

# Q3 2020

Progress Report

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## *from the* **PRESIDENT**

As we move into the last few months of 2020, I'm reflecting on the progress we've made, and the work still left ahead. Around the world, people are opening their eyes to the reality of how their food is produced. The Covid-19 pandemic has shined a spotlight on the cruelties of industrial animal agriculture—engaging more people than ever before in our mission, and galvanizing dedicated supporters like you.

Of course, the global pandemic also brought unprecedented challenges to our movement. But thanks to your support, our work to end the abuse of animals raised for food has persisted. In Q3, The Humane League (THL) and Open Wing Alliance (OWA) member groups secured 48 new corporate animal welfare commitments. More than 21,000 Changemakers took digital action on our campaigns, and 3,500 more gathered virtually to develop their skills and build the movement for animals. And more than 3,700,000 individuals learned about making compassionate food choices.

Throughout 2020, THL has constantly pivoted to overcome obstacles, capitalize on new opportunities, and ensure we make the greatest impact possible for the billions of animals who are counting on us—staying true to our mission no matter what. Along the way, we've gleaned invaluable insights into how the meat industry operates, while honing our skills in digital volunteer mobilization, increasingly putting pressure on the industry. Now, as businesses reopen and many industries settle into a "new normal,"

### **WE'RE EXCITED TO RELAUNCH OUR TRIED-AND-TRUE PUBLIC PRESSURE CAMPAIGNS.**

Together, as a bigger and more powerful movement than ever, we will continue to generate momentum to end the abuse of animals raised for food.

Your steadfast support has made all this possible.  
Thank you!

*For the animals,*



**David Coman-Hidy**  
President

## *your* **IMPACT**

# **48**

**NEW CORPORATE ANIMAL  
WELFARE COMMITMENTS**

# **24,989**

**CHANGEMAKERS TOOK  
ACTION FOR ANIMALS**

# **3,733,603**

**INDIVIDUALS LEARNED  
ABOUT EATING VEG**



# global PROGRESS

**YOU ARE ENDING THE WORST AND MOST WIDESPREAD ABUSES ON FACTORY FARMS.** From chickens boiled alive during slaughter to pigs and cows trapped in cages so small they can't turn around, your donations are sparing hundreds of millions of animals from suffering. In Q3, THL and more than 80 OWA member groups worked to end the abuse of animals raised for food around the world.

AS OF SEPTEMBER 25, 2020

## 28.5%

**OF ALL U.S. EGG-LAYING HENS LIVED IN CAGE-FREE SYSTEMS.**

That's more than 90,000,000 birds. This represents an increase of about 1% percent since the end of Q2 2020, and 25% since cage-free work began.

OWA member groups around the world secured

## 13 NEW CORPORATE COMMITMENTS

to end the abuse of chickens raised for meat.

And, they secured

## 20 NEW CAGE-FREE COMMITMENTS,

with many from Baltic countries.

**THL MEXICO KICKED OFF ITS WORK TO HOLD COMPANIES ACCOUNTABLE**

for their cage-free commitments with a successful meeting with Grupo Bimbo, the largest bakery in the world and second largest egg purchaser in Mexico. Thanks to THL's negotiators, Grupo Bimbo agreed to set a new standard in Mexico by publicly reporting its progress toward implementing its cage-free commitment.

In September, the OWA held the **3RD ANNUAL OWA AFRICA SUMMIT**, hosted virtually for the first time. 28 participants attended from 13 different organizations and spent 3 days developing a regional strategy to advance cage-free activism on the continent over the next year.

THL is working to improve the welfare of chickens raised for meat by asking companies to sign onto the Better Chicken Commitment. In Q3, **THL UK SECURED COMMITMENTS FROM 15 COMPANIES**, including fast food chain Nando's, which will improve the lives of an estimated 30,000,000 chickens each year.





# WHY CHICKENS?

THE REALITY IS, CHICKENS  
ARE A LOT LIKE US.



## CHICKENS ARE INTELLIGENT

At just five days old, chickens can perform arithmetic—much faster than human babies.



## CHICKENS DREAM

Chickens can vividly dream and experience REM sleep, just like us.



## CHICKENS TALK TO THEIR FRIENDS

Communicative by nature, chickens have clear calls and clucks to chat with one another. Even before they are born, while still in the egg, chicks can make distress calls to their moms.

WHILE THL WORKS TO END THE ABUSE OF ALL ANIMALS RAISED FOR FOOD, our focus is on chickens, the most widely abused land animals on the planet. Around the world, more than 72 billion land animals are killed for food each year. **More than 68 billion of those — 95% — are chickens: smart, curious, compassionate individuals.**

Chickens also endure unimaginable suffering. Newborn chicks are ground up alive and discarded as trash. Mother hens are trapped in cages so small they can't turn around or spread their wings. Chickens raised for meat routinely have their bones broken before they are boiled alive during slaughter. And they are bred to grow so large, so fast they suffer organ failure and painful deformities. All of this happens on a scale so massive we can hardly comprehend it.

Thanks to you, THL is progressing research-backed interventions to end the worst and most wide-spread abuses on factory farms. Campaigns like ending live-shackle slaughter for 9 billion chickens raised for meat in the U.S., or ensuring that billions of egg-laying hens around the world are freed from tiny, barren cages. All this is done with one thing in mind: making the greatest impact for as many animals as possible.

Of land animals killed for food,

**95%**  
**are chickens**  
while pigs represent 2%, turkeys, sheep, goats, and cows each account for less than 1% of land animals killed for food.



# changing HEARTS & MINDS

**3,733,603**

## VISITORS

to a webpage with  
undercover factory  
farm footage

**2,255,361**

## MINUTES

of factory farm  
footage watched

**286,275**

**VEG  
LITERATURE**  
distributed

**536,140**

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

**24,989**

**CHANGEMAKERS**  
across the U.S. took  
action for animals

**53**

**MEDIA MENTIONS**  
online, in print, and on  
radio including

**Vox** **The Guardian**

 **INDEPENDENT**

“

We always want to make sure we're  
investing in **WHAT'S GOING  
TO CREATE LONG-TERM  
POWER FOR ANIMALS.**

**DAVID COMAN-HIDY,**  
**THL PRESIDENT**  
*The Other Animals Podcast*





# *committed* TO IMPACT

## **THL LABS WORKS TO INFORM FARM ANIMAL ADVOCACY STRATEGIES THROUGH ACTIONABLE RESEARCH**

on their effectiveness. Last month, they published two studies. First, they published a report on Measuring Better Chicken Commitment-Compliant Chicken Supply, a review of methods for measuring progress towards improved welfare for chickens raised for meat. While each month THL Labs synthesizes cage-free layer hen data published by the USDA, Labs found that no comparable data exists for broiler chickens. This study lays the groundwork for procuring this data to ensure we track the progress companies are making in translating corporate commitments into real change for the billions of chickens languishing on farms. Similarly, THL Labs plans to estimate the number of poultry slaughter plants that use more humane alternatives to live-shackle slaughter in the United States, and the percentage of chickens who are killed at those plants.

Second, Is Animal Cruelty or Abolitionist Messaging More Effective: A Reanalysis reexamined data from a study published by THL Labs in 2015. The study compared the effect of messages about animal cruelty, environmental impacts and ethics on participants' self-reported intention to change their animal product consumption. While the reanalysis found the animal cruelty message to be more effective than appeals to ethics, issues in the design of the original study significantly limit our confidence in this result.

### [Read the Research](#)



## *Q3 financial* **UPDATE**

**RAISED**  
**\$6,822,000**

**PAYCHECK  
PROTECTION  
PROGRAM LOAN**  
**\$942,000**

**PLEGGED**  
**\$691,000**

**UNFUNDED NEED**  
**\$2,406,000**

**MAKE A GIFT TODAY**

**YOUR GIFTS FUND OUR RESEARCH-BACKED PROGRAMS  
THAT END THE ABUSE OF ANIMALS RAISED FOR FOOD.**





# THANK YOU

WHEN YOU SUPPORT THE HUMANE LEAGUE,  
YOU GIVE BILLIONS OF ANIMALS A BETTER LIFE.

THE HUMANE LEAGUE 