



We are...  
standing up for  
farm animals

To campaign against factory farming practices that confine animals so tightly they can barely move, we raise awareness through undercover investigations, persuade companies to adopt better purchasing policies, and support farmers following higher welfare methods.

### We Are Nebraska

In November 2010, Nebraska cattle farmer Kevin Fulton was walking in one of his pastures with HSUS president and CEO Wayne Pacelle. The two had just attended a town hall meeting at which the factory-farm-supporting Nebraska Farm Bureau had stirred up hostility toward The HSUS. “We were just getting beat up out here,” says Fulton, who shared an idea: Why not form a farmers council to show that The HSUS is working *with* farmers, with the goal of stopping inhumane practices?

Negotiations with the Nebraska Farmers Union, which supports family farms, quickly led to the formation of The HSUS’s Nebraska Agricultural Council in 2011. The council, composed of Fulton and four other farmers, exchanges ideas with HSUS staff and pursues markets for farmers who raise their animals under high welfare

standards. Similar councils are forming in Colorado and other states. “The Farm Bureau wants to paint this picture that the only people who oppose them are animal rights activists,” says Fulton. “We’re fighting back with Nebraskans, and not only with Nebraskans, but with Nebraskan family farmers.”

### Rosie the Riveting

Rosie has a talent for convincing people to support factory farming reforms. “She brings the whole chicken issue to life,” says owner Jill Johnson (shown on next page), who brought the gregarious hen along as she campaigned for a Washington State ballot initiative to end extreme confinement in egg production. At community events and farmers markets, Johnson asked passersby to

imagine a dozen Rosies stuffed into her travel crate. “It really [gave] them an idea of how hideous the chickens’ conditions are.”

As the Washington initiative and a similar measure in Oregon gained steam—and Ohio enacted a moratorium on new battery cage facilities, along with phasing out veal and gestation crates—the egg industry’s largest trade group saw the writing on the wall. In July, the United Egg Producers reached an agreement with The HSUS to support federal legislation phasing out the barren battery cage model, which confines more than 90 percent of U.S. laying hens. Six months later, the Egg Products Inspection Act Amendments was introduced in Congress, requiring nearly double the space per bird, nesting and scratching areas, perches, and more transparent egg labels. The legislation is supported by animal welfare groups, veterinary associations, and egg farmers from Florida to Oregon.



“We’ve heard them loud and clear. This company is going to do what’s in the best interest of the business and the best interest of our customers.”

—C. Larry Pope, Smithfield Foods president & CEO

As quoted by the Associated Press, Pope explained to investors in December why the company had renewed its commitment to phasing out gestation crates for breeding pigs. The move came just weeks after a firestorm of media attention generated by The HSUS about both the company’s inhumane practices and its misleading claims about that abuse.



### FEDELE BAUCCIO

Hail to the Chief



When Fedele Bauccio cofounded Bon Appétit Management Company in 1987, he was focused on food quality, not animal welfare. But during his time on the Pew Commission on Industrial Farm Animal Production, the CEO visited a poultry farm where the caged chickens looked like prisoners. He met factory farm neighbors who said their children couldn’t breathe because of manure in the air. And he learned that the antibiotics used to raise animals in such crowded, filthy conditions are creating drug-resistant superbugs.

Working with The HSUS, Bon Appétit—operator of 400+ cafés at universities, museums, and other facilities—has transitioned away from factory farming products, eliminated foie gras from its menus, and promoted vegetarian options. It’s the only way to respond, says Bauccio. “I don’t believe anything can taste good that’s produced from so much suffering.”

## Embracing Change

After meeting an HSUS staffer at a food show, Paul Carmine brought cage-free eggs to Philadelphia's Magee Rehabilitation Hospital, where he is director of hospitality services. Patients and staff have welcomed the change, he says: "Once someone understands what these animals go through, I really do believe that they have it in their heart to do whatever they can to reduce the suffering." One at a time, The HSUS has persuaded institutions, restaurants, and companies throughout the food industry to implement stronger cage-free policies and other animal welfare improvements.

**Burger King\***

**Carnival Cruise Lines**

**Compass Group\***

(Bon Appétit parent company)

**General Mills**

**Hyatt Hotels**

**Johnson &**

**Wales University**

(home of one of the world's largest culinary schools)

**Royal Caribbean Cruise Lines\***

**Subway\***

**Unilever\***

(owner of Hellmann's mayonnaise brand)

\* Recipient of The HSUS's 2010 Corporate Progress Award, presented in early 2011

**HEN STARVATION BANNED:** More than 100 million hens will be spared prolonged fasting thanks to the Animal Welfare Board of India, which banned farmers from withdrawing food or water to force molting and extend the laying cycle. It was the first time the country's cruelty law was applied to chickens; Humane Society International and allies brought the matter to the board's attention.

**LET IT SHINE:** The HSUS fought bills in New York, Florida, and Minnesota that would have prevented undercover investigations of factory farms; media coverage of the "ag-gag" bills helped even more people see our footage.

**SHAREHOLDER ADVOCACY:** HSUS staff attended 29 meetings of food sector companies, using our shareholder status to encourage them to move away from extreme confinement systems. In June, the U.S. Securities and Exchange Commission required Bob Evans to hold a vote on our proposal to phase out purchases of battery eggs. In the ruling, special counsel Raymond Be noted, "In our view, the proposal focuses on the significant policy issue of the humane treatment of animals. Bob Evans Farms' practices and policies do not compare favorably with the guidelines of the proposal."



“I was so grateful for the representation and to have attorneys with integrity. Without that, we would have had nothing. It was just us.”

—Larry Yepez, factory farm neighbor in Lathrop, Calif.

For more than a decade, Yepez (above, third from left) and his family and neighbors endured noxious odors and fly swarms from the nearby Olivera Egg Ranch, a factory farm dumping manure from 600,000+ caged hens into a 13-acre cesspool. In May, a federal jury ruled in favor of a lawsuit filed by residents and The HSUS's Animal Protection Litigation team, awarding more than \$500,000 in damages.



Our campaign works to spare chimpanzees from life in the lab.

We are...  
advancing humane science

We're helping usher in a new future for biomedical research and testing that replaces animal use with cutting-edge technology and refines methods to cause less suffering.

**A DONE DEAL:** Research facilities won't be able to use National Institutes of Health funds to acquire cats from Class B dealers as of October 2012; a similar policy for dogs will take effect by 2015. The policies are a capstone on The HSUS's campaign to end a shady system whereby pets obtained through "free to good home" ads or outright theft are funneled to laboratories. Only seven Class B dealers remain active in the U.S., down from 100+ in the 1990s.

**95%**  
reduction in animal testing of Botox will take place over the next three years, following The HSUS's shareholder work with manufacturer Allergan

**REVERSING COURSE:** The U.S. Army committed to replacing its chemical warfare training on monkeys with a combination of trained actors, computer programs, and patient simulators. More than 1,000 HSUS supporters, U.S. Rep. Roscoe Bartlett, R-Md., and many others had urged that the use of monkeys be discontinued.

**ADVANCING TRANSPARENCY:** A new USDA database provides better access to information about research facilities; it will allow HSUS staff to determine the most common Animal

Welfare Act violations and the types of studies that cause the most suffering. The project stems from a 2009 agreement with The HSUS following our Freedom of Information Act lawsuit.

**PAIN RELIEF:** The HSUS sent letters from 26,688 members of the public to 388 federally funded colleges and universities, urging them to adopt a formal policy of not causing severe suffering to animals in their care.

## JERRY AT CHIMP HAVEN Retirement at Last

WE ARE THE HSUS

After decades in laboratory cages, five elderly chimpanzees arrived at Louisiana's Chimp Haven sanctuary. (An \$18,000 HSUS grant will help pay for their care.) Surgery brought gentle Jerry relief from the large oral masses that made eating and drinking difficult.

For those working to retire the remaining 950 chimps in U.S. research facilities, 2011 successes brought new hope. The National Institutes of Health announced it won't fund new studies while it implements an Institute of Medicine report concluding that chimps are unnecessary for current biomedical research. With The HSUS's encouragement, Abbott Laboratories and Idenix Pharmaceuticals took promising steps. And The HSUS continued building support for a federal bill to phase out invasive experiments on chimps and release government-owned animals to sanctuaries.