

## SOCIAL IMPACT

(VEG SUPPORT, SOCIAL MEDIA, OUTREACH)

### Social Media Metrics:

Total FB impressions:

**309,429,463**

Total video views: **42,851,336**

Total website visits: **3,682,084**

Total media pieces: **735**

### Veg Support:

(individual engagement/interactions)

English: **18,813**

Spanish: **33,265**

Portuguese: **17,726**

Total: **69,804**

### Vegetarian Pledges:

English: **13,196** / Spanish: **83,961** / Portuguese: **38,551**

## CORPORATE ENGAGEMENT

### Animal Welfare Policy Successes:

Egg-laying hens: **5** (Mr. Fit, Baked Potato, Restaurante America, Carrefour Taiwan, Grupo Alimentarium)

Chickens raised for meat: **3** (Royal Caribbean, Bareburger, Jack's Family Restaurants)

This May, Carrefour Taiwan became the first retailer in Asia to pledge to no longer sell eggs from hens confined in cruel cages.

### Campaigns:

In April, the U.S. team collaborated with several other animal protection organizations to launch a powerful campaign against McDonald's calling on the company to stop allowing chickens to be tortured in its supply chain.

## LEGAL ADVOCACY

MFA worked with coalition partners on the **Prevent Cruelty CA campaign** to collect over **660,000 signatures** of support for a historic ballot initiative to ban the production and sale in California of meat and eggs from animals confined in cages. The secretary of state's office announced that the measure, **Proposition 12**, would be on the ballot this November.

Shortly after the driftnet investigation broke, members of the **U.S. Senate and House** introduced federal legislation to **protect our oceans** and sea life by phasing out the use of **driftnets**. At the state level, the California State Senate nearly unanimously voted to pass a bill that would bring an end to these deadly nets off the coast of California. The bill now heads to the state assembly for a vote.

When the **USDA** proposed to increase the speed at which pigs could be killed and privatize crucial animal welfare inspection responsibilities, MFA sent a clear message that this was unacceptable by submitting extensive comments warning the USDA that these proposals would be **unlawful** and **jeopardize** animal welfare and worker safety. MFA also engaged supporters, encouraging nearly **6,000 people** to submit their own comments opposing the USDA's pro-industry agenda.

To support a **battery cage ban in Rhode Island**, MFA staff knocked on doors, made phone calls, testified at hearings, and sent out numerous action alerts and social media messages to Rhode Island members urging them to contact their lawmakers. After years of opposition by one influential state lawmaker, MFA's unrelenting efforts led to an eleventh-hour vote in which the senate overwhelmingly voted **22-1 to pass the bill**. It now heads to the governor, and MFA is fully mobilized to make sure she **signs the bill into law**.

## INVESTIGATIONS

**A drone investigation** revealed row upon row of crates containing baby calves, who had been taken from their mothers shortly after birth and stuffed into enclosures so small they could barely turn around.

**A groundbreaking undercover investigation** conducted by a coalition comprising Mercy For Animals, Turtle Island Restoration Network, SeaLegacy, and Sharkwater exposed the cruel

destruction of marine life by the California commercial driftnet fishing industry.

MFA's courageous investigations team released a **second exposé** into California's **driftnet fishing industry** uncovering sharks bludgeoned with baseball bats, dolphins drowned in nets, and animals allowed to slowly suffocate. Prompted by the footage, NBC News in San Francisco aired an in-depth report on deadly driftnets. The segment included an

interview with the MFA investigator who spent weeks at sea gathering footage.

**Undercover footage taken at Maple Lodge Farms in Canada** revealed horrific cruelty to baby chicks, who were piled into overcrowded bins and then dumped into macerators and ground up alive. After seeing the atrocities in the footage, viewers were asked to consider taking a veg pledge and committing to a more compassionate diet.