

OCTOBER–DECEMBER 2018

## SOCIAL IMPACT

(VEG SUPPORT, SOCIAL MEDIA, OUTREACH)

### Social Media Metrics:

Total FB impressions:

**527,678,698**

Total video views: **28,157,721**

Total website visits: **3,293,996**

Total media pieces: **105**

### Veg Support:

(individual engagement/interactions)

English: **62,349**

Spanish: **212,075**

Portuguese: **48,296**

Total: **322,720**

### Vegetarian Pledges:

English: **7,431**

Spanish: **97,124**

Portuguese: **28,087**

Total: **132,642**

## LEGAL ADVOCACY

MFA worked with coalition partners on the [Prevent Cruelty CA campaign](#). This historic ballot initiative bans the production and sale in California of pork, veal, and eggs from caged animals. Signature gatherers collected over [660,000 signatures](#) of support to send to California officials to get the landmark measure on the November ballot. Throughout the campaign, the coalition inspired voters and raised funds for YES on 12 advertisements. We are thrilled this measure passed.

To ensure the “[King Amendment](#)” would not be included in the farm bill, MFA worked alongside more than [220 groups](#), calling legislators and mobilizing volunteers to do the same. The King Amendment would have threatened hundreds of state and local laws protecting animals, including laws banning extreme confinement for farmed animals.

MFA secured [38 charges against Elite Farm Services](#), Sofina Foods, and a chairman of Elite Farm Services after a 2017 MFA undercover exposé revealed [workers punting and throwing chickens](#) and ripping the legs off conscious birds.

## FOOD POLICY

After winning policy commitments from school districts in the Brazilian cities of [Sinop](#) and [São Gonçalo](#), MFA’s Conscious Eating program held follow-up trainings and seminars in both cities to get feedback on the program and ensure its long-term success.

To more sustainably support our partners in Brazil, we launched [city-specific websites](#) and a [WhatsApp phone number](#) to provide resources and ongoing guidance to chefs cooking plant-based meals.

Our [Conscious Eating program](#) participated in a state-run public health event in [Veracruz](#), Mexico’s second-largest state, that featured leading health professionals. MFA’s food policy manager, Coral Gonzalez, delivered a presentation about the benefits of reducing meat, dairy, and egg consumption and eating more plant-based foods. Coral was also interviewed by a [Mexico City TV](#) outlet about the program’s success.

After helping launch a [Meatless Monday](#) program in schools throughout Veracruz, MFA’s Conscious Eating program held a follow-up training and seminar to ensure the program’s long-term success.

## INVESTIGATIONS

[An undercover investigation of six pig factory farms across Mexico](#) exposed mother pigs confined to filthy cages so small the animals couldn’t even turn around, piglets mutilated without painkillers, and many sick and injured pigs left to suffer without proper veterinary care.

[A hidden-camera exposé](#) of U.S. pig factory farms revealed systemic animal cruelty in the pork industry, including stressed mother pigs trapped between the bars of their tiny metal crates and workers ripping out the testicles of baby pigs without pain relief and violently killing piglets by smashing their heads against the ground.

[A drone investigation](#) captured footage of dead piles at pig farms—corpses heaped into open outdoor pits.

## CORPORATE ENGAGEMENT

### Animal Welfare Policy Successes:

#### Egg-laying hens: **9**

Café Suplicy, 10 Pastéis, Forno de Minas, Panco, Benjamin a Padaria, La Flor de Córdoba, La Borra del Café, Munchin Donuts, Jamie’s Italian (Mercy For Animals worked with Jamie’s Italian to add its policy to the company’s Brazilian website)

#### Chickens raised for meat: **11**

Black Bear Diner, CoreLife Eatery, Sweetgreen, First Watch Restaurants, Fiesta Restaurant Group and its brands Pollo Tropical and Taco Cabana, Chronic Tacos, Snap Kitchen, Luna Grill, Campbell Soup Company

### Campaigns:

We released a video of kids sending a message to GPA that reached more than [a million people](#) in only two weeks.

We held [three peaceful protests](#) informing the public about the living conditions of hens in Mexico’s egg industry.

The coalition campaign against McDonald’s continues: The coalition’s [56-foot billboard video ad in Times Square](#) revealing cruelty allowed in McDonald’s supply chain remains active. MFA also launched ads targeting customers inside over [4,000 McDonald’s restaurants](#). Using their location data, we populated ads on their phones while they were dining inside the restaurants.