



Disrupting “business as usual”

The ways in which our society abuses and exploits animals for profit are extensive; whole industries have been built on animal suffering. But it doesn't have to be that way.

With your help, we're working with corporations to change ingrained systems. We're helping companies move away from beauty products that hurt animals toward cosmetics that don't rely on animal testing. We're pushing fashion brands to end their use of fur, redefining couture with kindness. We're working to get animals out of abusive “entertainment” such as circuses, and we're helping major restaurant and grocery chains move toward supply chains that support more humane animal farming practices and incorporate more plant-based options.

YOU'RE HELPING FARM ANIMALS LIVE BETTER LIVES, AND PUSHING FOR MORE PLANT-BASED FOODS.

This year, we partnered with Compass Group and Aramark—two of the world's largest food service companies, serving

tens of millions of meals per year—on the most extensive plant-based work in the industry to date.

Through the Forward Food initiative, The HSUS is showing food service professionals (like chefs and dining hall

directors) how to reduce the amount of meat they prepare and introduce satisfying plant-based options. We're empowering those who supply and prepare food at many of the nation's largest universities and hospitals to give diners what they want: food that is delicious, healthy, better for the environment and reduces the suffering of animals on factory farms.

IMPROVING NINE BILLION LIVES

The figure is hard to comprehend. Every year in the United States, nine billion chickens are killed for food, most of them raised in inhumane conditions, genetically manipulated to grow so



In June, our undercover investigation exposed horrific mistreatment of animals at chicken production and slaughter facilities in Georgia and Texas connected to the factory farm giant Pilgrim's Pride.

painfully fast, they suffer from leg deformities that prevent billions of them from even being able to walk. These birds represent 9 out of 10 animals caught up in the food industry. They suffer heart attacks and lung failure because their bodies can't handle the weight gain the industry forces upon them. To combat this abuse, The HSUS has been the leading force behind a hugely successful campaign pushing agribusinesses away from these cruel systems. In 2017, we launched our Nine Billion Lives campaign, calling for a set of minimum standards for the care of chickens that includes slowing their growth rates, improving their living conditions, de-



Through the Forward Food initiative, we're spreading the word to food service groups around the world that reducing meat offerings and increasing plant-based alternatives is healthy, environmentally smart and delicious.

creasing housing density and demanding more humane slaughter methods. More than 70 companies—including Burger King, Sonic, Jack in the Box and Subway—have agreed to phase in purchasing practices consistent with our campaign.

YOU'RE HELPING US CONVINCING LEADING BRANDS AND RETAILERS THAT FUR ISN'T FASHIONABLE.

This was a remarkable year in our campaign to end the use of fur in fashion. More and more companies are looking for humane materials and finding cruelty-free alternatives to fur that are indistinguishable. Luxury brands had been the biggest holdouts in the trend away from fur, but in October, in perhaps the most significant announcement to date, Gucci announced its future will be fur-free. A month later, Michael Kors, including the Jimmy Choo line, announced it would phase out all fur.

Also in 2017, Yoox Net-a-Porter, Stein Mart, Burlington Stores and VF Corporation—the parent company of brands that include The North Face, Vans, Wrangler, Timberland and Nautica—all pledged to go fur-free.

Forward progress

70+ companies will phase in better purchasing practices

We are campaigning to abolish the worst abuses of chickens in the meat industry. In 2017, we worked with many of the nation's largest food companies to announce comprehensive policies mandating that their suppliers switch to healthier breeds, adopt a less cruel slaughter system and give animals better living environments.



YOU'RE HELPING BREAK THE PUPPY MILL PIPELINE.

Most people who buy dogs from pet stores don't realize that they're probably supporting the cruel puppy mill industry. In 2017, you helped us to raise public awareness that pet stores are not a good source for healthy, well-treated pups. Our undercover investigator documented puppies being bullied and sick animals going without veterinary care or receiving unlicensed medical treatment at Chelsea Kennel Club, a pet store in New York City. The undercover video footage captured inside the store was seen over 5 million times on Facebook. The investigation and ensuing outcry forced the store to close down shortly after the images were made public.

Pet stores are just part of the problem. The majority of puppies sold online come from puppy mills, too. Pretty websites allow sellers to hide the grim reality of mother dogs trapped in cages, forced to breed over and over, and the



Elephants don't do this willingly. The 2017 closure of Ringling Bros. sends a message: The era of exploitive animal acts and cruel training techniques is over.

many potential health and behavioral issues the pups may suffer from. This year, we wrapped up a 4-year project

to intercept potential puppy buyers searching online. Over the course of the campaign, The HSUS's Don't Buy Into Puppy Mills site intercepted over 650,000 would-be puppy mill shoppers, redirecting them to a website that exposed the truth about buying a puppy over the internet.

WITH THE CLOSURE OF RINGLING BROS. AND BARNUM & BAILEY CIRCUS, A CRUEL ERA ENDED.

The shutdown in May ended 146 years of coercive, inhumane wild animal acts. Declining ticket sales and public outcry helped drive this victory for animals. It also generated huge momentum for our efforts to get these shows to stop subjecting animals to lifelong captivity, abusive training techniques and grueling transport in box cars and cages.

Ringling Bros.' closure was significant, but a number of small circuses continue to operate. In May, The HSUS released video of our undercover investigation of the ShowMe Tigers Act, exposing potential violations of the federal Animal Welfare Act and raising the alarm about the violent handling and inhumane confinement of the tigers, as well as safety concerns for the public. The act is contracted out to branded circuses, including Shrine Circuses.

WE PUSHED L'ORÉAL TO BE CRUELTY-FREE.

Hundreds of beauty brands have ended animal testing; many support our global efforts to end cosmetics testing on animals. We asked the world's largest cosmetic brand to join them. While L'Oréal claims it no longer tests on animals, it continues to sell products in China—where animal testing is required for most cosmetics—which inflicts suffering and death on as many as 375,000 animals each year. We'll continue to push brands to join our #BeCrueltyFree campaign. Our work to replace the use of animals in toxicity testing was recognized by an award from Lush.



Our investigation at an upscale New York City pet store found sick, underweight animals whose papers linked them to the misery of puppy mills; the store later closed down.