

Please consider the top 3–5 programs that your organization invests in (considering both the time and the funding invested). Listing just your top 3 programs is entirely sufficient for us—only list 4 or 5 if you really invest in them all equally and can't select just 3. For each program, it would be helpful for us to know the time invested, the funding invested, the number of years the program has been active, and some of the primary outcomes.

Please note that throughout our responses, 2018 will refer to our 2018-19 financial year (1 April 2018 – 31 March 2019), the most current year for which complete and audited accounts are available. Because of the timing of our financial year(s), questions about the first six months of 2019 will refer to Quarter 1 2019/20 (i.e. April - June 2019).

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Program name	Food Business
Date commenced	2013
Program expenses 1.4.2018 - 31.3.2019	\$399,000
Program expenses (first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	\$108,000
Approximate number of staff hours invested (1.4.2018 - 31.3.2019)	>7,500
Approximate number of staff hours invested first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	>2,300
Approximate number of volunteer hours invested (1.4.2018 - 31.3.2019)	0
Approximate number of volunteer hours invested (1.4.2019 - 30.6.2019)	0
Most important outcomes/accomplishments from 2018 or 2019	<p>In 2018/19, Compassion USA's Food Business team continued to strengthen its corporate engagement strategy and capacity, resulting in new corporate commitments, increased pressure on corporates to keep their commitments, and new avenues to drive change within companies via scientific expertise.</p> <p>Compassion's work is grounded in scientific expertise, which enables us to work collaboratively with food companies to develop meaningful animal welfare policies, including a global policy with Subway last year, as well as challenge and meaningfully engage industry-leading decision makers, such as Tyson, Perdue and Wayne Farms, to meet purchaser demand, as well as consider the scientific research underlying the need for higher welfare standards – particularly key tension points, including broiler breeds and stocking density. In addition to substantial engagement with major producers, Compassion played a leading role in securing important new broiler commitments, including HelloFresh, Blue Apron, Diana Foods, and PCC (the first retailer to commit to the full broiler ask). Compassion also hosted our 3rd annual business-to-business Better Chicken Leadership Forum to foster pre-competitive dialogue and workshop solutions in order to successfully transition supply chains to higher welfare. Last year, the forum was split into two days and brought together 48 attendees representing 32 major companies, including producers, purchaser, certifiers and breeders. The first day included a trip to White Oak Pastures, while the second day included presentations and working sessions on marketing, the scientific case, supply-chain road mapping and protein diversification.</p> <p>Compassion's food business team also placed tremendous emphasis on compliance and ensuring companies follow through on their higher welfare commitments while fostering increased transparency in the market. Compassion published our 2nd annual EggTrack report in September of 2018 which tracked the progress of 100 companies (27 more companies than the previous year) across all egg categories (shell, liquid, and processed/ingredient), with 27% reporting progress. In addition to the company tracker, the report also included a forward by Sodexo, an investor guide to utilizing the report and various technical resources to support a companies transition to cage-free. Since the launch of the 2018 EggTrack report, Compassion engagement on compliance also led to industry leaders McDonald's and Walmart/Sam's Club disclosing progress against their cage-free egg commitments for the first time. In the last quarter of 2018/19, Compassion began work on its 2019 EggTrack report, which will cover an expanded list of 125 companies, as well as the inaugural edition of ChickenTrack, which will serve the same purpose of EggTrack in years to come by tracking company progress against meeting their broiler welfare commitments.</p>

Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)

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Program name	Public Engagement
Date commenced	2014
Program expenses 1.4.2018 - 31.3.2019	\$227,000
Program expenses (first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	\$52,000
Approximate number of staff hours invested (1.4.2018 - 31.3.2019)	>3,000
Approximate number of staff hours invested first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	>900
Approximate number of volunteer hours invested (1.4.2018 - 31.3.2019)	0
Approximate number of volunteer hours invested (1.4.2019 - 30.6.2019)	0
Most important outcomes/accomplishments from 2018 or 2019	<p>Compassion USA's Public Engagement department drives market sensitization in support of our food business work by creating and shaping consumer demand, raising awareness of the realities of factory farming, and empowering the public to drive change for farmed animals.</p> <p>Be as specific as possible. Links or other documentation is also helpful. If desired, you may email us a separate document with this information. (If we know about an outcome from a previous review cycle, there is no need to mention it again here.)</p> <p>Because the success of Compassion USA's compliance work hinges in large part on getting results in front of consumers, food companies, investors, and other stakeholders, we are pleased that the 2018 EggTrack report was featured in Bloomberg, Politico, Eater, and more, along with industry-oriented outlets such as Meat + Poultry and The Poultry Site. Media coverage reached nearly 57 million potential viewers in 2018.</p> <p>The Public Engagement team played a key role in the McDonald's broiler coalition through a Change.org petition with over 304,000 signatures, a full page ad in the NY Times, and an in person petition signature delivery at McDonald's HQ, achieving features in major media outlets with a potential viewership of more than 135 million people.</p> <p>The team's Spaghetti Meat campaign launched in April 2019 as a key educational advocacy opportunity that raised awareness of both consumer deception and animal suffering. A short video was produced showing public reactions to the prevalence of a noodle-like texture in chicken meat, caused by a myopathy associated with fast-growth genetics. The campaign has a combined video view count of over 116,000, and was featured on the homepage of Plant Based News. The Food Business team developed technical resources in support of the campaign and included them in discussions with companies.</p> <p>Compassion USA's organic Facebook video watch rate grew 120% since April 1, 2018 thanks to a focus on storytelling through video for more impactful, measurable engagement. Although still in early growth phase, our Instagram following also grew 119%. Our overall supporter count through email subscribers and social media followers increased by 68%.</p> <p>The Public Engagement team also supported key legislative efforts, including successfully rallying supporters to write to their representatives to block the dangerous King Amendment which would have overridden state ballot initiatives, and supporting the passage of Prop 12 in California through signature gathering and supporter engagement.</p>

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Program name	25X25 (Eat Plants. For a Change.)
Date commenced	2018
Program expenses 1.4.2018 - 31.3.2019	\$221,000
Program expenses (first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	\$39,000
Approximate number of staff hours invested (1.4.2018 - 31.3.2019)	>3,000
Approximate number of staff hours invested first 3 months of FY 2019 (1.4.2019 - 30.6.2019))	>900
Approximate number of volunteer hours invested (1.4.2018 - 31.3.2019)	0
Approximate number of volunteer hours invested (1.4.2019 - 30.6.2019)	0
Most important outcomes/accomplishments from 2018 or 2019	<p>While welfare work is critical, Compassion USA understands that the move to higher welfare is simply not enough and that we need to urgently address the need to reduce the total number of animals in the food system.</p> <p>The program is seeks a 25% reduction of animal products by 2025. We aim to achieve this by securing commitments from food businesses (through our "Friendly Food Alliance" or "FFA" initiative) while increasing public engagement. Compassion USA is engaged deeply with Compass Group, Bon Appetit Management Company, and Unilever to finalize concepts and begin execution of FFA pilots. In addition, Compassion USA has expanded engagement with food companies on food sustainability issues and the goal of meat reduction, develop methodology to measure impact from protein diversification and meat reduction, refine the scientific and business case for protein diversification, and build a coalition of partners within and outside the animal welfare movement to champion this issue.</p> <p>Compassion USA has also chaired an inaugural call between animal welfare organizations to discuss protein diversification, share work to date, and identify potential areas of collaboration including developing an ask for food companies.</p> <p>On the public engagement side, the launch of the Eat Plants. For a Change. campaign further engaged a community of supporters advocating the eat plants for a change message, not only to reduce consumption of animal products in their own lives, but to support the Food Business team's protein diversification work. Campaign subscribers receive regular resources on how to eat more plants and fewer animal products, with the opportunity to become Changemakers by inviting others to sign up to Eat Plants. For a Change. The campaign is promoted through video, partnerships with social media influencers, and features by popular media outlets and podcasts such as Plant Based News, Our Hen House, Jane Velez Mitchell, The Sustainability Agenda, and What Doesn't Kill You.</p>