



2021 IMPACT REPORT

animal
EQUALITY

15
YEARS

229 MILLION FARMED ANIMALS IMPACTED IN 2021!

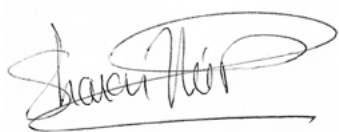
Your commitment to protect animals and year-round efforts to spread awareness about animal cruelty are not only inspiring, but they also made all of this year's groundbreaking progress possible.

As you'll read in this report, our work last year impacted an estimated **229 million animals** across the globe, including nearly **44 million in the U.S.** alone — **a tremendous accomplishment that you made happen.** Together, we're achieving better living conditions for farmed animals and holding the animal agriculture industry accountable.

Thank you so much for your ongoing support of our work. You help us to strengthen our global team's efforts to impact the lives of farmed animals. We're honored and humbled that dedicated advocates like you believe in our mission.

Every step we take brings us closer to a world where animals are respected and protected. With you on our side, we can expect even more victories in 2022.

In gratitude,



SHARON NÚÑEZ
PRESIDENT, ANIMAL EQUALITY

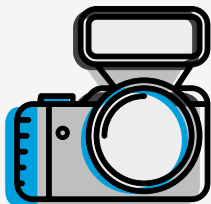




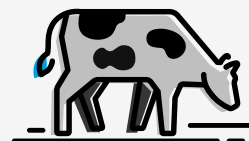
EXPOSING CRUELTY THROUGH INVESTIGATIONS

The cornerstone of our organization is our investigative work, and in 2021, we released **19 investigations** — an extraordinary number that has had a ripple effect across the global factory farming industry. Thanks to your support, Animal Equality sent investigators into some of the most secretive facilities in the world, exposing the immense suffering and cruelty that is happening at slaughterhouses and on farms that raise animals for food.

Our investigations create a constant cycle of change, from new laws that protect farmed animals to forced closures and resignations in a business that hates to change.



19
INVESTIGATIONS
PRESENTED



3.3+ Million
ANIMALS IMPACTED
BY INVESTIGATIONS

EXPOSING CRUELTY THROUGHOUT THE WORLD

**SHOCKING VIOLATIONS
INSIDE A "HUMANE" HATCHERY
(CA, UNITED STATES)**

**CATFISH BEHEADED
WHILE CONSCIOUS
(MS, UNITED STATES)**

**WELFARE CHIEF QUILTS
AFTER FARM'S ABUSE
IS EXPOSED (SCOTLAND)**

**FIRST-EVER LOOK INSIDE
UK FISH SLAUGHTERHOUSE
(SCOTLAND)**

**PIGS SUFFER ON "FARM
OF HORRORS" (SPAIN)**

**THE DANGER AND CRUELTY
OF WET MARKETS (INDIA)**

**THE TRUTH ABOUT
INDIA'S AQUAFARMING
(INDIA)**

**SLAUGHTER OF PREGNANT
COWS SHOWS ANIMAL
FARMING CRUELTY HAS
NO LIMITS (BRAZIL)**

**ILLEGAL FIRES CAUSE
CRUELTY AND ECOLOGICAL
DESTRUCTION (BRAZIL)**

**THE ALARMING ENVIRONMENTAL
CONSEQUENCES OF INDUSTRIAL
FARMING (MEXICO)**

**THE FIRST INVESTIGATION
ON FISH FARMS IN MEXICO
(MEXICO)**

**THE EGG INDUSTRY'S CRUEL
PRACTICE OF FORCED MOLTING
(Jalisco, MEXICO)**

**CRUEL AND ILLEGAL ACTS IN
EXPOSED AT SLAUGHTERHOUSE
(MEXICO)**

**BEHIND THE WALLS OF AN ITALIAN
SLAUGHTERHOUSE (ITALY)**

**THE PLIGHT OF LAMB TRANSPORT
(ITALY)**

**CRUELTY AND DECEPTIVE
MARKETING FOUND AT
RENOWNED PIG FARM (ITALY)**

**THE TRANSPORT OF LAMBS FOR
HOLIDAY DEMAND (ITALY)**

**CHICKEN FARM EXPOSED
WITH HELP OF ITALIAN PUBLIC
TELEVISION (ITALY)**

INVESTIGATION HIGHLIGHTS

INHUMANE HATCHERY IGNORES CALIFORNIA ANIMAL CRUELTY LAWS

Cruelty within chicken hatcheries in the United States is notoriously hard to expose. Fortunately, our investigator was able to get behind the scenes at an American Humane Certified hatchery managed by Foster Farms. The facility supplies major west coast grocery stores, as well as Chick-fil-A, one of the largest American fast food restaurant chains. The investigation exposed serious violations of California's animal cruelty laws and showed chicks routinely being inhumanely killed or left to slowly die from injuries. In addition to releasing our findings, we urged the county's District Attorney to file charges against Foster Farms for violations of the state penal code prohibiting cruelty to animals.



Baby chicks cycle through the hatchery's machinery.



A mother pig and her babies are confined to a metal crate without bedding.

DISCREDITED PIG FARM IN SCOTLAND LEADS TO HIGH PROFILE RESIGNATION

In Aberdeenshire, Scotland, Animal Equality released an investigation into a pig farm certified for high welfare standards and approved by the Scottish Society for the Prevention of Cruelty to Animals. Instead of leading in animal welfare, our investigator discovered that it was yet another accredited farm evading the law and deceiving consumers. As a result of our findings, which revealed numerous instances of cruelty and suffering, the farm's owner resigned as the Chairman of the Pigs Standard Setting Committee of Quality Meat Scotland (QMS). The farm also lost its welfare accreditation and was dropped as a supplier from major supermarkets Tesco and Lidl.

INVESTIGATION HIGHLIGHTS

INDUSTRIAL FARMING PROVES TO BE AN ENEMY TO ANIMALS AND THE PLANET

The impact of animal farming on our planet is one of the world's most dangerous issues. In Mexico, Animal Equality released an investigation into the catastrophic environmental consequences of industrial animal agriculture. The report was a culmination of two years of investigative work into numerous factory farms in Jalisco, a state that produces most of Mexico's animal products. It was also a follow-up to the findings of our short documentary, *Enemy of the Planet*, which shows the visible ecological damage of the region via drone footage. In total, we reported 44 farms to local authorities, asking that the farms be shut down and held responsible for repairing the environmental damage they caused.

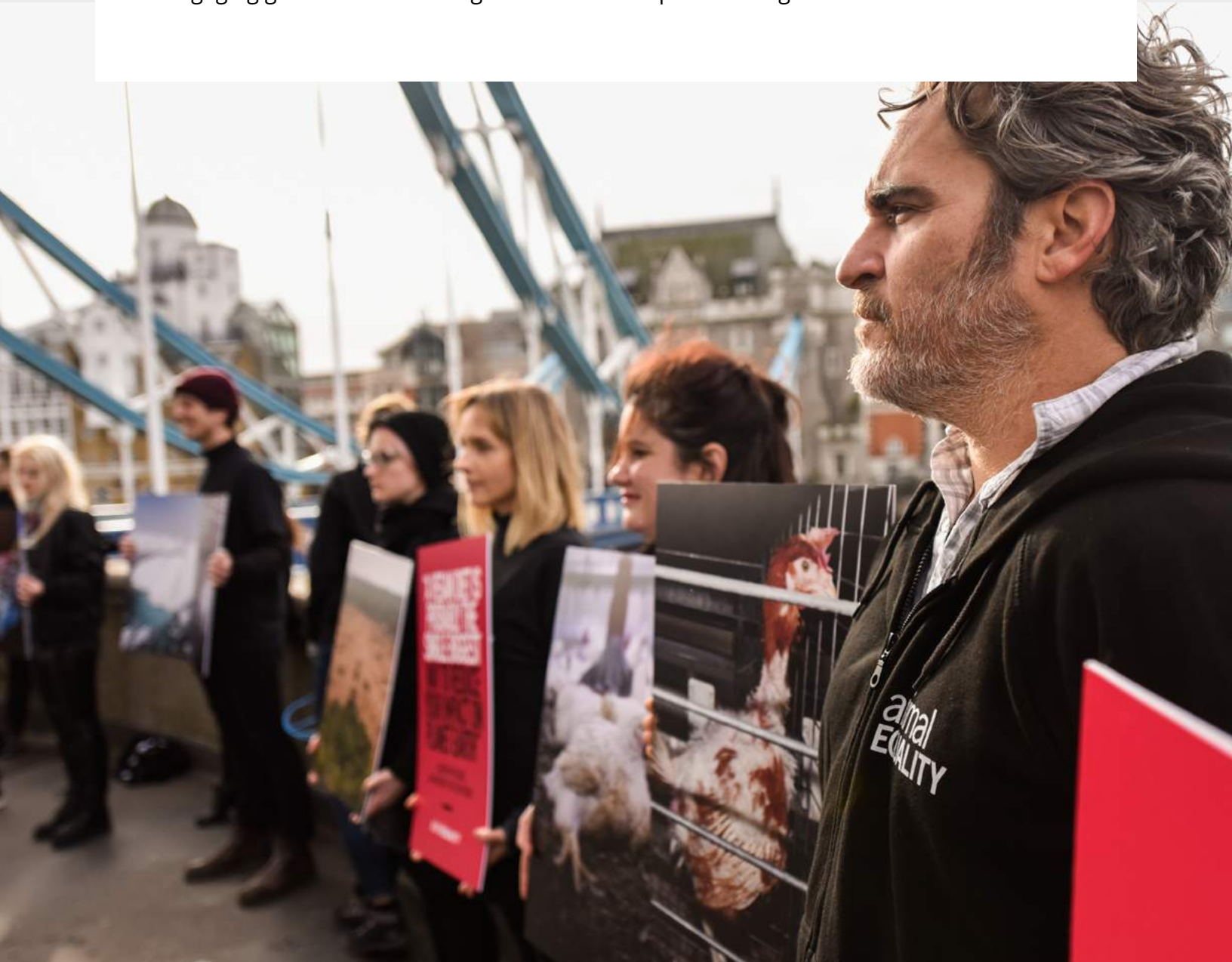


An aerial image of a pond contaminated with fecal matter and bacteria near an industrial pig farm in Mexico.

PROGRESS FOR FARMED ANIMALS

Thanks to your generosity, our team has the resources to make a difference. With an estimated **229 million pigs, cows, chickens, ducks, lambs, and many more** affected by our efforts in 2021, you have made animals more protected than they have been at any point in our 15 year history.

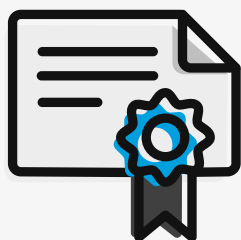
To create this change, our teams focus on many strategic fronts, including pressuring the world's largest corporations to implement stronger animal protection policies, and engaging governments and legislatures to draft proactive legal initiatives.



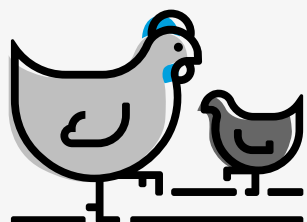


TAKING ON THE WORLD'S BIGGEST COMPANIES

In 2021, our Corporate Outreach team worked extensively behind the scenes to help implement the most progressive animal welfare laws ever seen in the United States, impacting **23 million animals**. Worldwide, Animal Equality convinced 31 companies to adopt animal protection policies to reduce the suffering of an additional **15.5 million hens** used for eggs and **14.5 million chickens** used for meat each year. These successes were made possible by **174,000 engaged volunteers** — dedicated animal advocates just like you from across the globe.



21 Companies
WHO ADOPTED ANIMAL PROTECTIONS



53 Million
ANIMALS IMPACTED
BY CORPORATE WORK



12,410
VOLUNTEER HOURS
LOGGED

HIGHLIGHTS

SUBWAY'S HISTORIC COMMITMENT TO CHICKENS

After nearly two years of campaigning by Animal Equality and other members of the Open Wing Alliance, the world's largest restaurant franchise, Subway, has pledged to improve chicken welfare in its supply chains by adopting the European Chicken Commitment (ECC). The ECC requires companies to provide chickens with more space, natural light, perches, and pecking substrates. It also bans the use of fast-growing breeds, which are prone to painful deformities and heart attacks. The lives of approximately 50 million chickens will be impacted by this work.



Animal Equality protest in front of a Subway restaurant in Italy.



A MONUMENTAL POLICY ACHIEVEMENT

In what was the most impactful cage-free policy ever secured, Animal Equality and a coalition of more than 75 nonprofits persuaded Yum! Brands to adopt a global cage-free egg policy. Including popular chains KFC, Pizza Hut, and Taco Bell, this public commitment will affect nearly 50,000 locations in 150 countries, which is the largest number of locations ever impacted by a single cage-free policy. Most of these locations will transition by 2026, with a global target of completion by 2030. Yum! Brands also agreed to provide annual progress reporting to ensure transparency.

ADVOCATING FOR STRONGER ANIMAL PROTECTION LAWS

While there are some animal protection laws that protect animals within the food system, there aren't many, and those that exist are either insufficient or meant to aid the animal agriculture industry in hiding the suffering it inflicts. Across the world, our Legal Advocacy teams are working with local, state, and national governments to strengthen current laws and pass new ones that will impact the lives of millions of animals. Thanks to your selfless support, we were able to expand animal protections across the globe in 2021.

UNITED STATES

- In response to our lawsuit, Champion Petfoods corrected “wild caught” marketing claims on its website and agreed to provide additional transparency regarding its fish sourcing practices.
- Utah became the eighth state to ban cages in the egg industry. The bill will go into effect starting January 1, 2025, sparing five million hens annually from life in a cage.
- Senators Cory Booker and Elizabeth Warren, along with Rep. Ro Khanna, sent a letter to the Federal Trade Commission in support of our parallel false-advertising lawsuit against Tyson, which is currently pending before the Commission.
- Nevada became the ninth state to ban the use of cages in the egg industry thanks to our work mobilizing activists in Nevada to take strategic legislative actions supporting the bill. This new law will also ban the sale of eggs from caged hens, wherever they originate, impacting roughly 3.5 million hens per year starting in 2024.





Animal Equality at the presentation of a new initiative in Hidalgo, Mexico that would punish the operators of unregulated slaughterhouses for animal cruelty violations.

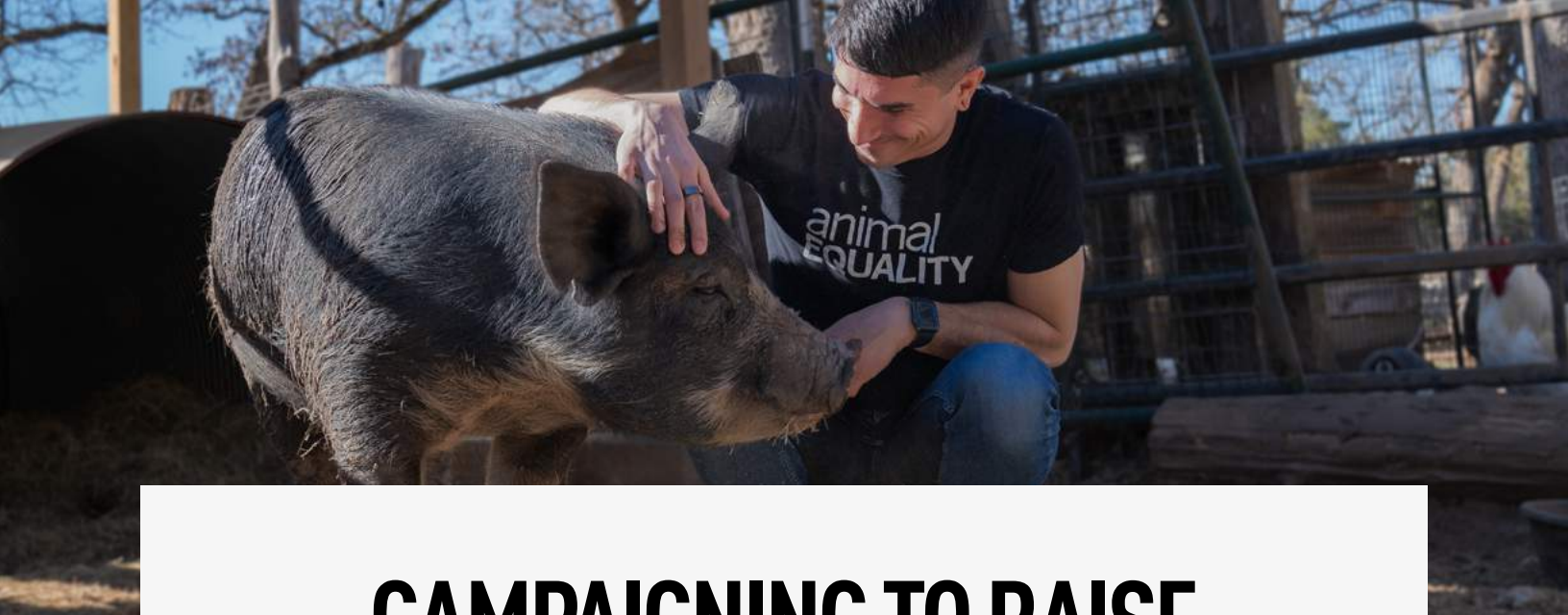
LATIN AMERICA

- Animal Equality presented an initiative before the Congress of Hidalgo in Mexico to punish the operation of unregulated slaughterhouses, as well as those who refuse stunning animals prior to slaughter.
- In Puebla, Mexico, the state congress approved a bill banning unregulated slaughterhouses and the slaughter of animals without stunning with almost unanimous support. Thanks to this resolution, which comes after a series of meetings Animal Equality had with government authorities, more than 100 million animals will be impacted.

EUROPE

- In a historic move driven by the End the Cage Age campaign, the European Commission voted to phase out cages for farmed animals across the European Union, with the aim of banning them completely by 2027. Once in place, this groundbreaking commitment will affect around 300 million animals every year.
- Following the launch of our campaign in Italy to stop the mass killing of male chicks in the egg industry, the government passed an amendment banning the practice. Our work was so influential that it's mentioned in the amendment itself. This is a historic turning point that will impact 40 million chicks each year.
- The Welsh Government introduced a new plan to mandate surveillance cameras in its slaughterhouses to enforce animal welfare standards. This measure comes after an Animal Equality investigation in 2019 and years of campaigning in the U.K.
- Animal Equality launched a petition asking the European Parliament to enforce the rules on animal welfare during farmed animal transport. In addition, we launched a campaign, alongside dozens of European organizations, to create a new government position committed to animal issues: European Commissioner for Animal Welfare.





CAMPAIGNING TO RAISE AWARENESS

Each petition you sign and social media post you share in support of our work makes a difference, as each of our campaigns plays an important role in creating lasting change for farmed animals. The impact these campaigns have is enhanced by your participation, and thanks to your gifts and action, our message was far-reaching in 2021.



15.4+ Million
INTERACTIONS ON
SOCIAL MEDIA



620,000+
NEWSLETTER SUBSCRIBERS



533,972
PETITION SIGNERS

HIGHLIGHTS



STOPPING THE MASSACRE OF MALE CHICKS IN THE U.S.

In an effort to draw attention to the widely unknown practice of male chick culling, Animal Equality launched a campaign in the United States to end the slaughter. Billions of birds across the globe face death on the day they are born simply because they are the “wrong” sex and not profitable to the egg industry. The U.S. is the second-largest egg-producing country in the world, killing around 300 million male chicks each year. Along with a petition, the campaign promotes the use of alternative technologies like in-ovo sexing that spare chickens unnecessary suffering.

A STEP CLOSER TO A U.K. FOIE GRAS BAN

British TV actor and animal advocate Peter Egan and plant-based Michelin-starred French chef Alexis Gauthier joined Animal Equality to hand in over 225,000 signatures to the British government calling for a ban on the importation and sale of foie gras made by force-feeding ducks and geese.



Alongside our activists, Peter Egan and Alexis Gauthier deliver Animal Equality's petition to ban foie gras.



Pangolin for sale in a wet market in China.

AWARD-WINNING INTERNATIONAL CAMPAIGN TO BAN WET MARKETS

Animal Equality received the 2020 #Campaign4Animals Award for the creativity and far-reaching impact of our campaign to ban the sale of live animals at wet markets. Our campaign was cited for its carefully curated strategy, resourcefulness, and ability to engage half a million people around the world to take action for animals.

NEWS OF OUR WORK REACHES ACROSS THE GLOBE

Our work reaches millions of people every year thanks to media coverage. 2021 was no exception, with features in hundreds of worldwide publications including *NBC News*, *Yahoo News*, *El Pais*, *El Mundo*, *Televisa*, *The Guardian*, and *The Times*.



Animal Equality staff and hundreds of activists gathered in the streets of Madrid, Spain for International Animal Rights Day, with signs highlighting the number of animals killed per hour in the country's slaughterhouses."



2,171
NEWS STORIES



34+ Million
MEDIA VIEWS



10.6+ Million
VIDEO VIEWS

YOU HAVE CHANGED THE LIVES OF 229 MILLION FARMED ANIMALS

The impact of what we accomplished together in 2021 will echo for decades to come. Cows, chickens, pigs, lambs, ducks, geese, and so many more farmed animals have had their lives changed because you made the choice to make a difference. You heard their cry for help and you acted. Together, we have created more animal protections than have ever existed.

For 15 years, Animal Equality has given voice to the voiceless and worked to end the terrible suffering that happens within animal farming. Thankfully, you have joined our organization and contributed to its success. Our achievements are your achievements, and these milestones impact millions of lives each and every day. We are so grateful for your support of our mission and look forward to all we will accomplish together in the year to come.

*On behalf of everyone at Animal Equality,
thank you for advocating for farmed animals.*





**THANK YOU
FOR CREATING
A BETTER WORLD
FOR FARMED
ANIMALS**

**animal
EQUALITY**

**15
YEARS**

**animal
EQUALITY**