



# JULY 2019 IMPACT

**3.3 MILLION**

Animals Potentially Impacted\*

**8,100**

Animals Potentially Spared\*\*

Mercy For Animals investigations open eyes and spark change on social media, but they also move corporations and governments to act. Just look at July's huge achievement. Armed with undercover footage and staunch determination, Mercy For Animals' team in Mexico collaborated closely with the country's congress to approve a proposal that urges the agricultural ministry to implement stringent animal welfare standards.

In Brazil, we trained 215 enthusiastic school chefs in the state of Rio de Janeiro on how to prepare plant-based feijoada, chili, milk, and much more.

\*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 July are fully implemented.

\*\*Figure represents estimated animals spared in July 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



**3.3 MILLION**

Animals Potentially Impacted Each Year by These Policies



**4**

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 4  
Canada: none this month  
Year to Date: 21



**4**

Brands Committed to Going Cage-Free

Mexico: 1  
Brazil: 3  
Year to Date: 47

## Watching from Above

We used a drone to expose the last place animals go before entering a slaughterhouse. The video shows hundreds of cows being whipped and prodded through a series of pens and walkways leading to their deaths.

After weeks traveling across Mexico, our investigators compiled the first drone footage of factory farms in Latin America.



## Changing Institutions

Mercy For Animals' Alimentação Consciente food policy program in Brazil trained 215 school chefs in the state of Rio de Janeiro. The chefs learned how to prepare plant-based feijoada and tutu, two traditional Brazilian dishes.

They also made chili, stroganoff, and three types of plant-based milk. The chefs were thrilled with the new recipes.

## Chipping Away at McDonald's

With signs declaring, "I'm Not Lovin' It," and "McCruelty," more than 140 activists gathered near a McDonald's restaurant in Alexandria, Virginia.

The company has refused to commit to many basic welfare standards for chickens suffering in its supplier farms. But we will keep fighting.



## Exposing Slaughterhouses

Mercy For Animals released our sixth investigation at government-owned slaughterhouses across Mexico. Our investigator documented baby pigs carelessly tossed, cut open, and left bleeding—all while conscious and able to feel pain.

## Gaining Support in Congress

Mexico's senate unanimously approved a proposal that urges the country's agricultural ministry to reduce the suffering of farmed animals. Mercy For Animals wrote the proposal and collaborated closely with members of Congress to gain its approval.

## Building a Movement

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



**1.3 Million**

Online Video Views

Brazil: 64,600  
Mexico: 478,395  
United States: 821,598  
Year to Date: 23.9 million



**71.1 Million**

Social Media Impressions

Brazil: 40 million  
Mexico: 9.9 million  
United States: 21.2 million  
Year to Date: 466.6 million



**69**

Media Mentions

Brazil: none this month  
Mexico: 14  
United States: 55  
Year to Date: 180



**12,066**

Pro-vegan Leaflets

Brazil: 11,966  
Mexico: 100  
United States: none this month  
Year to Date: 156,257



**37**

Active Volunteer Communities

Brazil: 22  
Mexico: 2  
United States: 13



**291**

Volunteer Hours Logged

Brazil: 205  
Mexico: 12  
United States: 74  
Year to Date: 2,761



**68**

Volunteer Actions Completed

Brazil: 65  
Mexico: 1  
United States: 2  
Year to Date: 620

**CAMPAIGNS IN PROGRESS**

**2**

Corporate Campaigns