

The FAP First Quarter Report: January 1 – March 31, 2016

In Q1, FAP poured more fuel on the battery cage bonfire that was already roaring in 2015. We helped persuade an enormous number of major egg buyers to announce 100% cage-free timelines, including: Kroger, Albertsons, Denny's, Target, Mondelez International, ConAgra, Quiznos, Taco John's, CA Pizza Kitchen, Bob Evans, White Castle, PF Chang's, Carl's Jr, Hardee's, Campbell's Soup, Norwegian Cruise Lines, Barilla, Ahold (Stop & Shop and Giant), BJ's Wholesale, Trader Joe's, DineEquity (IHOP and Applebee's), Sonic, CVS, Golden Corral, Bloomin' Brands (Outback Steakhouse, Carrabba's, Bonefish Grill), Krystal, Mars, Tim Hortons/Burger King, Starwood Hotels, Schwan's, Cracker Barrel, Meijer, Wawa, Kraft Heinz, SUPERVALU, Walgreens, Darden, Weis Markets, Delhaize, ALDI US, Raley's, Sprouts, and Bashas'.

Needless to say, this is generating major national headlines. It's also worth pointing out that Q1 saw the first-ever commitments from grocery chains (since Whole Foods' 2005 announcement) to not even offer cage eggs in their stores, bringing about the cage-free tipping point in perhaps a more tangible way than ever before.

Our corporate success also extended into the fashion world, securing a long-sought fur-free policy from Armani. We even won our first concrete broiler welfare corporate policy, persuading Bon Appétit Management Company to upgrade its animal welfare policy, including on broiler chickens.

FAP upped its meat reduction game with more institutional training symposia than ever before. In *just Q1 alone*, we hosted 12 Food Forward Culinary Experience chef trainings and three Food Forward summits for dining directors. We even hosted HSUS's first K-12 menu planning & marketing for plant-strong meals seminar.

These trainings, and our on-the-ground outreach, led to an unprecedented number of new meat reduction policies, including: Intel to adopt 100% plant-based dining stations in its AZ cafeterias; Mother Lode Union School District (CA) to start Meatless Mondays; Fairfax County Schools (VA) to implement Meatless Monday; Roosevelt Elementary School District (AZ) to implement Meatless Monday next year; West Hartford Public Schools (CT) to implement meat reduction programs throughout the district; Plumas Lake Elementary School District (CA) to start MM in the next school year; Carmel Unified to start three meat-free days a week (CA); U.S. Coast Guard Academy (CT) to start promoting MM; U of North Carolina Greensboro to start promoting MM; relaunched MM at St. Joseph's Hospital Health Center (NY); and helped pass Pittsburgh Meatless Monday proclamation.

The media attention on these efforts has never been higher, with numerous print and television features on our work, including nearly-weekly cooking demos on Hispanic TV shows. With the great HSI team, we even persuaded Eurest Mexico, the largest Mexican foodservice provider, to bring FAP's plant-based dining concept for foodservice into Mexico.

The Massachusetts ballot measure continued barreling toward the November ballot, with state news coverage (like an A1 *Boston Globe* story) and national coverage (like Fox News). And our endorsement-gathering picked up steam, winning numerous state and national interest groups' support.

Finally, while our efforts to pass public and corporate policies are critical, so too is our work to deny our opponents any wins. This quarter, we helped stifle Nebraska and West Virginia "Right to Harm" measures, as well as similarly harmful legislation in Arizona and Tennessee.

