

A young brown cow stands in a green field under a cloudy sky. A human hand is gently touching the cow's nose. The cow has a white blaze on its face and a white patch on its muzzle.

2018 ANNUAL REPORT

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Letter from the Founder

In its eleventh year Farm Forward has continued to play a unique role in the farmed animal protection and anti-factory-farming movements. As the first national organization in the U.S. to focus exclusively on factory farming, we have, like others, always worked for immediate incremental improvements for animals, but our deeper strategy points beyond mitigation—beyond just stopping cruelty—to strike at the roots of factory farming. This translates to a rigorous focus on strategic innovation: both improving tried and true techniques like animal welfare certification and pioneering new approaches like our faith-based advocacy and partnerships with Indian farmers.

We see a future, not so far off, where plant-based meat has replaced most factory farmed animal products, and where the animal products that are consumed are produced on farms where animals have robust lives worth living, where farmers are treated with dignity, and which help regenerate the environment. In this future, food businesses will demonstrate their commitment to humane and sustainable farming through transparent partnerships with third-party certifications like the industry-leading Global Animal Partnership (GAP) 5-step Animal Welfare Program.

This report lays out the progress we have made toward this future in 2018. Under the headings Changing Policy, Changing Farming, and Changing Narrative, you will read about how our Leadership Circle is benefiting millions of

animals, how our support of GAP is benefiting hundreds of millions more, how we helped bring the Eating Animals documentary narrated by Natalie Portman to the big screen, and how our team is launching and accelerating entirely new organizations like the Better Food Foundation.

2018 also saw the first major leadership transitions in Farm Forward's history. Our founding Executive Director, Ben Goldsmith, has transitioned his role to focus more exclusively on strategy development. And 5-year Farm Forward veteran, Andrew deCoriolis, has taken the helm as Executive Director, bringing new energy and vision.

Farm Forward also made major changes to its board, welcoming four new members who bring decades of experience and new gender and ethnic diversity to our leadership. The entire staff of Farm Forward has taken very seriously the problems with harassment and discrimination that have limited the effectiveness of the anti-factory farming movement, and we proactively brought in an independent consultant to facilitate ongoing work on diversity, equity, and inclusion. Anonymous interviews and polling done by our consultant demonstrate that our staff both believe Farm Forward to be a leader on these issues and to have the potential to do even more (we're proud to share the consultant's summary report on our website). We believe that the future of the anti-factory farming movement

depends on a deepening appreciation of the interlocking nature of oppressions, and we will play our part in building a broader and more diverse movement.

The truth is that no organization yet knows the royal road to ending factory farming, and this is precisely why Farm Forward believes so strongly in a focus on strategy. Our charge is to make an immediate difference for animals in the here and now, while laying the groundwork for the transformation of the way we eat and farm in the future.

We could do none of this work without your support. We have no endowment and raise the funds we operate with each year. Thank you to all of our longstanding supporters and thank you for taking the time to read more about our work.

With your help, we will win!



A stylized, handwritten signature in black ink.

Aaron Gross
Founder and CEO

Farm Forward by the Numbers

CHANGING POLICY

4

Jewish national conferences worked with JIFA to source higher welfare and more plant-based food in 2018

16

Large institutions are members of the Leadership Circle, with 5 new members committing to shift purchasing toward plant-based or certified higher welfare animal products in 2018

70+

Jewish institutions since 2016 have made commitments to source certified higher welfare and/or more plant-based foods

120+

Educational presentations about food sourcing have been delivered by the Leadership Circle since 2015 to universities, companies, and other institutions

3.5MIL+ 416MIL

Animals are annually impacted by changes to institutional food sourcing as a result of Leadership Circle's supply-chain consulting and new commitments from members, based on conservative estimates

Animals are now certified higher welfare by Global Animal Partnership. Farm Forward's leadership has served on GAP's board since its inception.

CHANGING FARMING

2

Farms were recognized in 2018 by Farm Forward as meeting American Poultry Association standards and are now the first farms to use Farm Forward's Certified Heritage labels on their products

35

Villages in India received free and subsidized veterinary care and animal welfare education through Farm Forward's grants in 2018

2K+

Animals in India were directly assisted as a result of Farm Forward's 2018 grants

50K+

People were reached by Farm Forward's new video about Heritage Farming in its first three months



Farm Forward by the Numbers

CHANGING NARRATIVE

3

Streaming services now stream the *Eating Animals* documentary: Amazon, iTunes, and Hulu

100+

Educational presentations delivered to Jewish leaders, educators, students, and campers

1.5K+

Jewish educators and students have utilized educational resources created by JIFA

17K

Students have participated in our Virtual Visits program with author Jonathan Safran Foer since 2012

500K+ 500K+ 2MIL+ 3MIL+

Copies of *Eating Animals* have sold globally since its publication

People were reached in 2018 by Farm Forward action alerts about the dairy industry, organic rules, pig slaughter line speeds, CA's "Yes on 12" ballot initiative, the Farm Bill King Amendment, and Trader Joe's gestation crate policy

People were reached across all of our social media channels in 2018

People were in Farm Forward's social network by the end of 2018, including influencer followers and their networks



2018 TIMELINE



FEBRUARY

STANDING AGAINST HARASSMENT

At Farm Forward's annual retreat, staff discuss sexual harassment, gender, and racial discrimination in the anti-factory-farming movement. We go on to hire a Diversity, Equity, and Inclusion consultant who conducts an internal assessment. With our partner organization, the Better Food Foundation, we allocate a combined \$50,000 of 2018 core operating funds to address discrimination's impact on strategic decision-making in the fight against factory farming.

APRIL

JONATHAN SAFRAN FOER IN THE CLASSROOM

Farm Forward's sixth annual Virtual Visits with author Jonathan Safran Foer reach more than 100 groups in 4 countries, with an estimated 2,320 participants.

MAY

HOLDING THE USDA ACCOUNTABLE

Farm Forward organizes more than 3,000 supporters to submit comments opposing USDA's proposed federal rule to deregulate hog slaughter and allow unlimited slaughter line speeds. As of December 2018, USDA was still reviewing comments.



JUNE

EATING ANIMALS FILM

The documentary *Eating Animals*—inspired by Jonathan Safran Foer’s book of the same name, and narrated by Natalie Portman— is released to widespread acclaim. Farm Forward contributed to the research and writing, introduced the film’s director to farmers and activists, assisted with fundraising, and provided direct financial support to the film in the form of a loan. The documentary is now available for streaming.

INDUSTRY-LEADING ANIMAL WELFARE POLICY

After consulting with Farm Forward for two years, Blue Apron, the largest meal-kit company in the US, announces an industry-leading animal welfare policy—to impact several million animals per year—with a strong focus on third-party animal welfare certification and public transparency.

JULY

PROTECTING HIGH WELFARE FARMERS

Farm Forward recognizes New York’s Grape Hollow Farm and Pennsylvania’s Old Time Farm as Certified Heritage Producers; the farms begin to sell products using Farm Forward’s Certified Heritage labels. Our new Certified Heritage program distinguishes heritage farmers from producers who inaccurately or unscrupulously use the term “heritage” to sell animal products from animals with lower welfare genetics.

DEFAULT VEG LAUNCHES

Farm Forward’s grantee and partner organization CreatureKind launches DefaultVeg: a simple policy commitment available to any institution, which makes plant-based eating the default, while giving diners the option of adding animal products. Ten departments and academic societies quickly committed and Farm Forward is now working with the Better Food Foundation to aggressively scale up the program.



AUGUST

RECORD-BREAKING VEGAN SOULFEST

An organization that Farm Forward is incubating, the Better Food Foundation, sponsors the Vegan Soulfest in Baltimore and helps the festival scale up for higher-than-anticipated attendance. Run by Brenda Sanders and Naijha Wright-Brown, leading activists organizing black communities in Baltimore, Vegan Soulfest boasts a record breaking 16,000 attendees.

FAITH-BASED ETHICAL FOOD POLICIES

After years of leadership by Farm Forward's Jewish Initiative for Animals, Hazon—the largest Jewish sustainability organization in the world—finalizes a groundbreaking ethical food policy, including removing conventional turkey from the menu entirely, and phasing out conventional chicken over the next seven years. The policy sets a new animal welfare standard for the thousands of Jewish institutions that Hazon influences in its network across the country.

SEPTEMBER

GROWING SOCIAL MEDIA

Our new video "Changing Farming: Preserving Genetics for Animal Welfare" contributes to Farm Forward's posts on Facebook, Twitter, and Instagram organically reaching more than 200,000 individuals in September alone. Conversations we led and shared dealt with clean meat, climate change, food choices, farmed fish welfare, factory farm's role in public health, and the environmental disasters unfolding in North Carolina following hurricane Florence.



NOVEMBER

ENGAGING RELIGIOUS LEADERSHIP

For the second time, the 10,000-attendee Annual Meeting of the American Academy of Religion and Society for Biblical Literature devotes an entire panel primarily to Farm Forward founder Aaron Gross's scholarly work on animals and religion. Faith in Food fellow Christopher Carter is also a featured respondent in a panel he conceptualized about animals, religion, and race. Altogether, it is a milestone year for the prominence of farmed animal ethics in the study of religion.

DECEMBER

MEDIA ENGAGEMENT

The Farm Forward content that generates the most media engagement in 2018 deals with the meat-centric menu served at the UN Climate Change Conference that took place in December. We play the decisive role in getting these stories picked up by the Associated Press and placed in high-value media outlets like *Bloomberg*, the *New Food Economy*, and *U.S. News and World Report*.

EXPANDING ANIMAL WELFARE CERTIFICATION

By the end of 2018, Harvard Business School, Burgerville, University of Montana, Villanova University, and Phipps Conservatory and Botanical Gardens join Farm Forward's Leadership Circle, all committing to buying certified higher welfare chicken and egg products. At their annual meeting, Global Animal Partnership, a premiere animal welfare certification where Farm Forward serves on the board, announces they have recently expanded their reach by more than 100 million animals.

Media Coverage

FARM FORWARD HAS BEEN COVERED IN:

The Associated Press
Bloomberg
Civil Eats
Fast Company
FoodDive
For Food's Sake podcast
Food Heroes podcast
Forbes - Asia
GQ
GQ India
The Kitchn
MarketWatch
The Mercury News
The New Food Economy
The New York Times
NPR
One Green Planet
Patheos
Planet to Plate podcast

The Reader
SiliconValley.com
U.S. News and World
Report
VegNews
World Finance

THE JEWISH INITIATIVE FOR ANIMALS HAS BEEN COVERED IN

EJewish Philanthropy
Good Food podcast
Huffington Post
The Jewish Forward
The Jewish Journal
Jewish Telegraphic Agency
The New York Review of
Books
The Times of Israel

“What people eat at a conference may seem like small potatoes when it comes to curbing global emissions, but if those at the forefront of global climate negotiations aren’t going to ‘walk the talk’ at the highest-level climate conference, how can we expect the rest of the world to get on board?”

– Claire Fitch, Farm Forward Director of Outreach,
VegNews, Dec 4, 2018



CHANGING POLICY

Farm Forward works to change the rules and guidelines that shape the future of food with a twin focus on animal welfare certification and reducing animal consumption.

Changing Policy

LEADERSHIP CIRCLE EXPANDS REACH

Farm Forward's Leadership Circle helps institutional food providers—including universities, corporations, and nonprofits—serve “less and better” animal products through sourcing certified higher welfare animal products while incorporating more plant-based proteins.

Making animal welfare certification the norm is arguably the single best way to reduce animals' suffering now while building a platform to challenge the whole factory farm system. Leadership Circle members commit to transitioning one or more categories of animal product to 100 percent certified higher welfare products within two years.

The Leadership Circle's greatest impact is through consulting to institutions—whether or not they eventually join. For example, we worked for two years with the largest meal-kit delivery service, Blue Apron, to help them improve their animal welfare practices. In 2018 Blue Apron announced an industry-leading animal welfare policy with a strong focus on third-party animal welfare certification and public transparency. Encompassing cows, pigs, and broiler and layer chickens, Blue Apron's changes alone will impact more than 2.5 million animals per year.

OUR NEWEST LEADERSHIP CIRCLE MEMBERS INCLUDE:



Harvard Business School

Villanova University

The University of Montana

Burgerville (a Pacific Northwest quick-service restaurant chain with 42 locations)

Phipps Conservatory and Botanical Gardens

Photo: ©Susan Young for Harvard Business School

In 2018 we announced the Leadership Circle's new Plant-Forward track, which will recognize institutions that have reduced the volume of animal products they serve by at least 20 percent.



In 2018, with the aim of providing in-the-trenches assistance to organizations working toward higher animal welfare, we also consulted to:

- **Organizations setting standards for food purchasing:**

The Association for the Advancement of Sustainability in Higher Education, the California State University Food System Working Group, Cradle to Cradle, Menus of Change, the Real Food Challenge, and the Sustainable Purchasing Leadership Council.

- **Industry-leading corporations and innovative start-ups:**

Cooks Venture, Evermore Pet Food, Bond Pet Foods, and Seattle Food Tech.

- **Public and private universities across the country:**

Dozens of colleges and universities, including Dickinson College, Cal State Monterey Bay, Duke University, Evergreen State College, Fort Lewis College, Harvard University, Haverford College, Johns Hopkins University, Ramapo College, San Francisco Public School District, Smith College, the University of California San Francisco, and the University of Kentucky.

Jewish Institutions Align Food Purchasing with Jewish Values

The Jewish Initiative for Animals (JIFA), a program of Farm Forward, secures long-term change by encouraging Jewish institutions to align food purchasing with Jewish values.

In 2018 JIFA supported two new communities of learning and action to improve food sourcing and develop ethical food policies: Shamayim v'Aretz's national "Synagogue Vegan Challenge" and Beantown Jewish Gardens's new Greater Boston educational web series for Jewish institutions, "Ta'am Tov" (which means "Good Taste").



Good Food Purchasing Program Gains Traction

Good Food Purchasing Program (GFPP) works city-by-city to help coalitions of citizens concerned about animal welfare, workers, health, and the environment advocate for better food in our school districts and other public institutions. Farm Forward led the committee of animal welfare groups that developed the GFPP's animal welfare standards in 2017.

In 2018, Farm Forward helped the GFPP national coalition expand its pool of recommended producers who meet GFPP's animal welfare standards, and Farm Forward's geographically distributed staff participated directly in local efforts to adopt GFPP in school districts and municipalities in Baltimore, Portland, San Diego, San Francisco, and Washington, D.C.

Our local work with GFPP this year ranged from educating school districts' food and nutrition directors on "less and better" animal products, to testifying at city council meetings, to assisting school districts in crafting Requests for Proposal (RFPs) for sourcing animal products in alignment with the GFPP. In November, our

direct support of the Washington D.C. coalition helped move the city to pass the Healthy Students Amendment Act, which includes a commitment to GFPP! Washington D.C. became the first city on the East Coast, and the fifth city in the U.S., to adopt GFPP standards for their school lunch program.

When the city of Oakland, California adopted the Good Food Purchasing Policy it led to 30 percent reduction in meat consumption in their school district.

Shaping the Future of Animal Welfare Certifications

Farm Forward is one of only four animal protection organizations on the board of Global Animal Partnership (GAP), the nation's largest animal welfare certification with more than 416 million animals and 3,800 farms in its system. Through service to GAP and other efforts we are transforming certification into a vehicle to end factory farming.

Farm Forward supports meaningful animal welfare certification as one of the most effective ways to holistically improve the lives of farmed animals.

In addition to our CEO Aaron Gross serving on GAP's board, this year Farm Forward supported a research study commissioned by GAP at the University of Guelph that is evaluating the relative welfare outcomes of different breeds of chickens. Farm Forward ensured that the study included APA certified heritage breeds, making this milestone research the first modern scientific evaluation of welfare in heritage poultry breeds.

Farm Forward is also working to embed farmed animal welfare

values into environmental sustainability certifications. In 2018 we provided feedback on the animal welfare standards of the Cradle to Cradle certification (C2C), used primarily in the building industry to certify carpets, fabrics, furniture, and building materials. Our recommendations have been implemented, significantly raising welfare standards for animal products.



Our BuyingPoultry.com BETA site remains the premier online buying guide for consumers looking for higher welfare poultry products and plant-based alternatives.

“Farmed animals enjoy few legal protections in the US, and it seems like every year lawmakers beholden to big ag come up with more ingenious ways to strip them of their meager protections and to hide their egregious conditions from the public. We continue to vigilantly guard against the passage of bills like Ag-Gag, even as we work to reduce market demand for products made from factory-farmed animals.”

– Michael McFadden, Esq., Farm Forward General Counsel, Policy & Program Director



Legal Protections for Animals

Farm Forward organizes direct advocacy for laws that improve the conditions of farmed animals.

In 2018 we:

- Fought the disastrous “Protect Interstate Commerce Act,” introduced by Rep. Steve King (R-IA) and subsequently attached to the Farm Bill, which would have undone decades of victories for farmed animals;
- Urged the USDA to include poultry in the Humane Methods of Slaughter Act;
- Petitioned the National Organic Standards Board to adopt genetic welfare requirements for all species;
- Submitted more than 3,000 comments from our supporters opposing the USDA’s deregulation of hog slaughter;
- Supported “Yes on 12” in California (which passed!), banning the sale of meat and eggs from animals confined in areas below a specific number of square feet.



“While Prop 12 sets a new high bar for laws that protect animals on factory farms, it still falls far short of what any compassionate person would find acceptable. After you vote #Yeson12, we must all continue to advocate for farmed animals until no animals suffer on factory farms.”

– Erin Eberle, Farm Forward Director of Engagement



CHANGING FARMING

Farm Forward works with farmers to build alternatives to the factory farm and develop food systems that put animals, farmers, and communities first.

Establishing Markets For Highest Welfare Poultry

Farm Forward assists highest welfare heritage poultry farmers and supports a market for highest welfare heritage breeds. We work to protect the heritage label and build structures for certifying and supporting farmers who practice the highest welfare forms of non-factory poultry farming using only genetically healthy heritage breeds.

Farm Forward created the Certified Heritage label and logo to help consumers and heritage farmers identify products that come from highest welfare heritage breeds, and to help protect the word “heritage” in the marketplace. This year Farm Forward recognized two farms, Old Time Farm in Pennsylvania and Grape Hollow Farm in New York, as selling Certified Heritage products. The farms use American Poultry Association standard breeds to produce meat or eggs, and use Farm Forward’s Certified Heritage labels on their products.



Heritage poultry is the only poultry on the market produced outside the factory farm system. It is the only commercially available poultry that avoids some of the cruelest practices in all of factory farming, including starving parent birds and genetic modification through industrial “hybrid” breeding techniques that lead to ongoing hunger, painful deformities, and diseases. With the exception of heritage, all commercially available poultry products—even if they are labeled cage-free, free-range, kosher, organic, or pastured—are produced in a system that requires that birds suffer on factory farms.

We are working to legally define heritage to apply only to American Poultry Association standard-bred breeds of poultry, so that producers cannot inaccurately or unscrupulously use the term to sell meat products from animals with low welfare genetics.

Meanwhile, for the third year in a row, our Jewish Initiative for Animals (JIFA) assisted KOL Foods in acquiring heritage breed chickens to be sold on the kosher market. Thanks in large part to JIFA's efforts, the past three years mark the first time in decades that heritage kosher birds have been produced entirely outside the factory farm system. JIFA also developed permanent signage now on display by Jewish educational farms raising heritage poultry; for years to come, visitors will find these signs useful tools for teaching Jewish values, and for understanding the importance of genetics to poultry welfare.





During the Hazon Food Conference, JIFA Director Melissa Hoffman (center) visited Adamah Farms, where JIFA's heritage signage is displayed. JIFA sponsored the conference and was a workshop presenter with the American Society for the Prevention of Cruelty to Animals' Senior Manager of Farm Animal Welfare Daisy Freund (left) and our longtime collaborator Dr. Adrienne Krone (right).

Internationalizing the Movement with a Focus on India

Factory farming is a global problem, and effective resistance to the growth of factory farming requires a global perspective. While Farm Forward focuses its efforts on change in the U.S., we have identified India as a strategically important and cost-effective region for promoting sustainable alternatives to factory farming worldwide.

We help international organizations collaborate and strategize for interventions in India that take into account the unique economic and cultural realities of the Indian context. We also seek to empower the Indian farmers, community leaders, and thought leaders who are already the front line of defense against the expansion of the factory farm into Indian farming communities.

Farm Forward has coordinated visits for several global leaders to meet farmers and activists in South India. Here's what they said:

NICOLE RAWLING, Director of International Engagement at GFI, described her visit as *“the key component in helping The Good Food Institute developing a strategy and establishing operations in India. Before my trip . . . , I was unclear on where we should focus our resources in India. Within a month of the trip, we had opened an office and hired a managing director, neither of which would have happened so quickly without Farm Forward’s advice and support. I have been constantly impressed with the quality of analysis and work of the Farm Forward team and I am honored and feel privileged to work with them in India.”*

STEPHANIE DOWNS, founding CEO of India’s plant-based meat startup Good Dot, described her visit as *“invaluable for my understanding of the Indian context; I talk about what I learned frequently when discussing strategy and I can’t imagine how else I could have learned so much relevant information about Indian animal agriculture—and simply Indian culture!—so fast.”*

BLANKA ALFARO, then Senior Vice President, International of Mercy for Animals and now starting her own organization, described her visit as *“a great eye-opening experience. I’ve been able to learn a lot about the culture of India, and learn about how the industry and farms work in the country, which is vital in Mercy For Animals in order to plan strategies in India that will allow us to help the most animals possible.”*

Farm Forward continues to support Prakrithi, a local sustainability organization in the Indian state of Tamil Nadu led by a father-son team of veterinarians and animal welfare advocates. Our funding allows them to provide free and subsidized veterinary care and animal welfare education to 35 villages in the Nilgiris region.



Krithika Srinivasan, Farm Forward Board Member

This year we worked more closely with Dr. Krithika Srinivasan, now a Farm Forward board member, who has developed a human-animal studies initiative at the Tata Institute in Mumbai, in partnership with Prof. Manish Jha. This initiative aims to introduce and establish human-animal studies as a field of academic scholarship in India. India's extensive animal protection

movement has little by way of scholarship that can inform it; we hope to create reliable scholarship that advances more humane and sustainable agriculture. To that end, we also identified gaps in knowledge about the social, economic, and political contexts in India, and worked with Dr. Srinivasan to design a research and information-gathering project that will help the farmed animal movement develop better strategies for fighting factory farming in India.



The encroachment of lower welfare hybrid birds on India's higher welfare "country" birds plays out today not only in commercial operations but even in backyards. Here, heritage hens with higher welfare genetics freely roam on the ground, eyed by hybrid laying hens with lower welfare genetics, caged Western-style.



Improving Animal Welfare by Consulting to Businesses

Farm Forward provides pro bono consulting to emerging food and agricultural businesses to positively impact the lives of farmed animals.

After conversations with Farm Forward, Evermore Pet Food now sources Global Animal Partnership Step 4 certified beef and lamb and Step 3 certified chicken. Cooks Venture, a new company started by the co-founder of Blue Apron, aims to build a large-scale supply of certified higher welfare meats, starting with pasture-raised chicken. Farm Forward has been collaborating with Cooks Venture on their business plan, go-to-market strategy, and fundraising.

CHANGING NARRATIVE

Farm Forward leverages the power of cultural narratives to shift cultures themselves, telling stories of how farming can and should be better.

Eating Animals, the Film

The internationally best-selling book Eating Animals by Farm Forward board member Jonathan Safran Foer, which was created with collaboration by Farm Forward CEO and founder Aaron Gross, remains the fullest expression of Farm Forward's vision for ending factory farming. Shepherding that book's ongoing impact is one of the ways that Farm Forward works to change the narrative told about animal agriculture. Over the past five years, we worked to support the creation of a documentary film—inspired by Foer's book of the same title—through fundraising and consultation on the film's content.

The long-anticipated documentary *Eating Animals* was released to widespread acclaim on June 15 in theaters across the country! Overwhelmingly positive reviews and articles poured in and confirmed what we have long believed would be the case: this film is generating conversation (e.g. on the Late Show with Stephen Colbert), debate (e.g. among food advocates) and deeper engagement (e.g. in the New York Times) with the ethics of factory farming.

“Film can do all these things that books can’t do, just as books can do all these things film can’t do. . . . There’s a lot of information in the film, but I think even more, it’s really driven by personalities. You feel like you’re in conversation with — or at least you’re hearing the stories of — really interesting people who have important stories to tell.”

– Jonathan Safran Foer, author and Farm Forward board member, *Entertainment Weekly*, June 15, 2018



We are proud of the many ways that we supported the film: introducing the film's director to farmers and activists, contributing to the writing and research, assisting with fundraising, and even providing direct financial support in the form of a loan totaling almost \$150,000, which was repaid in full in 2018. *Eating Animals* is now available for purchase on Amazon, Hulu, and iTunes and is available for educational screenings.



Celebrating the premiere at the Telluride Film Festival. Left to right: Farm Forward CEO Aaron Gross, Director Christopher Quinn, Executive Producer Natalie Portman, Writer Jonathan Safran Foer, Executive Producer Evan Williams. Photo courtesy of Abie Livesay Photography www.abielivesay.com

Educational Outreach

An important part of Farm Forward's work to change the narrative of animal farming is our support of students and educators in high schools and colleges who use the transformative space of their classrooms to raise awareness of the true costs of industrial animal agriculture.

Our Virtual Visits program is an annual video conference event bringing acclaimed author Jonathan Safran Foer into classrooms where many students are reading his book *Eating Animals*. In 2018 an estimated 2,320 participated, putting us at more than 17,000 total participants since the first Virtual Classroom Visit in 2012. In this year's event, Jonathan met with participants from institutions including Cornell University, University College London, University of Colorado, Boulder, and George Washington University—in total, more than 100 groups in four countries. Previously, Clarkson University assigned *Eating Animals* to all incoming students, and Clarkson faculty research demonstrated that the book increased students' knowledge of factory farming. We continue to find ways to deepen the impact of the Virtual Visits—in 2018 providing classrooms with a service/learning curriculum that students can use to learn about and advocate for changes to the food served at their school; interested campuses are then connected to Leadership Circle staff who support them through hands-on consulting.



STAFF PROFILE

"My sophomore year of college, Jonathan Safran Foer's *Eating Animals* opened my eyes to the factory farming industry, and I went vegetarian. Two months later I attended a Virtual Visit on campus. There, I asked Mr. Foer what organizations were doing the best work to address factory farming. He told me to look up Farm Forward. I emailed its Executive Director at the time, Ben Goldsmith, and that led to a Farm Forward internship. A few years later, I contacted Farm Forward again for advice. Melissa Hoffman of Farm Forward's Jewish Initiative for Animals was nice enough to talk to me, and told me about her grad program—which I then applied to and attended! That led to a part time position with the vegan Jewish organization Shamayim V'Aretz, which I left this year to work full time for Farm Forward."

– Ilana Braverman, Farm Forward Program Manager



Jewish Education

Our Jewish Initiative for Animals (JIFA) supports innovative programs to turn the Jewish value of tzaar baalei chayim (compassion for animals) into action, while building ethical and sustainable Jewish American communities in the process. JIFA collaborates with Jewish organizations—including camps, synagogues, youth groups, community centers, schools, college programs, and more—to produce educational resources that spark inquiry into how Jewish values should interact with how we treat animals. JIFA also provides expert consultation to Jewish institutions to assist them in sourcing fewer and higher welfare animal products.

In 2018 JIFA staff presented on Jewish values of animal welfare at 12 Jewish education and food-focused conferences in California, Colorado, Connecticut, Maryland, Massachusetts, and Michigan. These conferences (e.g. The Foundation for Jewish Camps' Leaders Assembly, NewCAJE) all gathered networks of institutions and individuals already engaged with environmental projects, better food initiatives, animal welfare education, and ethical food policies. They provided the opportunity to network with other Jewish culture makers, touch base with JIFA's current network of over 1,500 educators and participants, and exhibit JIFA resources such as the new "Jewish Animal Ethics Community Study Guide," available for download on the new community resources hub of the JIFA website.

“In 2018 JIFA expanded our engagement with Hillel, the largest Jewish campus organization in the world. We sponsored the annual Hillel International Global Assembly, which hosts over 1,200 Hillel professionals from around the globe. We directly connected to 50 new Hillels interested in using JIFA’s resources and exploring improvements to their communities’ food sourcing.”

– Melissa Hoffman, Director, Jewish Initiative for Animals



JIFA also advances public discussion about farm animal welfare in Jewish communities through articles in Jewish media. This year, the Jewish news site the *Forward* published a review of the documentary film *Eating Animals* and invited Farm Forward CEO Aaron Gross to respond; in the piece, Aaron points out that “religious traditions can often help us better confront the ‘unfeasibly large problems of the world.’” Also this year the *Times of Israel* published three op-eds by JIFA staff. One, by JIFA Director Melissa Hoffman, called for radical empathy and action in the face of the social inequities perpetuated by factory farming. A second op-ed by Melissa about the suffering experienced by animals during live animal shipments and a third by Aryeh Bernstein concerning the inherent violence of the dairy industry both became *Times* “Featured Posts.”



“Our Tisha B’Av literature and practices remind us of something we know intuitively: all oppression is connected, and it passes through the most basic need of all living beings, our food.”

– Aryeh Bernstein, JIFA Staff Educator, “Food and Food Systems are Ground Zero for the Grieving of Tisha B’av,” Featured Post, the *Times of Israel*, July 22, 2018.



“The question is not, ‘Will cellular agriculture help fight factory farming?’—it will—but ‘How much can cellular agriculture replace factory farming?’ . . . Plant-based/cellular meat and higher welfare meat must work synergistically if we are to create a world free of factory farming. We must not lose sight of either.”

– Andrew deCoriolis, Farm Forward Executive Director, “Two Wings of the Same Bird—Plant Based/Cellular Meat and Higher Welfare Meat,” November 8, 2018

Thought Leadership

In 2018 Farm Forward published 22 original articles on our blog, including in-depth pieces on the following topics:

“Less and Better” Meat in Food Sourcing, Apr. 10th

Kosher Slaughter, Oct. 18th

Cellular Meat Technology, Nov. 8th

Exposing Ag-Gag, Dec. 11th

Read **Eating Animals**, the best-selling book by Jonathan Safran Foer. Learn how our food choices can support regenerative organic alternatives to industrial agriculture and in the process reduce animal suffering.

INGREDIENTS: Water, Organic Coconut Oil*, Potassium Hydroxide*, Organic Palm Kernel Oil*, Organic Olive Oil*, Organic Hemp Oil*, Organic Jojoba Oil*, Natural Almond Fragrance, Citric Acid, Tocopherol

*Certified fair trade ingredients. *None remains after saponifying oils into soap and glycerin. (4/11/2018/10/11) Developed & distributed by Dr. Bronner's, P.O. Box 1958, Vista, CA 92083

NOT ANIMAL TESTED

Read **Eating Animals**, the best-selling book by Jonathan Safran Foer. Learn how our food choices can support regenerative organic alternatives to industrial agriculture and in the process reduce animal suffering.

DR. BRONNER'S

18-IN-1 HEMP ALMOND PURE-CASTILE SOAP

END FACTORY FARMING!

STAND UP FOR ANIMALS! ADVANCE A SUSTAINABLE & REGENERATIVE FUTURE!

Live your values! End cruel & environmentally destructive farming practices! Teach self-family-community-world to choose conscience over convenience!

IN ALL WE DO, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're ALL-ONE OR NONE! ALL-ONE!

An estimated 99% of animals used to produce U.S. meat, eggs & dairy are raised under horrific conditions on Confined Animal Feeding Operations (CAFOs) and consume most of the carbon- and water-intensive conventional corn and soy we grow. These monoculture deserts of feed are like a million burning oil wells, destroying soil and generating massive greenhouse gases. **Help end factory farming now!**

“Every meal, every bite, is a choice for the kind of Earth we want to inhabit.” —David Bronner

Read **Eating Animals**, the best-selling book by Jonathan Safran Foer. Learn how our food choices can support regenerative organic alternatives to industrial agriculture and in the process reduce animal suffering.

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We worked with Dr. Bronner's soap company to develop new soap labels educating the public about factory farming. The label includes a quote from Jonathon Safran Foer's book *Eating Animals* to encourage people to read the book.



Rev. Dr. Carter gives the opening address at the inaugural "Food and Faith Convening" for the Duke World Policy Center.

Faith in Food

Farm Forward supports the work of several scholars and faith leaders to grow values-based anti-factory-farming movements within their religious communities. Our first two Faith in Food Fellows are Dr. David Clough, who created CreatureKind with a grant from Farm Forward three years ago to engage Christians with farm animal welfare as a faith issue, and Rev. Dr. Christopher Carter, whose work engages black churches in plant-based and animal welfare advocacy. Farm Forward CEO Dr. Aaron Gross teaches Jewish Studies at the University of San Diego and has helped grow the academic field of animals and religion.

Rev. Dr. Christopher Carter, Dr. David Clough, and Dr. Aaron Gross were joined by CreatureKind and BFF staff in presenting on faith and animal welfare at a variety of conferences, universities, and congregations in the United States and the United Kingdom, with lectures, sermons, and presentations featuring titles such as "The Future of Food Isn't Meat," "Eating Peaceably: Christianity and Veganism," "Unitarian Universalists and Other Animals," "Christian Ethics and Other-than-Human Creatures," "Should Christians Eat Animals?," "Food Pyramid Scheme," and many more. These presentations to schools, conferences, and congregations set the stage for deeper engagement with values-based institutional food commitments.



Christopher Carter, Farm Forward Board Member

Our grant to Dr. Christopher Carter supported his intellectual contributions to the field of food and animal studies, addressing race, animal welfare, and dietary change. Among other accomplishments, he became the steering committee co-chair for the Religion and Ecology group of the American Academy of Religion—its first black co-chair. He served as facilitator for the inaugural “Food and Faith Convening” for the Duke World Food Policy Center, which convened members of Abrahamic and First Nations traditions to reconsider faith traditions’ role in shaping our food system. His forthcoming book, *The Spirit of Soul Food*, is now under contract with the University of Illinois Press.

“Our individual practices vary. In context of that individual variety, I suggest a moderate position where I think we all could agree: that our congregations . . . phase out directly supporting factory farms. Since we agree that the vast majority of meat, dairy and eggs are currently produced in ways that abuse animals, phasing out factory-farmed products should be uncontroversial.”

– From a sermon by Rev. John Millspaugh, Farm Forward Director of Educational Campaigns





Better Food Foundation

For the past two years Farm Forward has helped to establish and incubate the Better Food Foundation, which in 2018 grew its programs, partnerships, and impact. Highlights include:

- Relaunching BFF's Milk-Free Mornings campaign on Mother's Day to raise awareness of harms caused by the dairy industry;
- Partnership with and support of faith-based organizations, CreatureKind and Shamayim v'Aretz, to grow their successful advocacy work in Christian and Jewish communities;
- Partnering with CreatureKind and UK's Vegetarian Society to scale up the successful DefaultVeg campaign, encouraging institutions to make plant-based meals their "default" catering option;
- Advocating for the USDA's 2020-2025 Dietary Guidelines for Americans to consider evidence-based research demonstrating the benefits to human health, food security, and environmental sustainability of plant-based diets;
- Supporting phenomenal black vegan leaders Syl Ko, Aph Ko, and Brenda Sanders, and sponsoring Baltimore's record-breaking Vegan Soulfest;
- Supporting the launch of the new Mexican advocacy group, Revolución Animal.

You can read about these initiatives and more at www.betterfoodfoundation.org.

Thank You to Our Supporters

Farm Forward receives generous support from hundreds of people and organizations. We'd like to extend special thanks to key supporters who, in recent years, have made our work possible.

Ryan Andrews
Elizabeth and Patrick Arnold
Margaret Atwood
Deborah A. Barer
Bellroy
John Bossert
Dr. Bronner's Magic Soaps
Catherine Brown
Jessie Bunning
Mary Burns
David M. Butler
Liza F. Carter
Susan Culbertson
Paul J. Daley
Anita J. Dietrich
Maya Druckmann
Bonnie Faigeles & Sean Hoyer
Adam Feild
Jeffrey & Leslie Fischer Family Foundation
Kristen Fletcher
Deirdre A. Flynn
Jonathan Safran Foer

“Farmed animal advocacy remains an extremely underfunded sector. I have admiration and gratitude for our supporters, who not only make our work possible, but are taking a stand on one of the most urgent—yet least visible—problems of our time.”

– Jennifer Channin, Farm Forward Director of Development



Susan Foster
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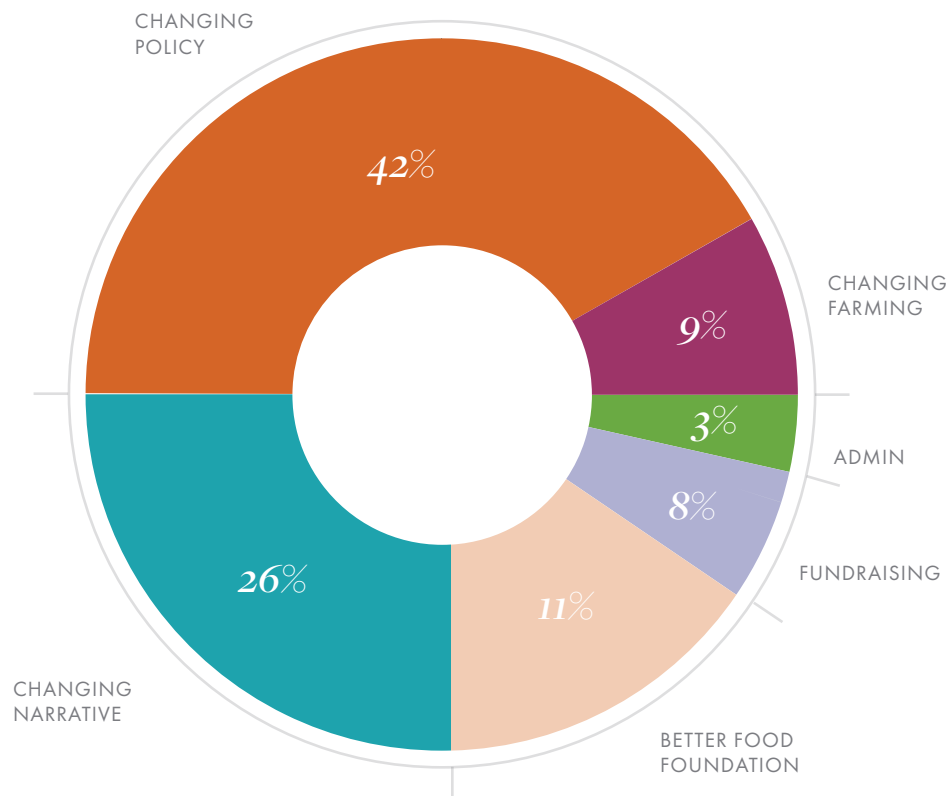


FARM FORWARD FINANCIALS

2018 IN DETAIL

Farm Forward's team is unique among organizations working to end factory farming. Your generous support helps us continue and expand our work.

TOTAL 2018 SPENDING: \$1,190,060



“Farm Forward has grown from just a single full-time employee (me) to a staff of eleven, plus five advisors and fellows. With this deep well of talent, we’re executing diverse strategies today while expanding both our institutional and movement-wide capacity for tomorrow.”

– Ben Goldsmith, Farm Forward Senior Strategist



Financial Summary

Farm Forward's 2018 spending remained steady, totaling \$1,190,060. Our human resources, 11 employees and 5 advisors and fellows, remained constant with one employee leaving and one added. This stability has allowed our staff to truly become a team and to make increasingly valuable contributions to thought-leadership and, through consulting and behind-the-scenes efforts, to movement-wide strategy. As usual, the largest portion of our spending, \$816,095, was on employees and our longstanding web team.

As this report shows, throughout the year we expanded our already-successful Leadership Circle and Jewish Initiative for Animals, published cutting-edge original content, and increased our collaborations with animal organizations to include more environmental and food justice organizations. We also invested in incubating a new organization called the Better Food Foundation and partnered with them on meat reduction efforts. We also completed investments begun in 2017 to grow our capacity. Most notably, our phenomenal web team GaiaHackers completed Version 2 of Farm Forward's web platform, greatly expanding our ability to engage the public for years to come. In addition, we worked with an outside financial consultant to update our financial systems, work that will be completed in 2019.

While Farm Forward is funded through 2019, a predicted shortfall in funds means we plan to considerably scale down our

team by 2020 if we do not find new income streams. We especially need support for general operating funds—the resources our team members need to stay the course in our long-term vision to end factory farming, even as our landscape of program-specific grant funding shifts over time. Farm Forward remains a small and highly-efficient organization where donations have an outsized impact on the anti-factory-farming movement. To discuss making a donation to support this work, contact Jennifer Channin (jennifer@farmforward.com).

Our new financial processes streamline accounting and reporting systems, help us better prepare for the future, and free staff time better spent on programmatic work.

– Kabrina Miller, Farm Forward Operations Manager



In Closing

What an exciting year this has been not only for Farm Forward, but also for me personally as I've stepped into the role of Executive Director. I said yes to the invitation because I've seen Farm Forward's unique strategy, high-impact programs, and phenomenal team radically transform how people eat and farm, and I know we have the potential to do even more. Helping lead this organization into its second decade is an honor and I'm excited to see what we will accomplish together to end factory farming.

Here are some of my goals for Farm Forward in the year to come:

- **Build bridges** between anti-factory-farming and social movements—including climate activism and food justice—in order to build a broad and effective coalition to oppose factory farming;
- Continue to **grow our impact** on institutional food policies and practices through programs like the Leadership Circle, the Jewish Initiative for Animals, and our partnership with the Good Food Purchasing Program in cities around the US;
- Strengthen Farm Forward's own capacity to disseminate knowledge, coordinate strategy and **provide thought-**

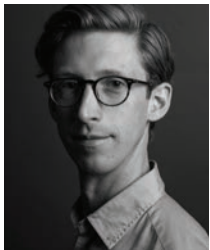
leadership in order to increase the overall capacity and effectiveness of the anti-factory-farming movement;



-
- Develop platforms to **empower underrepresented voices** to implement new, diverse approaches to fight factory farming and create better food systems;
 - Continue to improve Farm Forward's policies and practices to foster **a safe, inclusive, and healthy workplace** that encourages our employees to thrive personally and professionally.

The opportunities that lie ahead for Farm Forward in the coming year to help reduce the impacts of factory farming and improve the lives of farmed animals are truly exciting and are the result of ten years of excellent executive leadership by Ben Goldsmith, the vision and strategy of our founder Aaron Gross, and the hard work and skill of our excellent team.

I feel honored to help lead this team as it embarks on its second decade. My staff and I would love to have a conversation with you about ways that you can engage Farm Forward's ongoing and new initiatives. Thank you for all that you have done to support our success these past ten years. I look forward to seeing all that we can accomplish together in the ten years to come.



A stylized, handwritten signature in black ink, appearing to read 'A deCoriolis'.

Andrew deCoriolis





WE ARE A TEAM OF STRATEGISTS,
CAMPAIGNERS, AND THOUGHT
LEADERS GUIDING THE MOVEMENT
TO CHANGE THE WAY OUR
WORLD EATS AND FARMS.

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