

The Humane League's Accomplishments 2017–2018

2017 Accomplishments

Empowering Change

Grassroots

The Humane League works at the grassroots level to share our message of compassion far and wide. The grassroots staff on the ground in 12 U.S. cities (plus Mexico and the U.K.), student organizers on dozens of college campuses, and volunteers in cities and towns across the country are working to inspire long-lasting dietary change.

In 2017, The Humane League continued to leaflet at large events (including Warped Tour, Pride, etc.) to fuel this change. By targeting a select few high-impact events, we were able to reach a large number of people in key metropolitan regions across the U.S.

In addition, we gave people tools to take action for animals and be part of our movement. For example, in 2017 The Humane League staff travelled the U.S. to raise awareness about the cruel treatment of chickens by Hardee's and Carl's Jr., and invited tens of thousands of people to take action to demand change. Across the country, The Humane League coordinated days of action, empowered hundreds of volunteers to stand up for animals at protests, amplified our message through media, and inspired hundreds of thousands to add their names to petitions calling for change.

Online Outreach

The Humane League's Facebook ads are a wide-reaching and cost-effective tool to expose individuals in 45 countries to factory farm footage and provide them with resources on switching to a plant-based diet. In 2017, we used a mixed strategy for these ads: some ads directed viewers to watch a video and then download a veg starter guide, while others led directly to veg starter guides.

Thanks to The Humane League's 2017 overall outreach efforts:

- 36,911,799 people viewed factory farm footage
- 1,376,546 people received information about compassionate eating (leaflets or veg starter guides)
- 697,334 grassroots actions were taken for animals

Growing the Movement

The Humane League is invested in the long-term success of the movement for animals. We're recruiting the next generation of activists and training a broad and growing network of individuals and groups at the local, national, and international level to band together and create change for animals. In 2017, we opened a new grassroots office in Los Angeles, added a second National Volunteer Coordinator, and expanded our leadership development program on college campuses to 55 student leaders for the 2017–2018 school year.

Humane League Labs, our research division, expanded and launched new projects to generate actionable research to inform strategy at The Humane League and in the animal advocacy movement at large. We made significant progress on our two long-term projects to understand the impact of advocacy on individual diet change, and have since successfully launched one of those projects (EatingVeg.org; see 2018 accomplishments). In addition, Humane League Labs completed two detailed re-analyses of older research to clarify our position on the work and better understand the implications of that research. We also initiated a third major project to procure individualized dietary data in order to facilitate higher quality animal advocacy research. Lastly, we hired a full-time Research Associate, began hiring for an economist, and collaborated with two new volunteers to expand our research capacities.

The Open Wing Alliance, the international coalition of farm animal advocates dedicated to ending cages organized by The Humane League, hosted its inaugural Global Summit to End Cages in February 2017. Representatives from member organizations in 50 countries from Latvia to South Africa received training and shared strategies and tactics. An additional summit for Latin American groups was organized in Mexico. Throughout 2017, the OWA onboarded several more member groups and administered grants that enable fledgling groups to have enormous impacts that wouldn't otherwise be possible.

In 2017, The Humane League's network expanded to include:

- 65 staff in the U.S., U.K., Mexico, and Japan
- 55 student leaders through our campus program
- 9,548 members of our virtual volunteer team
- 50 countries represented in the Open Wing Alliance

Driving Progress

More than 60 billion animals are trapped on factory farms worldwide, and they suffer immensely. By pressuring the companies who profit from this abuse, The Humane League is eliminating some of the cruelest practices and changing the lives of billions of animals.

88% campaign (broiler welfare in the U.S.)

In the U.S., more than 9 billion animals are raised and killed for meat. The Humane League's 88% Campaign is driving sweeping reform for chickens, who represent 88% of animals on U.S. factory farms, by pressuring companies to eliminate cruel practices like live-shackle slaughter, switch to a higher welfare breed of bird, and provide environment enrichments like natural light and additional space to move. In 2017, The Humane League won commitments from 45 major U.S. companies, including Subway, which has the most locations of any fast food chain on earth, and Unilever, the first manufacturer to produce a commitment for broiler chickens.

2017 U.S. broiler commitments as a result of The Humane League's work

- AVI Foodsystems
- Chipotle
- Shake Shack
- Guest Services
- TGI Fridays
- Creative Dining Services
- Au Bon Pain
- Unidine
- Red Robin
- Spectra
- Einstein Bros Bagels
- BJ's Restaurants
- Southern Foodservice
- Subway Restaurants
- Ruby Tuesday
- UNFI
- Whitsons Culinary Group
- Metz Culinary Group
- Epicurean Feast
- Opa! Food Management
- Guckenheimer Enterprises
- Dunkin Donuts
- Focus Brands
- Caribou Coffee
- HHS Culinary & Nutrition Solutions
- Peet's Coffee & Tea
- MMI Dining Systems
- Unilever
- American Food & Vending
- Corporate Dining Services
- Food For Thought
- Jamba Juice
- Barnes & Noble Cafe
- Campbell's
- Elior Group
- Carnival Corp
- Quest Food Service Management
- Benihana
- Eat N' Park Hospitality Group
- Pomptonian Food Service
- Revolution Foods
- Norwegian Cruise Line
- Company Kitchen
- Barilla Group
- Lessing's Food Service Management

Cage-free (international)

The Humane League's offices in Mexico, the U.K., and Japan have taken the fight to ban battery cages global. Together with our partners in the Open Wing Alliance on six continents, The Humane League is going country by country, region by region, until the battery cages that

confine egg-laying hens are a thing of the past. The Humane League and our partners in the OWA secured key regional and global commitments that will spare hundreds of millions of animals from lives of incredible suffering.

2017 international cage-free commitments as a result of The Humane League's work

- Kraft-Heinz (Global)
- Nestlé (Global)
- Wyndham Worldwide (Global)
- Newrest (Global)
- Pastelería Lety (Mexico)
- Carrefour (Europe)
- 2 Sisters Food Group (U.K.)
- Bourne Leisure (U.K.)

2018 Accomplishments

Empowering Change

Grassroots

The Humane League continues to empower change for animals by working at the grassroots level. We are mobilizing hundreds of local activists and building up their skills at effective animal advocacy, creating a more robust animal advocate community through regular outreach events, educating thousands of people about factory farming, expanding media coverage of farm animal issues, engaging them in campaign actions like protests and work parties, and reaching even more people with a message of compassion for animals.

The Grassroots work also includes the National Volunteer Program, which allows us to organize and train dozens of activists outside of the major metro areas where we have full-time staff. These volunteers further amplify The Humane League's impact by organizing campaign and community-building events in their hometowns, engaging even more supporters and driving even more actions. The same is true of our Campus Outreach Program, which continues to empower more than 50 students each year to make a difference for farm animals on college campuses across the U.S.

Finally, The Humane League is contributing to the Prevent Cruelty California initiative. Our staff and volunteers played a key role in successfully qualifying the initiative for the 2018 California Ballot by collecting over 664,00 signatures from November 2017 to April 2018. We are currently planning Get Out The Vote activities to ensure a Yes vote on Proposition 12 on November 6, 2018, which would be the most progressive animal welfare law in the world, and which would have national implications.

Online outreach

Exposing people to the truth about factory farming and inspiring them to make compassionate food choices is a core part of The Humane League's work. One way we do this is via targeted Facebook ads in 44 countries. To further this effort, we developed a new website (EatingVeg.org) full of resources, tips, and a short documentary, all aimed at making the transition to a plant-based lifestyle easier. Humane League Labs is assisting in tracking and analyzing user behavior on the site and plans to perform experimental research to understand how the site facilitates plant-based eating. To ensure this incredible resource is shared far and wide, The Humane League is partnering with *Eating Animals*, a new film based on the best-selling book by Jonathan Safran Foer, and narrated and produced by Academy Award winner Natalie Portman.

So far, in 2018:

- 15,583,853 people visited a webpage with factory farm footage in response to our ads
- 305,566 people received veg literature (leaflets or veg starter guides)
- 3,425 activists trained on effective activism or humane education
- 204,438 online actions were taken by grassroots activists

Growing the Movement

As mentioned above, The Humane League did not add new grassroots cities this year but instead expanded the National Volunteer program (now with two staff members managing the program). The Campus program for the 2018–2019 school year expanded to include 58 students from 28 states plus D.C. In August, these students will attend our annual Campus Outreach Conference to receive training and build connections for the upcoming school year.

The Open Wing Alliance, The Humane League’s global coalition of animal protection groups, continues to win global and regional commitments. OWA members receive in-depth training and support, and may receive grants to support cage-free reforms in strategically significant but under-resourced areas. In early 2018, The OWA expanded its capacity by adding two staff members and awarding more than \$400,000 in grants to 13 member organizations representing 14 countries. These grants will fund Animals International’s expansion into Romania, and Otwarte Klatki’s continued growth in the Ukraine and expansion into Belarus following their tremendous track record in Poland. Future trainings are planned with SAFCEI in South Africa, PFO in Greece, and Pobjede in Croatia.

In March, the OWA hosted its second annual Global Summit to End Cages. One hundred and fifteen advocates from 40 organizations in 43 countries convened in Prague for four days of intensive training and strategic planning. OWA members then put their new skills into practice, launching a global campaign against Starbucks with a massive demonstration.

An OWA Africa Summit took place in Cape Town on July 23 and 24, and we’ve started planning for the LatAm Summit in November in conjunction with OPP and local OWA groups in Brazil. The Humane League staff also released a Corporate Campaigns site with all of our current manuals and resources on campaigning and corporate relations for OWA members to use and a Membership Site with our protocols and member information.

Humane League Labs continues to expand its research capacities and pursue several avenues of research. In keeping with our commitment to transparency and open science, we completed an additional reanalysis of previously collected data and a detail description of the collection of that data. Our research on engagement with a plant-based eating website commenced with the launch of EatingVeg.org. Our individualized dietary data procurement project, initiated in 2017, continues and we’ve made plans to hire several research assistants to facilitate this work. With the arrival of clean meat on the public market drawing near, Humane League Labs has also begun exploring research projects related to the consumer acceptance and labeling of clean and plant-based meat products. We have successfully hired an economist who is now working to

prioritize research questions to explore the economics of animal advocacy and commenced hiring for an additional Research Associate.

So far in 2018, The Humane League's network has expanded to include:

- 74 staff in the U.S., U.K., Mexico, and Japan
- 58 student leaders through our campus program
- 11,327 members of our virtual volunteer team (FAN)
- 56 countries represented in the Open Wing Alliance

Driving Progress

The 88% campaign: Spotlight on McDonald's

On Sunday, March 25, 2018, The Humane League launched the *I'm Not Lovin' It* campaign, in coalition with other animal rights groups. Across the country, activists rallied to raise awareness among consumers and expose the truth about McDonald's animal welfare policy.

The Humane League focused its efforts in week one in Chicago, the site of McDonald's new headquarters, and worked to turn Chicagoans against the company in its own backyard. On March 27, 2018, The Humane League kicked off an advertising blitz across Chicago, urging consumers to "see what Ronald's hiding," to learn the truth about Happy Meals, or to boycott McDonald's and show their support for the campaign using #ImNotLovinIt on social media. Full page ads in *The New York Times* and a prominent Chicago weekly, wallscapes, projection bombing, teaser videos, and targeted online ads flooded the city with the campaign's message.

The Humane League conducted intensive community outreach, delivering fact sheets to managers at more than a dozen McDonald's locations in Chicago and even more nationwide, distributing thousands of leaflets to consumers, and encouraging people to take photos with a maniacal Ronald at McDonald's locations around the city. Spray chalk "graffiti" and bench ads outside McDonald's locations directed people to the campaign.

Fifty activists joined The Humane League to demonstrate at lunchtime outside a busy McDonald's in downtown Chicago. The demonstration featured Ronald McDonald, as well as a disfigured broiler chicken mascot (courtesy of our friends at Mercy For Animals), while a giant "UnHappy Meal" installation and mobile billboards paraded around the perimeter. The following day, the UnHappy Meal and mascots took over a busy public transit station. Countless passersby stopped to take photos with Ronald, sign a petition, or experience virtual reality technology.

All week, grassroots activists on campuses and in cities across the country gathered more than 130,000 petition signatures and took more than 8,000 individual actions directed at McDonald's corporate accounts and employees. These actions, including making phone calls, sending emails, and sharing and commenting on social media, ensure the campaign is impossible to ignore.

These eye-catching tactics and the people-power of The Humane League's grassroots network is putting McDonald's under intense pressure, and it shows. When Humane League employees visited McDonald's current headquarters, security refused to let them meet or speak with any McDonald's employees. McDonald's leadership emailed franchise operators asking them not to "respond to — or engage with" animal welfare groups. In addition, McDonald's publicized the formation of their misleading "Chicken Sustainability Advisory Council," and began running Google ads promoting it. The campaign launch was covered by the [Chicago Tribune](#) and the [Chicago Reader](#).

In the last quarter, Humane League volunteers and activists have mobilized to hold more than 125 demonstrations outside McDonald's locations, work parties to write letters and call executives, and leafleting and tabling events to expose the brutal reality of McDonald's treatment of animals. From demonstrations at McDonald's annual shareholder meeting to a ribbon-cutting ceremony including blood-splattered golden arches, The Humane League has been a constant presence not only outside McDonald's new headquarters in Chicago, but in cities and towns across the U.S., on each and every one of McDonald's social media pages, and in executives' inboxes.

Our Corporate Relations work continues behind the scenes. Each additional broiler policy secured by The Humane League brings us one step closer to industry-wide reform, and further increases the pressure on McDonald's.

2018 U.S. broiler commitments as a result of The Humane League's work

- Papa John's Pizza
- Norwegian Cruise Lines
- Benihana
- Barilla Group
- Brueggers Bagels
- Groupe Le Duff USA
- Blue Apron
- AccorHotels
- Royal Caribbean Cruise Lines
- PCC Natural Markets

International cage-free

Around the world, The Humane League is driving progress to end the cruel practice of caging hens. Humane League campaigners continue to win cage-free commitments from major companies in key countries. We have secured 13 cage-free commitments in the U.K. to bring the total to 90, including Noble Foods, the UK's largest producer, plus one policy in Ireland.

In Latin America, we've secured a commitment from Fiesta Foods. And after more than a year of laying groundwork with companies who have never before engaged with an animal protection group, the first Japanese cage-free commitment was released by Seiyo Foods, one of the the country's largest foodservice companies.

In the first quarter, The Open Wing Alliance won global commitments from Danone, which operates in 140 countries, and manufacturing giant Unilever. OWA member Farm Animal Protection Platform won the first cage-free commitment in Turkey, and New Zealand-based SAFE secured cage-free commitments from every supermarket in the country.

Thanks to the work of OWA member group EAST and The Humane League Japan, Carrefour Taiwan became not only the first company in Taiwan but the first retailer in all of Asia to commit to eliminating cages from their supply. The commitment made waves in the country, and The Humane League's Vice President of Policy presented on battery cages to the Taiwanese Legislature, which pledged to work with EAST and pass laws to address this issue in the country. This groundbreaking progress represents the first major step towards eliminating cages in East Asia, where more than half of worlds egg laying hens live.

To date, OWA has secured 13 global cage-free policies. OWA grantees have also secured over 170 regional cage-free policies. We will use a newly created commitment tracker to determine the total number of regional policies secured by other OWA groups. Eight out of fourteen grantees are currently running campaigns independently, and plans are in place to train the rest.

See Q1 grantee achievements [here](#). See Q2 grantee achievements [here](#).

In Japan, Seiyō-Compass and Nestlé have published their multinational cage-free commitments in Japanese.

2018 international cage-free commitments as a result of The Humane League's work

- Danone (Global)
- Unilever (Global)
- Lagardère (Global)
- Aldi Sud ((Global)
- Four Seasons Hotels and Resorts (Global)
- Grupo Alimentarium (Mexico)
- Seiyō Compass (Japan)
- Tesco (Ireland)
- Ahold-Delhaize (Europe)
- Maxima Grupe (Baltics)
- Wasabi (U.K.)
- Tortilla (U.K.)
- Valora (Switzerland, Germany, Austria, Luxembourg, the Netherlands, France, and the U.S.)
- D&D London (U.K.)
- Dorchester Collection (U.K.)
- Rossopomodoro (U.K.)
- Caffè Nero (U.K.)
- Boots U.K. (U.K.)
- Itsu Sushi (U.K.)
- Hotel Chocolat (U.K.)
- Tony Macaroni (U.K.)
- Wrapchic (U.K.)
- Carrefour (Taiwan)

International broiler

Meanwhile, The Humane League worked alongside Open Wing Alliance member L214 in France and international advocates at Compassion in World Farming to secure commitments to

sweeping reforms for chickens raised for meat throughout Europe from two major manufacturers, Danone and Nestle, kicking off the international broiler fight with a bang.

In the U.K., The Humane League launched the “1 in a billion” campaign for the billion broiler chickens killed for meat there each year. And we’re off to a promising start: in July, we met with 2 Sisters Food Group, the U.K.’s biggest food company by turnover and biggest chicken producer (over 1/3 of U.K. chicken). The company not only committed to the European Broiler Ask, but to supplying chicken that meets that standard to all new and old customers to meet their demand. We believe that this pledge will dramatically increase the speed at which all organizations can get commitments from companies across all sectors in the U.K.

2018 International Broiler Commitments as a result of The Humane League’s work

- Nestle (Europe)
- Danone (Europe)
- Elixor (U.K.)
- Azzurri Group (U.K.)
- Prezzo (U.K.)
- Prêt à Manger (Europe)
- 2 Sisters Food Group (U.K.)

Media coverage

Our campaigns are amplified by media coverage of the issues and key events. Here is a compilation of media coverage from 2016–2018:

- [Media Report](#) 2016–2018
- Feature stories on the McDonald’s campaign
 - [Civil Eats](#) (McD)
 - [Chicago Reader](#) (McD)
 - [Orlando Sentinel](#) (McD)
 - [Westword in Denver](#) (McD)
 - [Chicago Tribune](#) (with the Coalition for McD)

Social Media

Social media continues to be an effective tool for The Humane League to reach a wide audience with messages that inspire veg eating, build community, and give our supporters opportunities to get involved in our campaigns. Our largest number of followers are in the U.S. and in Latin America.

Increased number of followers on social media accounts

Followers (U.S.)	Dec 2017	June 2018	% increase
Facebook	641,203	923,133	44%

Twitter	39,513	51,828	31%
Instagram	73,200	99,000	35%
Followers (U.K.)			
Facebook	3,601	7,120	98%
Twitter	4,380	7,250	66%
Instagram	280	890	218%
Followers (Mexico)			
Facebook	881,000	1,040,019	18%
Twitter	7,800	11,200	44%
Instagram	10,000	24,200	142%

Followers (Japan)	Dec 2017	June 2018	% increase
Facebook	826	1272	54%

Increased engagement on Facebook

Engagement (U.S.)	Jan–June 2017	Jan–June 2018	% increase
Facebook	17,742,037	23,620,389	33.13%
Engagement (U.K.)	Jan–June 2017	Jan–June 2018	% increase
Facebook	7,467	110,833	363.35%
Engagement (Mexico)	Jan–June 2017	Jan–June 2018	% increase
Facebook	1,000,000	2,000,000	100%

The Humane League's [Facebook stats](#) are available in more detail.