



Because of You

2026 MID-YEAR IMPACT REPORT



MERCY FOR
ANIMALS



Every victory for farmed animals begins with people who refuse to look away.

Because of your support, Mercy For Animals entered 2026 with the resources, resolve, and strategic focus needed to reduce suffering now while building the long-term path toward ending factory farming. Together, we are holding powerful institutions accountable, exposing hidden cruelty, shifting public narratives, and advancing food-system changes that spare animals from some of the worst conditions in industrial agriculture.

At the midpoint of the year, your generosity is already helping secure measurable progress.



Reducing Large-Scale Suffering

Factory farming causes suffering on a massive scale. Your support helps Mercy For Animals target the systems, companies, and policies that affect millions of animals at once.

Ahold Delhaize Commits to a Transparent Plan to Eliminate Cages for Hens

After years of delayed progress, Ahold Delhaize, one of the largest grocery chains in the world and parent company to Food Lion, Stop & Shop, Hannaford, and other major grocery brands, **agreed to a new roadmap to eliminate cages** from its U.S. egg supply chain.

This progress did not happen on its own. Because of your support, Mercy For Animals and coalition partners kept sustained pressure on the company through petitions, demonstrations, social media engagement, creative public actions, mobile billboards, and media coverage. Together, we made clear that a commitment without transparent progress reporting was not enough.

The company has now committed to two-year benchmarks and annual progress reporting toward its cage-free goal. Ahold also reported that 29% of eggs sold in their U.S. stores in 2025 were cage-free.

For hens, this matters. Battery cages confine birds so tightly that they cannot fully spread their wings, forage, or lay their eggs in a nest. When fully implemented, this transition will help move millions of hens out of cages and into systems that allow more natural movement and reduce severe confinement.



A better life for hens:

Every cage-free commitment means more hens can experience greater freedom of movement to stretch their wings, perch, and nest.

Dairy Queen fulfilled its cage-free egg commitment across the United States and Canada ahead of schedule.

After years of engagement and accountability efforts, **100% of eggs used in Dairy Queen's U.S. and Canadian operations are now cage-free**, or the company has reformulated products to remove eggs altogether. Internationally, Dairy Queen reports that 99% of its egg use is cage-free.



More Progress for Animals

Grupo Bimbo reported measurable cage-free progress.

The company acknowledged its missed deadline, reaffirmed its cage-free commitment, and reported that its global cage-free sourcing increased to 42%, a change estimated to affect approximately **188,000 hens**.



New York advanced legislation to prevent octopus factory farming.

Mercy For Animals worked alongside coalition partners to support legislation **banning the sale of octopus and octopus parts from factory farms**. Public call-in efforts and in-person meetings with legislative staff helped move the bill through a key committee, and it has now passed the New York House and Senate.



Mercy For Animals is helping defend hard-won animal protections in the federal Farm Bill.

Through the Defeat EATS Coalition, Mercy For Animals is working to oppose provisions that could undermine state and local animal welfare laws, including voter-approved protections such as California's Proposition 12 and Massachusetts' Question 3. Our team is mobilizing supporters in key states to **protect progress for farmed animals**.



Indian state of Nagaland announced a ban on swill feeding.

This policy change in India **prohibits feeding pigs untreated food waste**.



A municipal slaughterhouse in Pentecoste, Brazil, was shut down after severe suffering was exposed.

Mercy For Animals' work helped bring urgent attention to conditions that demanded immediate action.



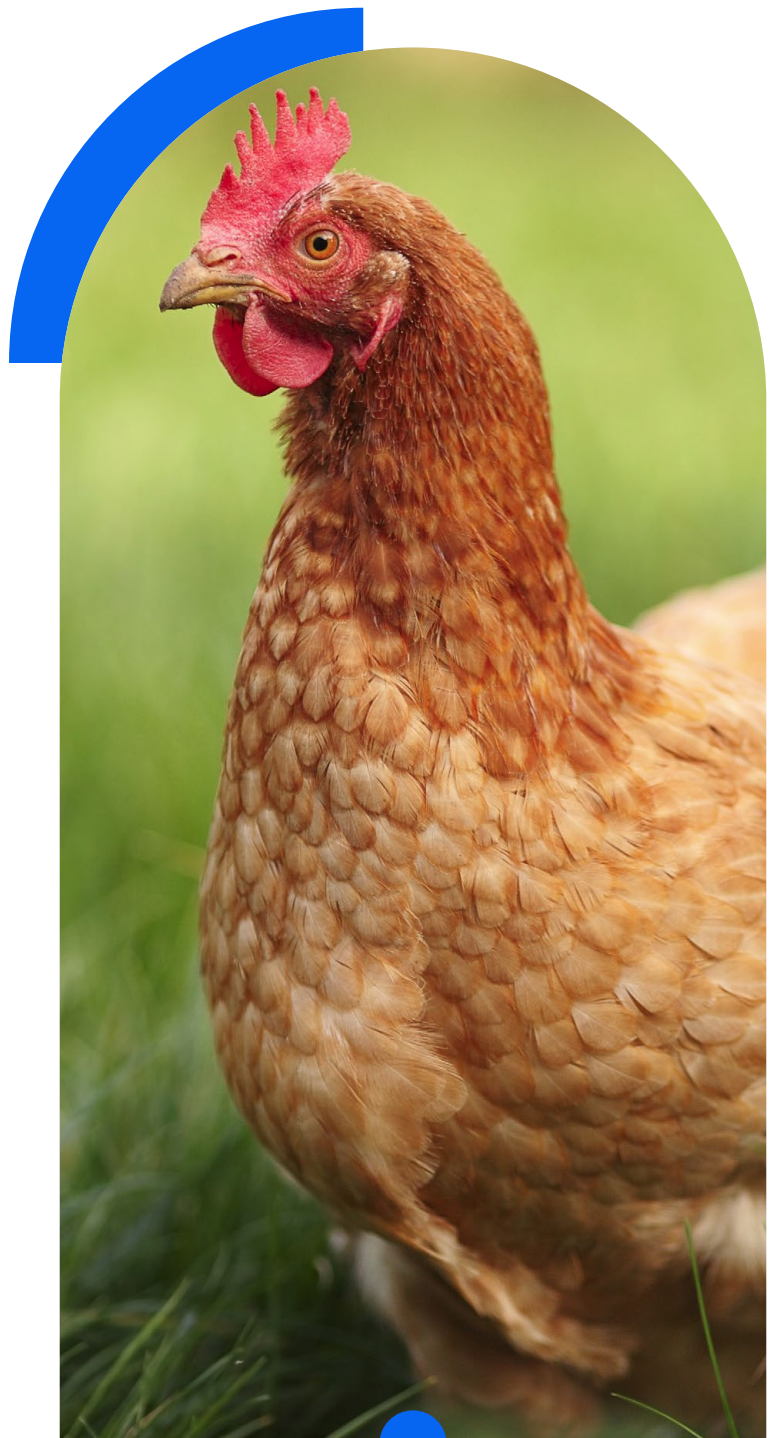
Building Massive Support and Shifting Narratives

To change the food system, people must first see what is happening inside it. Your support helps Mercy For Animals investigate hidden cruelty, mobilize public action, and tell a more honest story about farmed animals, farmers, and the future of food.

The Hidden Nightmare Opens New Doors for Hens in Japan

Mercy For Animals' animated short film *The Hidden Nightmare* was first released in Latin America in 2025 to expose the suffering hens endure in factory farms. This year, we brought the film to Japan, adapting a proven campaign asset for a new market where cage-free progress depends on both corporate engagement and growing public awareness.

The Japan campaign launched on April 16 with coordinated media outreach and social media pushes designed to make the reality of cage confinement clear, accessible, and difficult to ignore. The film gave audiences a way to understand the lives of hens trapped in cages without relying solely on graphic footage, helping communicate the urgency of change with both compassion and credibility.



The response from companies was unusually strong and fast. Following the Japan launch, **five of the six targeted companies connected with Mercy For Animals to discuss cage-free planning.**

When companies see that consumers, media, and advocates are paying attention, they are more likely to come to the table. And when they do, Mercy For Animals is ready to help turn that attention into concrete progress for animals.



More Progress for Animals and the Movement

Supporters took rapid action after Winter Storm Fern.

Mercy For Animals investigators documented newborn calves left isolated in freezing outdoor hutches, separated from their mothers and exposed to dangerous conditions. The footage drove more than **5,300 immediate supporter actions** demanding accountability.



Mercy For Animals launched a major campaign urging Assai Atacadista to adopt a cage-free egg policy.

Supported by new investigative footage showing the conditions hens endure in battery cage systems, the campaign used influencer partnerships to reach more than **1 million views** on Instagram and **drive tens of thousands of supporter actions**.



Transformation earned major national attention in *The Guardian*.

The feature, “‘We’re not hippies’: why these Iowa farmers swapped pigs for mushrooms,” helped shift the narrative around factory farming by showing that farmers and animal advocates can work together toward a more compassionate and sustainable food system.



Supporters helped push Brazil's federal force-feeding ban closer to the finish line.

Thousands of Mercy For Animals supporters sent nearly a million messages to legislators urging passage of Bill 90/2020, which would **ban force-fed products and spare ducks and geese from extreme suffering**. The bill has now cleared its final congressional commission and awaits presidential approval. If enacted, Brazil would become only the second country in the world to adopt a federal ban on force-feeding, setting a powerful precedent for broader animal welfare reform.

Reducing Demand for Animal Products

Ending factory farming requires more than improving conditions within harmful systems. We must also reduce dependence on animal products by making plant-based foods more accessible, practical, and widely adopted.

Brazil Commits Major Investment Toward Alternative Proteins in National Climate and Innovation Plans

After sustained advocacy by Mercy For Animals and partner organizations, Brazil's government incorporated key food-system recommendations into two major national plans, signaling a meaningful step toward long-term support for alternative proteins.

In Brazil's National Climate Plan, the government committed 50 million to 1 billion Brazilian reais, approximately **\$10 million to \$200 million USD, over the next decade to support the growth of the country's alternative protein sector.** Mercy For Animals also helped shape the plan's Food System and Climate Framework for Public Policy, ensuring that food-system transformation is recognized as part of the country's climate strategy.

This progress was reinforced when Brazil released its National Bioeconomy Development Plan, a 10-year roadmap for sustainable economic growth, and officially recognized alternative proteins as a priority innovation



area within the national science and technology system. Mercy For Animals, alongside the Good Food Institute and the Brazilian Vegetarian Society, helped advance the recommendation that led to this recognition.

Together, these wins position plant-based food systems as a **serious national priority in Brazil**, opening the door to future research funding, institutional support, and broader adoption of foods that can reduce demand for animal products.

The Bean New Deal gained momentum in Massachusetts.

Mercy For Animals is supporting coalition efforts behind legislation that would require state food service facilities to offer at least one plant-based protein option at every meal. The bill would also expand access to **plant-based meals in WIC and senior nutrition programs**, incorporate plant-based cooking into state culinary programs, and update K-12 curricula to include the health benefits of plant-based diets. The bill has been reported favorably by its main substantive committee, and coalition advocacy has helped demonstrate growing legislative support for the concept.



More Progress Toward Plant-Based Access and Adoption

Mercy For Animals is helping shape global climate conversations ahead of COP31.

Our team is contributing to coalition efforts to ensure that animal agriculture's role in deforestation is recognized in an international roadmap expected to influence future climate policy discussions.



The Beyond Burger has officially returned to menus at 62 BurgerFi locations nationwide.

This marks an important step forward for plant-based dining options. The **popular vegan burger was reintroduced** following ongoing dialogue and advocacy from Mercy For Animals.



Xanterra Travel Collection exceeded its plant-based menu goals.

After targeted engagement, **53% of entrées across 60 national park dining locations are now plant-based**. This shift is estimated to result in **2.75 million vegan meals** served annually, reducing demand for animal products in high-volume institutional dining.

Exal—a Brazilian corporate food service company—launched a plant-based pilot across 13 locations.

Exal added plant-based dishes to their menus and introduced a carbon footprint index to nudge diners toward more sustainable food choices. MFA Brazil provided recipe development and menu consultation across **10 of the pilot restaurants**, with hands-on culinary training and nudge technique workshops for restaurant staff.

In New York, Mercy For Animals is working with partners to expand access to plant-based meals in schools.

While New York offers universal school meals, many students who eat plant-based, halal, or kosher meals still lack consistent access to appropriate options. Our efforts are focused on **securing funding to help schools offer students meals** that don't involve animal suffering.





Your Support Makes This Progress Possible

The wins in this report are not isolated moments.
They are proof that strategic advocacy works.

Because of you, hens are moving out of cages. Pigs are being spared harmful practices. Cruel facilities are being shut down. Hidden suffering is being brought to light. Supporters are taking action. Policymakers are recognizing food system change as part of the climate solution. Plant-based options are becoming more accessible in everyday life.

There is still much more to do. Factory farming remains one of the largest sources of animal suffering in the world, and the systems that sustain it are powerful. But the progress we have made this year shows what is possible when compassion is matched with strategy, persistence, and collective action.

Thank you for standing with farmed animals. Your support is helping reduce suffering today and build the future they deserve.