



OCTOBER 2019 IMPACT

3.3 MILLION

Animals Potentially Impacted*

8,100

Animals Potentially Spared**

From Monterrey, Mexico, to São Paulo, Brazil, Mercy For Animals supporters were out in full force in October. Hundreds joined us for a community-building 5K run. Several public demonstrations illustrated how much hens suffer at factory farms.

*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 October are fully implemented.

**Figure represents estimated animals spared in October 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



6

Brands Committed to Reducing Suffering of Chickens Raised for Meat

United States: 3
Canada: 3
Year to Date: 31



0

Brands Committed to Going Cage-Free

Mexico: none this month
Brazil: none this month
Year to Date: 53



Intensifying Our Call for Reform

Grupo Pão de Açúcar refuses to change how the company and its suppliers treat hens. To keep the pressure on, dozens of Mercy For Animals supporters participated in a massive two-day action at a busy

square in São Paulo to draw attention to the suffering of hens in the egg industry. Passersby were able to go into a video screening area to see investigation footage.

Running for Animals

Ready, set, run. More than 700 people participated in Mercy For Animals' first annual Run for the Animals.

The inaugural event took place in São Paulo. All finishers received a piglet-shaped medal. The run helped build community and engagement with our supporters.



Exposing Cruelty

In Mexico, our team set up a human-sized cage on World Egg Day in a busy square in Monterrey.

Many passersby entered the cage and watched a video about the suffering egg-laying hens endure in such cramped conditions.

Banning Foie Gras

The New York City Council passed into law a citywide ban on the sale of products from birds who have been force-fed, essentially banning foie gras in the city. With Voters for Animal Rights leading the charge, several organizations, including Mercy For Animals, worked together to make this happen.

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: 225,420
Mexico: 134,922
United States: 803,183
Year to Date: 29 million



28.8 Million

Social Media Impressions

Brazil: 4.5 million
Mexico: 4.8 million
United States: 19.5 million
Year to Date: 551.8 million



26

Media Mentions

Brazil: none this month
Mexico: 3
United States: 23
Year to Date: 451



11,736

Pro-vegan Leaflets

Brazil: 11,596
Mexico: none this month
United States: 140
Year to Date: 204,861



35

Active Volunteer Communities

Brazil: 22
Mexico: 2
United States: 11



228

Volunteer Hours Logged

Brazil: 205
Mexico: none this month
United States: 23
Year to Date: 3,215



64

Volunteer Actions Completed

Brazil: 62
Mexico: none this month
United States: 2
Year to Date: 776

CAMPAIGNS IN PROGRESS

3

Corporate Campaigns