



# MERCY FOR ANIMALS

## ANIMAL IMPACT FROM CALIFORNIA'S PROP 12

The Prevent Cruelty California coalition, backed largely by The Humane Society of the United States and consisting of more than 50 organizations, including Mercy For Animals, persuaded California voters to pass the world's strongest law protecting farmed animals from extreme confinement.

Once in effect, the law will prohibit cages for egg-laying hens, veal crates for calves, and gestation crates for pregnant pigs in California, as well as the sale in the state of eggs, veal, and pork from animals in these confinement systems.

The Humane Society of the United States (HSUS) reports that once the law is in full effect, it will impact about 40 million hens, 700,000 pigs, and 84,000 calves per year.

HSUS calculated total hens impacted per year by multiplying the California population by the number of eggs eaten per capita and dividing the result by the average number of eggs produced by one factory-farmed hen in a year.

1. A hen produces about 250 eggs per year, roughly the same number that one person in the United States consumes in a year.
2. California's human population is about 40 million.

### Model Equation:

$$\text{AnnualHensImpacted} = \frac{\text{CaliforniaPopulation} \times \text{PerCapitaEggConsumption}}{\text{EggsPerHen}}$$

### Definitions:

*AnnualHensImpacted*: Estimated number of hens to be impacted by Prop 12 each year once the law is in effect.

*CaliforniaPopulation*: Estimated population of California based on past United States Census data and projections based on that data

*PerCapitaEggConsumption* : Number of eggs eaten per person per year in the state

*EggsPerHen* : Estimated number of eggs one hen produces in a year

HSUS calculated total pigs and calves impacted by per year by multiplying the percentage of the U.S. population that resides in California by the number of pigs or calves in the U.S. factory farming industry.

**Model Equation:**

$$\text{AnnualAnimalsImpacted} = \text{PercentageOfUSPopulationInCalifornia} \times \text{PigsOrCalvesInIndustry}$$

**Definitions:**

*AnnualAnimalsImpacted* : Estimated number of pigs or calves to be impacted by Prop 12 each year once the law is in effect

*PercentageOfUSPopulationInCalifornia* : Percentage of the U.S. population that resides in California

*PigsOrCalvesInIndustry* : Estimated number of pigs or calves in the U.S. factory farming industry

Because MFA's impact on Prop 12's passage is almost impossible to express as a percentage, actions MFA took to support the Prop 12 effort are outlined below:

1. Gathered thousands of signatures to ensure Prop 12 made it to the November ballot
2. Raised hundreds of thousands of dollars for advertising
3. Placed important news stories about Prop 12 in numerous state and national media outlets
4. Released a powerful investigation a few months before the November vote that showed the cruelty of gestation crates
5. Mobilized hundreds of MFA volunteers to take actions in support of the campaign

## **GOING FORWARD**

We aim to be as transparent as possible, but we will never know the exact number of animals impacted by our legislative advocacy program. We are currently drafting a comprehensive legal advocacy methodology that will help us reach useful estimates and direct future strategies.