



THE HUMANE LEAGUE 

# Q1 2020

• Progress Report

[thehumaneleague.org](https://thehumaneleague.org) •

*Photo: Stephanie Frankle*

# FROM *the president*

Over the last few months, life as we know it changed. The world is now in the grips of the COVID-19 pandemic, and we face tremendous levels of uncertainty. But one thing is sure: we are all in this together—for our health, for our planet, and for the animals.

I have been reflecting on how important community is in a time like this, and how grateful I am that you are part of The Humane League's (THL) community. We're lucky to have been able to lean on your support and generosity in the past, and I hope you know that we're here for you, too. From plant-based recipes to tips from our fully-remote staff on working from home, to digital meetups and actions you can take to end the abuse of animals raised for food from your living room, we have more resources than ever, and new ways to stay connected.

At THL, we are working tirelessly to adapt our programs and tactics to the new challenges we face. While some of our tried-and-true tactics like protests or pressuring restaurants might not be feasible right now, we are seeing new opportunities arise—to stand in solidarity with food supply chain workers, to target producers directly, to speak out about the connections between animal agriculture and human health, and to further strengthen and innovate the digital volunteer mobilization tactics that have been crucial to our past success.

Alongside our coalition partners, we continue to monitor and evaluate our campaign strategy with one thing in mind: our impact for animals. I'm excited to share the details of what we achieved thanks to your generosity in Q1 of 2020. And I'm hopeful that in Q2, despite the challenges we face, we can move the needle closer than ever to ending the abuse of animals raised for food.

Sending you and your loved ones my very best, and wishing you good health.

*For the animals,*



**David Coman-Hidy**  
*President*



**IT'S TIME TO RETHINK  
OUR TREATMENT OF  
THE ANIMALS** we share  
this planet with, for our  
own good.

**DAILYNEWS**

# GLOBAL *progress*

THL WORKS TO HOLD CORPORATIONS ACCOUNTABLE FOR PROFITING OFF ANIMAL ABUSE by pressuring the world's biggest companies to abolish the worst forms of abuse in their supply chains. Thanks to THL's international branches and more than 80 Open Wing Alliance (OWA) coalition member groups, we're able to exponentially impact the animal welfare policies of local and global corporations in every major market and win campaigns for animals.

THL IS WORKING TO IMPROVE THE WELFARE OF CHICKENS RAISED FOR MEAT by asking companies to sign onto the [Better Chicken Commitment](#). In Q1, THL secured commitments from 7 major food companies, including White Castle, Hormel, and Which Wich.



THL MEXICO CONTINUED TO BUILD CAPACITY IN LATIN AMERICA by raising awareness of the plight of animals raised for food in the media, hiring new staff, collaborating with a coalition of animal protection groups, and mobilizing volunteers to take effective action for animals, including their campaign against hotel giant Grupo Posadas.

THL JAPAN SECURED 9 CAGE-FREE COMMITMENTS IN Q1. Notably, THL Japan worked alongside a coalition of animal advocates to secure a commitment from AEON, the largest retailer in Asia, for their private label eggs.



THL UK SECURED 19 NEW EUROPEAN CHICKEN COMMITMENTS (ECC) from restaurants and foodservice companies, including Pizza Hut and Papa John's. Following these commitments, now more than two thirds of foodservice companies operating in the UK have committed to the ECC. Read more about how THL UK leveraged Corporate Cruelty Awards to drive many of these victories on the next page.



As of March 31, 2020, there were 76.9 million egg-laying hens in the US, or 23.27% of the commercial flock, living in cage-free housing. **THAT'S 6.1 MILLION MORE HENS THAN AT THE END OF 2019!** [Read more about this data from THL Labs.](#)

The Open Wing Alliance, in collaboration with member organizations and THL's national branches, **SECURED 8 GLOBAL CAGE-FREE POLICIES**, including from Choice Hotels, which has more than 7,000 locations in 40 countries, and Club Med, which has locations in 28 countries.

## 53

**cage-free commitments**

secured by OWA member groups

## 36

**welfare policies**

for chickens raised for meat secured  
by OWA member groups

## 24,573

**grassroots actions**

taken to end the abuse of  
animals raised for food





# BEHIND THE SCENES

WHILE MOMENTUM WAS BUILDING TO DRIVE CHANGE FOR CHICKENS RAISED FOR MEAT in the foodservice sector, restaurants were stalling, refusing to engage in meaningful dialogue with our corporate negotiators. So in November 2019, THL UK launched the Corporate Cruelty Awards—a campaign to target UK restaurants that were failing to keep up with higher welfare standards for chickens raised for meat.

In order to efficiently and effectively apply pressure on a multitude of companies, THL UK came up with a novel new tactic. By creating high-profile awards to name the worst of the worst in the entire industry, THL UK secured a landslide of nine European Chicken Commitments

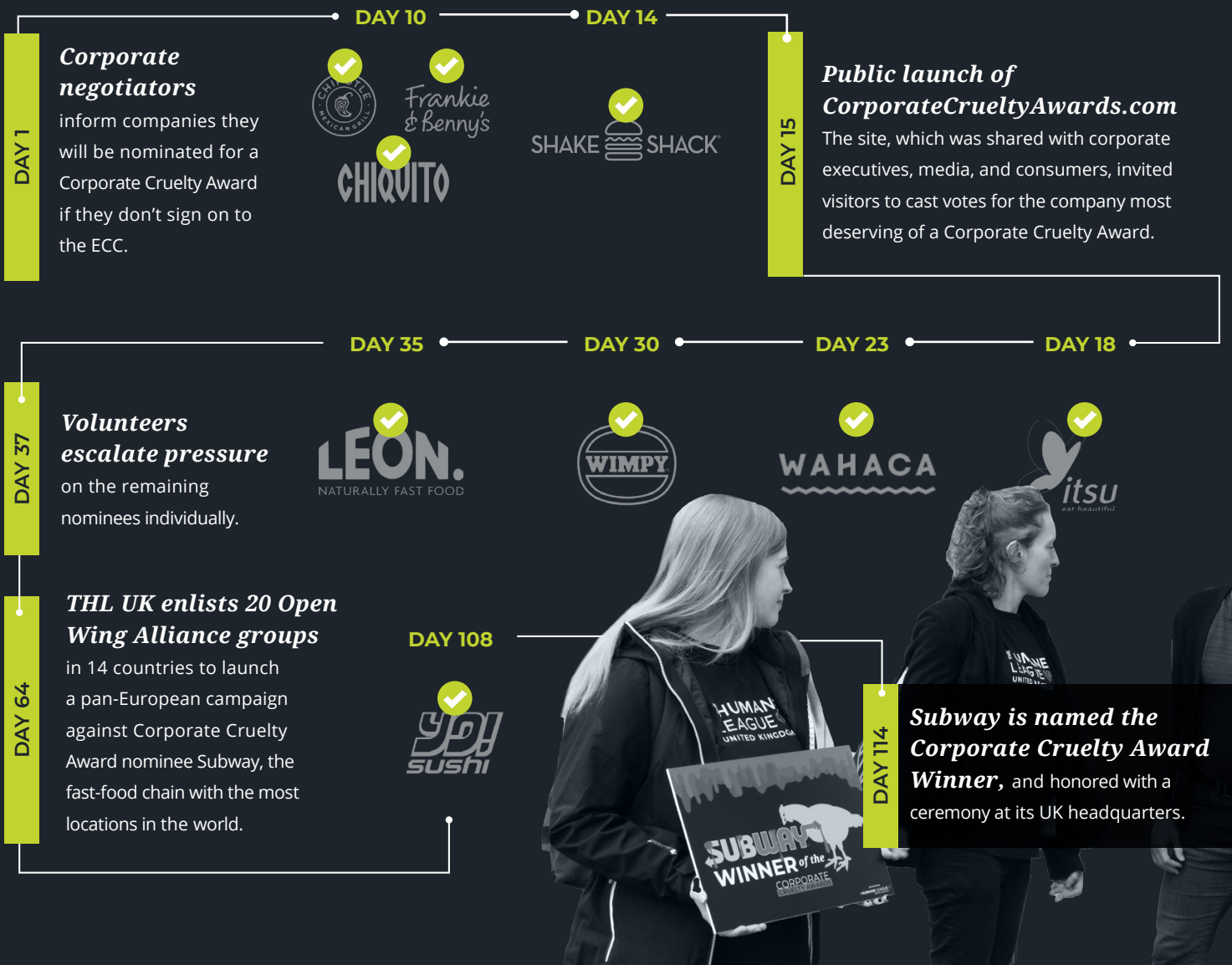
(ECC), while building momentum toward larger targets in the sector—especially McDonald's.

While not all the companies nominated—namely TGI Friday's and Corporate Cruelty Award Winner Subway—made commitments, valuable lessons were learned by piloting this innovative strategy, and the Subway campaign continues on a global scale. Due to its success, new iterations will be rolled out in the UK, US, and globally through the Open Wing Alliance when public pressure campaigns against restaurants resume.

## ANATOMY OF THE CORPORATE CRUELTY AWARDS



Indicates company signed on to the European Chicken Commitment



# changing HEARTS & MINDS

3,671,880

## VISITORS

to a webpage with  
undercover factory  
farm footage

2,912,030

## MINUTES

of factory farm  
footage watched

239,329

VEG  
LITERATURE  
distributed

12,179

VIRTUAL  
VOLUNTEERS  
in our Fast Action  
Network

87

MEDIA MENTIONS  
online, in print, and on  
radio including

*The New York Times*

**Forbes**

*The Washington Post*

THE CONNECTION BETWEEN THE WORLD'S TREATMENT OF ANIMALS AND PUBLIC HEALTH HAS NEVER BEEN MORE CLEAR. In Q1, THL worked to draw attention to the risks that factory farming poses to human health, relying on our veterinary experts to ground our message in sound science. As we continue to highlight these issues, we

will focus on the institutions that put all of us at risk, and the systems and structures that we can all push to change: massive CAFOs, industrial slaughter facilities, sprawling wet markets, and food systems focused entirely on profit over public health or animal welfare.

The largest players in the industry are recognizing **THE NEED TO ADDRESS SOME OF THE WORST CRUELITIES IN THEIR SUPPLY CHAINS.**

DAVID COMAN-HIDY, *President*

**Forbes**







## *committed to* **IMPACT**

OUR WORK IS GROUNDED IN RIGOROUS RESEARCH AND A COMMITMENT TO EFFECTIVE ANIMAL PROTECTION. Our research arm, The Humane League Labs, conducts studies and makes practical recommendations to inform future strategies and tactics. All of THL Labs' research is shared publicly so that any organization, activist, or academic can learn from our findings and improve the effectiveness of our movement together.

In Q1, THL Labs published detailed plans for two studies that are now underway. The first, titled *"Impact of Corporate Commitments to Source Cage-free Eggs on Layer Hen Housing,"* will assess the impact of global cage-free commitments on increasing the percentage of hens living cage-free. The second, *"Reducing Meat Consumption by Appealing to Animal Welfare,"* is a systematic review and quantitative meta-analysis evaluating the effectiveness of animal welfare appeals to reduce animal product consumption.

THL Labs also launched a newsletter highlighting new empirical research in farm animal advocacy. To receive these monthly updates, *subscribe to THL Labs' mailing list.*

### *Q1 Financial Update*

**RAISED**  
**1,555,000**

**PLEDGED**  
**4,732,000**

**UNFUNDED NEED**  
**4,574,000**

**MAKE A GIFT TODAY**

YOUR GIFTS FUND CRITICAL  
WORK TO END THE ABUSE OF  
ANIMALS RAISED FOR FOOD.





# THANK YOU

**YOUR GENEROSITY AND COMPASSION ARE ENDING THE ABUSE OF ANIMALS RAISED FOR FOOD.** Without you, our research-backed programs would not be possible. You are sparing countless animals from suffering each and every day. Thank you for taking a stand, together!