

SOCIAL IMPACT

(VEG SUPPORT, SOCIAL MEDIA, OUTREACH)

Social Media Metrics:

Total FB impressions:
484,405,549

Total video views: **31,180,884**

Total website visits: **3,200,766**

Total media pieces: **1,410**

Veg Support:

(individual engagement/interactions)

English: **44,440**

Spanish: **205,022**

Portuguese: **60,352**

Total: **309,814**

Vegetarian Pledges:

English: **23,587**

Spanish: **248,688**

Portuguese: **101,605**

LEGAL ADVOCACY

California governor Jerry Brown signed a bill to ban driftnets after multiple MFA investigations on board commercial driftnet boats. Throughout each stage of the bill's progress through the legislature, MFA submitted formal letters in support of the bill to lawmakers and engaged hundreds of supporters to contact their representatives in support of the bill as well.

MFA made a \$100,000 contribution to the Yes on 12 campaign to fund television ads in major California markets, bringing our total contribution to date to \$160,000. If enacted by California voters this Election Day, Proposition 12 will alleviate suffering for millions of animals by banning the production and sale in the state of meat and eggs from animals confined in cages.

MFA joined a coalition of workers' rights, consumer protection, and animal advocacy groups opposing the USDA's policies to speed up chicken and pig slaughter in U.S. slaughterhouses.

In opposition to the "King Amendment" to the farm bill, MFA placed a letter to the editor in a newspaper in Austin, Texas—a key state in the farm bill fight. The King Amendment, introduced by Representative Steve King of Iowa, seeks to overturn state laws protecting farmed animals, such as those currently on the books in California and Massachusetts.

FOOD POLICY

In the Brazilian city of **Niteroi**, our Conscious Eating program hosted a training for over 120 chefs on the benefits of plant-based foods and how to cook meals from the Niteroi recipe guide we created. "The training was great," said Marilda, one of the chefs. "I'm going to cook those recipes for my family too." The city has implemented the program one day a week in public schools, **replacing 1.1 million meat-based lunches with plant-based meals per year**. The launch of the program in September received positive feedback, with 95 percent acceptance on the meal likeability test. According to several school teachers, "The kids loved it!"

INVESTIGATIONS

MFA's hidden cameras exposed pigs being punched, kicked, and smashed headfirst into the ground and crammed into cages so small they could barely move at a **JBS supplier factory farm**. JBS is the largest meat company in the world, with more than 30 brands under its umbrella. Outlets such as the Associated Press, *The Denver Post*, San Francisco ABC News, and several outlets in Brazil provided widespread coverage of the groundbreaking investigation. MFA is calling on JBS to ban the worst factory farming practices in its supply chain to prohibit

this supplier and the rest of its suppliers worldwide from continuing this horrific abuse.

An undercover investigation by MFA exposed blatant animal abuse and widespread destruction of marine life in the **commercial driftnet fishing industry**. This was the third time we had exposed this sickening cruelty, including sharks painfully pierced with hooks, stabbed, and bludgeoned over the head with a baseball bat and dolphins and other marine animals trapped and killed in fishing nets. The new footage illustrates how commonplace appalling animal abuse is in this industry. After MFA released the investigations, the California state

legislature introduced and passed an important bill to ban these cruel nets off the state's coast. Governor Jerry Brown signed the bill into law.

MFA conducted the first-ever zoom-camera drone investigation of a factory farm, exposing how thousands of calves are forced to spend months in tiny hutches at dairy factory farms.

We also released a short documentary featuring a compilation of the most shocking findings from the past several years of drone investigations along with never-before-seen drone footage of factory farms.

CORPORATE ENGAGEMENT

Animal Welfare Policy Successes:

Egg-laying hens: **13** (Big X Picanha, Mr. Cheney, Casa Suíça, Carrefour Brasil, Aryzta Brazil, Cia Tradicional de Comércio, Mr. Sushi, Giornale, Parmeggio, Santo Grão, Montparnasse Pastelería, Dídio Pizza, Brico Bread Alimentos)

Chickens raised for meat: **1** (Burgerville)

Campaigns:

Our campaign to pressure **McDonald's** to ban some of the cruelest abuse of the chickens in its supply chain continues. We launched a **56' video ad in Times Square** revealing the abuse allowed in McDonald's supply chain. The ad is viewed by over a million people passing by every day.

Volunteers have sent thousands of postcards to McDonald's executives urging the fast-food giant to ban this cruelty.

We launched a **campaign against McDonald's Canada** to add even more pressure.

In Brazil, our two billboards targeting **Walmart** near the company's headquarters captured the attention of and elicited a meaningful response from the mega retailer.

A two-month MFA campaign, including a demonstration outside a **Santo Grão restaurant** during the chain's 15th anniversary, led to a cage-free policy commitment.

The chatbot we launched to send out campaign actions is drawing positive feedback from people who signed up to receive them.

Our poll with **Change.org** targeting GPA boasted high engagement and brought attention to the caged hens in the company's egg supply chain.

In Latin America, use of more positive language when interacting with companies and creating our campaigns earned greater acceptance of our message from the media and public.

Our leaflets, distributed outside branches of targeted companies and illustrating the cruelty inflicted on caged hens, **opened the eyes and hearts of thousands of the companies' clients**.