

Compassion in World Farming USA's Accomplishments (2016–2017)

Note: All answers to these questions relate specifically to the CIWF USA organization. The CIWF offices in other countries are not included here unless otherwise noted.

What are the primary outcomes your organization has achieved in 2016-2017?

CIWF focuses its time, money and effort on two primary areas: Corporate Engagement with food businesses and Public Engagement. We will highlight the primary outcomes for each of these areas.

- 2016 Cage-Free Eggs Corporate Commitments
CIWF negotiated directly with 10 corporations leading them to adopt cage-free egg policies, including Wal-Mart, Costco and Kroger. The 10 companies are:
 - Ahold/Delhaize
 - Compass Global
 - Costco
 - Denny's
 - HEB
 - Kroger
 - Publix
 - Sodexo Global
 - Trader Joe's
 - Wal-Mart

Estimated Total of Eggs in Corporate Supply Chains: 17,768,857,743

Estimated Total of Laying Hens Affected: 64,379,916

Estimated Total Percent of Egg Market Affected: 21.41%

For more information on our impact accounting for coalition partners, see our [2016 Cost Effectiveness Estimate](#) and [Statement of Transparency](#).

- 2016 Broiler Corporate Commitments
CIWF worked alone to convince Whole Foods to make the first ever GAP-certified corporate broiler commitment in the United States. That commitment affected the lives of 245 million broilers and began a trend of change in corporate welfare policies for broilers now reaching [more than 40 major food corporations](#). Following the Whole Foods announcement, CIWF was directly involved in negotiating broiler commitments with Compass Group, Aramark, Sodexo and Panera whose supply chains totaled 117 million broilers.

Estimated Total of Broilers Affected: 362,000,000

Estimated Total Percent of Broiler Market Affected: 4.11%

In July 2016, CIWF also hosted the first annual Better Chicken Leadership Forum, bringing together 19 food business corporations across sectors including retail, manufacturing, restaurant chains, breeders, producers and food service. This one-day event brought together food business leaders in the U.S. market to align around the common goal of improving the welfare of broiler chickens in our food system.

- 2016 Public Engagement Highlights

CIWF's top 2016 petitions drove significant change for farm animals. Two petitions targeted retailers to adopt cage-free egg policies.

Publix: 117,059 signatures

Trader Joe's: 102,948 signatures

The Publix campaign involved a hand-delivery of signed petitions to Publix HQ in Florida, with local media coverage. The Trader Joe's campaign employed a short music video spoof of Adele's "Hello," with celebrity engagement on Twitter, plus coverage by Bloomberg and The Chicago Tribune. Following the petitions and outreach, both Publix and Trader Joe's adopted cage-free egg policies.

Our petition to the USDA garnered 100,748 signatures, asking to not allow the factory farm industry to define animal welfare claims, and demanding transparent package labels. CIWF was also [quoted in The Huffington Post](#) on the subject.

We also partnered with two Pilgrim's Pride chicken contract farmers who wanted to show the detrimental consequences of factory farming for animals, the public, and farmers. These farmers were told not to let anyone, aside from essential personnel, into their chicken houses. We gave them video cameras, and together exposed what Pilgrim's Pride tried to hide. The resulting video achieved international media coverage in [Nicholas Kristof's New York Times column](#), [The Daily Mail](#), and more, reaching over 9 million readers in total. In addition to his article, Kristof did a Facebook live event and tweeted his article. With 660,000 Facebook subscribers and 2.1 million twitter followers, this provided significant exposure for our work. It also resulted in three engaging and active Reddit threads, including reaching the front page for our "Ask Me Anything" thread with over 600 comments.

During the November election, we were an active member of the Citizens for Farm Animal Protection coalition, successfully campaigning in Massachusetts to ban the sale of products from caged animals. The coalition submitted more than 40,000 signatures, almost four times the number required, in order to get "Yes on 3" on the MA ballot. The resulting ballot question saw a landslide victory of 78% in favor and 22% opposed.

Regarding corporate commitment announcements, we achieved major media coverage with a total "Opportunities to See" (OTS) of 972 million views. OTS is the metric we use to

measure media reach based on what each outlet publically discloses as their circulation reach, as reported by the media monitoring service Meltwater. Coverage from major outlet includes The New York Times, Forbes, The Chicago Tribune, National Geographic, CBS, Politico, Huffington Post, AJ+, The Washington Post, Fortune, The Atlantic, and more.

On Social Media in 2016, our Twitter followers grew 9.4% to 13,461. Facebook increased 30.9% to 6,981. Our YouTube videos garnered 425,980 views.

- **Additional Impact Estimates**
For added context and transparency, we present our 2016 Cost Effectiveness Estimate (CEE) and Statement of Transparency which detail our own estimate of cost effectiveness for 2016. We see our CEE as a conservative estimate of our impact given that our impact numbers are discounted for coalition efforts, the hours chickens sleep, and evidence-based research related to the onset of pain and suffering in broilers. Our per dollar estimates encompass all dollars spent by CIWF in 2016.

[2016 Cost Effectiveness Estimate](#)
[Statement of Transparency](#)

Our CEE is released annually after the completion of each calendar year. The 2017 CEE is not yet available.

- **2017 Cage-Free Eggs Corporate Commitments**
So far in 2017, CIWF was directly involved in negotiating Aramark's global cage-free egg policy. This commitment affects 276 million eggs or approximately one million laying hens.
- **2017 Broiler Corporate Commitments**
CIWF directly negotiated a change in broiler welfare policies at 11 corporations including Subway, the world's largest fast food chain. As well, CIWF negotiated in coalition to convince Perdue, the third largest chicken producer in the U.S., to meet any corporate demand for higher welfare broiler sourcing per GAP standards. The 11 corporations who have made commitments to date are:
 - Aramark - Canada
 - Boston Market
 - Chipotle
 - Dunkin' Brands
 - Focus Brands (Moe's Southwestern Grill)
 - Jack In The Box/Qdoba
 - Noodles & Co.
 - Red Robin
 - Shake Shack
 - Subway
 - TGIFriday's

We are still working to obtain and/or estimate the number of broilers affected by the 2017 commitments. Given the corporate commitments so far, we anticipate that our broiler impact numbers for 2017 will surpass 2016.

In August 2017, CIWF hosted the second annual Better Chicken Leadership Forum. This year, attendance increased from 19 major food businesses to 29. For the second year, forum attendees represented all sectors where broilers are part of their corporate supply chains.

- 2017 Public Engagement Highlights

CIWF produced [a video exposing white striping in chicken meat](#) that went viral around the world reaching nearly 200 million people. The video and story were featured on BuzzFeed and then picked up by Cosmopolitan, Good Housekeeping, Seventeen Magazine, Vice, Food and Wine, Dr. Oz and many international outlets. Several of these outlets created their own videos explaining the cause of white striping.

CIWF also announced [EggTrack](#), our corporate cage-free commitment progress tracker, to hold companies accountable to their cage-free commitments and increase transparency on animal welfare. Beginning in September, we will publicly report on the progress of 74 corporations, based on their size, market influence and egg footprint, who have made cage-free commitments. Companies are already responding with detailed public disclosures like [Campbell's Global](#) and [Sodexo](#).

Our most recent petition to Moe's Southwestern Grill (Focus Brands) had 7,181 signatures when they announced [their new broiler policy](#). We created a timely "Wonder Woman" spoof with our league of "Mighty Moms" demanding better from Moe's, reaching over 28,000 views.

Our work with Perdue Farms on their most recent chicken welfare improvement announcement garnered significant media coverage with the opportunity to reach (OTS) over 77.5 million **viewers** in outlets such as [NPR](#), [The Washington Post](#), [Food and Wine Magazine](#), and the Associated Press.

In terms of current email engagement, we have about 48,000 email subscribers with a 65% engagement rate. We currently define engagement as opening an email and/or taking a campaign action at least once in the past 12 months.