part of the public and political debate.

Mercy For Animals helped lead the Food & Climate Action Group, a coalition of more than 25 organizations advocating for shifts away from animal-centric production systems and toward plant-based diets. Our experts were featured in more than 30 media outlets, and our Food Systems NDC Scorecard gained recognition as a tool for evaluating how nations address food systems in their climate plans.

Changing the Default at Scale

When public institutions change what they serve, plant-based meals become easier to choose for millions of people. These policies can shift purchasing, normalize compassionate food, and reduce demand for animal products far beyond a single campaign.



Because people like you took action, **plant-based meals became easier to find** in schools, coffee shops, county facilities, and public institutions serving millions of people.

Building a Movement

Animals Can Count On

Shifting narratives, exposing cruelty, and mobilizing people to challenge factory farming.

Factory farming survives when cruelty is hidden, normalized, or ignored. To end it, we must change what people see, believe, demand, and do.

Your support helps Mercy For Animals reveal the truth behind industrial animal agriculture, challenge misleading industry narratives, and bring more people into the movement for animals. Through investigations, storytelling, public campaigns, media, and volunteer action, we are building the people power needed to challenge factory farming at its roots.



How People Took Action for Animals



The truth about dairy reached new audiences

A powerful Mercy For Animals investigation exposed the gap between dairy's "happy cows" marketing and the painful reality for cows and calves behind closed doors—including newborn calves taken from their mothers, cows suffering from untreated injuries and illness, and routine neglect in operations tied to major dairy brands.

The footage did more than reveal cruelty—it moved people to act. Since the launch of our Got Misery campaign, undercover dairy footage has been viewed more than **1 million times**, the campaign has helped bring in **73,000 new supporters**, and more than **82,000 people** have signed our petition demanding transparency from Dairy Management, Inc.



Investigations broadened the fight for animals

In 2025, Mercy For Animals investigations helped bring new audiences into the conversation about factory farming. Our Yucatán investigation connected animal agriculture with environmental destruction—drawing attention from environmentally conscious people and organizations and adding pressure for change.



Storytelling helped people feel what animals experience

Through projects such as *Henrietta Finds a Nest*, *Voices of Hope*, and *Cracked: The Hidden Nightmare*, Mercy For Animals used film and visual storytelling to help audiences see farmed animals as individuals—not abstractions. These stories built empathy, reached new audiences, and gave supporters powerful tools to share the truth.



Volunteers turned compassion into action

Volunteers are the heart of our movement. In 2025, **1,375 active volunteers** and **100+ volunteer leaders** organized, mobilized, and showed up for animals in communities around the world—transforming compassion into pressure that companies, policymakers, and institutions could not ignore.



Public pressure advanced protections for pigs

Your support helped mobilize advocates around the reintroduction of the Pigs and Public Health Act, a federal bill that would establish stronger handling standards for pigs on farms, during transport, and at slaughter. In India, sustained advocacy by Mercy For Animals also helped support statewide bans across three states on swill feeding, a practice that causes suffering and poses disease risks for pigs.

A Stronger Movement for Animals

A movement grows when people see the truth—and believe they can help change it.

In 2025, more people saw the truth about what animals endure in our food system. More people took action. Volunteers, advocates, storytellers, and supporters helped carry this message farther, building the public pressure needed to challenge factory farming at its roots.



Growing a Future Beyond Factory Farming

Helping farmers transition from industrial animal agriculture to plants, sustainable livelihoods, and new possibilities.

Ending factory farming means changing the systems that keep animals trapped—and supporting the people who are often trapped in them too.

Through The Transformation Project®, Mercy For Animals works with farmers who want to move away from industrial animal agriculture and toward growing crops for people. The program offers practical support, research, resources, and demonstration projects that show what a more just and sustainable food system can look like in real life.

In 2025, this work moved from vision to visible progress.



Proof That Another Food System Can Grow

Factory farming is often treated as inevitable.
Transformation shows it is not.

Every farmer exploring transition, every former animal barn growing food for people, and every new resource brings us closer to a food system rooted in compassion, sustainability, and choice.

An exit ramp from factory farming is no longer just an idea. It is being built—farm by farm.

How Farm Transition Took Root



Policy advocacy supported a better food system

Mercy For Animals also signed on to, submitted comments on, or backed seven policy initiatives to improve the food system in the U.S., including efforts tied to farm-to-school funding and stronger oversight of animal waste management systems.



Farmers gained more tools to transition

Mercy For Animals began building the Transformation Incubator, a new model designed to accelerate farm transitions through mentorship, crop-production support, hands-on training, and peer learning.

We also awarded a \$15,000 research and innovation grant in Iowa to support a farmer transitioning from pig farming to greenhouse vegetable and herb production—creating a model that can help others explore similar paths.



The movement for farm transition grew stronger

In 2025, Mercy For Animals published 11 new resources to help farmers explore alternatives to animal agriculture, adding to our online toolkit, website, and YouTube library. Both demonstration hubs also began hosting tours, bringing policymakers, farmers, and community members closer to the realities and opportunities of transition.

Online, the Transformation community continued to grow, helping more people discover stories of farmers building livelihoods beyond factory farming.

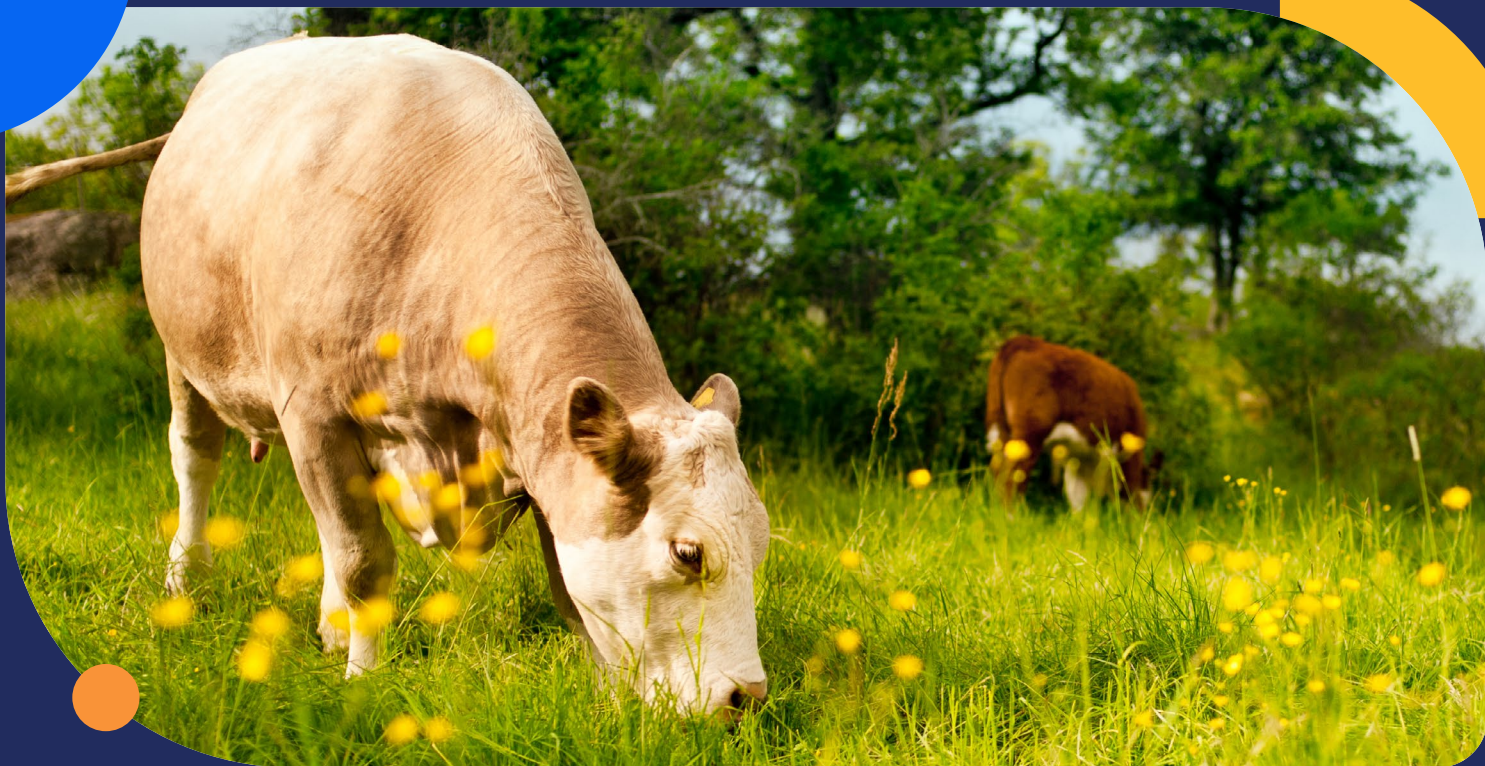


Former factory farms became places of growth and learning

Our first demonstration hub, built inside a former chicken barn, completed its first full year of vegetable production. What was once part of the factory-farming system is now a living classroom and research space—showing farmers, policymakers, and community members what transition can look like.

Construction also advanced at our Iowa hub, a former hog farm, where the team celebrated its first mushroom harvest from the new fruiting room. Together, these hubs are helping prove that another future is possible for farms, farmers, and animals.





Factory Farming is losing ground —and it's happening because of you.

Because of you, billions of animals experienced less suffering in 2025.

Chickens were spared some of the industry's cruelest practices. Hens were kept out of cages. Pigs gained momentum toward stronger protections. Cows and calves were seen more clearly through our dairy investigations. Plant-based meals became easier to choose. Volunteers turned compassion into action. Farmers explored paths beyond factory farming.

But billions of animals are still trapped in a system that treats their lives as commodities.

Your next gift powers the investigations, corporate accountability, policy change, plant-based progress, and farmer transition work needed to help animals suffer less today—and build a future beyond factory farming.

Give today.



mercyforanimals.org/donate

@mercyforanimals | mercyforanimals.org

