

## The FAP Third Quarter Report July 1 – September 30, 2016

**WORLD  
POULTRY**

“The crusade against the battery cage seems to be successful.”

Three major news stories this past quarter highlighted the role that we’ve played in altering the course of history for chickens. Once relegated to the fringes of animal advocacy, these long-suffering and long-ignored birds now are the focus for the highest-profile campaigns for animals globally. This quarter, a [Sunday A1 Washington Post story](#) chronicled our 15-year struggle to ban battery cages, featuring us throughout. A [Slate](#) homepage story this quarter also tells the tale of just how we moved chicken advocacy into the mainstream. And finally, [Fortune](#) ran a cover story on McDonald’s going cage-free, including HSUS.

In the wake of last quarter’s Walmart cage-free announcement, we set our focus like a laser on the last remaining top 25 grocer without a cage-free timeline: Publix. After our two-month campaign, including print, TV, and online ads, the company announced its timeline for going 100% cage-free.

Other retailers following in Walmart’s footsteps this past quarter include Famous Dave’s, Six Flags, Hormel, US Foods, and Speedway. At the same time, Kroger announced the first ever cage-free line in its affordable private label brand. And perhaps the most surprising of all, we worked with SeaWorld to announce its animal welfare food policy that includes going 100% cage-free, gestation crate-free, and adding plant-based meals through training with HSUS culinary experts.

The crusade against battery cages heated up in Massachusetts as well, with election season starting and Question 3 in the spotlight. With all we’ve done this past quarter in fundraising, debates, speeches, rallies, interviews, editorial board meetings, phonebanking campaigns, door-knocking campaigns, op-eds and letters, and more, we’re heading into October with a strong advantage over our opponents. But we take nothing for granted and will run until the end as if we’re in a dead heat.

In Nebraska, after the successful campaign to stop “Right to Farm,” the state’s big ag groups indicated this past quarter that they don’t want the fight to continue (and all the negative attention we’ve been generating about them with it). [AlterNet](#) published our piece summarizing the manifold efforts to stave off a variety of industry-backed, anti-animal legislation in 2016.

FAP’s institutional meat reduction campaign continued slashing demand for factory farm products this quarter as well. Notably, we persuaded numerous institutions to start or restart meat reduction programs, including Baltimore City Public Schools (MD), Monterey Peninsula School District (CA), Marion County Schools (FL), and conservative Christian Liberty University (VA). Impressively, we also hosted 19 Forward Food plant-based trainings for institutional meat buyers and chefs, including our first-ever at a military base. Many of these trainings generated positive media attention, and we even were featured in a major national [Telemundo segment](#) (~1 million viewers).

As we move into the final quarter of 2016, we intend to produce a strong finish in Massachusetts, more policies on broiler welfare, and more institutional policies cutting back on the meat used by big buyers.