



MAY 2019 IMPACT

9.7 MILLION

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

CREATING IMPACT

Determined and relentless effort brought a huge victory in May. Walmart, the third-largest retailer in Brazil, announced a commitment to eliminating eggs from caged hens in all stores in the country. The announcement followed more than two years of Mercy For Animals negotiations and campaigning.

In the United States, our celebrity-packed ad calling on McDonald's to end the worst abuse for chickens aired around Chicago and made a splash on social media. This progress, and much more, made May an impactful month.

*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 May are fully implemented.

**Figure represents estimated animals spared in May 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



9.7 MILLION

Animals Potentially Impacted Each Year by These Policies



9

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 2
Canada: 7
Year to Date: 17



32

Brands Committed to Going Cage-Free

Brazil: 29
Global: 3
Year to Date: 40

Winning Walmart

Two years of organized action—and the support of all of you—led to a historic commitment from Walmart in Brazil to eliminate eggs from caged hens in all stores in the country.

After launching the effort in 2016, Mercy For Animals activists in Brazil hosted more than 13 demonstrations, delivered 130,000 petition signatures, ran billboards in strategic locations, and organized huge online actions.

The impact for hens will be enormous. We estimate that as many as 2.8 million birds will be impacted each year once the policy is implemented.



Taking On McDonald's

We produced a compelling advertisement calling on McDonald's to show some mercy by ending the extreme cruelty inflicted on chickens in its supply chain.

Twenty-five celebrities lent their voices to the video, including James Cromwell, Emily Deschanel, Alison Pill, Kimberly Elise, Matt Lauria, Daisy Fuentes, Andrew Keegan, Emma Kenney, and John Salley. The ad aired on TV stations around Chicago and gained traction on social media.

We also delivered two 12-foot-high inflatable chickens and our abused-chicken mascot, "Abby," to join demonstrations outside the company's Chicago headquarters. We ran full-page ads in the *Chicago Tribune*, the *Dallas Morning News*, and *Crain's*. Another demonstration caught the attention of McDonald's shareholders gathering for their annual meeting in Dallas.

Building a Movement

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



1.1 Million

Online Video Views

Brazil: 45,500
Mexico: 349,636
United States: 738,714
Year to Date: 20.2 million



30.6 Million

Social Media Impressions

Brazil: 2.1 million
Mexico: 7.7 million
United States: 20.8 million
Year to Date: 365.4 million



48

Media Mentions

Brazil: 12
Mexico: 4
United States: 32
Year to Date: 162



19,856

Pro-vegan Leaflets

Brazil: 19,808
Mexico: none this month
United States: 48
Year to Date: 132,005



2

New Volunteer Communities Built

Brazil: none this month
Mexico: none this month
United States: 2
Year to Date: 28



352

Volunteer Hours Logged

Brazil: 144
Mexico: none this month
United States: 208
Year to Date: 2,261



74

Volunteer Actions Completed

Brazil: 66
Mexico: none this month
United States: 8
Year to Date: 476

CAMPAIGNS IN PROGRESS

10

Legislative Initiatives

3

Corporate Campaigns