

The Humane Society of the United States Farm Animal Protection in 2015 Year in Review

FORTUNE

"The Humane Society convinced nearly 100 food companies to take their animals out of cages."

POLITICO

"Repeat egg industry losses — at the voting booth, in the courts and in public eye — shows how effective HSUS has been in pushing its agenda."

QUARTZ

"Costco is finally doing what the Humane Society of the United States, Ryan Gosling and Bill Maher have been asking for: taking egg-laying hens out of their cages."



"We don't have any options. The activists are ripping apart conventional cages."



"California egg producers suggest that the California egg market will convert almost entirely to cage free over the next five years."



"HSUS has almost single-handedly forced pork producers to change their policies."



"HSUS'... crusade is taking its toll on the beef industry."



"Now, the Humane Society is poised to take its most ambitious referendum yet to Massachusetts."



"HSUS is a pro at introducing ballot initiatives in states in order to set precedence for other states to follow."

Bye-Bye, battery cages. Goodbye, gestation crates. And cows keep their tails.

In 2015, we generated more progress towards eliminating hen cages than in all prior years combined. **This included launching—and winning—a major campaign relating to Costco**, and garnering 100% cage-free policies from other major retailers, including:

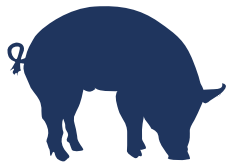


We persuaded Walmart, the world’s largest company, to adopt the Five Freedoms of animal welfare and to phase out gestation crates, battery cages, veal crates, and tail docking. We also worked with Cargill to complete its phase-out of gestation crates from company-owned facilities, and Tyson to shift 32% of its contracted operations to shift away from gestation crates to group housing. We also persuaded Ben & Jerry’s to ban tail-cutting of dairy cows in its milk supply chain with a swift one-year phase-out.



685,000

Approximate number of animals spared from factory farms and slaughter plants.



133,000

Number of signatures gathered in Massachusetts to advance a ballot initiative bettering lives for farm animals.



160 MM

Total reach of FAP's Facebook posts throughout 2015. (We also garnered 58,000 new fans, bringing our total number of followers to 368,000.)

Reducing demand for meat

In 2015, we generated 75 new institutional meat reduction policies at schools and hospitals across the nation, resulting in more than 20 million meat meals being switched to meat-free, sparing approximately 685,000 animals from factory farms and slaughter plants.

We partnered with Compass Group (the world's largest foodservice company) to develop all-vegan cafes, and American University to create an all-vegan concept called "Food Forward."

We also hosted 24 Food Forward and Food Forward Culinary Experience events, training a total of 825 foodservice professionals nationwide on both the hows and whys of reducing their meat usage.

Fighting factory farms through public policies

We spearheaded an epic ballot measure volunteer signature drive in Massachusetts, turning in more than twice the signatures needed to advance toward 2016's ballot. If enacted, the new law will help speed the cage-free future in a dramatic fashion, and further help banish gestation crates.

We also helped lead successful campaigns to defeat ag-gag bills and other legislative attacks on farm animals. Harmful measures were stopped or prevented in Arizona, Colorado, Minnesota, New Mexico, Wisconsin and elsewhere. The Arizona bill was an especially important win, as our campaign led to the Republican **governor's first-ever veto** (of any bill).

Humane-ing the Economy

We brought majorly-influential players into our fold when FAP co-hosted a Humane Economy event with Blackrock (the world's largest asset manager), Fidelity and other financial firms; it was attended by \$17 trillion worth of global finance firms interested in using their portfolios to leverage animal welfare reforms.

Rated by Animal Charity Evaluators as a "Standout Charity".