



JUNE 2019 IMPACT

5,800

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

CREATING IMPACT

In June, Mercy For Animals launched our ChickieLeaks campaign—calling on chicken industry workers to share their stories with us. Media outlets in Georgia shined a light on the campaign and the abuse chickens endure in farms. While industry workers are unlikely allies, we believe that collaborating with them will be effective.

Several more companies committed to banning cages this month, and we celebrated the LGBTQ+ community through lively pride events and stories.

*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 June are fully implemented.

**Figure represents estimated animals spared in June 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



5,800

Animals Potentially Impacted Each Year by These Policies



0

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: none this month
Canada: none this month
Year to Date: 17



3

Brands Committed to Going Cage-Free

Brazil: none this month
Mexico: 2
Global: 1
Year to Date: 43

Feeling Proud

Fighting for the rights of any oppressed group helps protect the rights of all. That's why Mercy For Animals is honored to stand with the LGBTQ+ community.

We believe everyone deserves to be respected and free regardless of sexual orientation or gender identity and expression.

This year, we participated in Cãominhada, a pride event in Brazil; filmed with vegan drag queen Leyllah Diva Black; produced leaflets for activists to share at pride activities; and compiled stories from proud activists.



Seeking Whistleblowers

Four billboards strategically placed near Tyson Foods supplier farms call on workers to tell us what the chicken behemoth is hiding from consumers.

Whistleblowers are directed to a Mercy For Animals website—ChickieLeaks.com—where they can anonymously, or not anonymously, share any terrible treatment of animals or humans that they have witnessed at Tyson plants.

Demanding Change

Mercy For Animals activists in Brazil set up a battery cage, held signs, and distributed leaflets outside Grupo Pão de Açúcar's headquarters and flagship supermarket as part of a large demonstration urging the company to ban cages in its egg supply chain.

Emilha, a seven-foot-tall abused hen, and tablets showing investigation footage also caught the attention of passersby.

Of Brazil's three largest retailers, only Grupo Pão de Açúcar still refuses to ban cages for hens. Walmart and Carrefour both committed to eliminating cages after pressure from Mercy For Animals.



Building a Movement

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



2.4 Million

Online Video Views

Brazil: 31,800
Mexico: 584,834
United States: 1.8 million
Year to Date: 22.6 million



30.1 Million

Social Media Impressions

Brazil: 2.6 million
Mexico: 10.5 million
United States: 17 million
Year to Date: 395.5 million



18

Media Mentions

Brazil: none this month
Mexico: none this month
United States: 18
Year to Date: 180



12,186

Pro-vegan Leaflets

Brazil: 12,186
Mexico: none this month
United States: none this month
Year to Date: 144,191



37

Active Volunteer Communities

Brazil: 22
Mexico: 2
United States: 13



209

Volunteer Hours Logged

Brazil: 158
Mexico: 10
United States: 41
Year to Date: 2,470



76

Volunteer Actions Completed

Brazil: 73
Mexico: 1
United States: 2
Year to Date: 552

CAMPAIGNS IN PROGRESS

9

Legislative Initiatives

3

Corporate Campaigns