

## The FAP Second Quarter Report: April 1 – June 30, 2016

The corporate cage-free crusade roared on in the second quarter of 2016 with even more major food brands committing to 100% cage-free timelines. But most importantly, this was the quarter that we finally achieved our long-sought aspiration: persuading Walmart to commit to going cage-free with a timeline. The advancement drove a massive nail into the battery cage's coffin, and while far from the final nail, it makes it very clear that there's no future for the cage confinement of hens in the U.S.

Other corporate cage-free announcements we helped secure in the second quarter include SUPERVALU, Meijer, Giant Eagle, HEB, Otis Spunkmeyer, Ingles Markets, Krispy Kreme Doughnuts, Gelson's, C&S Wholesale Grocers (8<sup>th</sup> largest grocer), Wakefern/Shop Rite, Dollar Tree, Winco, S&R Egg Farm, Woodman's Markets, Tops Market, Cheesecake Factory, Sysco, Craft Works, Southeastern Grocers, SpartanNash, Brinker International (Chili's, Maggiano's, etc.), 7-Eleven, Dollar General, Price Chopper, Bojangles, Aramark Canada, and grocery distributor Alex Lee.

Another monumental advancement for the anti-cage campaign this quarter was the fact that we helped spearhead the second phase of the signature gathering drive for the historic Massachusetts ballot measure combating farm animal confinement. In fact, we helped lead the effort to collect more than three times the number of signatures needed to qualify, and are now already launching the final phase of the campaign: election season.

FAP's institutional meat reduction campaign continued slashing demand for factory farm products this quarter as well. Notably, we persuaded numerous institutions, including Atlanta Public Schools, to implement meat reduction programs. Other prominent new meat reduction policies we implemented include KIPP LA Charter Schools, San Ramon Valley Unified (CA), Pacifica Unified School District (CA), Creative Child Care (CA), Val Verde Unified School District (CA), Warner Robbins Air Force Base (GA), Fayette County School District (GA), and KinderCare Education (OR).

In addition to the new formal meat reduction policies, FAP also hosted day-long Food Forward symposia for food service professionals in Loma Linda (CA), Seattle (WA), Montpelier (VT), and Providence (RI). We held two-day Food Forward Culinary Experience summits for chefs at George Mason University (VA), University of Arizona, and UCLA and chef trainings at Humboldt State University (CA), Ohio State University, Santa Monica City College (CA) and a K12 culinary training in NY.

Last but certainly not least, while the first quarter of 2016 saw major corporate U.S. policies to improve broiler chicken welfare (Whole Foods and Bon Appetit Management Co.), the final days of the second quarter brought forth the first-ever major poultry company announcement on the topic. After working with HSUS and other great animal groups, Perdue's public pledge to phase-in better living and dying conditions for the nearly 800 million it raises and slaughters annually was an important, precedent-setting (and media-generating) first step, and we look forward to working with the company and its competitors to achieve even more.

