



MERCY FOR
ANIMALS

APRIL 2019 IMPACT

12.5 MILLION

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

CONFRONTING CRUELTY

This month, Mercy For Animals released a heart-wrenching investigation that uncovered the suffering animals endure in transport throughout Mexico. We convinced a massive U.S. restaurant chain to overhaul its suppliers' treatment of chickens—a reform that could impact more than 10 million birds.

Six demonstrations in Brazil sent a tenacious message to companies that animal suffering will not be tolerated, and videos produced this month highlight fierce animal activists changing the world.

*We achieve much of our corporate animal welfare progress in partnership with other organizations. Figure represents animals potentially impacted per year once corporate policy commitments secured by Mercy For Animals in April are fully implemented.

**Figure represents estimated animals spared in April through fully implemented institutional food policies. It is based on the assumption that fewer animals will be killed if demand for meat, dairy, and eggs decreases.

Dive deeper into the numbers at [MercyForAnimals.org/Impact](https://www.MercyForAnimals.org/Impact).

Reforming the Marketplace

We work with the world's largest food companies to eliminate the worst animal abuse and grow market share of plant- and cell-based foods.



4

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 3
Canada: 1



2

Brands Committed to Going Cage-Free

Brazil: 1
Mexico: 1



12.5 MILLION

Animals Potentially Impacted Each Year by These Policies



Mercy For Animals activists in São Paulo held six eye-catching actions with Emilha, a seven-foot-tall "chicken" with a broken wing and open wounds.

The demonstrations sent a message to Grupo Pão de Açúcar and YouBurger that allowing chickens to suffer will not be tolerated.

Exposing Cruelty

Mercy For Animals investigators across Mexico uncovered horrific suffering in the animal transport industry.

Our footage reveals animals trapped inside crowded, filthy transport trucks with no access to food or water and terrified pigs struggling to breathe, panting and foaming at the mouth.

We use the footage not only to push consumers toward plant-based products but to influence government and corporate policies. These actions get us closer to a world without slaughterhouses.



1.8 Million

Online Video Views

Brazil: 51,670
Mexico: 930,081
United States: 893,548



35.5 Million

Social Media Impressions

Brazil: 783,121
Mexico: 13.3 Million
United States: 21.5 Million

Building a Movement

We inspire people to get active in the animal protection movement, and we develop leaders who spread our mission.



15

Media Mentions

Brazil: 2
Mexico: 3
United States: 10



26,585

Pro-vegan Leaflets

Brazil: 26,488
Mexico: None This Month
United States: 97



34

Active Volunteer Communities

Brazil: 22
Mexico: 2
United States: 10



408

Volunteer Hours Logged

Brazil: 225
Mexico: 0
United States: 183



95

Volunteer Actions Completed

Brazil: 87
Mexico: None This Month
United States: 8

CAMPAIGNS IN PROGRESS

2

Legislative Initiatives

7

Corporate Campaigns