

Q3 2021

Progress Report



from the **PRESIDENT**

Thank you for taking a stand. For fueling our work through your generous partnership, and advocating for the animals who suffer abuse every day on factory farms. Together, we are ending the abuse of animals raised for food.

In Q3, your generosity inspired THL to take on some of our greatest challenges yet—and win. We made major breakthroughs in our campaign to reform the treatment of chickens raised for meat, and won a global cage-free commitment from our largest target ever. These victories have been months—years, even—in the making, and are only possible thanks to your steadfast support of our work. Thank you.

I'M HONORED TO SHARE THESE ACCOMPLISHMENTS WITH YOU, AND LOOK FORWARD TO SEEING HOW MUCH MORE WE CAN ACHIEVE TOGETHER BEFORE THE YEAR IS THROUGH.

For the animals,

David Coman-Hidy
President

GLOBAL PROGRESS

YOUR DONATIONS ARE ENDING SOME OF THE WORST AND MOST WIDESPREAD ABUSES OF ANIMALS IN FACTORY FARMS.

In Q3, THL and more than 75 Open Wing Alliance (OWA) member groups worked to create major progress toward ending the abuse of animals raised for food around the world.

THL WON FOUR NEW GLOBAL CAGE-FREE COMMITMENTS from Au Bon Pain, Inspire Brands, and Peet's Coffee, as well as Yum! Brands—the parent company of KFC, Taco Bell, and Pizza Hut—which pledged to go cage-free across nearly 50,000 locations worldwide after a tremendous campaign from the OWA.

IN THE UK, THL WON SIX NEW CHICKEN WELFARE POLICIES, including from fast food giant Subway after a relentless two-year-long campaign supported by 22 OWA members from 15 European countries. In addition, they put forth a bill banning cages for the 16 million egg-laying hens confined in the UK.

THANKS TO THL MEXICO'S WORK TO HOLD COMPANIES ACCOUNTABLE for their cage-free commitments, three companies—Grupo Refran, Liverpool, and Grupo Costeño—agreed to begin reporting cage-free progress publicly.

IN THE US, THL SECURED COMMITMENTS FROM FOUR COMPANIES to spare chickens raised for meat from horrifying abuse, including grocery store chains Giant Eagle, Kroger, and Sprouts Farmers Market. Read more about these monumental victories on page 3.

THANKS TO THL JAPAN, THREE COMPANIES TRANSITIONED TO 100% CAGE-FREE. One was a government cafeteria, which garnered more than 25 media mentions and has inspired further conversations about going cage-free throughout Japanese government agencies.



investigation

85

SUPERMARKETS

29

STATES

1630

PHOTOS OF CHICKEN MEAT

99%

of the sample packets showed **SIGNS OF WHITE STRIPING**, compared to just 5% in 2012

BREAKING INVESTIGATION

WIDESPREAD DISEASE IN SUPERMARKET CHICKEN LEADS TO GROUNDBREAKING WELFARE COMMITMENTS

Each year, 9 billion sensitive, curious chickens are raised and killed for meat in the US. Selectively bred to grow unnaturally fast, these chickens often develop a gruesome disease called white striping—a series of white stripes on chicken breast flesh that indicates excessive growth and inherent cruelty.

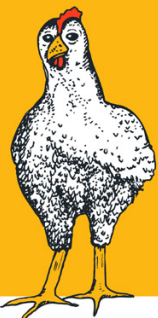
White striping show up whenever a chicken's body can't keep up with her explosive muscle growth—which means white striping in fast-growing breeds is incredibly common. This rapid growth causes immense suffering: not just the muscle damage associated with white striping but also broken legs, dehydration, organ failure, and heart attacks. Because they grow so large so abnormally fast, their bodies break down.

In a groundbreaking new investigation, The Humane League set out to discover just how prevalent white striping disease was in the chicken on supermarket shelves. We sent investigators into close to 100 stores across the country to uncover the disturbing truth: that 99% of the hundreds of samples examined contained chicken meat with white striping disease. In other words: These retailers are profiting from undeniable, extreme suffering.

1920s

🕒 112 days old at slaughter

📏 2.5 lbs



1970s

🕒 56 days old at slaughter

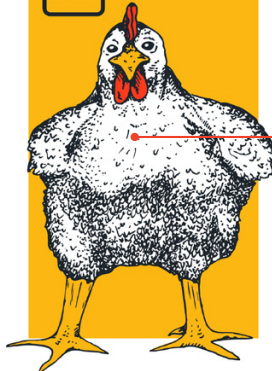
📏 3.62 lbs



2020s

🕒 47 days old at slaughter

📏 6.41 lbs



Source: National Chicken Council



Read the full report and take action for chickens

This powerful investigation has already been covered widely in the media. And it's making waves in the industry. After reading the report and talking with THL negotiators, major supermarket chains pledged to adopt key aspects of the Better Chicken Commitment, sparing tens of millions of chickens from fates like white striping disease and live-shackle slaughter each year.

Sprouts Farmers Market and Giant Eagle's Nature's Basket private label committed to adopting all components of the Better Chicken Commitment—including switching to a slower-growing breed of bird, directly addressing white striping disease—by 2026 or sooner. And Kroger—the largest grocery chain in North America—pledged to eliminate live-shackle slaughter, enhance enrichments that allow birds to express natural behaviors, and give them more space to move for 50% of it's Simple Truth line by 2024, with plans to expand this over time.



IMPACT

51

MEDIA MENTIONS THAT GARNERED MORE THAN 600 MILLION VIEWS, including in US News & World Report and ABC, CBS, NBC, and FOX affiliate stations nationwide

3

RETAILERS PLEDGE to address aspects of the Better Chicken Commitment, impacting tens of millions of chickens each year

SPROUTS
FARMERS MARKET

giant eagle

Kroger
FRESH FOR EVERYONE™



your q3 IMPACT

17

COMMITMENTS
to improve animal
welfare secured
by THL

44

COMMITMENTS
to improve animal
welfare secured by
the OWA

2

FULFILLED
cage-free
commitments

140k+

GRASSROOTS
ACTIONS taken to end
the abuse of animals

2.4M+

PEOPLE reached
with information
about eating veg

3.3M+

MINUTES
of factory farm
footage watched

152

MEDIA MENTIONS
including in Salon,
Forbes, CBS News,
and Associated Press

Forbes

CBS NEWS

salon

AP



Q3 financial UPDATE

RAISED
\$7,998,000

PLEDGED
\$659,000

UNFUNDED NEED
\$2,500,000

MAKE A GIFT TODAY

THANK YOU FOR YOUR PARTNERSHIP
IN OUR MISSION TO END THE ABUSE OF
ANIMALS RAISED FOR FOOD. ALL OF
THIS PROGRESS IS THANKS TO YOU!

**THANK
YOU**