

## Food Business Outcomes

### January 2020 – June 2021 (last 18 months)

- Compassion formed the U.S. Working Group for Broiler Welfare in Spring 2021 with an initial seven major food companies to foster precompetitive dialogue and facilitate the shift in supply chain logistics necessary for companies to meet the Better Chicken Commitment.
- Compassion moved our Better Chicken Leadership Forum online due to COVID-19, hosting two webinars intended to engage and educate businesses: *Navigating the Better Chicken Commitment: The Ask, The Science, The Market* and *Reviewing the University of Guelph Broiler Breed Study*. A wide range of major companies attended, including top chicken producers and purchasers, with over fifty attendees in each session. The former session provided a general overview of the Better Chicken Commitment, while the latter reviewed outcomes from the University of Guelph study which demonstrated that industry-standard breeds had poorer welfare outcomes than slower-growing breeds.
- Compassion launched its annual corporate transparency tools, EggTrack and ChickenTrack. In its fourth edition, EggTrack expanded to include global progress reporting, in addition to regional reporting in the U.S. and E.U. Despite the pandemic, many companies not only reported the percentage of cage-free eggs in their supply chains but are also made progress toward their 100% cage-free goals. In the last four years, EggTrack has contributed significantly to the market shift from caged chicken eggs to cage-free, which has now surpassed 25% of the market. The second edition of ChickenTrack laid the foundation for future corporate reporting by establishing a reporting framework, in addition to providing an overview of the latest broiler welfare science, market information, and recommendations for company road mapping.
- In January 2020, Popeyes committed to sourcing higher welfare chicken following engagement and campaigns from Compassion and others. After working through business- and market-specific challenges with Compassion, Whole Foods Market set precedent for retailers in December 2020 by committing to transition to Controlled Atmosphere Stunning – making it the first retailer to commit to all aspects of the Better Chicken Commitment.
- Compassion continued to leverage the investor-focused Business Benchmark for Animal Welfare (BBFAW) to directly engage companies on improving their animal welfare standards and public disclosure of information related to welfare, in accordance with Compassion’s related work on corporate transparency and the increased focus on performance reporting within BBFAW.
- Taco Bell received Compassion’s coveted Good Egg Award in June 2020, after ensuring that their suppliers did not use combi-cages. These housing systems pose a threat to the cage-free movement because they allow cage-free barns to easily revert to cages by closing doors. Compassion continues to examine and address this threat across all areas of implementation.
- Compassion, as a founding member of the Regenerative Organic Alliance (ROA) and continuing contributor to its animal welfare standards, supported the ROA’s launch of the Regenerative Organic Certified (ROC) certification standard for food, fiber and personal care products – now the highest standard for organic agriculture in the world.

### Prior to 2020:

- Established at least 11 cage-free, 23 broiler welfare commitments, as well as 8 overarching welfare policies with major food companies (2016–2019)
- Published three annual EggTrack reports which tracked companies’ progress on their cage-free commitments (2017–2019)
- Hosted four Better Chicken Leadership Forums, with attendance from major food companies across sectors, from producers to genetics companies to manufacturers to quick service restaurants

## **Public Engagement Outcomes**

### January 2020 – June 2021 (last 18 months):

- Compassion celebrated Colorado's decision to go cage-free, banning cages on Colorado farms, setting standards for cage-free confinement, and requiring that all eggs sold in Colorado be cage-free.
- Compassion led a campaign asking consumers to contact their representatives and demand they support The Safe Line Speeds in COVID-19 Act, which would prohibit the dangerously fast line speeds that put both animals and slaughterhouse workers at risk. Our collective efforts paid off and plans to increase line speeds were scrapped during the early days of the new Biden-Harris Administration.
- Compassion engaged with the Special Supplemental Nutrition Program for Women, Infants and Children (WIC) to outline and discuss the many reasons that WIC must expand its approved foods list to include cage-free eggs, as most state WIC programs do not currently authorize these purchases.
- Compassion launched an investigation into Scottish salmon farming – the largest investigation of its kind. Investigators visited 22 farms and captured underwater footage for 6 farms from 5 of Scotland's biggest farmed salmon producers, which account for more than 96% of the entire industry.
- Compassion launched a campaign calling for fish certification programs to implement and/or improve their welfare standards
- Compassion championed the Food System Reform Act, which seeks to place a moratorium on new factory farms and phase them out completely by 2040. It would also rebalance the relationship between small family growers and large corporate integrators, holding the latter more accountable for environmental and community health.

### Prior to 2020:

- Achieved coverage of the 2018 EggTrack report in major media outlets, reaching millions of potential viewers (2018)
- Launched two campaigns to raise awareness of consumer deception and chicken suffering (2017, 2019)
- In cooperation with other organizations, supported the passage of Proposition 12 in California and helped defeat the King Amendment (2018)

## **Eat Plants. For a Change. Outcomes**

### January 2020 – June 2021 (last 18 months):

- Email open rates for Eat Plants. For a Change. resources are more than double the average, with a 97% retention rate on subscribers, indicating this is a highly engaged pool who actively want to learn how to reduce their consumption of animal products.
- The Eat Plants. For a Change. message has potentially reached 317,000 targeted viewers through Instagram posts, attaining nearly 40,000 likes and comments. Through YouTube, the campaign has attained over 222,000 video views.
- Compassion launched Evaluate Your Plate, a science-based tool to help consumers and companies understand the environmental and animal impact of their dietary choices and provide better options, with an emphasis on shifting away from animal-based to plant-based proteins.

### Prior to 2020:

- Launched the Eat Plants. For a Change. campaign on popular media outlets (2018)