

Q1 2021

Progress Report

**THANK YOU FOR PARTNERING
WITH THE HUMANE LEAGUE TO
END THE ABUSE OF ANIMALS
RAISED FOR FOOD!**

More than a year after the start of the COVID-19 pandemic, and in the midst of ongoing civic unrest and violence, I want to take a moment to reflect, and to express my deep appreciation for your steadfast commitment to making this world a better place. There is still much progress to be made, for so many individuals, but the impact that you've made on millions of animals' lives matters.

I'm proud to share the details of all we accomplished together in the first quarter of 2021.

**AS THE YEAR PROGRESSES,
I LOOK FORWARD TO
CONTINUING TO SHARE
UPDATES ON OUR PROGRESS
TO CHANGE THE WORLD
FOR ANIMALS**

For the animals,



David Coman-Hidy
President



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 Q1, THL and more than 70 Open Wing Alliance member groups worked to end the abuse of animals raised for food around the world.

THE OPEN WING ALLIANCE AWARDED \$1,425,000 IN GRANTS to 39 groups on six continents to advance our work for chickens. Crucially, the OWA identified five new grantees across Asia and Africa, both high-priority but underrepresented regions.

UK LAW REQUIRES THAT ANIMALS ARE STUNNED

before slaughter. But as many as 115 million fishes slaughtered in the UK every year are exempt from this protection. THL UK is undertaking a multi-phase project to eliminate this legal loophole and win protections for farmed fish at slaughter. [Learn more](#) about this campaign from THL UK.

ALONGSIDE THEIR CORPORATE OUTREACH,

THL JAPAN is working to persuade the Japanese Ministry of Environment and Ministry of Agriculture to develop recommendations for cage-free standards after allegations that egg producers bribed government officials.

THL US IS USING OUR LATE 2020 CORPORATE COMMITMENT WINS TO KICKSTART MOMENTUM FOR CHICKENS raised for meat, targeting many companies at once to quickly identify the best campaign targets and move the needle toward eliminating practices like live-shackle slaughter and cruel breeding. [Take action on this campaign.](#)

THL MEXICO IS ADVOCATING FOR THE CREATION OF A NORMA OFICIAL MEXICANA for cage-free egg production, which could enable egg producers to be audited and regulate standards for cage-free eggs in the country, where corporate transparency and accountability are low.

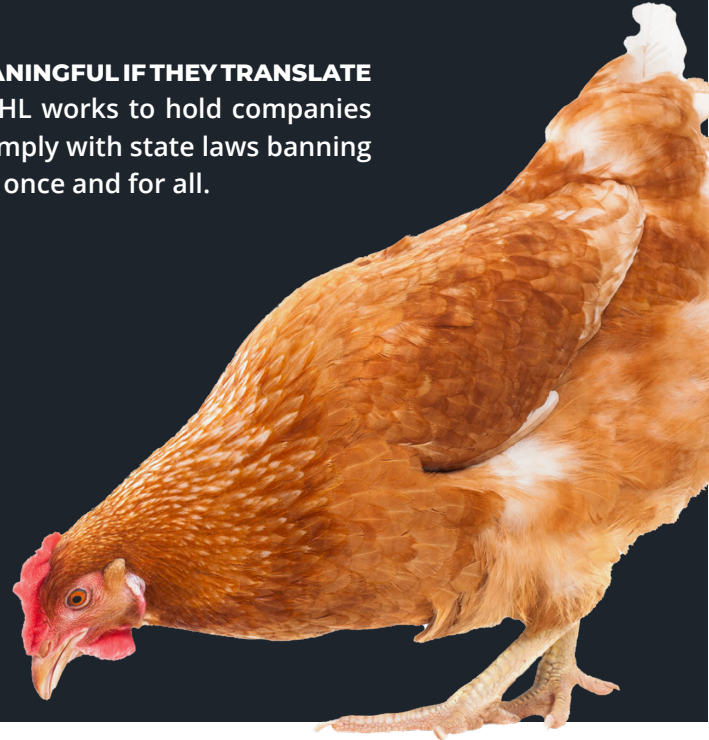
"Today, the Ministry of Environment announced that battery cages are not recommended. **THERE IS MORE WORK TO BE DONE, BUT THIS IS A TREMENDOUS STEP FORWARD** for millions of hens in Japan."
– Maho Uehara, Regional Manager, THL Japan



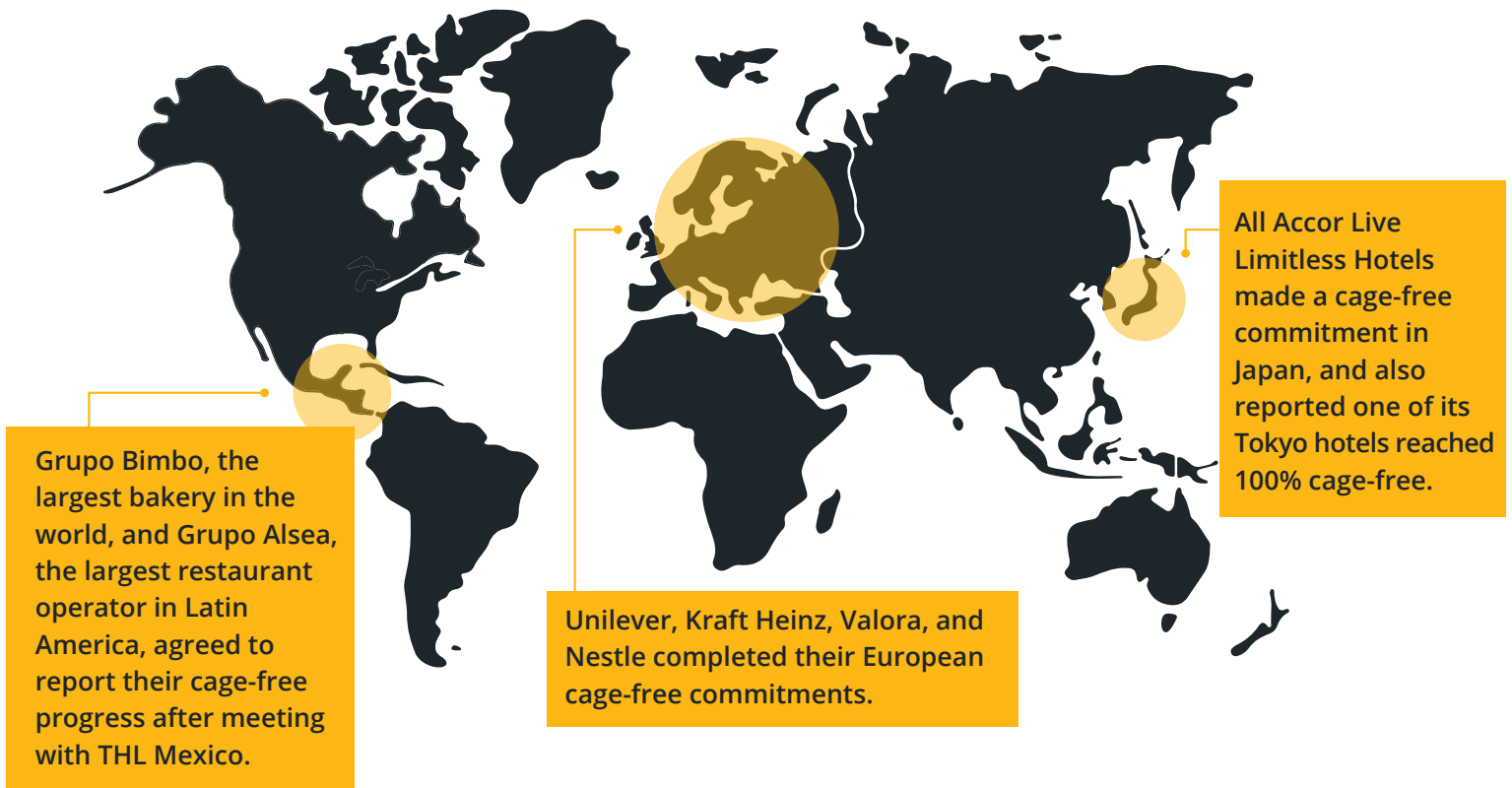
behind the scenes: **CAGE-FREE ACCOUNTABILITY**

CORPORATE ANIMAL WELFARE COMMITMENTS ARE ONLY MEANINGFUL IF THEY TRANSLATE INTO REAL CHANGE FOR ANIMALS ON FARMS. That's why THL works to hold companies accountable to their cage-free commitments, ensure they comply with state laws banning intensive confinement, and free hens from tiny barren cages once and for all.

Around the world, our expert negotiators work to ensure companies transparently publish their cage-free progress, and ultimately reach 100% cage-free. When companies fall behind, THL uses highly public pressure campaigns to hold companies accountable for profiting off animal abuse. In Q1 of 2021, THL US held 25 companies accountable for their cage-free commitments (p4). And all of this means that more hens than ever are free from tiny, barren cages—95.7 million to be exact, an increase of 4 million hens just in Q1.



GLOBAL CORPORATE ACCOUNTABILITY



US CORPORATE ACCOUNTABILITY TIMELINE

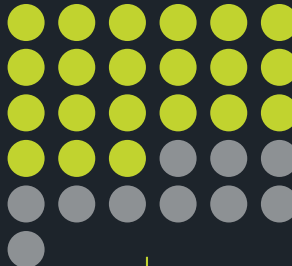
2019

THL identified **31 US and Canadian companies** that had committed to be cage-free by 2020, but hadn't published their progress, and we began negotiation attempts.



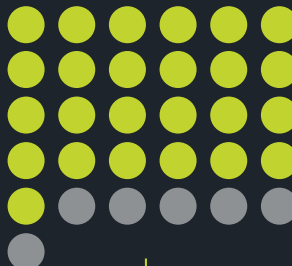
2020

Through negotiations, **21 companies** publicly reported their progress or reached 100% cage-free.



JAN 2021

10 companies failed to report progress and were listed in the Eggspose, alongside 3 companies from 2019.



FEB 2021

In response to pressure campaigns, **4 companies** reported their cage-free progress.

MAR 2021

6 remaining companies will be targets for ongoing accountability efforts.



In total, 25 TARGETS TRANSPARENTLY REPORTED PROGRESS. Of those, **13 REACHED 100% CAGE-FREE**, including Arby's, Mars, and Nestle.



your q1 IMPACT

2

COMMITMENTS
to improve animal
welfare secured by THL

25

COMMITMENTS to
improve animal welfare
secured by the OWA

300k+ **GRASSROOTS ACTIONS** taken to end
the abuse of animals raised for food

17

FULFILLED cage-free
commitments

2.8M+

PEOPLE reached with
information about eating veg

125

MEDIA MENTIONS including MSN,
The Atlantic, and Smithsonian Magazine

4.2M+

MINUTES of factory
farm footage watched

18

TARGETS in active
campaigns



Q1 financial UPDATE

RAISED
\$3,062,000

PLEGGED
\$4,128,000

UNFUNDED NEED
\$3,967,000

[MAKE A GIFT TODAY](#)

THANK YOU

When you support The Humane
League, you give millions of
animals a better life.