

2013

YEAR IN REVIEW

THANK YOU



Dear Friends,

2013 was an incredible year at Mercy For Animals. In the past 12 months, we have thrown a bright spotlight on the widespread suffering inflicted on animals by the meat, egg and dairy industries.

Our brave undercover investigators time and again exposed the shocking, yet all too commonplace, abuses endured by ducks, pigs, cows and hens on factory farms. Through these eye-opening investigations, **MFA sparked landmark reforms while generating international mainstream media coverage that reached millions.**

MFA's legal advocacy department triumphantly worked to defeat "ag-gag" laws, which aim to silence whistleblowers and keep consumers in the dark about how their food is produced. As a result of our vigorous efforts, all 11 such bills introduced in states across the country failed. **Our legal department also helped secure convictions of four individuals for criminal cruelty to animals.**

Our corporate outreach initiatives, including partnering with vegan food manufacturers and working with some of the world's largest companies to strengthen their animal welfare policies, have without a doubt **positively impacted the lives of tens of millions of animals.**

MFA's education team inspired millions of young people to move toward a vegan diet through humane education presentations at schools, thought-provoking advertising campaigns, and powerful online resources. **The demand for meat also continues to drop, as more and more consumers learn about the horrors of factory farming.**

These hard-won gains are thanks to you—MFA's treasured members. I am thankful to each and every one of you for your generous and ongoing support. **Together we are truly building a more compassionate world for all.**

With gratitude,

A handwritten signature in black ink, appearing to read "Nathan Runkle".

Nathan Runkle
Executive Director

I BELIEVE IN MERCY FOR ANIMALS



"Nathan Runkle founded Mercy For Animals with passion and dedication. He and his associates have done unprecedented investigations into the inhumane treatment of innocent animals. They continue to inform and educate the unsuspecting public in many ways. I am a vegan and support MFA with an annual fund because of these videos. Thank you Mercy For Animals!"

-Elisa Wolfe



"It is my sincere pleasure to support MFA's groundbreaking work. They bring the truth to light about animals suffering on modern day factory farms, and their courage is unmatched and unwavering. Their eye-opening exposés change hearts and minds. The world is finally starting to wake up thanks to MFA."

- Sam Simon



"I am a strong supporter for MFA, because they are relentless in their fight to expose the practices of factory farming, to help the plight of farmed animals. Undercover investigation, in the face of ag-gag laws, is the only way to enlighten the general public. When you support MFA, you are part of the change to better the world for animals."

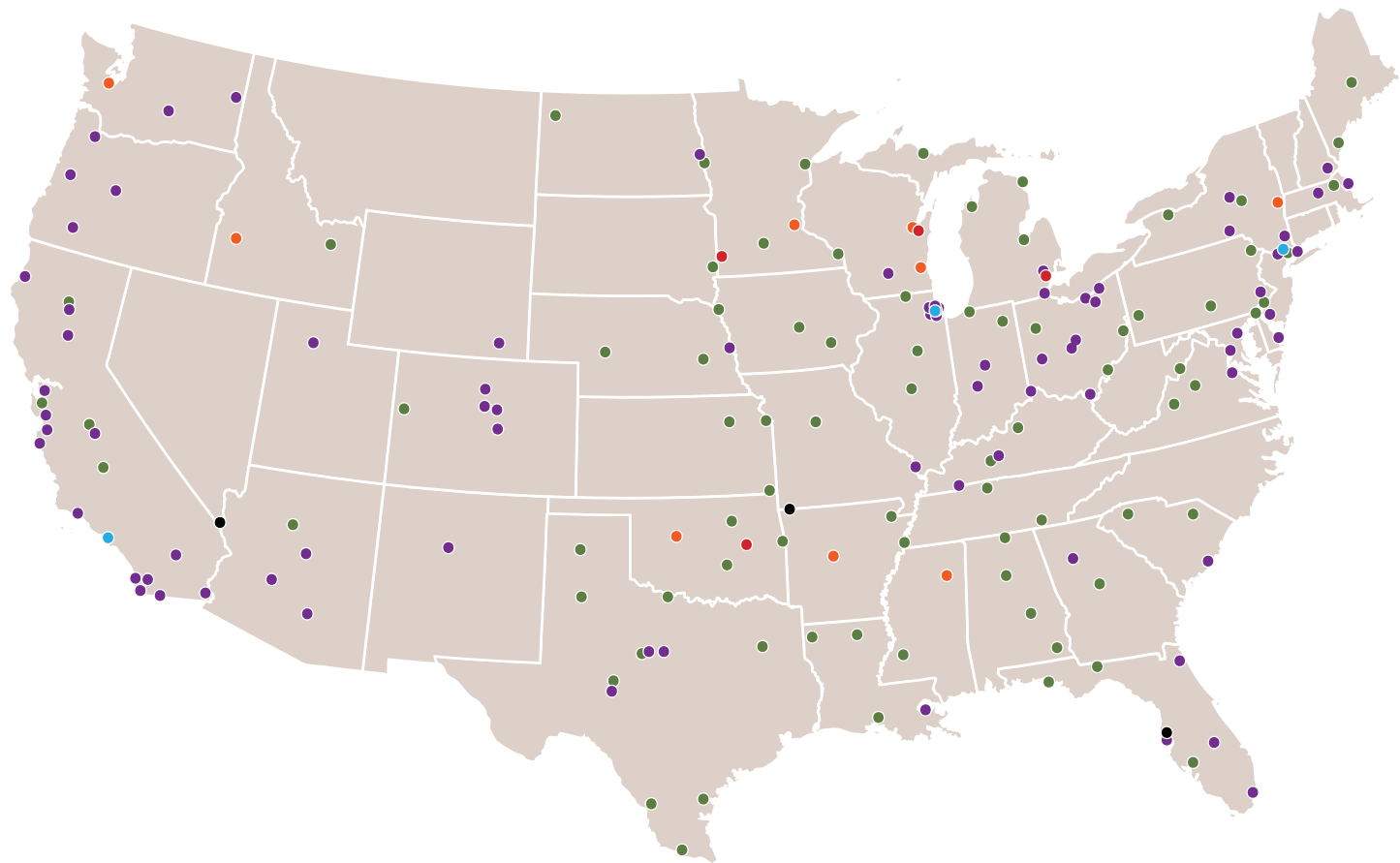
-Melissa Li



"Animal rights are very important to us. For our society to survive, we have to treat all living creatures with the respect they deserve. Mercy For Animals has done an amazing job in defending this cause and we believe that their courage, generosity and dedication is unsurpassed."

-Yuri Bujko
and Luciana Andrade

MAPPING COMPASSION



MFA Offices



Press Conferences



Investigations



Protests



Ad Campaigns



Educational Exhibits



BY THE NUMBERS

200,000
Members & Supporters

190
Cities spotlighting
MFA events

600
Outreach
Events

3,200,000
Website visitors

1,000,000
Pieces of literature
distributed

2,000,000
Online video views

+300,000
Facebook followers

500,000
Signatures on
petitions

+20,000,000
People reached through
social media

125,000
Twitter followers

+15,000,000
People impacted by
media stories

A close-up photograph of a white duck with a large, bright orange beak and feet. The duck is looking slightly to the right of the frame. The background is dark and out of focus, with some bokeh light effects. The duck's feathers are white and appear soft. The overall composition is centered, with the duck's head and neck in the upper half and its body in the lower half.

UNDERCOVER INVESTIGATIONS

Over the last 12 months, MFA's groundbreaking undercover investigations have been shining a bright spotlight on the culture of cruelty that runs rampant in the meat, dairy and egg industries. Media exposure for these investigations has been reaching millions of Americans and opening the eyes of consumers around the world to the nightmare animals face at the hands of factory farming.

DISGUSTING DIGIORNO

Behind the closed doors of Wisconsin's Wiese Brothers Farms, a cheese supplier for DiGiorno pizza, **MFA uncovered workers violently kicking and beating cows**, dragging them by their fragile necks and legs, and hoisting frightened cows high up into the air by their pelvises. Dr. Temple Grandin, considered the world's leading expert on farmed animal welfare, described the actions of workers at this facility as "severe animal abuse." **MFA is calling for criminal prosecution of the workers, and for DiGiorno—the largest frozen pizza maker in the country—to implement a meaningful dairy cow welfare program.**

TORTURED FOR TYSON

An MFA investigation at an Oklahoma-based Tyson pig factory farm, a major Walmart pork supplier, **revealed some of the most sadistic animal abuse we have ever seen**, including a worker throwing a bowling ball at a pig's head, and workers kicking, throwing, hitting, body slamming, and otherwise torturing pigs.

Following the investigation, which broke on NBC National News, Tyson immediately dropped its contract with the factory farm, and local law enforcement began a criminal animal cruelty investigation.

MFA is now calling on Walmart to adopt new animal welfare guidelines, **including prohibiting Tyson and its other pork suppliers from confining pigs in crates** so small they cannot even turn around.

FOIE GRAS FOES

MFA exposed the violent and often fatal practice of force-feeding ducks at Hudson Valley Foie Gras, the largest foie gras producer in the country and a major supplier to Amazon.com. "Foie gras," which is French for fatty liver, is produced by shoving metal pipes down the throats of ducks and force-feeding them excessive amounts of food three times a day for up to three weeks. This painful process causes the birds' livers to swell up to ten times their normal size. The resulting diseased, fatty livers are then sold as foie gras.

During the investigation, the investigator rescued four female baby ducklings from certain death.

Emily, Kristen, Ellen and Carrie are now enjoying their days swimming, exploring, and hanging out with their friends, free from harm, at a farmed animal sanctuary.

CANADA'S EGG INDUSTRY CRACKED

Mercy For Animals Canada shocked the nation with hidden-camera video of two suppliers to Burnbrae Farms—McDonald's Canada's exclusive egg provider.

The undercover investigation revealed thousands of egg-laying hens crammed inside tiny wire battery cages, workers smashing in the heads of baby birds and tossing live chicks into trash bags to suffocate, and dead hens left to rot in cages with live birds still laying eggs for human consumption.

"W5," Canada's leading investigative news program, aired an in-depth story about the investigation, which was



followed by massive media coverage across Canada, including by the "National Post," "The Globe and Mail" and the "Toronto Star," reaching millions of Canadians about the hidden horrors of industrial egg production.

WALMART'S WOES WORSEN

An MFA investigator documented horrific animal abuse at Pipestone Systems in Minnesota—a major Walmart pork supplier owned by Randy Spronk, the president of the National Pork Producers Council.

During the investigation, workers were caught violently slamming conscious piglets headfirst against the ground, ripping off their tails and testicles without painkillers, hitting, throwing, and dropping pigs and piglets, and confining pregnant pigs in filthy, fly-infested gestation crates barely larger than their own bodies for nearly their entire lives.

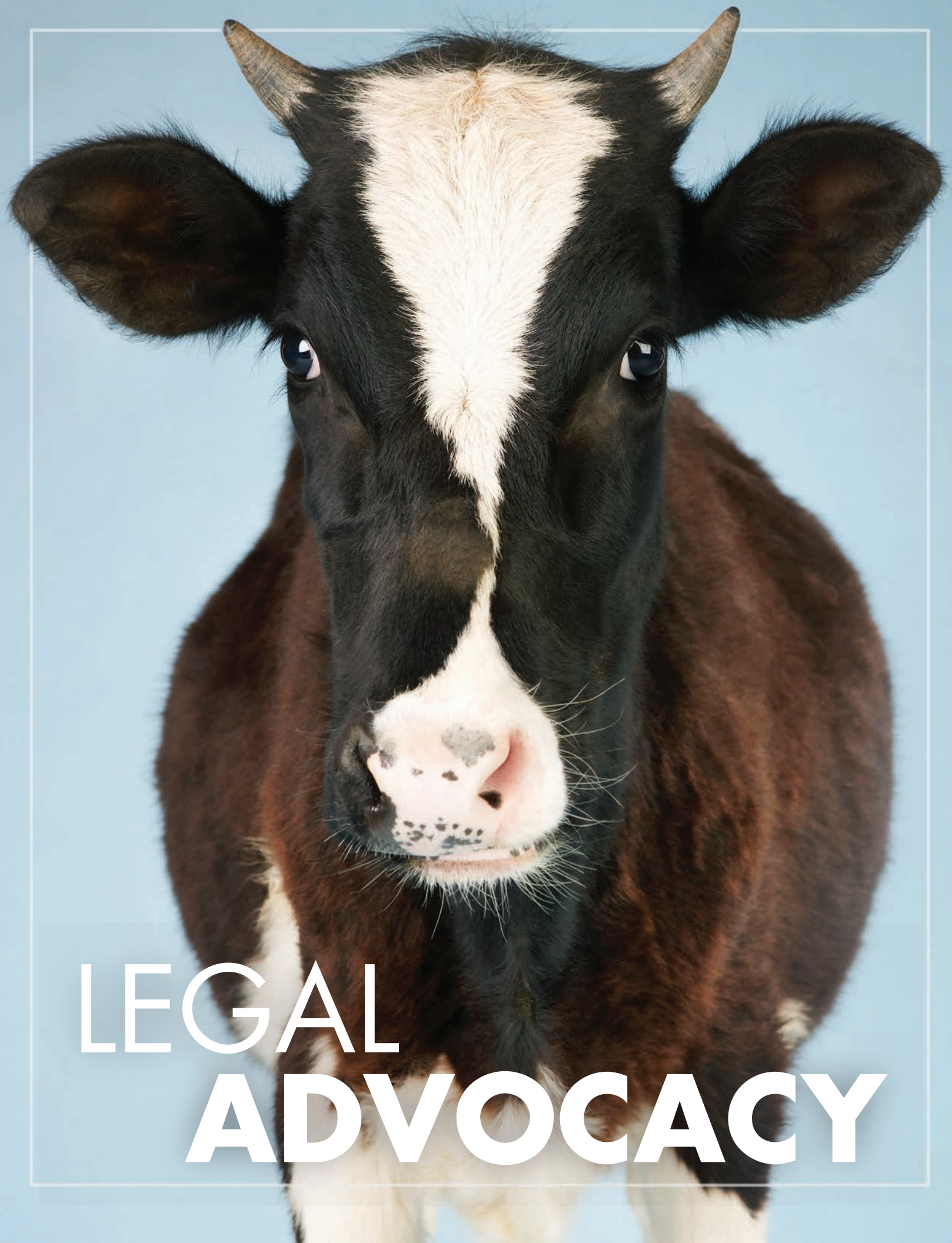
Mainstream coverage of the investigation in the Minneapolis "Star Tribune," the "Arkansas Times," and "The Huffington Post," among other major media outlets, **prompted hundreds of thousands of people to sign the petition calling on Walmart to ditch cruel gestation crates.**

Undercover investigation reveals "torture" at foie gras factory 

Animal rights group calls out McDonald's Canada over alleged cruelty at chicken farms



Tyson cuts ties with pig farm after brutally graphic video shows abuse
Los Angeles Times



LEGAL
ADVOCACY

This year, MFA's legal advocacy department continued its tireless fight on behalf of the nation's eight billion farmed animals, advocating for improved legal protections and ensuring that existing animal cruelty laws were enforced to hold animal abusers accountable.

MFA's legal advocacy work in 2013 resulted in groundbreaking victories for farmed animals nationwide, including more criminal convictions, legislative successes and judicial involvement in matters never before addressed by the courts.

CRIMINAL CONVICTIONS CONTINUE

Three factory farm employees were convicted of criminal cruelty to animals this year as a result of MFA's 2011 undercover investigation of a Butterball turkey facility in Hoke County, North Carolina. Butterball is the largest turkey producer in the world. That investigation revealed workers violently kicking and stomping on birds, dragging them by their wings and necks, and slamming them into transport crates. Two of the three Butterball employees were convicted by trial, one of the few trials relating to farmed animal abuse ever held. These convictions follow those of two other Butterball employees last year in the same case, including **the first-ever felony conviction for cruelty to factory-farmed poultry in U.S. history.**

MFA's investigation into Bettencourt Dairies, the largest dairy in Idaho and a supplier to Kraft Foods and Burger King, also resulted in a criminal conviction for animal abuse in early 2013.

***The Bettencourt Dairies employee pled guilty based on MFA's undercover footage** showing him maliciously beating and shocking cows and violently twisting their tails in order to deliberately inflict pain.*

BACKYARD BUTCHER IMPRISONED

Roberto Celedon was first convicted of felony animal cruelty in 2012 by a California court following an undercover investigation by Mercy For Animals. MFA's hidden-camera footage revealed Celedon viciously butchering animals in an illegal slaughter facility. Because MFA

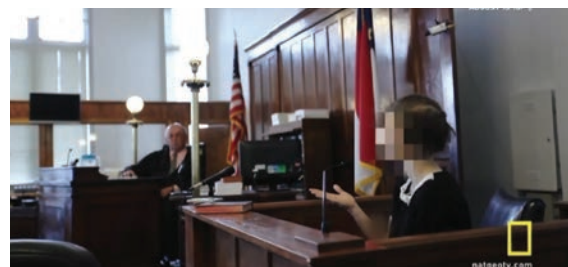
brought his criminal operations to light, Celedon's activities were subsequently monitored by law enforcement and in 2013 he was again convicted of criminal animal cruelty. This time he was sentenced to three years in California state prison, **one of the longest sentences ever imposed for farmed animal cruelty.**

CALIFORNIA CRUSADE FOR DOWNERS

In response to MFA's 2012 investigation into Ontario Livestock Sales, a Southern California livestock auction, the California Court of Appeals has now agreed to review a one-of-a-kind California law that prohibits the dragging and inhumane treatment of non-ambulatory, or "downer," animals. Prior to MFA's investigation, no California court had ever addressed the validity of this important law. MFA's investigation led to a total of **21 counts of criminal animal cruelty against the owner of the facility and seven of his employees.**

AG-GAG VICTORY

The agricultural industry's desperate attempts to stop undercover investigations were utterly defeated in 2013. This year, eleven states introduced so-called ag-gag legislation—bills aimed at criminalizing undercover investigations and preventing people from learning how animals are treated on factory farms. **Every single one of those bills was rejected,** due in large part to the efforts of a large coalition of food safety, environmental, civil liberties, and animal protection groups, including MFA.



Ag-gag's failure this year represents a tremendous victory for American consumers, who have the right to know how their food is produced.

FIGHTING FOIE GRAS

Following our undercover investigation of Hudson Valley Foie Gras, one of the only remaining producers of foie gras in the U.S., MFA teamed up with New York senator Tony Avella to press for a **statewide ban on the force-feeding of ducks for foie gras.** MFA's collaboration with Sen. Avella helped revitalize efforts to outlaw this horrific practice and to bring New York in line with other states and countries that have implemented similar bans.

UNPRECEDENTED MEDIA COVERAGE

MFA's undercover investigations and our fight against ag-gag received unprecedented media coverage in 2013. **National Geographic Channel devoted an entire episode of its program "Inside Secret America" to MFA's legal successes** as a result of investigations, including the historic Butterball trial. In recognition of MFA as a leader in undercover investigations, our hidden-camera exposés and the resulting industry pushback were featured as a **cover story in "The New York Times"** and also covered by thousands of other media outlets, including **CNN's "Headline News," ABC's "Nightline," and "RT"**—Russia's largest news outlet.

Fifth worker at Hoke County Butterball farm pleads guilty to animal cruelty
The Fayetteville Observer

Senate Bill Seeks To Ban Cruel Force-Feeding Of Ducks Exposed In Shocking New Undercover Investigation

The Paramus Post



CORPORATE
OUTREACH

In 2013 MFA's corporate outreach department made significant strides on behalf of farmed animals, successfully pressuring some of the world's largest corporations to implement groundbreaking new farmed animal welfare policies and partnering with vegan food manufacturers to promote cruelty-free food choices. Our efforts this year vastly reduced animal suffering and saved countless lives.

CANADA GROCERS CAN GESTATION CRATES

This year saw increased momentum in the movement to end the cruel practice of confining pregnant pigs in gestation crates—metal enclosures so small the animals can't even turn around, lie down comfortably, walk, or engage in other basic behaviors. Shortly after MFA Canada released shocking undercover footage of appalling conditions inside one of the country's largest gestation crate facilities, the Retail Council of Canada announced that all eight of the country's leading grocery chains, including Canada Safeway, Costco Wholesale Canada, and Walmart Canada, **would require their suppliers to phase out the use of cruel gestation crates.** A headline in "The Vancouver Sun" declared: "Pig cruelty video has desired effect, grocers press for humane conditions."

The announcement by the RCC prompted "The Western Producer," a major agribusiness periodical, to run an article titled "Gestation stalls done? Seems like it." According to the article, "When even Walmart and Costco sign-on to something like this, farmers had better take it seriously."

Such a policy change, unanimously enacted by every major grocer in Canada, represents perhaps the single **greatest animal welfare advancement in Canada's recent history.**

PRESSURE MOUNTS AGAINST WALMART

Unfortunately, Walmart in the U.S. still condones the use of cruel gestation crates, even though almost all of its major competitors, including Costco,

Target, Kroger and Safeway, have committed to phasing them out. **To bring nationwide attention to Walmart's dismal animal welfare stance,** MFA launched its Walmart Cruelty campaign. As part of the campaign, the Walmart Cruelty motor tour **hit over 150 cities** in 2013 with eye-catching, headline-grabbing protests. This year's campaign also consisted of **three full-page ads** in Walmart's hometown newspaper, calling on the mega retailer to stop supporting cruelty. To increase pressure on company executives, **MFA unleashed a giant mobile billboard** declaring, "Walmart: Stop Torturing Pigs," which made two appearances outside Walmart's headquarters in Bentonville, Arkansas, each time circling the building for two weeks.

In response to increased pressure, including over 350,000 signatures on MFA's online petition asking the company to ban gestation crates, Walmart has publicly announced that it is working "towards an industry wide model" that is "respectful" of animals, hinting that important change is on the horizon.

FOIE GRAS: AMAZON STILL DUCKING THE ISSUE

Following MFA's startling investigation into Hudson Valley Foie Gras, a supplier to Amazon.com, the world's largest online retailer, **MFA organized a nationwide campaign demanding Amazon stop its sale of foie gras.** Campaign highlights included head-turning protests outside Amazon's corporate headquarters in Seattle. The practice of force-feeding ducks to produce diseased duck livers sold as foie gras is so cruel it has been outlawed



in California and more than a dozen countries. **Responding to pressure, Amazon UK stopped the sale of foie gras on its site this year,** fueling pressure for Amazon US to do the same.

VEGAN VENTURES

This year saw unprecedented growth in plant-based food markets, as well as unparalleled mainstream recognition of vegan ventures. **MFA partnered with a number of game-changing companies, including Gardein, DF Mavens, Hampton Creek Foods, and Beyond Meat,** to transform the way Americans eat and spare countless animals in the process.

RETAIL RELATIONSHIPS

MFA's corporate outreach department continues to nurture productive dialogue with over a hundred grocery stores, restaurants, and major food manufacturers to strengthen their animal welfare policies. By convincing companies to ban inhumane practices, such as tail docking and the use of restrictive crates and cages, **MFA significantly impacts the lives of billions of farmed animals and brings them hope.**

James Cromwell Appears in Video Asking Walmart to End 'Torture' of Pigs

THE HOLLYWOOD REPORTER

Animal-rights group targets Amazon over foie gras

The Seattle Times



EDUCATION

Education is the foundation of all societal change, which is why MFA's education department worked so hard in 2013. Focusing on effective, results-driven tactics, such as advertising campaigns, grassroots advocacy, social media, and public demonstrations, MFA reached tens of millions of Americans about the plight of animals on factory farms and the benefits of a compassionate vegan diet.

FRESH NEW VEGAN RESOURCES

In our ever-expanding effort to bring a vegan lifestyle to the masses, in 2013 MFA launched two brand-new resources: our rebuilt **ChooseVeg.com** website and revamped **"Vegetarian Starter Guide."** These innovative support tools are complete with mouthwatering recipes and meal plans, information on the ethical, environmental, and health-related benefits of a plant-based diet, tips on making the switch, a vegan food pyramid, and expert advice.

Aiming to make the transition to a vegan diet a healthful, easy and delicious one, **MFA's powerful new site and starter guide have reached over a million people.**

SOWING SEEDS OF CHANGE

In 2013, **MFA conducted over 600 outreach events in 190 cities, distributing close to one million pieces of pro-vegan literature** at college campuses, festivals, and Earth Day events, inspiring many of tomorrow's leaders to transition to a vegan lifestyle.

As part of MFA's grassroots advocacy, **we reached over 10,000 people through our Paid-Per-View events**, paying them each \$1 to watch a four-minute video depicting cruelty to animals on factory farms. Once confronted with the hard realities of industrialized animal agriculture, **over 80 percent of people who watched**

our Paid-Per-View video pledged to reduce or eliminate their consumption of meat, dairy and egg products.

This is life-changing, and lifesaving, grassroots advocacy at its best.

From coast to coast, over 250 MFA volunteers marched in 15 pride parades behind logo banners declaring, "No one is free when others are oppressed." Combined they handed out more than 60,000 of our "Veg Out" leaflets and inspired thousands to consider adopting a compassionate vegan diet.

AD CAMPAIGNS: MAINSTREAMING COMPASSION

With a special focus on online advertising, which allows us to **reach millions of young people with compelling, life-altering information on veganism and factory farming**, MFA continued to expand its highly effective educational advertising programs in 2013. Ads on Facebook, Hulu, Google, and other online hot spots directed millions of teens to MeatVideo.com and ChooseVeg.com where they saw the horrors of factory farming with their own eyes.

Our provocative Mad Sausage ad, featuring a talking piece of meat who confronts a would-be diner with the violent reality of his past on a factory farm, aired on MTV, VH1, Bravo and Hulu and was viewed by millions of teens. **The eye-catching spot took our meatless message to the masses.**

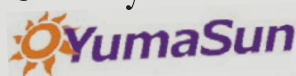


MFA's "Why Love One but Eat the Other?" pro-vegetarian billboards, one featuring a puppy and a baby piglet, the other featuring a kitten and a baby chick, **appeared in cities from Las Vegas to Tampa and served hundreds of thousands of commuters some serious food for thought.** MFA also teamed up with music mogul Russell Simmons, spotlighting him on a billboard in South Chicago that encouraged locals to "Eat Well, Live Well. Choose Vegetarian."

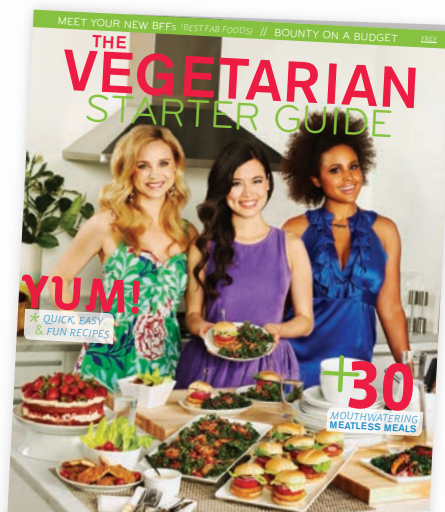
THE PUPPY BURGER TOUR

Hitting over 70 cities across the country, and generating front-page headlines and coverage on dozens of TV shows, our traffic-stopping Why Love One but Eat the Other? tour got millions of people thinking about why we love animals we consider "pets" but eat others we call "dinner." The campaign featured a head-turning, 10-foot-long inflatable puppy in a hamburger bun.

Campaign protests meat producers' cruelty to animals



Hollywood protest targets carnivores
Los Angeles Times



"I have been wanting to go vegetarian for a long time but have not known how. After seeing the Walmart and Tyson video about cruelty against pigs, I am angry and anxious to start."

"AFTER WATCHING THIS VIDEO IT
REALLY MADE ME THINK ABOUT
EVERYTHING WE DON'T KNOW
ABOUT WHERE OUR FOOD COMES
FROM. I REALLY WANT TO MAKE A
CHANGE AND PASS IT ON."

"I've been a meat lover my whole life and after I saw that commercial with the talking sausage, I realized it's time to change things."

"MY HUSBAND AND I ARE INTERESTED IN BECOMING VEGETARIAN. WE JUST HAD A BABY AND WE WOULD LIKE TO RAISE HER VEGETARIAN AS WELL AFTER SEEING A DOCUMENTARY CALLED 'ANIMAL UNDERCOVER' ON NAT GEO TV."

"THANK YOU FOR THE VIDEO. I HAD NO IDEA OF THE TORTURE OF ANIMALS. I WILL DEFINITELY GO VEGAN. THANK YOU."

MFA: INSPIRING COMPASSION IN 2013

"I WAS INSPIRED TO BE VEGETARIAN BY THE 'FARM TO FRIDGE' VIDEO."

"THANK YOU FOR HELPING ME GET STARTED GOING VEGAN. I DIDN'T REALIZE THE HORRORS ANIMALS GO THROUGH UNTIL RECENTLY AND YOUR ARTICLE AND VIDEOS WERE VERY HELPFUL. I'M SHARING ON FACEBOOK." ♥

"THANK YOU SO MUCH FOR THIS INFORMATION. AFTER LEARNING THIS, I DECIDED TO GO VEGETARIAN. I'LL TALK ABOUT THIS TO MY FRIENDS AND RELATIVES. THANK YOU!"

"JUST DECIDED TO ADOPT A PLANT-BASED DIET LARGELY AS A RESULT OF VIEWING THE VIDEO PRODUCED BY MERCY FOR ANIMALS. HOPEFULLY THIS VEGETARIAN STARTER GUIDE WILL GET ME GOING!"

"THANK YOU FOR HELPING ME BE MOTIVATED TO BECOME A VEGAN. I SINCERELY APPRECIATE IT! THIS IS SOMETHING I HAVE WANTED TO DO FOR A LONG TIME! THANKS AGAIN!"

"I was literally in tears when I saw a video showing how they kill animals in the food processing industry. I want to play my part and stop this by opting for a vegetarian diet."

"I HAVE LEARNED SO MUCH FROM YOU, PLEASE CONTINUE TO STAND UP FOR ANIMALS, THANK YOU."

"Found this because of a link to MeatVideo.com someone shared on my Facebook. Thank you so much for all the good you're doing for animals and for helping me and so many others get involved."



Dedicated to preventing cruelty to farmed animals and promoting compassionate food choices and policies.