



AUGUST 2019 IMPACT

188,000

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

Californians voted overwhelmingly last year to pass the strongest farmed animal protection initiative in the world—Proposition 12. Now Mercy For Animals' government affairs and public policy team has a seat at the table with the California Department of Food and Agriculture, the body tasked with drafting the regulations to carry out Prop 12.

In Brazil, our Alimentação Consciente food policy team obtained a significant commitment from the city of Campos dos Goytacazes and hosted trainings to prepare for the meat-reduction program's implementation.

*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 August are fully implemented.

**Figure represents estimated animals spared in August 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



188,000

Animals Potentially Impacted Each Year by These Policies



2

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 2
Canada: none this month
Year to Date: 23



1

Brands Committed to Going Cage-Free

Mexico: none this month
Brazil: 1
Year to Date: 48



Changing Institutions

In August, the Brazilian city of Campos dos Goytacazes made public its commitment to working with our Alimentação Consciente Brasil team to replace 20 percent of meat, dairy, and eggs with plant-based food by serving vegan meals one day a week in city schools and social assistance centers.

Days before the public commitment, Mercy For Animals team members trained 235 chefs and nutritionists in plant-based eating and cooking. Once fully implemented, the program will serve around 350,000 vegan meals a year.

Ensuring Strong Regulatory Protections in California

California voters overwhelmingly passed a ballot initiative in 2018 to ban the production and sale in California of meat and eggs from intensively confined animals. Mercy For Animals reached out to the California Department of Food and Agriculture (CDFA) to offer input on the rules and regulations to implement Prop 12.

Our government affairs and public policy team has been communicating frequently with the department and has submitted formal comments urging the CDFA to adopt regulations that uphold the plain language of Prop 12 and the will of the state's people.

Speaking Out for Animals

In a *New York Daily News* op-ed published ahead of the G7 summit on climate change, Mercy For Animals president Leah Garcés makes the case that solving climate change doesn't have to be hard. Research shows that unless we transition to a plant-based food system, we will face a catastrophe.

Two Mercy For Animals staff members in Brazil, Diogo Fernandes and Alice Martins, spoke at an event in Sorocaba, São Paulo, called United for the Animals. Important city politicians attended and expressed interest in learning more about reducing the meat, dairy, and eggs served in public institutions.

Building a Movement

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



1.8 Million

Online Video Views

Brazil: 58,563
Mexico: 814,983
United States: 1 million
Year to Date: 26.3 million



41.8 Million

Social Media Impressions

Brazil: 3.8 million
Mexico: 13.5 million
United States: 24.5 million
Year to Date: 526.9 million



44

Media Mentions

Brazil: 5
Mexico: 13
United States: 26
Year to Date: 333



13,439

Pro-vegan Leaflets

Brazil: 11,809
Mexico: 750
United States: 880
Year to Date: 171,700



34

Active Volunteer Communities

Brazil: 22
Mexico: 2
United States: 10



246

Volunteer Hours Logged

Brazil: 161
Mexico: none this month
United States: 85
Year to Date: 2,576



40

Volunteer Actions Completed

Brazil: 37
Mexico: none this month
United States: 3
Year to Date: 660

CAMPAIGNS IN PROGRESS

3

Corporate Campaigns