

(JANUARY-MARCH 2018)

## SOCIAL IMPACT

(VEG SUPPORT, SOCIAL MEDIA, OUTREACH)

### Social Media Metrics:

Total FB impressions:

**529,341,737**

Total video views: **43,828,595**

MFA.org visits: **707,917**

### Veg Support:

(individual engagement/interactions)

English: **27,061**

Spanish: **33,828**

Portuguese: **25,299**

Total: **86,188**

### VSG Downloads:

English: **7,564**

Spanish: **41,991**

Portuguese: **35,016**

Chinese: **1,470**

Total: **86,041**

### Vegetarian Pledges:

English: **5,718**

Spanish: **107,236**

Portuguese: **121,187**

Chinese: **5,184**

Total: **239,325**

## CORPORATE ENGAGEMENT

### Welfare Policy Commitments:

Cage-free victories: **3**

Broiler victories: **5**

### Current Campaign:

In January, the U.S. team launched a campaign against the third-largest quick-serve chicken restaurant, Popeyes Louisiana Kitchen, for its failure to ban chicken torture.

## FOOD POLICY

(CONSCIOUS EATING SUCCESSES)

### Sinop chef training (Feb. 26 - Mar. 1)

The city of Sinop in Mato Grosso, Brazil, announced last year that it would partner with Conscious Eating Brazil to replace 40 percent of the animal products served in the city's public schools with plant-based foods, serving vegan meals twice a week. Over three days we trained about 250 public school chefs on plant-based eating and cooking.

### Sao Goncalo chef training (Mar. 12 - Mar. 14)

We trained another 400 chefs from public schools in Sao Goncalo, the 16th-largest city in Brazil by population.

### Commitment in Veracruz

Conscious Eating Mexico signed a collaboration agreement with the state government of Veracruz to implement the program in public schools throughout the entire state.

### Commitment in Pedreira, Sao Paulo, Brazil

We secured a commitment from the city of Pedreira to partner with Conscious Eating Brazil to replace at least 20 percent of animal products with plant-based foods in public schools.

About 230,000 meals per year will now be meat-free.

### Commitment in Nova Iguacu, Rio de Janeiro, Brazil

We secured a commitment from the city of Nova Iguacu to partner with Conscious Eating Brazil to replace at least 20 percent of animal products with plant-based foods in public schools.

About 2.3 million meals per year will now be meat-free.

**We've begun research and taken initial steps to launch our food policy program in India and the Greater China region.**

## LEGAL ADVOCACY

Our **Glass Walls Project** attorney held a number of meetings with **congressional staffers and policymakers** in Washington, DC, to discuss solutions to animal welfare issues, including the lack of protections for non-ambulatory disabled (i.e., "downer") pigs, Representative King's bills undermining states' rights, and the USDA's plans to increase chicken and pig slaughter.

MFA opposed the National Chicken Council's petition to increase **slaughter line speeds** and submitted two sets of comments and garnered media coverage of the issue. The **USDA** denied the petition but said it would grant individual waivers to slaughterhouses that applied. MFA continues to expose the government's corruption and attempts to place industry profits over animal welfare, workers' rights, and food safety.

Last fall, MFA filed a landmark **92-page petition** urging the USDA to cover poultry under the **Humane Methods of Slaughter Act**, one of the few federal laws protecting farmed animals. In March, we delivered over **230,000 signatures** to USDA headquarters in Washington, with **ABC 7 News** covering the event. The USDA denied the petition and we are considering a lawsuit to reverse its dangerous decision. Despite the denial, our efforts brought widespread awareness to the issue of poultry slaughter.