



2021 IMPACT REPORT

HSUS FARM ANIMAL
PROTECTION



THE HUMANE SOCIETY
OF THE UNITED STATES

2021



Dear friends,

With 2021 coming to an end, I've been reflecting on what we've accomplished together this year. I'm so incredibly proud of all of us, and I hope you are, too.

Whether it's passing landmark legislation to free animals from cruel confinement, persuading the country's largest food corporations to adopt—and follow through on—animal welfare policies, successfully convincing major food service companies to reduce their meat purchasing, or defeating the meat industry in the courts, we are waging—and winning—monumental campaigns.

I'm thrilled to share the highlights from last year. I'm so proud of the tangible, transformational change we're creating for animals. And these victories wouldn't be possible without your generosity.

The team and I are incredibly grateful for your support. Thank you so much.

Sincerely,

A handwritten signature in black ink that reads "Josh Balk". The signature is fluid and cursive.

Josh Balk

Vice President, Farm Animal Protection
The Humane Society of the United States

2021

IMPACTFUL LEGISLATIVE AND LEGAL VICTORIES

BIG WIN FOR CHICKENS IN UTAH AND NEVADA!



WE'RE BATTLING to outlaw the most egregious factory farm practices, and we successfully campaigned to pass our legislation in Utah and Nevada. In Utah, we scored a victory when the legislature outlawed the cruel caging of hens in the egg industry. In Nevada, the HSUS led the campaign to pass a groundbreaking law that requires that all eggs sold in Nevada must be from cage-free facilities, and any egg-laying chickens in the state have to be cage-free. Both of these laws require enrichments, so chickens will be able to engage in natural behaviors that are so vital to their well-being, such as scratching, perching, dust bathing and laying eggs in nests. These historic laws mean that 8 million chickens per year won't have to suffer through the misery of life in a cage.

Feedstuffs

NEVADA JOINS LIST OF STATES MANDATING CAGE-FREE EGGS

“This is a transformational win for chickens. No animals—including farm animals—deserve to be confined in cages so tiny they can barely move.”

—JOSH BALK, VICE PRESIDENT OF FARM ANIMAL PROTECTION FOR THE HUMANE SOCIETY OF THE UNITED STATES

The Salt Lake Tribune

Utah eggs will be cage-free by 2025



Utah Signs Bill Requiring Cage-Free Conditions at Egg Farms

reno gazette journal
PART OF THE USA TODAY NETWORK

Sisolak signs bill that will ban the sale of eggs coming from caged chickens in Nevada

2021

COURTS UPHOLD HUMANE LAWS

MULTIPLE COURT VICTORIES REJECT MEAT INDUSTRY LAWSUITS AGAINST HSUS-LED ANIMAL CRUELTY LAWS

The HSUS has been fighting in the courts to protect California's Proposition 12, the world's strongest farm animal protection law. Proposition 12 bans the extreme confinement of egg-laying hens, mother pigs and baby calves, and it prohibits the sale of eggs, pork and veal produced using cruel cages. The HSUS led the campaign to pass Proposition 12, which California voters passed in a landslide in 2018. When the meat industry challenged Proposition 12, we intervened in the lawsuits to defend this landmark law.

In one of the most significant legal actions for farm animals in U.S. history, the Supreme Court declined to take the North American Meat Institute's case against Proposition 12. Animals were granted another major victory this year when the United States Court of Appeals for the 9th Circuit ruled against the National Pork Producers Council in its challenge to Proposition 12. Another meat industry lawsuit was rejected by a federal judge in Iowa. The courts' rejections of these meat industry challenges are critically important to preserve all of the sales bans on cruelly produced animal products, which we've worked so hard to enact.

swineweb.com

Supreme Court rejects meat industry lawsuit against California's Proposition 12, the world's strongest farm animal protection law



“Some pork producers just won't let mother pigs turn around. ... That's it. Everything comes back to that point; and frankly, ordinary Americans think that's a barbaric way to treat them.”

—JOSH BALK, VICE PRESIDENT OF FARM ANIMAL PROTECTION FOR THE HUMANE SOCIETY OF THE UNITED STATES

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“The pork industry is in a sad state: it wastes producer money filing multiple losing lawsuits just to continue its cruel abuse of locking mother pigs in cages barely larger than their own bodies, unable to even turn around.”

—REBECCA CARY, SENIOR STAFF ATTORNEY,
THE HUMANE SOCIETY OF THE UNITED STATES

Feedstuffs

“The Supreme Court’s outright rejection of the meat industry’s challenge to Proposition 12 is significant, and consistent with prior court rulings affirming that states have the right to pass laws protecting animals, public health and safety. The meat industry should have focused on eliminating its cruel caging of animals rather than filing hopeless lawsuits trying to overturn extraordinarily popular, voter-passed animal cruelty laws.”

—REBECCA CARY, SENIOR STAFF ATTORNEY, THE HUMANE SOCIETY OF THE UNITED STATES

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MAJOR CORPORATE WINS

FOR YEARS, the HSUS has successfully waged campaigns getting hundreds of food companies to pledge to eliminate from their supply chains farm animals confined in cages. However, it's perhaps even more critical that we press these companies to not just create policies, but to follow through on their promises and even accelerate their cage-free deadlines. We've gone so far as to even work with these companies to develop progressively increasing cage-free milestones in the years leading up to their 100% cage-free commitment dates, meaning millions more animals will be spared from cage confinement.

Among the highlights of our 2021 campaign wins:

- Got Conagra Foods, an \$8 billion packaged foods company, to agree to reach 100% cage-free eggs one year ahead of schedule—accomplishing 50% cage-free by the end of 2022, 70% by the end of fiscal year 2023, and 100% by the end of 2024.
- Worked with Panera Bread to achieve 100% cage-free eggs for all of its primary egg ingredients and accelerate the transition for all remaining egg ingredients (those used in sauces, dressings, etc.) by converting entire categories to cage-free each year between now and 2025.
- Persuaded Denny's to put in place annual cage-free milestones leading up to being 100% cage-free by 2026, meaning more and more chickens will be freed from cages each and every year.
- Won a campaign getting Dine Brands (the parent company of IHOP and Applebee's) to adopt a concrete, achievable way for reaching 100% cage-free by 2025, with yearly increases in the percentage of cage-free eggs it would use.
- Successfully convinced Yum! Brands (owner of KFC and Pizza Hut) to update its global cage-free egg policy, including annually increasing milestones for reaching 100% cage-free eggs in the U.S.



AP

Conagra Brands Accelerates Transition to 100% Cage-Free Eggs



SIoux CENTER NEWS

Sioux Center News documented how the HSUS's cage-free campaigns are completely changing the egg industry. The newspaper covered Center Fresh Group, one of the largest egg companies in the country, converting its facilities so 1.5 million hens will live cage-free to meet the food company and legislative mandates secured by the HSUS.

2021

Highlights of our 2021 campaign wins continued:

- Worked with Krispy Kreme Doughnuts to affirm a cage-free pledge and move the company to 75% cage-free eggs globally by the end of this year.
- Scored a massive win by getting Royal Caribbean Cruise Lines to develop a plan for phasing-up to 100% cage-free eggs (globally), as well as the first-ever plan from any company on phasing-up to 100% gestation crate-free pork (globally) and 100% GAP-certified chicken (domestically). It's one of the clearest and most robust animal welfare commitments of any company, anywhere.
- Persuaded Six Flags to complete the transition to cage-free eggs four years ahead of schedule.
- Got Norwegian Cruise Lines to adopt plans for getting to 100% cage-free eggs and gestation crate-free pork by 2025 and GAP-certified chicken by 2024.



Just one example of the many companies—in this case, the country's largest egg producer—transitioning from cage to cage-free production as a result of HSUS' successful campaigns.



Cal-Maine Foods, Inc.

“As additional states consider legislation for cage-free requirements, and assuming companies meet their previously stated goals to offer cage-free eggs, the USDA projects that over 70 percent of the U.S. laying flock will need to be in cage-free production by 2026. Since 2008, we have invested \$418 million in facilities, equipment, and related operations to expand our cage-free production.”

—DOLPH BAKER, CHAIRMAN AND CHIEF EXECUTIVE OFFICER OF CAL-MAINE FOODS INC.

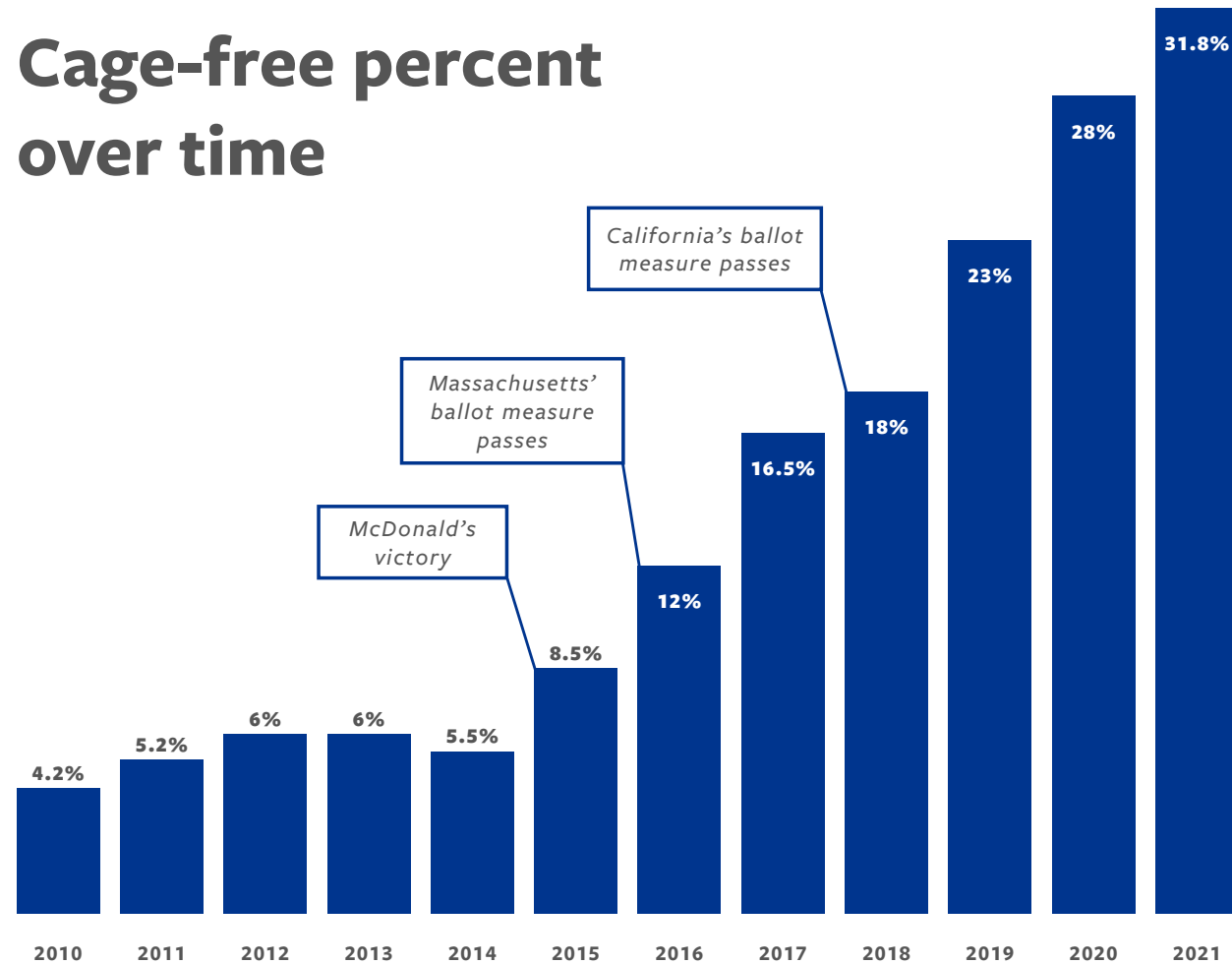
2021

CAGE-FREE EGG PROGRESS

MAJOR MILESTONE: THE U.S. EGG INDUSTRY IS NOW OVER 30% CAGE-FREE!

WHEN THE HSUS STARTED ITS CAGE-FREE CAMPAIGN IN 2005, less than 5% of chickens in the egg industry lived in cage-free facilities. With our transformational legislative and corporate wins, that figure is now over 30%! That translates to over 100 million cage-free chickens, which is roughly the equivalent to the human population of California, New York, Texas and Florida combined.

Cage-free percent over time



In the last decade, the U.S. egg industry has gone from ‘low single digits’ of cage-free chickens to more than 30%” —here’s how with the Humane Society of the United States



2021

MORE PLANTS, LESS MEAT

THE HSUS IS WORKING WITH THE LARGEST FOOD SERVICE COMPANIES,

which serve millions of meals at institutions such as hospitals, school districts, universities, military bases and correctional facilities in the United States to achieve our goal of 50% of food service menu offerings being plant-based in the next three years. Our team’s registered dietitians, professional chefs and food service professionals are developing plant-based menu concepts and working with these companies on how to implement and menu these offerings.

We’ve grown our relationships with the country’s biggest companies in the sector, including Sodexo, Compass Group, Aramark, Southwest Food Service Excellence and Spectra Food Services and Hospitality. Our professional chefs this year developed and tested plant-based menu concepts for companies including Quest Food Management, NexDine, Café Services, Linton’s Managed Services, LPM Holdings, Thomas Cuisine and Fresh Ideas.

With these partnerships, we’re on track to meet our goal of 50% of all menu offerings in the food service industry being plant-based!

FSD FOODSERVICE DIRECTOR

How the Humane Society is pushing the boundaries of plant-based eating

Increased demand for meatless menu items is fueling creativity.



FOOD MANAGEMENT

“We hear all the time from line staff and managers in kitchens, coast to coast, north and south, that their customers want more plant-based options. ... The largest and most successful companies are embracing plant-based initiatives.”

—KARLA DUMAS, RDN, DIRECTOR OF FOOD AND NUTRITION AT THE HUMANE SOCIETY OF THE UNITED STATES

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SO MANY MEAT-REDUCTION POLICIES!

We persuaded 175 food service companies, schools districts, universities, hospitals and other institutions to adopt policies for reducing meat usage and serving more plant-based foods. These include Tulane University, Northern Michigan University, University of Dayton, and Loudoun County Schools and the city of Falls Church, both in Virginia.

More highlights from 2021:

- We convinced HHS Culinary & Nutrition Solutions, a \$181 million food service company with over 105 health care accounts throughout the country, to increase plant-based entrée offerings at all accounts by 10% by the end of 2022, making its menus 20% plant-based. In addition, the company has launched a Meatless Monday initiative this year. HHS was the first to provide companywide purchasing data for Isaac Emery, an environmental scientist contracted by the HSUS, to conduct an assessment measuring greenhouse gases. This baseline data will now be measured against purchasing data from the company annually to measure the decrease in animal product purchases.
- After a very successful plant-based pilot initiative, LPN Holding Company has signed our plant-based pledge, committing to an annual increase of plant-based menu offerings through 2024. We also persuaded LPN to adopt a companywide animal welfare policy.
- Whitson's, a K-12 and health care focused food service management company, signed our plant-based pledge, committing to making 10% of its menus plant-based by 2024.



“By increasing plant-based offerings available to guests, initial data has shown people are more likely to choose these options. HHS proved offering dishes that are good for animals, good for the planet and good for health is also good for business. ...We applaud HHS for its work on plant-based foods and are looking forward to working together for years to come.”

—KARLA DUMAS, RDN, DIRECTOR OF FOOD AND NUTRITION, THE HUMANE SOCIETY OF THE UNITED STATES



Richfield High School commits to offering more plant-based protein meals

2021

PLANT-BASED TRAININGS AND EVENTS

IT'S CRITICAL that the U.S.'s largest food service companies commit to selling and serving less meat to reduce the number of animals suffering on factory farms. So, in addition to successfully urging food service companies to adopt these pledges in record numbers, the HSUS continues to train chefs and professionals from the country's largest institutions on the importance and ease of plant-based cooking.

We've led 15 culinary trainings, with over 85 dining operations participating throughout the country. As COVID-19 numbers began to lower and venues started opening, our team conducted culinary trainings both virtually and in-person, reaching hundreds of food service industry members. Offering trainings virtually means we've been able to engage with and reach even more of the food service industry.

Some highlights this year include:

- With Compass Group, the world's largest food service company, we hosted a virtual culinary workshop on how to incorporate plant-based menu concepts for multiple company accounts.
- With Sodexo, the second-largest food service company, we hosted a pilot virtual culinary workshop on how to incorporate plant-based menu concepts where all accounts must sign plant-based pledges, committing to annual plant-based menu target increases through 2024.
- After working with Fresh Ideas in 2020 to launch Mindful Fork, an entirely plant-based concept in Fresh Ideas' higher education accounts, we offered a training and new recipes for the company's K-12 accounts. This partnership has led to a first-of-its-kind pledge: Fresh Ideas committing to one plant-based dish for every animal-based dish it serves.
- We trained food service professionals from Miramar Marine Base, Chicago Public Schools, University of Kansas, University of Iowa, Washington State University and 23 of the 26 school districts in Rhode Island on the importance of meat reduction.
- Our team hosted several webinars for over 100 chefs and corporate teams across the country about successfully incorporating plant-based proteins and recipes into K-12 and university menus in response to students returning to school in person.



eat. live. do.
WELL

““[W]e are seeing demand for plant-based options skyrocket within food service. ... [I]t's not just meat alternatives having their heyday, but all plant protein sources, even tofu!”

—LAUREN PITTS, MA, RDN, MANAGER, NATIONAL FOOD AND NUTRITION PROGRAM; KARLA DUMAS, RDN, DIRECTOR OF FOOD SERVICE INNOVATION; AND ASHLEY DOYLE, FOOD AND POLICY SPECIALIST AT THE HSUS

2021

HSUS chef Eddie Garza hosts *Global Bites with Eddie Garza*, his recurring segment devoted to plant-based eating on Dr. Oz's online media platform Oztube.



Today's Dietitian

“Many of the companies we work with really do want to include more of these plant-based options, but they might not know where to start, or they might be running into barriers. That’s where our team shines. We can come in and offer real solutions that will help more them forward. These companies that we work with reach thousands of individuals and serve millions of meals—so what they choose to put on their menu can have a tremendous impact on health, the environment, and, of course, animals.”

—LAUREN PITTS, MA, RD, MANAGER,
NATIONAL FOOD AND NUTRITION PROGRAM, THE HSUS



A virtual pivot: Sodexo’s plant-based training for universities changes tactics while building engagement

Sodexo’s collaboration with the Humane Society of the United States (HSUS) began in 2015 to help us increase plant-based entrées on menus and reduce carbon emissions by 34%. HSUS has since delivered 57 plant-based culinary experiences and full unit takeovers, primarily in the Universities market.

A VIRTUAL PIVOT SODEXO'S PLANT-BASED TRAINING FOR UNIVERSITIES CHANGES TACTICS WHILE BUILDING ENGAGEMENT

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Thank you for your support.
We couldn't fight and win our campaigns without you.



**THE HUMANE SOCIETY
OF THE UNITED STATES**