



Reducing the suffering of farm animals

You helped us make historic progress for farm animals in 2018. We faced down some of the largest agribusinesses and interest groups in the country to lead a successful campaign in California for the strongest farm animal protection law in the world—one that will have an impact far beyond state lines.

In the courts, we won a significant legal victory that exposed illegal government favoritism toward factory farms. We forged major partnerships with food service companies to promote plant-based eating in hundreds of cafeterias and trained more than 3,000 culinary professionals in plant-based cooking. Our campaign to improve the lives of the 9 billion chickens raised for meat each year—genetically manipulated to grow too big too fast, leaving them in constant pain—was joined by a slate of A-list celebrities, and more than 10,000 people answered our call to urge McDonald’s to improve its broiler chicken welfare policy. With you by our side, we made 2018 the best year yet for farm animal protection.

- We led the campaign to pass the most far-reaching farm animal protection law in the world. California’s Proposition 12 prohibits the extreme confinement of mother pigs, hens and calves in cages and crates so small that an animal is essentially immobilized her entire life, and bans the statewide sale of pork products, veal and eggs from such animals if they were raised in extreme confinement anywhere else.
- We won a monumental legal victory in our fight to stop the U.S. Department of Agriculture from using millions of dollars from a mandatory pork industry checkoff fund to support the National Pork Producers Council’s opposition to our work.

IN CALIFORNIA,
we helped pass Proposition 12, prohibiting the extreme confinement of sows, hens and calves.

IN RHODE ISLAND,
we successfully campaigned for a law banning the confinement of egg-laying hens in battery cages.

IN IOWA,
we convinced lawmakers to weaken a measure forcing grocery stores to stock eggs from caged hens.

IN MISSISSIPPI,
we beat back a proposed measure that sought to criminalize whistleblowers and investigators who expose cruelty to farm animals.



STAR-STUDDED SUPPORT FOR FARM ANIMALS

Nearly two dozen of Hollywood’s biggest names—including Alec Baldwin, Kate Mara and John C. Reilly—signed a letter to McDonald’s CEO Steve Easterbrook in support of our Unhappy Meals campaign, which calls on the fast-food chain to improve the treatment of broiler chickens by its suppliers. In California, the Prop 12 farm animal protection campaign we helped lead was supported by scores of celebrities, including Kristen Bell, Ellen DeGeneres and Leona Lewis, who promoted the effort to millions of their fans on social media.

