

The Humane League - 2015 Q1-Q3

Accomplishments

Grassroots:

The Humane League has built a network of grassroots offices from coast to coast, with local Office Directors in 11 major metro areas. We added two cities in 2015: Denver and San Diego. These offices organize leafleting events, set up newsracks that distribute Veg Starter Guides, give Humane Ed lectures inside of high school and college classrooms, print and distribute local dining guides, recruit and train hundreds of volunteers and dozens of interns each year and organize dozens of community events in their cities. Several of our cities also organize VegFests where thousands of people are educated about veg eating. In addition to our 11 metro-area directors, the Fall 2015 semester has also seen the formation of our new Campus Outreach program, which will reach new campuses across the country and hire students on campus to organize and carry out our grassroots programs.

Outreach (as of 9/12/15)

- Booklets on veg eating and factory farming distributed: 841,778
- Veg Starter Guides distributed via newsracks: 80,932
- Students reached with a Humane Ed presentation: 4,358
- Held three VegFests: Philadelphia, Charlotte and Baltimore, reaching over 15,000 people.
- Distributed hundreds of “Vegan Options Inside” stickers to be placed in the front windows of restaurants

Number of interns trained in effective activism in 2015 so far: 55

New Dining Guides

Created veg dining guides for every office city. Nearly all costs were covered by YoDish, a corporate partner developing an app alongside our guides.

- Completed and distributed: Charlotte, Baltimore, Seattle, Dallas, Philadelphia
- Completed and being released later this year: San Francisco, Boston, San Diego, Atlanta, Denver
- Coming soon: San Francisco Suburbs (4 guides), South Florida (3-4 guides)

Campus Outreach Program

Since our founding, much of The Humane League’s work has been carried out on college campuses and with college students. This includes extensive leafleting at colleges, running online advertising targeting college students, winning cage-free egg campaigns in campus dining halls, setting up vegetarian starter guide stands in campus buildings, and carrying out humane education and speaking events on campus.

While our office directors work closely with students in their regions, the majority of American college students are on campuses far from The Humane League offices. To reach and work with these students, THL launched an exciting new initiative: the Campus Outreach Campaign.

In addition to the huge amount of diet change that this advocacy work will accomplish, we see this program as having a second major benefit: creating more human capital for the animal protection movement. Aside from financial constraints, we see talent constraints as a major barrier to the success of both The Humane League and the movement overall. Each student that we hire is a paid intern for THL, working 50 hours over the course of the semester.

- Number of students currently working in the program for Fall 2015: 20

Institutional Campaigns:

Corporate campaigns targeting schools, retailers, and foodservice providers win policy changes that spare hundreds of thousands of animals a year from the misery of intense confinement. Because of The Humane League's anti-confinement campaigns, many top foodservice companies and retailers— some who operate across the globe—are now committed to ending their support of facilities that confine egg-laying hens to battery cages and mother pigs to gestation crates. Specific achievements for 2015, which will annually spare millions of hens from cages, include:

- After an aggressive grassroots campaign from THL, Sodexo, the second largest foodservice company in the world, committed to transitioning all eggs to cage-free by 2020 for all of their US and Canada accounts and developed a comprehensive animal welfare policy for the US that includes a commitment to working with suppliers to ensure the use of pain relief protocols, particularly as it relates to dehorning, castration and tail-docking procedures, which the company is working to eliminate.
- Immediately following the Sodexo announcement and a brief grassroots campaign by THL, Aramark, the third largest dining company in the world, committed to transitioning all eggs to cage-free by 2020 and developed a comprehensive animal welfare policy. This policy includes everything that Sodexo promised, and is also the first to mention live shackling and dumping of chickens, a new high watermark for policies like this. Aramark also announced in September 2015 that college dining halls can now request new vegan-only stations.
- After meeting with THL staff and communicating with THL during the Sodexo and Aramark campaigns, Compass Group, the largest dining service company in the world, committed to transitioning all eggs to cage-free by 2019 and expanded their comprehensive animal welfare policy to include eliminating veal crates by 2017, working with suppliers to address issues of pain management for castration, the elimination of disbudding, banning the use of animal bi-product in feed, working with suppliers to

address welfare issues around the fast growth rate and poor living condition of broiler chickens and turkeys, and added that “we will encourage the use of more humane practices for pre-slaughter stunning and humane handling.” Based on our conversations around egg usage with these major companies (Compass, Aramark, and Sodexo), our best estimate is that 3 million hens provide their eggs each year for those three companies alone.

- Following the three largest dining service companies, THL began a systematic campaign against the remaining 50 largest dining companies in the country. Within months, 38 companies committed to switching 100% of their eggs to cage-free by 2020 at the latest, with many agreeing to switch earlier.
- Following a 4 month grassroots campaign by THL, The Cheesecake Factory committed to transitioning all eggs to cage-free by 2020 and to phase out the use of gestation crates by 2017.
- Following a coalition effort by a few animal protection organizations including THL, Panera Bread committed to going 100% cage-free by 2020 and to expanding plant-based options.
- Following an in-person meeting and some email correspondence, Black Bear Diner, with close to 70 locations, committed to going cage-free by 2020
- After several months of dialogue and threatening a campaign, TGI Fridays made a commitment to go 100% cage-free by 2025
- Reached out to the top 200 restaurants, every major hotel chain, and every major cruise ship company in the US about meeting to discuss animal welfare policies and plant-based options. We are actively in dialogue with 30 of those companies to develop animal welfare policies such as cage-free and crate-free commitments.
- Contacted all of the top 100 US food processors that incorporate eggs in their supply chains to produce public timeline to convert to using exclusively cage-free eggs.
 - Following a threat of a campaign, Kellogg’s announced they are going 100% cage-free by 2025
 - After contact, HP Hood LLC has agreed to produce a public statement announcing their plans to cage-free and that they are investigating a timeline
 - Currently campaigning against General Mills to convince them to add a timeline to their current cage-free commitment
 - Currently in dialogue all of the 8 largest processors that use eggs
- Students working with THL corporate campaign staff convinced Yale University, Harvard University, and the University of Connecticut to swap out 100% of mayonnaise for vegan alternatives. Harvard also switched their cookies to vegan alternatives. Additionally, University of Maryland, and University of Wisconsin - Madison doing a trial period of egg-free mayonnaise that may result in a 100% switch campus-wide. If successful, 39,210 eggs will be removed from University of Connecticut per year, 47,415 eggs removed from University of Maryland per year, and 54,527 eggs will be removed from University of Wisconsin-Madison per year.
- THL opened a campaigns office in Mexico in March to engage in corporate outreach and replicate our campaigns successes in the US (both against former US campaign targets

and Mexico-based companies). We are currently in discussions with Grupo Bimbo—the largest bakery in the world and the #1 egg purchaser in Mexico—about a potential cage-free egg commitment. We have also met with Sodexo Latin America, who operate in over 8 countries, and who are also working with us on a 100% cage-free commitment. We are launching a campaign against Burger King Latin America to go 100% cage-free and crate-free.

- Our 2014 campaign against Fidelity Investments has seen its payoff in 2015: as part of our agreement to end the campaign last year, Fidelity agreed to amplify our message. Fidelity hosted a meeting of literally every major bank and investment firm (the total value of the groups in the room will be larger than the GDP of the United States). The meeting consisted of three speeches and lunch:
 - Animal advocates giving a 45 minute presentation on why factory farms are a risk to invest in and the investment opportunity in plant-based foods.
 - Andras Forgacs from Modern Meadow on in-vitro meat and why investors should get involved with the future of meat instead of factory farming.
 - The Chief Marketing Officer from Chipotle on how caring about animal welfare has been profitable for them.
- THL's Philadelphia office worked with Chichester School District to switch four schools to Meatless Mondays, meaning that thousands of meals each week will now be meat-free.
- THL is currently heavily engaged in the coalition effort to pressure Costco into creating a timeline to go 100% cage-free, which would be the first commitment of its kind from a major, big-box retailer.

Online Ads:

To date in 2015 (September 15, 2015), US ads run on Facebook by The Humane League have generated 746,191 clicks to our landing page, at a cost of \$0.17 per click. This landing page automatically plays a video exposing the abusive practices of factory farms, and encouraging viewers to adopt a meat-free diet. This page also features an option to sign up for an email list to receive further resources on veg eating and encouragement in the form of an email series. So far this year, we have had 13,429 people enter their email addresses, at a cost of \$9.48 per person. We have also expanded this program into Spanish speaking countries and have seen very cost-effective results.

English Campaign (Jan 1 - Sept 15):

Total clicks to our landing page: 746,191

\$0.17 per video view

\$9.48 cost per sign-up

Spanish Ads (Jan 1 - Sept 16):

Total clicks to our landing page: 1,196,733

\$.03 cost for each video view

\$0.82 cost for each sign up

Humane League Labs:

Humane League Labs published and shared four studies in 2015:

- Report: Which Farm Animal Photos are Most Likely to Inspire People to Eat Vegan?
- Report: Which Vegan meals do Omnivores Find Most Appetizing and Accessible
- Report: Which Request Creates the Most Diet Change
- Report: Is Animal Cruelty of Purity Messaging More Effective?