

The Humane League 2015 Accomplishments

Grassroots:

Outreach

- Booklets on veg eating and factory farming distributed: 1,116,830
- Veg Starter Guides distributed via newsracks: 136,906
- Students reached with a Humane Ed presentation: 9,850
- Held three VegFests: Philadelphia, Charlotte and Baltimore, reaching over 15,000 people.
- Distributed hundreds of “Vegan Options Inside” stickers to be placed in the front windows of restaurants

Number of interns trained in effective activism in 2015: 70

New Dining Guides

Created veg dining guides for every office city. Nearly all costs were covered by YoDish, a corporate partner developing an app alongside our guides.

- Completed and distributed: Charlotte, Baltimore, Seattle, Dallas, Philadelphia
- Completed and being released 2016: San Francisco, Boston, San Diego, Atlanta, Denver
- Re-releasing in 2016: Charlotte, Baltimore, Seattle, Dallas, and Philly
- Coming soon: San Francisco Suburbs (4 guides), South Florida (3-4 guides)

Campus Outreach Program

- Number of students completed the program for Fall 2015: 18
- Fall 2015 Campus Outreach numbers:
 - Total hours worked: 816
 - Total leaflets: 25,378
 - Total VSG: 2,493
 - MM pledges: 3,641
 - Humane Ed views (presentation given by THL staff at campus visits): 716
- Number of students recruited for Spring 2016: 30

Institutional Campaigns:

- After an aggressive grassroots campaign from THL, Sodexo, the second largest foodservice company in the world, committed to transitioning all eggs to cage-free by 2020 for all of their US and Canada accounts and developed a comprehensive animal welfare policy for the US that includes a commitment to working with suppliers to

ensure the use of pain relief protocols, particularly as it relates to dehorning, castration and tail-docking procedures, which the company is working to eliminate.

- Immediately following the Sodexo announcement and a brief grassroots campaign by THL, Aramark, the third largest dining company in the world, committed to transitioning all eggs to cage-free by 2020 and developed a comprehensive animal welfare policy. This policy includes everything that Sodexo promised, and is also the first to mention live shackling and dumping of chickens, a new high watermark for policies like this. Aramark also announced in September 2015 that college dining halls can now request new vegan-only stations.
- After meeting with THL staff and communicating with THL during the Sodexo and Aramark campaigns, Compass Group, the largest dining service company in the world, committed to transitioning all eggs to cage-free by 2019 and expanded their comprehensive animal welfare policy to include eliminating veal crates by 2017, working with suppliers to address issues of pain management for castration, the elimination of disbudding, banning the use of animal bi-product in feed, working with suppliers to address welfare issues around the fast growth rate and poor living condition of broiler chickens and turkeys, and added that “we will encourage the use of more humane practices for pre-slaughter stunning and humane handling.” Based on our conversations around egg usage with these major companies (Compass, Aramark, and Sodexo), our best estimate is that 3 million hens provide their eggs each year for those three companies alone.
- Following the three largest dining service companies, THL began a systematic campaign against the remaining 50 largest dining companies in the country. Within months, the following companies committed to switching 100% of their eggs to cage-free by 2020 at the latest, with many agreeing to switch earlier.
 - Delaware North Companies
 - Centerplate (also banned gestation crates)
 - AVI Foodsystems, Inc
 - Trusthouse Services Group (also banned gestation crates)
 - Thompson Hospitality
 - Guest Services, Inc
 - Xanterra Parks & Resorts (private commitment)
 - Ovations Food Services, LP (Now Spectra)
 - Legends Hospitality Management
 - CulinArt Group
 - Unidine Corp
 - Metz Culinary Management (also banned veal altogether)
 - Whitsons Culinary Group (also banned gestation crates)
 - Southwest Foodservice Excellence (private commitment)
 - Parkhurst Dining
 - Treat America, LTD

- Taher, Inc
 - Cura Hospitality
 - Thomas Cuisine Management
 - Continental Services
 - MMI Dining Systems
 - Southern Foodservice Management, Inc
 - Revolution Foods
 - Creative Dining Services
 - LPM Affiliates Cos. dba Epicurean Feast
 - Opa Food Management, Inc
 - Lancer Hospitality
 - Epicurean Group
 - Prince Food Systems, Inc
 - Sterling Spoon Culinary Management (also banned veal altogether)
 - Cafe Services, Inc
 - Brock & Co., Inc
 - Food For Thought
 - Quest Food Management Services, Inc
 - RMA Hospitality Management
 - Corporate Chefs (private commitment)
 - Lessings (private commitment)
- Restaurants:
 - The Cheesecake Factory committed to transitioning all eggs to cage-free by 2020 and to phase out the use of gestation crates by 2017.
 - Panera Bread committed to going 100% cage-free by 2020 and to expanding plant-based options.
 - Black Bear Diner, with close to 70 locations, committed to going cage-free by 2020
 - TGI Friday's made a commitment to go 100% cage-free by 2025
 - Following a 2014 campaign Starbucks agreed to produce a timeline in 2015. In October they agreed to source only cage-free eggs by 2020.
 - Dunkin Brands (Dunkin Donuts and Baskin Robbins) produced a policy to go cage-free in the US by 2025, and have pledged to go cage-free globally.
 - Einstein-Noah Restaurant Group, Caribou Coffee and Peet's Coffee produced policies to go cage-free in the US by 2020.
 - Jack In The Box and Qdoba produced a public timeline to go cage-free by 2025 in the US.

- Following a meeting in September, private email exchanges, and finally a few days of public campaigning, Shake Shack produced a timeline to go cage-free domestically by 2017 and have privately agreed to produce a global timeline.
- Following months of unanswered emails and a few days of public campaigning, a statement appeared on Arby's website with plans to go cage-free in the US by 2020.
- Subway, produced a policy to go cage-free in North America by 2025, affecting over 30,000 locations.
- Manufacturers:
 - Following a threat of a campaign, Kelloggs announced they are going 100% cage-free by 2025
 - General Mills
 - Grupo Bimbo
 - Flowers Foods
 - Nestle
 - Kraft Foods
- Hospitality:
 - AmaWaterways
 - Royal Caribbean
 - Carnival Corporation
 - Loews Hotels
 - Starwood Hotels, Norwegian Cruise Line
 - IHG, Wyndham
- Retailers:
 - Costco
 - BJ's
 - Walmart
- Students working with THL corporate campaign staff convinced Yale University, Harvard University, and the University of Connecticut to swap out 100% of mayonnaise for vegan alternatives. Harvard also switched their cookies to vegan alternatives. Additionally, University of Maryland, and University of Wisconsin - Madison doing a trial period of egg-free mayonnaise that may result in a 100% switch campus-wide. If successful, 39,210 eggs will be removed from University of Connecticut per year, 47,415 eggs removed from University of Maryland per year, and 54,527 eggs will be removed from University of Wisconsin-Madison per year. We plan to expand this campaign to copy these successes at campuses all over the country.
- THL opened a campaigns office in Mexico in March to engage in corporate outreach and replicate our campaigns successes in the US (both against former US campaign targets and Mexico-based companies). We are currently working with Grupo Bimbo—the largest bakery in the world and the #1 egg purchaser in Mexico—to put out a cage-free egg commitment. We have also met with Sodexo Latin America, who

operate in over 8 countries, and who are also working with us on a 100% cage-free commitment. Our next scheduled meeting is with Burger King leadership in Mexico.

- Our 2014 campaign against Fidelity Investments will see its payoff in 2015: as part of our agreement to end the campaign last year, Fidelity agreed to amplify our message. In the coming weeks, Fidelity will be hosting a meeting of literally every major bank and investment firm (the total value of the groups in the room will be larger than the GDP of the United States). The meeting will consist of three speeches and lunch:
 - HSUS giving a 45 minute presentation on why factory farms are a risk to invest in and the investment opportunity in plant-based foods.
 - Andras Forgacs from Modern Meadow on in-vitro meat and why investors should get involved with the future of meat instead of factory farming.
 - The Chief Marketing Officer from Chipotle on how caring about animal welfare has been profitable for them.
- THL's Philadelphia office worked with Chichester School District to switch four schools to Meatless Mondays, meaning that thousands of meals each week will now be meat-free.

Online Ads:

English Ads:

For calendar 2015:

Total Spent: \$181,714.45

Clicks: 980,042

Impressions: 58,187,524

Cost-Per-Click: \$0.19

Conversions: 19,743

Cost-Per-Conversion: \$9.20

Spanish Ads:

Here is the 2015 info in two chunks and then a combined summary. The reason it's separated is because the campaign that spent \$2,795.36 is missing most of the conversion data due to an error with the tracking pixel, which is why it shows a Cost Per Conversion of \$71.58.

Campaign where pixel was working:

Conversions: 57,354

Cost Per Conversion: \$0.76

Ad Clicks: 2,366,161

Cost Per Ad Click: \$0.02

Reach (number of people that saw the ads): 28,484,277

Impressions (number of times the ads were served): 124,221,394

Total Spent: \$43,805.94

Campaign where the pixel was *not* working:

Conversions: 39

Cost Per Conversion: \$71.68

Ad Clicks: 295,162

Cost Per Ad Click: \$0.01

Reach (number of people that saw the ads): 9,766,313

Impressions (number of times the ads were served): 24,177,064

Total Spent: \$2,795.36

Combined summary of data from both campaigns:

Conversions: 57,393

Cost Per Conversion: \$0.81

Ad Clicks: 2,661,323

Cost Per Ad Click: \$0.02

Reach (number of people that saw the ads): 38,250,590

Impressions (number of times the ads were served): 148,398,458

Total Spent: \$46,601.30

Humane League Labs:

Humane League Labs published and shared two of studies in 2015, with several more completed but not yet ready for publishing that will be put up before the end of the year. So far this year we have released the following:

- Report: Which Farm Animal Photos are Most Likely to Inspire People to Eat Vegan?
- Report: Which Vegan meals do Omnivores Find Most Appetizing and Accessible