Year in Review

Recapping another historic year of successes for animals

Extreme Meat

Shocking undercover footage reveals a herd of cattle’s last days

Evanna Lynch

shares her next chapter

An Inside Look

at Greta Thunberg's visionary film For Nature
For many of us, the holidays evoke the familiar stress of travel, gift giving, and party planning. In the midst of it all, we can lose touch with what these holidays are really about. I know this struggle myself, and I find it reminiscent of the challenges we face in our work to secure a better world for farmed animals. With billions of animals killed globally for food every year, it is no wonder we often find ourselves distant from the cheer and gratitude we long to feel. How do we reconnect with the comfort and joy we wish for while tending to this difficult work?

I recently debuted my TEDx talk “How to Stay Motivated When Social Change Is Slow” at TEDx Dupree Park, here in my home state of Georgia. In this talk, I share the story of my late companion chicken, Henrietta, who was abandoned at a factory farm, deemed too sick for slaughter. Henrietta became a beloved family member and taught me an important lesson: Have direct contact with the joy at the center of your mission. In my work, I fixated on the suffering I sought to end but lost touch with the vision that motivated me. Henrietta’s life with my family embodied the world we are all trying to create, where animals are respected, protected, and free. In loving her, I gave myself permission to celebrate life, fill my cup with gratitude, and heal. These gifts inspired me to tend to my work with new energy, a fresh perspective, and more tenacity than ever.

While we continue our fight to end factory farming, we can reflect on our love for animals, the calling that brought us here. We can be thankful for how far we have come, how many animals have been spared because of our efforts, and how much promise the future holds. We can thank ourselves and one another for being the people that animals can count on.

This season, I invite you to celebrate. Trust that happiness is not a diversion from our grave and urgent mission but a life-giving energy that stokes the fires within us, fueling further progress for animals around the world.

With gratitude,

Leah Garcés
President

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Thank you for your support.
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VEG TREND
WINTER

Vegan Leadership

New York City just got its first vegan mayor! On November 2, Eric L. Adams, former Brooklyn borough president, defeated his opponent, Curtis Sliwa. Adams has been vegan since 2016 and brings a plant-based perspective to his new role.

Oat Nog

Just in time for the holidays, Chobani has launched a plant-based nog using oat milk! The limited-edition Oat Nog is made from whole-grain oats and is available through mid-December at retailers nationwide.

Better with Age

A new study published in the American Journal of Lifestyle Medicine found that fewer medications are prescribed to older vegan adults! According to the researchers, older vegan or vegetarian adults have a better chance at protecting their health.

Hidden Horrors

Just in time for Halloween, Mercy For Animals teamed up with Cassandra Peterson (a.k.a. Elvira, Mistress of the Dark) to expose the hidden horrors of factory farming. Our spooky animated video reveals pink slime, meat tumors, and other ghastly industry realities.

Tabitha in the Times

Vegan actress, influencer, and Mercy For Animals bestie Tabitha Brown is now a New York Times bestselling author! In Feeding the Soul (Because It’s My Business), “America’s Mom” brightens the world with her flavorful vegan recipes and kind, nonjudgmental wisdom.

The McPlant Is Here

McDonald’s recently announced that it would offer a vegan burger patty in the United States. Finally! As of November 3 and while supplies last, customers in select locations can try the new McPlant burger, which features plant-based Beyond Meat.

The Upside of Meat

Upside Foods—the largest cultivated meat company in the United States—just opened a plant capable of producing 50,000 pounds of slaughter-free meat each year. The new facility already has 150 employees and is looking to hire more.

’Tis the Seasonal Menu

Starbucks just debuted a plant-based holiday beverage! The Iced Sugar Cookie Almond Milk Latte is inspired by German “spritzen” cookies and is delicious both iced and hot.
Animal Charity Evaluators has named Mercy For Animals one of the world’s most effective charities for reducing animal suffering.

Your support enables us to do the most good for the most animals. Thank you!
01
A Virtual Success

On June 10, 2021, nearly a thousand people from all over the world attended the Mercy For Animals Hope Gala! Together, we celebrated 22 years of working to create a compassionate food system. Thanks to our incredible supporters, we raised over $1.2 million for animals through this one-of-a-kind online experience.

The star-studded event was hosted by actress, author, and inspiring vegan foodie Tabitha Brown. Our guests included influential leaders from entertainment and business, as well as philanthropic and animal protection communities around the globe.

Mercy For Animals was proud to honor several inspiring activists making the world a better place, one of whom was founder of the Jane Goodall Institute and U.N. messenger of peace Dr. Jane Goodall. Actors and activists Rooney Mara and Joaquin Phoenix presented Dr. Goodall with the Hope Award.

Mercy For Animals would like to thank our generous sponsors for making our 22nd anniversary gala a spectacular success.

02
Fishing for Kindness

Mercy For Animals became a founding member of the Aquatic Animal Alliance (AAA), a large coalition of advocacy organizations focused on protecting aquatic animals.

In September, the AAA submitted a comment to the U.N. Food and Agriculture Organization (FAO) providing feedback on the FAO’s Global Conference on Aquaculture and Shanghai Declaration. The FAO incorporated the comment into its declaration, finally stressing the need to consider the welfare of farmed aquatic animals.

03
Scoring Canada

Mercy For Animals recently launched the Canada Animal Welfare Scorecard, the first annual report to rank food companies operating in Canada on their animal welfare progress. The report reveals how 40 major food companies are performing on key animal welfare issues and will help increase transparency and accountability by sharing results with the public and highlighting improvements over time.

04
Taking Steps

After pressure from Mercy For Animals supporters, Costco, the world’s third-largest retailer, announced an updated policy to reduce suffering for a percentage of chickens raised and slaughtered in its supply chain.

While Costco’s first steps are modest and fall short of some competitors’ standards, they will reduce suffering for more than 100 million birds. The announcement came seven months after New York Times columnist Nick Kristof broke the news of a Mercy For Animals investigation into a Costco supplier.
WHY I CLIMBED

19,341 feet

After six grueling days, nearly 40 miles of hiking, and 19,341 feet of elevation, I summited Mount Kilimanjaro—the world’s tallest freestanding mountain. I was joined by my fearless friend Jenny Stojkovic, founder of Vegan Women Summit.

Reaching Kilimanjaro’s peak was the most physically difficult thing I’ve done in my life. Days of altitude sickness, lack of sleep, freezing temperatures, sore feet, and exhaustion catch up with you.

But it was all worth it.

When Jenny and I reached the icy summit, we unfurled a Mercy For Animals flag, a symbol that compassion is limitless, and kindness knows no bounds.

Thanks to donations made by hundreds of kind supporters, the climb raised tens of thousands of dollars to support Mercy For Animals’ vital Conscious Eating program.

This unique initiative works internationally with major institutions to serve more vegan meals—more than 16 million plant-based meals per year and counting.

For me, the climb was deeply personal. I made the trek in honor of Oscar, a young calf I met while investigating factory dairy farms in India. Nearly skin and bones, Oscar was chained by his neck, motherless and alone. Deemed a “byproduct” by the dairy industry, Oscar had been left for dead.

Oscar left an impression on me.

I’ll never forget his beautiful eyes struck with sadness and fear. As I stood with him, my heart breaking, I made a silent commitment to doing everything in my power to end factory farming. I thought a lot about Oscar during those six days on the mountain.

Summiting Kilimanjaro is something I’ll never forget. It was absolutely life-changing.

Watching the sun rise while climbing high above the clouds, its golden rays bathing our earth in a new day, was a spiritual experience.

This journey reminded me that we can accomplish truly great things when we step outside our comfort zones, push ourselves further than we could ever imagine, work together, stay focused, and never give up.

Like you, I envision a world where animals like Oscar—precious individuals who feel love, joy, sadness, and pain—are treated with respect. It’s a simple but powerful vision. Building this kinder world won’t happen overnight, that’s for sure. Like climbing a mountain, it will happen gradually. Step by step. It will be difficult and trying.

I’m reminded of a quote from poet Harley King:

“May your dreams be larger than mountains and may you have the courage to scale their summits.”

But ridding the world of factory farming is a task as important as it is big. Building a just and sustainable food system is not only possible; it’s required of us. Doing so will involve courage, hard work, world-changing innovation, serious financial investment, unique partnerships, unmatched perseverance, and a lot of heart. But it will happen. It must. And when we reach that mountain top, we will know that our effort delivered humanity to new heights.
When I was growing up, my mother would spend hours chopping up all the vegetables for her famous dumplings. She would then hunker over the kitchen counter or sit on the floor to wrap row after quiet row of pillowy little pockets of deliciousness. While wrapping dumplings with my mother, aunts, and cousin, my eemo (my mother’s sister) recalled, laughing: “Your grandmother would trick us into wrapping these all day long by telling us how extra talented we were at it! And how beautifully we made our dumplings!”

In a large skillet, heat the olive oil and sesame oil over medium-high heat. Add the potato, carrots, scallions, mushrooms, kimchi, garlic, salt, and pepper and cook until the vegetables are soft, about 5 minutes. Add the soy sauce to deglaze the pan and cook for 1 more minute.

Scrape all the cooked vegetables into a food processor. Add the sweet potato noodles and pulse 16 to 20 times, until the vegetables are at almost a paste-like consistency. Transfer the mixture to a large bowl. Add the tofu, and use a fork to mash up the tofu and mix it into the processed vegetables. Season with more salt as needed. Use the filling to stuff the dumplings right away, or place it in the refrigerator until you are ready to wrap.

To make the dumplings, wet the rim of a dumpling wrapper with a little water, and place the wrapper in the palm of your hand. Place about 2 teaspoons of the filling in the center and fold the wrapper in half over the filling. Pinch the two edges of the wrapper firmly together. Set these aside on parchment paper or another nonstick surface, and make sure the dumplings do not touch each other (as they will stick together).

The dumplings can be boiled, steamed, pan-fried, deep-fried, or air-fried. Serve with spicy soy dressing for dipping.

Ingredients:

1 tablespoon extra-virgin olive oil
1 tablespoon sesame oil
1 potato, roughly chopped
2 carrots, roughly chopped
4 scallions, roughly chopped
10 cremini mushrooms, roughly chopped
1 cup baechu kimchi
2 to 3 cloves garlic, roughly chopped
2 teaspoons salt
1 teaspoon freshly ground black pepper
1 tablespoon soy sauce
2 ounces sweet potato vermicelli, cooked
1 (16-ounce) block extra-firm tofu, pressed
1 (14-ounce) package dumpling wrappers

MAKES 40 TO 50 SMALL DUMPLINGS
Mercy For Animals and you are changing animals’ lives forever.

We’ve seen remarkable progress for chickens raised for meat.

Over the past few months, three large supermarket chains—Giant Eagle, Sprouts, and Natural Grocers—have pledged to take sweeping action to end some of the worst abuses for chickens in their supply chains.

These critical commitments will ensure birds at farms have more space, environmental enrichments, and better litter and lighting. And they will ensure that at slaughter, birds are not shackled upside down and dragged through electrified water while conscious.

Mega-retailer Kroger has also taken a first step in reducing suffering for chickens in its supply chain. Kroger's
policy, covering 50 percent of birds sold under the company’s Simple Truth Natural and Simple Truth Organic brands, bans live-shackle slaughter and gives birds more space. **We will continue working with Kroger to expand its welfare commitment and further reduce suffering.**

These historic commitments, once implemented, will affect hundreds of millions of chickens.

**A Crucial Step in the Right Direction**

The first step in changing animals’ lives is holding companies accountable. Each commitment gets us closer to a world where animals are respected, protected, and free. The more companies improve their policies, the more we pressure the industry as a whole to change.

**These commitments give us the momentum we need.** In February 2021, the *New York Times* broke the story of our undercover investigation into a Costco supplier farm, and we launched our Costco Exposed campaign. Mercy For Animals supporters spoke up, demanding change from one of the world’s largest corporations. In October, after months of campaign activity, Costco announced modest reforms to its chicken welfare policy. As we continue to monitor Costco’s progress, we will turn our attention to other major supermarket chains, like ALDI and Winn-Dixie, and pressure them to eliminate the worst suffering in their supply chains.

Because of you, we’re building a movement. Together.

Securing these commitments was no easy feat. Mercy For Animals, alongside other animal protection organizations, worked tirelessly. Activists around the globe sent emails to executives, left comments on social media pages, participated in demonstrations, and took other critical actions to achieve this progress.

**Momentum is increasing across the industry.** Consumers are becoming more aware of the suffering in retail supply chains because of the action of advocates everywhere—advocates just like you—forever changing our food system.

**The Future of Chicken**

There’s no better time to choose plant-based food!

Here are a few tasty options:

- Strips
- Nuggets
- Fried Chicken
- Patties
- Slices
- Hungry Planet
- Better Chew
- Atlas Monroe
- Rebellious
- Tofurky

There’s no better time to choose plant-based food!
YOUR IMPACT FOR ANIMALS IN 2021

Together, in 2021 we achieved significant progress for abused and neglected farmed animals.

We transformed companies.

With your support, we inspired corporations to change their menus and products to help construct a better food system. We convinced Long John Silver's and Cracker Barrel to trial plant-based options. Six companies introduced new vegan products with our guidance, while two companies eliminated eggs altogether.

We persuaded 23 retailers and producers to commit to ending the worst cruelty to chickens, which will reduce suffering for an estimated two million laying hens and 28 million chickens raised for meat each year.
To keep the pressure on companies with existing animal welfare commitments, we launched **two scorecards ranking major food companies** on their animal welfare policies, implementation progress, and transparency. The ratings helped secure the first progress reports from several leading companies, **encouraged others to create new policies**, and opened dialogue with previously unresponsive companies.

**We changed laws.**

Thanks to a coalition that included Mercy For Animals, in Washington, DC, the city council and mayor enacted a law establishing **metrics and reduction goals for greenhouse gas emissions** associated with the district’s food purchases. This legislation could result in an overall **decrease in animal-based purchases**.

Our supporters in Nevada made their voices heard, helping the state become the ninth in the nation to ban cage confinement of laying hens. The ban also **ends the sale of eggs from caged hens in Nevada**.

After significant lobbying by Mercy For Animals, a Texas bill was amended to remove provisions that could have been used to **punish whistleblowers and undercover investigators**. Mercy For Animals testified in person before the Texas agriculture committee, met with influential legislators, and rallied Texas supporters to send more than **500 messages** to members of the state legislature urging them to remove the language.

At the federal level, farmers whose allyship we have cultivated submitted testimony in support of appropriations language that calls for federal government spending on farmer transitions from industrial animal agriculture to plant-focused farming.

**We collaborated with changemakers.**

Our investigation into a system set up by Costco to supply itself with cheap chicken broke in Nicholas Kristof’s New York Times column that landed in the homes of **nearly a million subscribers** and remained at the top of the Times website’s **most-read list for days**. More than **100 media outlets** covered our investigation.

We also collaborated with environmental activist Greta Thunberg to produce a short film that draws connections between animal agriculture and environmental devastation. The film launched around the world in May.

More than **600 media outlets** across the United States, the United Kingdom, France, Germany, and Australia featured the video, and Greta appeared on daytime talk show The View to promote the **#ForNature message**.
How has plant-based eating impacted your overall health and fitness?

Paolo: There are a lot of misconceptions when it comes to fitness and a vegan diet. We have been conditioned to believe that in order to build muscle and strength we have to consume animal protein. My protein source has always been plant-based, and I’ve never had any problems building size; nor did I have to work any harder with my vegan clients to give them the results they wanted.

Lesley-Ann: I kept reading all the science behind plant-based diets and all their benefits. Not just for my own body, but for the lives of those I share this home with—our huge consumption of animals affects climate change and of course, the quality of life for animals.

What inspired you to go plant-based?

Paolo: Animal suffering and cruelty was the main driver. At a very young age I had plenty of exposure to the realities of animal exploitation. When I was seven years old, I witnessed a pig being slaughtered, and I walked away completely traumatized. I was never able to eat meat again.

Lesley-Ann: I kept reading all the science behind plant-based diets and all their benefits. Not just for my own body, but for the lives of those I share this home with—our huge consumption of animals affects climate change and of course, the quality of life for animals.
Oliver: Most people assume you will lose strength, you won’t be able to build muscle, you’ll become nutrient deficient… none of which I’ve experienced. The fact that I can do something that’s better for the planet and doesn’t impact me negatively—it’s a win-win.

How soon did you see a difference in your fitness performance and recovery time after going plant-based?

Lesley-Ann: Almost immediately. Because I reduced inflammation, my existing injuries weren’t playing up as much. I noticed I never got famished, and snacking became second nature, which sped up my metabolism. Overall, I didn’t have to work as hard to maintain my strength.

Oliver: I think within a week or two you can expect to feel a little more spring in your step—waking up with less aches and pains. You’ll find you feel less sluggish after meals and ready to get going again. Before you know it, this will become your new normal.

You have a physically demanding TV role. How do you stay fueled and in top form during long days on set?

Lesley-Ann: On Lucifer, we had a craft-services crew member who kept things like spinach, quinoa or wild rice, avocado, and garbanzo beans for me, and he’d make a healthy dressing. Nuts are always a good option, as is a banana for when I’m doing stunts. My ultimate favorite is sliced apple and peanut butter.

Oliver: I try to consume a lot of vegetables to make sure I am hitting my micronutrients as well as my macros throughout the day. I’ll usually take in a protein shake (usually a 70 percent pea and 30 percent rice blend to make sure the amino acid profile is sufficient) and some extra carbs if I’m doing something particularly action-oriented that day!

What main advice do you give your clients who are interested in exploring plant-based eating?

Paolo: Everyone has a different reason to go vegan. What motivated me was ethical reasons. If that’s not good enough, then do it for the environment. We are constantly trying to reduce our carbon footprints—less flights, no more plastic bags—but the most impactful adjustment starts with what we eat. When people come to me to improve their health, feel better, and look better, my number one advice: Go vegan.
In the collaborative short film that launched in May, Greta draws connections between animal agriculture and environmental devastation.

She speaks of the catastrophic global impacts of COVID-19. Scientists report a high likelihood that humanity will face more pandemics. To prevent this, we must take a look at the most likely cause of a future pandemic.

Up to 75 percent of all new diseases in humans start in other animals. These diseases include West Nile fever, Zika fever, Ebola virus disease, mad cow disease, avian flu, HIV/AIDS, swine flu, SARS, and MERS.

Despite this, humanity continues to up the risk by cutting down forests, destroying habitats, and expanding industrialized farming. This all helps create the perfect conditions for diseases to spread from wild animals to farmed animals and then to humans.

Greta also addresses our need as a species to dramatically reduce our greenhouse gas emissions to avoid the worst consequences of climate change. While fossil fuel companies may draw the most media attention, animal agriculture accounts for nearly 15 percent of global human-induced emissions. In fact, if we all switched to plant-based food, we could remove up to 8 billion metric tons of CO2 from the earth’s atmosphere each year.

Also woven throughout the film is the thread of building a kinder world for animals. Humans kill more than 60 billion land animals per year for food, and “we kill fish in such large numbers that we measure their deaths in tons,” Greta adds. “All this killing is without regard for the animals’ unique personalities and capacity to feel pain, fear, and sorrow.”
connections between things, that it should have, sort of, love and empathy at its core and caring for one another and caring for animals and that we should introduce new things that we have all learned.

Influential public figures and organizations joined the rally on social media. Tedros Adhanom (head of the World Health Organization), Leonardo DiCaprio, the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services, Jane Fonda, Paul Wesley, Luisa Mell, and others shared the video.

More than 600 media outlets across the United States, the United Kingdom, France, Germany, and Australia covered the video, including ABC News, Yahoo! News, the Independent, the Drudge Report, and Reuters. Greta appeared on daytime talk show The View to promote the #ForNature message. According to Nielsen ratings, The View had 2.2 million viewers in the week Greta’s interview aired.

Mercy For Animals and Greta Thunberg worked with visionary filmmaker Tom Mustill on the project.

We must heal our relationship with the non-human animals who share this earth with us.

Greta is the youngest person ever named TIME’s Person of the Year; her voice commands attention and catalyzes action.

Thunberg tells viewers:

Some animals plan for the future, forge friendships that last for decades. They play, they help each other, they show signs of what we call empathy.

[Greta] told me about the story that she wanted to tell, which was this thing that she felt that people didn’t really find easy to understand, that our relationship with nature was broken, that it was kind of at the heart of many of our big global issues. It should be a film that allowed people to understand the

Watch the video, and take action at

#ForNature.Earth

Let’s ask ourselves what we each can do to create change before it’s too late.
Five Ways to Help Animals in 2022

1. Veg-ucation: Sharing Is Caring

There’s no doubt that a plant-based lifestyle is good for our health, the environment, and—of course—animals. With record-breaking weather events, global pandemics, and increasing slaughter rates, 2022 is the year to reach out to your omnivore friends and family about making more compassionate food choices.

Share recipes, host a vegan charcuterie party, or simply treat a loved one to a delicious plant-based lunch. Just remember to be kind to yourself and others. Change can take time.

2. Progress via Social Power

Start the new year following new plant-based celebrities, small vegan businesses, and animal protection organizations. The more informed we are about actions we can take for animals, the greater impact we can have transforming our broken food system.

Remember, don’t just scroll—interact, and share information with those who may not be in the same social network as you. Make 2022 the year you spread kindness and compassion all over the web!

Here are a few of our favorite accounts:

@MercyForAnimals
@weareveganuary
@iamtabithabrown
@comptonvegan

You can also volunteer with Mercy For Animals. From action parties to protests, take the next step in your activism to create meaningful change.

We’re here to help! Visit ChooseVeg.com for recipes, tips, and more.

Find out more at MercyForAnimals.org/Volunteer.
3. Wear Compassion on Your Sleeve

What's better than looking great, feeling fabulous, and spreading Mercy For Animals' message to everyone you see? Knowing your support impacts animals around the world.

Visit ShopMFA.com and stock up on vegan apparel, gifts, and more. Proceeds support all our vital work for animals, including investigations, policy change, and plant-based advocacy. Bonus points for snapping a photo and using the #ShopMFA hashtag on Instagram!

4. Fund Compassion

Mercy For Animals depends on generous donations from supporters to continue our vital work for farmed animals around the globe. Whether it's $5 or $500, know that your contribution is changing animals' lives and creating a kinder, healthier world for all.

You can donate anytime at MercyForAnimals.org/Donate.

5. Be Kind to Yourself

Our fight for animals is far from over, and progress for our shared mission can appear slow at times. Don't get discouraged, and remember that to help the animals who desperately need us, we must take care of ourselves so we can continue to show up for them.

Take that long weekend, enjoy a bath with some vegan bath bombs, or simply meditate quietly and reflect on all the goodness and joy you bring to the world. Practicing self-care and promoting a healthy community help us stay ready when the animals need us to act.

We may face new hardships and obstacles in 2022, but with them we’ll learn, grow, and evolve into better advocates for animals, our communities, and the environment. We’re with you every step of the way. Cheers to the new year, and cheers to 365 more days of helping farmed animals!
Let’s face it—finding a plant-based breakfast at popular restaurants isn’t always easy.

While the supermarket freezer section is loaded with delicious plant-based sausage, eggs, and burritos, many U.S. consumers are used to piecing together a meal at nearly all leading breakfast chains.

More people choosing plant-based meals could mean lower demand for animal products and fewer animals suffering in factory farms.

That’s why Mercy For Animals launched its first-ever plant-based campaign in the United States, setting out to find the Champions of Breakfast.

Leading Breakfast Chains Are Falling Behind

Many well-known restaurant chains, such as Nathan’s Famous, Taco Bell, and Baja Fresh, have responded to consumer demand by offering plant-based versions of their most popular entrees. Both Peet’s Coffee and Biggby Coffee boast fully vegan breakfast sandwiches.

Some of the most popular breakfast chains in the United States—Black Bear Diner, Waffle House, and Bob Evans—are failing to accommodate their plant-based and meat-reducing customers.
These chains offer vegan breakfast only in the way of watery oatmeal, a side of fruit, or toast.

But customers deserve more. These three breakfast chains are falling behind by not serving a fully vegan breakfast entree.

Black Bear Diner, Waffle House, and Bob Evans should provide delicious plant-based options to everyone—whether for animals, health, or the environment.

**Actions for Inclusion**

Thousands of emails have been sent to these chains’ executives, who have also received calls from supporters asking them to be more inclusive of plant-based customers. Slew of supporters, many of whom joined our action party on September 29, have also taken to these restaurants’ social media pages with requests for hearty plant-based breakfast options.

**Plant-Based Progress!**

After conversations with Mercy For Animals, Cracker Barrel, a leading U.S. family-dining chain, committed to trialing plant-based Impossible sausage on its breakfast menu at 50 locations, making Cracker Barrel the first champion of breakfast! If the vegan sausage is made a permanent offering, Cracker Barrel will be the largest family-dining chain to offer plant-based meat on its breakfast menu. Thousands of Cracker Barrel customers will be able to try this plant-based option.

Additionally, Denny’s, a breakfast chain with more than 1,500 locations, is now exploring new plant-based options on its breakfast menu as a result of our campaign. Denny’s is also looking to add more plant-based protein options to its lunch, dinner, and late-night menus.

Together we can make plant-based breakfast entrees a reality!
EXTREME MEAT

As temperatures reached triple digits, cattle were denied basic protections at a Nebraska feedlot.
TO THE MEAT INDUSTRY, HE WAS JUST A NUMBER: #01612483.

They didn’t see an individual who would have loved grazing in a meadow and bonding with other animals in his herd.

Instead, #01612483 spent the last days of his life at a barren Nebraska feedlot. We know his story only because a Mercy For Animals undercover investigator was on-site to expose what the meat industry doesn’t want the public to know: how these animals suffer in their short, terrible lives.

Our investigator witnessed appalling conditions at this facility that supplies cattle to slaughter plants, including one owned by JBS.

Footage shows animals languishing in extreme heat, the summer sun beating down on them—no shade, no relief. They stand on the dry, dusty ground or on layers of their own waste. Many show signs of heat stress.

Bodies and bones are left rotting for hours to days. A mother stands guard next to her calf, who has lost all signs of life.

The investigator documented stillbirths and cows who had suffered organ prolapses after giving birth without proper veterinary care.

BUT THIS SUFFERING ISN’T ALL THESE ANIMALS ENDURED.

In one clip, a worker whips the animals. Some try to crawl over others to escape. In another clip, animals are restrained in a metal box, thrashing as pellets containing growth hormones and antibiotics are implanted in their ears.

Some of these growth hormones have been banned for use in farmed animals in the European Union since 1989 and are prohibited in more than 150 countries owing to evidence of possible adverse effects on human health.

The animals’ food—an unnatural diet of grains—was laced with ractopamine, an additive designed to rapidly increase muscle mass. Ractopamine has been banned in over 160 countries for raising significant animal welfare concerns and possibly leading to heart problems and even poisoning in humans.

Ractopamine could also cause chronic stress in the animals receiving it, promoting behavioral problems.

Visit Extreme-Meat.com to learn more and take action.

This investigation only adds to a mountain of evidence showing the many harms of our current food system. Please join us in calling on JBS to stop the worst forms of animal suffering in its supply chain. And help us create a better future by urging your friends and family to choose plant-based meals.
Congratulations on your new memoir! Can you tell us what inspired you to write it?

Thank you! The universe has been prodding me to write this book for years. I wanted to write about the deeper root issues of eating disorders, not the superficial symptoms that everyone gets distracted by. Many days, it would have been so much more helpful if people had asked, “How are you doing?” instead of “What do you weigh now?” or “What are you eating?”

I think mental health and eating disorders in particular are gravely misunderstood and sensationalized, and I wanted to do my bit to elucidate this issue.

Is your passion for animals, activism, and plant-based living part of your story?

Most of the book takes place in my childhood and adolescence, and back then I hadn’t woken up to what was happening to animals. Originally, it was my superficial obsession with food that led me to discover where meat came from, but the more I read about food production, the more my rejection of animal products evolved to be motivated by my ethics.
I think veganism was the last piece in healing my problematic relationship with food because my food choices became an expression of my soul, of the values I stood for, rather than a means of punishing or rewarding my body.

But in the book I was careful not to imply that veganism is the answer to recovering from an eating disorder because it isn’t.

I think there’s a lot to be said about the connection between recovery and veganism because veganism is about treating all beings—ourselves included—with respect and mindfulness.

You’ve been a longtime supporter of Mercy For Animals, narrating a PSA, participating in our annual galas, and more. Can you tell us why you care so deeply about our shared mission?

Well, first of all, it’s an honor to support your work in any way. Mercy For Animals has some of the bravest, most devoted activists I’ve ever encountered, people who put themselves through hellish experiences and compromise their own mental health in order to tell the stories of what happens in the darkest corners of the ugliest places on Earth.

At heart, I am a bonne vivante; I seek pleasure and adventure and joy, but I can’t fully enjoy life while animals are suffering such brutality at the hands of humanity. The world is so beautiful, and I want it to be beautiful for animals too.

What is your vision for farmed animals?

What every vegan wants, I imagine—for farmed animals to be respected as sentient creatures, not commodities, to have a right to their own skin, their own lives, their freedom.

I think if everyone put themselves into the place of one cow—just one cow—and connected with her, they’d instantly know that the momentary pleasure and convenience of eating animal products is indefensible.

So my vision for farmed animals is really that people wake up, become conscious, connected human beings who are not afraid to look directly at the mess we’ve created and work together to undo it.

What are you looking forward to in 2022?

What a nice question! I’m feeling very open-minded and optimistic about 2022. I feel relieved that I’ve gotten my book out there, and I’m excited to do more writing and try my hand at fiction next.

Films and books like Babe and Charlotte’s Web made a profound impression on me as a child. I think I need to bring a stronger storytelling element into my activism. I’m eager to explore better ways to communicate the plight of animals.

I’m also excited for theater and film to rise and thrive again after the beating the arts sector took during the pandemic. We need the arts to stay deeply connected to one another. I really believe that.
Make a resolution to spare lives in 2022.

Your monthly gift will help build a compassionate food system. Join us.

Visit MercyForAnimals.org/MonthlyResolution. Or scan this code: