



# Q2 2023

• Progress Report



## *from the* **PRESIDENT**

**GREEDY CORPORATIONS HAVE A TIGHT GRIP ON OUR FOOD SYSTEM, BUT OUR COMMITMENT TO THE ANIMALS IS EVEN STRONGER.**

This quarter we celebrated the Supreme Court's upholding of California's Proposition 12—truly historic legislation that promises animals enough space to stand up, turn around, and stretch. It's not enough, but it's a world of difference for millions of animals suffering on factory farms. California voters made it clear that they wanted animals to be treated better, yet Big Meat fought to defeat Prop 12 again, and again, and again. In fact, they're still fighting! More on that later...

In this progress report, we'll explore what Prop 12 means for animals and unpack the industry's latest attack on basic animal protections. We'll also check in on our progress to spare 6.7 million hens from battery cages this year and celebrate the critical work of our coalition partners around the globe.

We're at a pivotal moment in our movement to end the abuse of animals raised for food and it's your support that's gotten us here. Let's keep going!

*For the animals,*

**Vicky Bond**  
*President*  
*The Humane League*

# prop 12's PROMISE

On May 11th, the Supreme Court announced that it would uphold California's **Prop 12**—**CONSIDERED THE MOST IMPACTFUL ANIMAL WELFARE LAW IN THE WORLD**. Prop 12 promises mother pigs, calves raised for veal, and egg-laying hens enough space to turn around.

Keeping Prop 12 in place means that millions of animals in California will no longer be intensively confined. Prop 12 also bans the in-state sale of pork, veal, and eggs from animals raised in such barbaric conditions outside of California, impacting countless more animals.

Prop 12 is what California's voters wanted, but the National Pork Producers Council—lobbyists for the pig industry—not only resisted the new standards, they tried to overturn these protections at district and appellate courts, before ultimately appealing to the Supreme Court.

As an **intervening party** in the case, The Humane League defended Prop 12 at every level. And **WE WILL KEEP DEFENDING ITS PROMISE FOR ANIMALS** amidst desperate attempts to destroy it.



In direct response to our Prop 12 victory, Senator Roger Marshall (R-KS) introduced the **EATS (“Ending Agricultural Trade Suppression”) Act**. This piece of legislation is a rebranded version of the failed **King Amendment** and could unravel decades of past and future progress for animals—even monumental progress like Prop 12. **WE REFUSE TO LET THAT HAPPEN.**

In the coming months, we must defeat the EATS Act and push corporations to do the right thing—whatever the law says. And it's your support that will make all the difference. **THANK YOU.**

**Vox**

California has the country's strongest animal welfare law. Now it just needs to be enforced.

**Sentient Media**

What the EATS Act Is, and Why It Matters for Animals

**Food Safety News**

New Farm Bill is not likely to stop California's victorious Prop 12

**abc NEWS**

Supreme Court upholds California ban on 'unethical' pork, Proposition 12

# Q2 spotlights

## 6.7 MILLION REASONS TO END BATTERY CAGES

This year, we wanted to know: *How many hens will be spared from life in a battery cage through our work together?* But how do you calculate the number of individuals suffering in our broken food system, when many corporations and factory farms don't value animals' lives enough to even count every single one?

The answer is—it's complicated. *We crunched the data* for our highest-priority targets, companies we'll pressure the most this year to make good on their commitments to spare hens from extreme confinement. If, this year, we can persuade these corporations to follow through on their own pledges to do better for animals, then an estimated **6,700,000 HENS COULD BE SPARED FROM THE WORST FORMS OF CONFINEMENT.**

That's 6,700,000 sentient, individual animals impacted through just one year's work. And we're excited to share that as of June 2023, we're more than halfway to our goal! Together, we've spared over 3.5 million hens from life in a battery cage so far this year.



## THE ANIMAL POLICY ALLIANCE IS GROWING...AND WINNING

Last year, we launched the Animal Policy Alliance (APA) as a way of equipping grassroots groups in the animal movement with the tools they need to create impactful legislation in their own communities. Now a nationwide coalition of 14 organizations, the *APA had their first—and second—wins this quarter!*

Changemakers and voters across Connecticut helped defeat a horrific bill that would have legalized the factory farming of rabbits across the state. Our policy team proudly supported Connecticut Votes for Animals in their work to stop the bill in its tracks.

Then, after ten years of coalition work to pass a ban on gestation and veal crates in New Jersey, the measure passed in a House vote of 33-1—the final step in the legislature—and is now on the Governor's desk awaiting signature! This progress was in partnership with a larger coalition led by APA member Animal Protection League of New Jersey.



## WE'RE SMASHING CORPORATE GREED AROUND THE WORLD

The Open Wing Alliance (OWA) concluded a wildly successful campaign on the heels of our *Global Manufacturers Report*, which called out companies for refusing to share any progress towards moving away from cages. PepsiCo, Kellogg's, and Cerealto Siro are **BACK ON TRACK TO STOP CAGING HENS IN EXTREME CONFINEMENT BY 2025.**

And we're keeping this momentum going by urging *Jollibee Foods Corporation*—parent company of brands like Smashburger and Coffee Bean & Tea Leaf—to stop profiting off tortured hens. This marks our coalition's first global campaign against a company headquartered in the Philippines and will play a significant role in eradicating battery cages in Asia (where ~68% of eggs are produced).



# your q2 IMPACT

**28**

**COMMITMENTS**

to improve animal welfare secured by the Open Wing Alliance

**74K**

**GRASSROOTS**

**ACTIONS** taken to end the abuse of animals raised for food

**595M**

**POTENTIAL VIEWERS**

reached through notable media coverage

**28K**

**ONLINE SHARES**

of farm animal advocacy content

**3.58  
MILLION HENS**

spared from life in a battery cage so far this year

## Q2 financial UPDATE

RAISED  
**\$11,985,000**

PLEGGED  
**\$1,023,000**

ROOM FOR FUNDING  
**\$7,830,000**

**MAKE A GIFT TODAY**

*Share our mission* with your networks and encourage them to also support THL.

We're deeply grateful to our loyal supporters who have enabled us to remain relentlessly effective in our mission to end the abuse of animals raised for food. **WE APPRECIATE YOUR CONTINUED SUPPORT** to be able to impact even more animals in every corner of the world.

