



from the **PRESIDENT**

As we reached the mid-way point in our year, I found myself taking stock. Almost 40% of all cage-free policies are due in 2025—that's over 1,000 companies, making 2025 a critical year for companies to make good on their promises. And with just 6 months until 2025 begins, it was time to find out where we stood.

As I sat and reflected on our progress so far, and the work left to be done, I was filled with overwhelming gratitude. It's thanks to your generosity that we've been able to hold dozens of companies accountable for their commitments to spare hens from abject cruelty. A recent Open Wing Alliance (OWA) report found that 89% of commitments that have come due worldwide have already been fulfilled. That means that our strategy is working—and hundreds of millions of hens will never face life in a cage.

While there is much work left to do, I know the second half of the year will be even more impactful. Thank you for making this possible. **YOUR COMMITMENT TO THE HUMANE LEAGUE MEANS THAT WE WILL CONTINUE FIGHTING INTO 2025 AND BEYOND—UNTIL EVERY HEN IS FREE FROM HER CAGE. ONWARD!**

For the animals,

Vicky Bond
President
The Humane League

Q2 2024

• **Progress Report**

what does cage-free look like AROUND THE WORLD?

In Q2, the OWA released the [2024 cage-free fulfillment report](#), which found that **89% OF CORPORATE CAGE-FREE EGG COMMITMENTS WITH DEADLINES OF 2023 OR EARLIER HAVE BEEN FULFILLED WORLDWIDE**. With over 1,000 commitments coming due in 2025, this is a positive indicator that companies are taking their commitments to animals seriously and making real change for animals. And for the companies that fall behind, it's a chance to remind them that The Humane League will keep up the pressure until every hen is free from her cage.



Photo: Jo-Anne McArthur • We Animals

IN LATIN AMERICA, LARGE-SCALE CAGE-FREE TRANSITIONS are beginning to take place. Brazil has shown remarkable strides in this transition: seven years ago, there was no industrial cage-free production in the country. And now, Brazil's top two egg producers have switched to cage-free facilities, affecting millions of hens and proving that cage-free transitions are achievable—even ahead of set deadlines.



IN NORTH AMERICA, CAGE-FREE PROGRESS CONTINUES TO GROW. The US cage-free flock went up to 40.2% of the total egg-laying flock in February 2024. 11 states have passed cage-free laws.

AFRICA IS 39.3% CAGE-FREE, reflecting the progress made by local advocates to both eliminate the use of cages, and prevent it in areas that industrial animal agriculture has yet to reach.



THE CAGE-FREE MOVEMENT IN ASIA IS SHOWING EXCITING PROGRESS, as more and more leading egg producers invest in cage-free systems to supply the ever-increasing number of major companies in the region with cage-free commitments. Progress in Asia is crucial: an estimated 90% of laying hens in Asia spend their entire lives trapped in battery cages.



IN EUROPE, THE CAGE-FREE FLOCK REPRESENTS THE MAJORITY OF EGG-LAYING HENS, reflecting years of progress from animal advocates and the OWA. In the UK, 80% of egg production is already cage-free!

**DISCOVER MORE
REGIONAL INSIGHTS**



Q2 spotlights

2024 CAGE-FREE EGGSPOSÉ

In April, we launched the [2024 Eggsposé](#), calling out the restaurants that have failed to report their US cage-free progress ahead of their 2025 deadlines to protect hens from extreme confinement. As a result of pressure from this year's report, 13 companies have made cage-free progress—**ONCE THESE COMMITMENTS ARE FULFILLED WE ESTIMATE THAT'S MORE THAN 1.9 MILLION HENS WHO WILL BE SPARED FROM BATTERY CAGES, EVERY YEAR!**



THE HUMANE LEAGUE UK

Thanks to our colleagues at THL UK, more than 80% of UK egg-production was cage-free for the first quarter of 2024. That surpasses a 3-year goal we had set as part of their strategic plan: **TO SPARE MORE THAN 30 MILLION HENS FROM CAGES BY PUSHING CAGE-FREE PRODUCTION OVER 75%**. And this is good news for hens beyond British borders: Europe tends to set the standard for animal welfare, and the rest of the world follows suit.

BATTLEGROUND DOCUMENTARY

WE RELEASED A POWERFUL NEW MINI-DOCUMENTARY, BATTLEGROUND. Battleground tells the story of Wisconsin residents fighting to protect land, water, people, and animals when a new concentrated animal feeding operation (CAFO) was proposed by Big Pork. A multi-town partnership took it upon themselves to research possible health risks of the raw manure and pollution the site would produce. [Watch the full documentary here.](#)



THE OPEN WING ALLIANCE LAUNCHED A GLOBAL CAMPAIGN AGAINST ICONIC MAYONNAISE PRODUCER KEWPIE, which uses 10% of all eggs produced in Japan. While the company has already made a commitment to source 100% cage-free eggs in certain regions, it has yet to do so globally. The OWA's campaign against Kewpie continues THL's focus on multinational companies headquartered in Asia—where around 62% of the world's egg-laying hens live.



Visit UncleanKewpieEggs.com to learn more about Kewpie's unethical welfare standards.



For a limited time, when you leave a [legacy gift](#) for The Humane League and let us know, a generous matching donor will make an immediate gift to THL—up to \$2,500!—to fund our life-changing work. That means you'd be making an impact today—and creating a legacy of kindness **FOR FUTURE GENERATIONS TO CARRY FORWARD AS WE END THE ABUSE OF ANIMALS RAISED FOR FOOD.**



YOUR 2024 IMPACT

January - June

56

COMPANIES REPORTED
on their cage-free
commitments to spare
23.6 MILLION HENS
from cages yearly

75

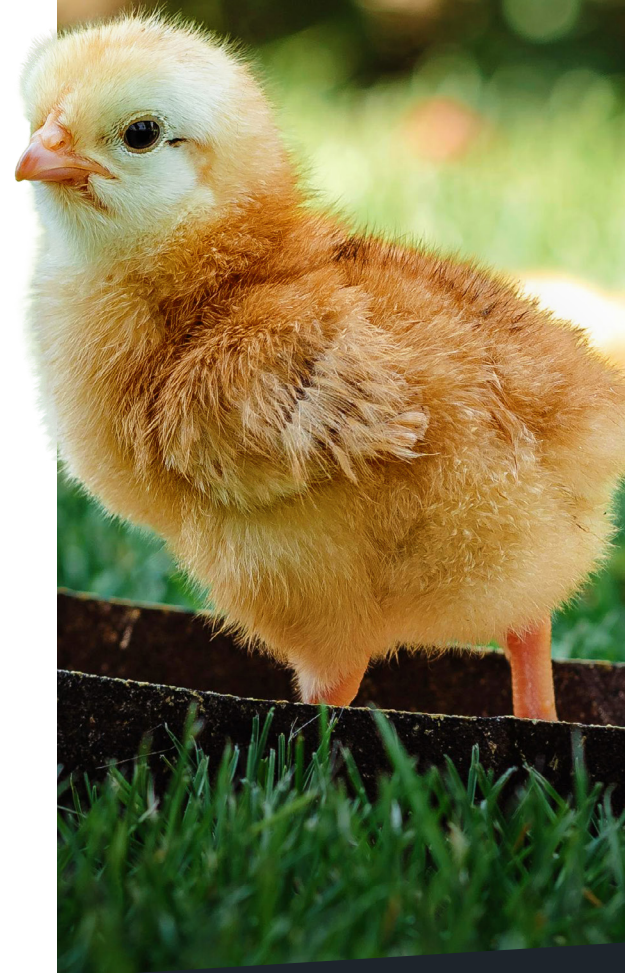
**NEW CORPORATE
CAGE-FREE
COMMITMENTS**
were secured by the
Open Wing Alliance

843k

MESSAGES SENT
to decision-makers
demanding an end to
extreme animal cruelty

2,911

**GRASSROOTS
ACTIONS** taken
to end the abuse of
animals raised for food



Q2 financial UPDATE

RAISED
\$13,071,000

PLEGGED
\$642,000

ROOM FOR FUNDING
\$8,631,000

MAKE A GIFT TODAY

Share our mission with your
networks and encourage them
to also support THL.

We're deeply grateful to our loyal supporters who have enabled us to remain relentlessly effective in our mission to end the abuse of animals raised for food. **WE APPRECIATE YOUR CONTINUED SUPPORT** to be able to impact even more animals in every corner of the world.