

L214's Accomplishments (2016–2017)

A detailed review of L214's 2016 accomplishments is available in French for L214 members, on our annual review. Here are some of the main outcomes.

Investigations in slaughterhouses

Between October 2015 and June 2017, L214 released [8 undercover investigations](#) filmed in several slaughterhouses: Alès, Le Vigan, Mauléon-Licharre, Pezenas, Mercantour, Le Vigeant, Limoges and Houdan.

→ Closure of some slaughterhouses

This led to the immediate temporary closure of 3 slaughterhouses: Alès, Le Vigan and Mauléon-Licharre. Some slaughter killing lines were permanently closed: in Alès, horse killing and ritual slaughter are now permanently shut down. Le Vigan is closed since January 2017, and still looking for a new buyer.

Each investigation is used by L214 to :

- Call to collective action (by signing a petition, contacting politicians).
- Encourage people to review their diet. [Vegan Pratique](#), with its specific investigation landing pages, brings useful content for diet change.

→ Media coverage and public outreach

Each of them received national and international attention, representing [hundreds of press articles, radio and TV reports](#). L214 spokespersons were invited for debates at numerous national TV and radio shows.

→ L214 general [press review](#)

Selection of national media coverage:

- A [selection of TV appearances](#) after Le Vigan investigation
- A [13 mn report on national TV](#) (France 5) about L214's action and slaughterhouse investigation
- A [8 mn report on national TV](#) (Canal +) about L214's action and slaughterhouse investigation
- A [report on the main evening news](#) on national TV (France 2)

Selection of International media coverage:

L214's slaughterhouse investigations received media attention in some on the main international media including [The Telegraph](#) (U.K.), [The Daily Mail](#) (U.K.), [O Globo](#) (Brazil), [El Pais](#) (SP), [Vice](#) (DE), [Stern](#) (DE), [Corriere della Sierra](#) (IT), [Bloomberg](#) (U.S.)

→ Social media impact (slaughterhouses + farm investigations)

On several platforms, L214 videos reached several million views. When cumulating facebook and Youtube views, some investigations count more than 5 million views.

Youtube :

Vidéo	Durée de visionnage (minutes) ?	Vues ? ↓	Durée moyenne de visionnage ?	Pourcentage moyen de vidéo regardé ?
Abattoir made in France - certifié bio - Le Vigan	3 588 550 (26%)	1 180 924 (24%)	3:02	66%
Matines : dans l'enfer des cages	945 863 (6,8%)	405 873 (8,1%)	2:19	67%
Abattoir de veaux, de vaches, de boeufs - Maul...	1 439 864 (10%)	339 881 (6,8%)	4:14	33%
Deux abattoirs, une même horreur ! Rémi Gailla...	961 406 (6,9%)	314 594 (6,3%)	3:03	56%
Derrière les murs de l'abattoir de Limoges [Péti...	808 603 (5,8%)	285 023 (5,7%)	2:50	58%
Abattoir d'agneaux de lait - Mauléon-Licharre, P...	883 703 (6,3%)	220 734 (4,4%)	4:00	33%
Broyage des poussins dans un couvoir en Fran...	318 645 (2,3%)	158 944 (3,2%)	2:00	63%
Abattoir made in France - certifié bio - Les mou...	369 843 (2,6%)	133 254 (2,7%)	2:46	50%
Derrière les murs de l'abattoir de Limoges - les ...	312 329 (2,2%)	125 076 (2,5%)	2:29	68%
Derrière les murs de l'abattoir de Limoges - les ...	344 292 (2,5%)	124 658 (2,5%)	2:45	44%
Abattoir made in France - Alès (English subtitle...	340 486 (2,4%)	119 158 (2,4%)	2:51	63%
Foie gras : dans l'enfer d'un couvoir	194 451 (1,4%)	85 884 (1,7%)	2:15	70%
Enquête dans un des plus gros abattoirs de mo...	110 718 (0,8%)	77 046 (1,5%)	1:26	72%
Un cochon saute d'un camion qui l'emmenait à...	38 104 (0,3%)	76 748 (1,5%)	0:29	103%
Abattoir made in France - certifié bio - démemb...	69 847 (0,5%)	74 509 (1,5%)	0:56	80%
Abattoir Pezenas - Mise à mort des bovins ave...	157 183 (1,1%)	62 595 (1,2%)	2:30	37%
Abattoir made in France - cochons (Alès)	180 214 (1,3%)	60 422 (1,2%)	2:58	45%
Abattoir made in France - les chevaux (Alès)	226 831 (1,6%)	59 682 (1,2%)	3:48	50%
Abattoir du Mercantour : mise à mort des mout...	100 473 (0,7%)	39 965 (0,8%)	2:30	28%

→ Policy level

L214's successive investigations succeeded in transferring the public and political attention from single case concerns to a broader debate on systematic problems inherent to slaughterhouses.

Government reaction:

When Alès investigation was released (October 2015), M. Le Foll (Agriculture Minister) claimed the situation was exceptional and insisted that current official inspections were reliable and efficient.

→ [article](#) in 20 Minutes

But the continuous release of new investigations forced the government to acknowledge a wider problem. In March 2017, after L214's third investigation in 5 months, the Minister of Agriculture took specific measures :

- Each slaughterhouse names an official Animal Welfare referent
- Animal mistreatments in slaughterhouses now classified as a criminal offense (Loi Sapin 2)
- Launch of a government audit in all slaughterhouses

→ [article](#) in Ouest France

→ [article](#) in le Figaro

Even though the audits were not unannounced so that all slaughterhouses could get prepared: non-compliances were detected in 80% of slaughter lines. More than 30% presented “medium” to “serious” non-compliances. Three slaughter lines were stopped. L214 could nonetheless demonstrate weaknesses of these audit results when publishing, in June 2017, [new footage](#) showing severe breaches in a slaughterhouse where no such failure was detected in the audit report.

→ view [press article](#) in Le Monde

Parliamentary Investigation Committee and Bill vote

Following the 2nd slaughterhouse investigation revealed in Feb 2016 (Le Vigan), a Parliamentary Investigation Committee on slaughterhouses was launched.

Olivier Falorni MP announced the creation of this Commission on national TV: *“these slaughterhouses turn into torture room for animals. We can not accept, in a civilized society, those torture, barbaric acts towards animals”*.

→ [TV extract](#)

During 6 months, Parliamentarians conducted hearings of NGOs, meat industry leaders or workers, veterinarians, philosophers, etc. L214 was the first stakeholder to be [interviewed by the commission](#). The Commission delivered a 320-page report with 65 proposals.

A few months later, a bill was introduced imposing among other measures the installation of cameras in slaughterhouses (CCTV).

Extract from Laurence Abeille MP speech during the discussions on this bill: *“I will repeat in a preamble a sentence pronounced by Florence Burgat, philosopher and research Director, before the Commission of Inquiry: 'By what right, in the absence of necessity, do we equate animals with transformable resources or with goods whose use implies destruction? ... We have never harmed and killed as many animals as we do today, when we have never had less need of animals for our survival or for our development.'”*

The media closely followed the work of the Parliamentary Inquiry Committee and the discussions about the bill.

→ [article](#) in le Monde

→ Court cases—complaints against slaughterhouses

First conviction in France for cruelty to animals in a slaughterhouse

L214 filed a complaint for mistreatment and non-compliance against each of these slaughterhouses. Most of the cases are ongoing.

The first trial (against le Vigan) took place in early 2017 and had a robust media impact.

→ view [article](#) in Le Monde

Symbolically, this was the first conviction in France for cruelty to animals in a slaughterhouse. One employee was found guilty of 17 infringements and was sentenced to a 5-year prohibition to work in a slaughterhouse, a heavy fine and a 8-month conditional sentence. In our public

communications, we try as much as possible to remind that cruelty towards animals is the product of a system, and does not originate from single individuals. The local administration (manager of the slaughterhouse) was also fined, convicted for 5 regulatory offenses.

The remaining court cases about other slaughterhouses should follow this year and in 2018.

We can see a change in the handling of cases in the courts. In the past, complaints filed by L214 had were generally not followed-up in court. They are now taken more seriously by both justice courts and politicians.

Cage-free campaign

In 2016, L214 joined forces with The Humane League and other organizations within the Open Wing Alliance, a coalition aimed at ending cages worldwide. This enabled L214 to:

- Learn from strategies that have proved successful in the U.S. or in other countries
- Get and share valuable knowledge and intelligence in a very globalized market

Concurrently, L214's growing funds allowed the organization to hire staff to dedicate full time to the cage-free campaign, so that 3 people could run efficient, sustained and impactful corporate outreach and campaigns.

→ Investigations

In 2016 and 2017, L214 revealed two investigations showing cage farming operations.

- May 2016. "Gaec du Perrat."

Following the media impact, the main national brand Matines withdraws 2 million cage eggs from the shelves of several national retailers operations. The farm is permanently shut down 4 months later.

→ [article and video](#) in Le Monde

→ [article](#) in Les Echos

→ [article](#) in France Info

- May 2017. "Les Oeufs Geslin" - egg supplier of the 1st French Pasta company

Following the media impact, the Pasta company, Groupe Panzani, [commits to go cage-free](#) in less than one-day campaign.

→ [article](#) and [video](#) in Le Monde

→ [article](#) in 20 Minutes

→ Cage-free commitments

Although this paper does not detail the deadlines for each company, deadlines for cage-free commitments are usually 2020 or more often 2025. Public commitments and deadlines are listed on our website.

Apart from a few national companies or multinationals (whose global policy would apply to France), the industry's move away from cages seriously started in 2016, after L214 enhanced capacities on this campaign.

Retailers

Between 2016 and 2017, every major retailer published a cage-free policy including:

Carrefour, Leclerc, Intermarché, Casino Group, Auchan, Lidl, Aldi.

Apart from Aldi (global policy of a German company), all of these companies took public commitment following meetings and talks with L214 and The Humane League, or L214 alone.

Number of laying hens benefiting from the retailers cage-free move: over 7 millions. This figure includes shell eggs only and does not assess the impact of Lidl and Leclerc's commitments on manufactured products.

L214 continues partnering with THL and OWA to secure global commitment from French-based multinationals. Following discussions with Intermarché, the company has expanded its policy to all its EU operations (= Poland and Portugal).

Hotel Chains

L214 has successfully convinced major hotel chains Louvre Hotel Group (part of the 5th major global hotel group) and Best Western France to go cage-free.

L214 also participated in an Open Wing Alliance public campaign which convinced InterContinental Hotel Group to go cage-free globally.

Food Service

L214 joined forces with THL to meet to successfully convince Sodexo and Elior Group to go cage-free globally.

L214 also secured public commitments from Convivio and Api restauration, numbers 4 and 6 on the market.

Following L214 and THL's work, more than 80% of the Food Service sector in France has now a public cage-free policy.

Restaurants Chains and Food Manufacturers

After groundbreaking progress in the retail, hotel and food service sector, L214 concentrates its efforts since mid 2017 on converting restaurant chains and food manufacturers.

After talks with companies or public campaigns, L214 has obtained public commitments from major national restaurant chains Flunch, Brioche Dorée, Pizza Del Arte, Domino's, and Courtepaille.

In the manufacturing sector, leaders like Panzani Group and Pasquier subscribed to a cage-free policy after talks with L214, as well as other national brands like Ker Cadéac and Michel & Augustin.

Egg producers roadmap

As an answer to the first signs of the move away from cages, the egg producers federation issued in October 2016 a plan to produce 50% cage-free eggs by 2022. In light of the

numerous commitments that were published after that, it is likely that the plan will set more ambitious goals by 2025.

Promoting meat-free habits

In order to get the most of our investigations and transform public debate into actual change, L214 runs parallel campaigns and projects promoting food change at several levels:

→ Vegan Pratique

Vegan Pratique, launched 2016. It originated as a website but is becoming a permanent campaign in different forms. Vegan-pratique.fr aims to be a comprehensive website about vegan diet: evidence-based nutrition, cooking tips, and everyday-life advices are at its core. Such initiative was launched in order to meet a need for reliable information in French, as well as specific and suitable advice for a French audience (relying on country-based availability of specific products for instance). Since its release in June 2016, Vegan Pratique has progressively reached a broader audience: the average number of daily visits is now more than 4,000, whereas it used to be around 1,000 at the beginning. It's now almost twice as visited as our main website L214.com (not counting the investigation peaks).

→ Veggie Challenge

June 2017: launch of the Veggie Challenge which is closely related to Vegan Pratique. It consists in 21 successive newsletters to help people lean towards a vegan diet. People subscribing to the newsletter also have the possibility to enter a private Facebook group to exchange tips and informations. In its first phase, the Challenge had been promoted on L214 usual networks. In a few weeks, more than 10,000 people have subscribed to the Challenge and the Facebook group counts 2,900 members.

Next steps for developing the Challenge audience further include:

- Analyzing feedback from early subscribers
- Promoting the Vegan Challenge in the media through a promotional video with celebrities
- Advertising in the metro and online medias such as Facebook and selected websites
- Partnering with vegan companies (drawing of lots for new subscribers)
- Publishing a booklet as a light paper version of [this site](#)
- Organizing public events in order to get media coverage (ex: World longest vegan table)

→ VegOresto

[VegOresto](#) is an initiative aimed at expanding vegan alternatives in traditional restaurants, thus enabling anyone with a preference for avoiding animal products to order a balanced vegan meal at any restaurant.

In about 2 years, 840 restaurants have signed the VegOresto pledge. Although some restaurants already had a vegan option on their menu and just had to sign up, a significant number of restaurants actually added a vegan option after being contacted by L214.

One example of our approach is to “challenge” traditional restaurants for one evening only, having them cook a whole vegan dinner, on a specific day, while L214 secures a full restaurant for the night through online promotion on social networks. After such events, two out of three restaurants actually add the vegan meal to their permanent menu. Although such local initiatives take time, L214 can rely on trained local “ambassadors” volunteering for restaurant solicitations and the organization of local events and challenge dinners. Another benefit of this strong local base is the local media coverage that can easily be achieved on such events.

Some international groups have shown interest in VegOresto's approach. We have passed on information to THL and Animals Australia, and in September L214 will present this campaign at the International Animal Rights Conference (Luxembourg) and in November at the Vegan Festival of Montreal.

VegOresto 2016 figures:

- 430 new pledges, including 5 restaurant chains
- 40 local ambassadors
- 160 dinner challenges
- 2 out of 3 restaurant sign the pledge after dinner challenge
- 21,000 monthly website users
- 800 comments on individual restaurants on [this site](#)
- Facebook, twitter and Instagram VegOresto accounts launched

Grassroots Outreach

2016 Grassroots Outreach figures:

- 2,000 volunteers
- 40 local grassroot groups
- 780,000 leaflets and brochures on vegan eating and factory farming distributed
- 144,000 L214 magazines
- 10 actions per week on average
- 20 Outdoor VegFest (“Vegan Place”) in Paris and 7 other cities. Vegan Places are a fusion of festive activities celebrating vegan lifestyle (vegan food, info stalls, NGOs, etc.) and a Pay-Per-View event (“watch a video and get a free vegan cake”). On a Vegan Place, between 200 and 350 persons typically watch the 7 min video, and hundreds more visit the stalls and activities.

In 2017, the Grassroots Outreach department was strengthened with one new full-time coordinator. New objectives were fixed:

- 1 monthly national coordinated action
- Reinforce support to campaigns (ex: cage-free campaign)