

Mercy For Animals Accomplishments, Jan 1 – Aug 31, 2016

Please note that these year-to-date figures reflect only the first eight months of the year. I've also provided estimates for the entire year, which for simplicity's sake are simply year-to-date totals multiplied by 1.5, other than a few exceptions which are explained below.

Investigations and Media

US/Canada Investigations released: 5 YTD / 7 Full Year

MFA's US and Canada investigations this year have so far been focused on poultry and egg producers. One more investigation has been completed and will be released in October, with at least one more expected by year's end.

International investigations released: 0 YTD / 3 Full Year

We have completed but not released a number of investigations in Mexico and India; we will be releasing three by year's end.

Estimated media impressions: 6,499,979,562 YTD / 9,749,969,343 Full Year

I know that media data is so inflated that you may not be considering it in your evaluations. However I do think that generating widespread media coverage, as MFA does, has a real and important impact for animals including through reducing meat consumption, even though the numbers are obviously inflated by the media reporting services.

Number of media stories generated: 3,067 YTD / 4,601 Full Year

Ad value equivalency of earned media coverage: \$60,123,690 YTD / \$90,185,535 Full Year

Litigation and Legislation

Number of ag-gag and "right to farm" bills defeated: 2

Number of animal cruelty charges filed: 21

Number of pro-animal bills helped passed: 0 YTD / 1 Full Year

While HSUS has certainly played the lead and dominant role in the Prop 3 effort to ban veal crates, gestation crates, and battery cages and products sourced from them

in Massachusetts, MFA has helped the effort through sending paid and volunteer canvassers to collect signatures, producing videos for the campaign, conducting investigations related to Massachusetts egg sales, and other activities. The bill has yet to pass, but we are optimistic that it will.

Number of animal cruelty convictions secured: 4

Corporate Outreach

Number of egg laying hens per year who will be spared from cage confinement thanks to corporate policy commitments won: 95,000,000 YTD / 110,000,000 Full Year

YTD numbers are estimated from company and USDA data, and they cover the US, Canada, and Mexico. Full year numbers are estimated, and the pace of growth is expected to slow due to the fact that most major companies in the US and Canada have now committed to going cage-free.

Number of broiler chickens per year who will be freed from live shackle slaughter (slaughter while conscious) and who will have living conditions improved: 670,000,000 YTD / 700,000,000 Full Year

We expect only a few smaller victories in the remainder of the year as proactive campaigning starts, followed by larger victories in 2017

Number of corporate policy victories: 58 YTD / 87 Full Year

Additional project notes

While the number of animals we expect to impact through additional corporate policy victories by the end of the year is already reflected in the numbers above, it's worth noting that we are now running cage-free corporate campaigns in Mexico Brazil and expect to win a number of major policy commitments in those countries before the end of the year. The first two confirmed victories are that Burger King will be implementing a cage-free and crate-free policy with timeline for all of Latin America, and McDonalds will be implementing a cage-free policy with timeline for Mexico and all of South America. We are in the process of building out large corporate campaigns teams in Mexico and Brazil (we will have a team of six campaign staffers in each country). We will also be bringing on two corporate campaigners in India, and two in Hong Kong/China, in the next several months.

I have also attached spreadsheets showing the corporate outreach victories to date in 2016.

Communications

Social media shares generated: 3,783,605 YTD / 5,675,408 Full Year

Social media impressions generated: 2,464,996,263 YTD / 3,697,494,394 Full Year

Pro-veg/anti-factory farming video views generated: 93,330,593 YTD / 139,995,889 Full Year

Education

Pledges to go vegetarian generated: 942,421 YTD / 1,413,631 Full Year

Page views of pro-veg/anti-factory farming web content: 29,832,411 YTD / 44,748,617 Full Year

***Vegetarian Starter Guides* (digital) distributed and vegetarian eating email series signups: 942,421 YTD / 1,413,631 Full Year**

Pay per view video views generated: 5,932 YTD / 8,898 Full Year

Pro-veg leaflets distributed: 1,350,328 YTD / 2,025,492 Full Year

***Vegetarian Starter Guides* distributed (print): 135,628 YTD / 203,442 Full Year**

Leaflets and *Vegetarian Starter Guides* distributed at elite colleges: 24,756 YTD / 37,134 Full Year

Meatless Monday pledges generated at elite colleges: 2,220 YTD / 3,300 Full Year