

2019 ANNUAL REPORT



FARMFORWARD

Including a
letter from the
founder on the
2020 pandemic.



Changing the Story: Community Initiatives



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Our new video “Changing the Story: Community Initiatives” focuses on the power of storytelling—and identity—to transform how we eat. The work of Faith in Food Fellow Rev. Christopher Carter, Ph.D. bridges concerns about factory farming’s abuse of farmed animals and its exploitation of humans—particularly people of color.

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Letter from the Founder

As this 2019 annual report is completed, humanity faces an unprecedented crisis as a deadly strain of coronavirus, SARS-CoV-2, rages across the world. While the full history of the evolution of SARS-CoV-2 is still being identified, virtually every other recent pandemic threat—like swine flu H1N1 or bird flu H5N1—has been directly linked to factory farms. **Farm Forward has long argued that there is no other public health measure that could so dramatically reduce the risk of another pandemic virus emerging as reforming industrial animal agriculture.**

Our approach maintains that the ill health and suffering of factory farmed animals aggravates a cluster of public health problems that includes both infectious zoonotic diseases and the loss of efficacy of antibiotics (due to their overuse on industrial farms). That billions of sick, suffering animals pose a public health risk is not only intuitive—it's medical fact.

Farm Forward took our first deep dive into research on the link between pandemic threat and factory farming when we collaborated with Farm Forward Board Member Jonathan Safran Foer on his 2009 bestselling book *Eating Animals*. Our research became the basis for the book's fourth chapter on pandemic influenza. We again took a deep dive while working on the 2018 film documentary



version of the book. As a writer on the film, I penned the words that Natalie Portman narrated, evoking the memory of the 1918 pandemic (caused by a bird flu) to cast our current vulnerability in bold relief:

“The 1918 pandemic was unlike most influenzas that attack the weak. This one preyed on the young and healthy. The virus spread around the world, travelling on the boats that moved across the oceans. Estimates suggest that one-quarter of the world fell ill. 24 million died in a 24-week period. By now, the deadly strain of influenza had not disappeared from the planet even though it had largely disappeared from our minds. Where is the virus now? Is it on route from the wings of a bird?” –Natalie Portman in the 2018 documentary, *Eating Animals*.

Like influenza, coronaviruses are common in farmed animals. What has kept me up this past week is the knowledge that for all the mobilization and disruption SARS-CoV-2 has caused, if this had instead been H5N1 or certain other influenzas, we would be in an far worse situation.

The death rate for SARS-CoV-2 is estimated to be at most 2-3.5% of those infected. H5N1, which continues to loom, **has a 60% death rate.**

In the pages that follow you'll read about the considerable



Natalie Portman signs *Eating Animals* at the documentary's Telluride Film Festival premiere party. Photo credit: Abie Livesay Photography, www.abielivesay.com

strides we've made in 2019 in **Changing Policy, Changing Farming**, and **Changing Narrative**. Given the significance of this world-historical moment, I want to point out how our efforts in 2019 have already put us in an ideal position in 2020 to amplify the aspects of our work that have always addressed the links between pandemics and industrial farming:

- **Policy:** We have focused on building strong relationships not only directly with people in the food industry, but with the universities and religious institutions that are playing a leading role in guiding the global response to pandemics.
- **Farming:** Our focus on internationalizing anti-factory farm efforts through building strong grassroots relationships with farmers in India is allowing us both to help support vulnerable farm communities at a time of crisis and to provide crucial strategic insights.
- **Narrative:** The groundwork we laid in the internationally bestselling *Eating Animals* book and award-winning film have been and will continue to allow us to tell the story of the link between factory farming and pandemics. The coming year presents an unprecedented opportunity for the public to better understand the link between factory farming and pandemics.

We continue to 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

"The same conditions that lead 76 million Americans to become ill from their food annually and that promote antimicrobial resistance also contribute to the risk of a pandemic. This brings us back to the [2004 conference by FAO, WHO, and OIE which reported] ... on emerging zoonotic diseases ... Breeding genetically uniform and sickness-prone birds in the ... conditions of factory farms promotes the growth and mutation of pathogens. The 'cost of increased efficiency,' the report concludes, is increased global risk for diseases. Our choice is simple: cheap chicken or our health."

—Eating Animals 2009, pages 141-142

on farms where animals have robust lives worth living, where farmers are treated with dignity, and which help regenerate the environment. To get there, perhaps we do not so much need to extend the circle of compassion as recognize that, whether human or nonhuman, we animals are all related in our shared biological vulnerability, all subject to disease, and all in need of a new and better way to eat and farm.

Onward,
Aaron Gross



A stylized, handwritten signature in dark ink.

Aaron Gross
Founder and CEO

By the Numbers

CHANGING POLICY

19

19 large institutions are members of Farm Forward's Leadership Circle in 2019, each one working to serve "less and better" animal products.

40+

40+ educational presentations about sourcing less and better animal products were delivered to universities, companies, and other institutions in 2019.

80+

80+ Jewish institutions since 2016—and 10 in 2019—have made commitments to serving less and better animal products.

8MIL+

8 MIL+ animals are annually impacted by our changes to institutional food sourcing, based on conservative estimates.

CHANGING FARMING

6

6 new cross-sector coalitions worked with Farm Forward on animal welfare and environmental issues in 2019.

35+

35+ villages in India received free and subsidized veterinary care and animal welfare education through Farm Forward's grants in 2019, improving the lives of hundreds of farmers and thousands of animals.

416MIL+

416 MIL+ animals are now certified higher welfare by Global Animal Partnership every 15 months. Farm Forward's leadership has served on Global Animal Partnership's board since its inception.

\$1 BIL+

\$1 BIL+ in annual sales were at stake when an ESG (environmental, social, and governance investment) firm hired Farm Forward to consult on farmed animal welfare. The implementation of our welfare recommendations would impact millions of animals per year.

By the Numbers

CHANGING NARRATIVE

27

27 educational presentations were delivered by Farm Forward's Jewish Initiative for Animals in 2019.

19K+

19K+ students have participated in the Virtual Visits program with author Jonathan Safran Foer since 2012, including 1.3K in 2019.

500K+

500K+ copies of *Eating Animals* have sold globally since its publication.

4MIL+

4MIL+ people were reached across all of Farm Forward's social media channels in 2019.



2019 HIGHLIGHTS

	JANUARY	FEBRUARY	MARCH
	<p>EGG TECHNOLOGY</p> <p>We announce that Farm Forward's 2014 campaign targeting the food company Unilever has contributed to the adoption of a new in-ovo sexing technology, which allows egg producers to determine the sex of an egg <i>long before</i> it hatches, sparing millions of male chicks from being macerated or gassed shortly after they hatch.</p>	<p>PLANT-FORWARD TRACK</p> <p>Farm Forward's Leadership Circle launches a new Plant-Forward Track, recognizing institutions that commit to replacing 20 percent of animal products with plant-based products in their dining services.</p>	<p>DEFAULTVEG PILOT</p> <p>In collaboration with Farm Forward and several other partners, the Better Food Foundation pilots the DefaultVeg campaign; by the end of 2019, 28 institutions and events had adopted DefaultVeg.</p>



2019 HIGHLIGHTS

	APRIL	
BUYINGPOULTRY.COM The Association for the Advancement of Sustainability in Higher Education (AASHE) includes our BuyingPoultry.com in its directory of resources for sustainable campuses. We worked closely with AASHE to revise the STARS standards to include incentives for campuses to create plant-forward menus.	JONATHAN SAFRAN FOER IN THE CLASSROOM Our seventh annual Virtual Visit connects <i>Eating Animals</i> author Jonathan Safran Foer to 1,300 students for real-time discussion of factory farming and what millennials can do to end it.	HARVARD UNIVERSITY Harvard University releases its Sustainable and Healthful Food Standards, which charge all of Harvard's schools and major food vendors to work with Farm Forward to prioritize the purchase of "less and better" animal products.



"We thoroughly enjoyed the [Virtual Visit] with all our classes who attended, and the sessions were followed by very productive discussions! Like Jonathan said, students are the decision-makers of the near future ... it's so important that they are informed about these issues."

-Jeannie Efstathiou, Director, G. Stamatopoulou Terra Linguae Language School, Athens, Greece, 2019

2019 HIGHLIGHTS

	MAY	JUNE	JULY
	<p>THE NEW YORK TIMES</p> <p>The <i>New York Times</i> publishes an opinion piece by Farm Forward Executive Director Andrew DeCoriolis, on the inadequacy of “switching from beef to chicken” as a climate change solution, and how a more sustainable, sensible approach would “place plants on the center of our plate.”</p>	<p>EATING ANIMALS DOCUMENTARY</p> <p><i>Eating Animals</i> goes global! After winning the Environmental Media Association’s award for Best Documentary, <i>Eating Animals</i> is released internationally, starting in the UK, to widespread acclaim. Farm Forward helped produce the film and our CEO, Dr. Aaron Gross, was a writer on the film.</p>	<p>FAITH OUTREACH</p> <p>Farm Forward’s Jewish Initiative for Animals (JIFA) teaches three sessions connecting food and animals to Jewish education at the annual NewCAJE conference, a convening of over 400 Jewish educators.</p>



2019 HIGHLIGHTS

AUGUST	SEPTEMBER	OCTOBER
<p>FARMING IN INDIA</p> <p>Led by our South Asia Advisor, Dr. Krithika Srinivasan, we begin a research project on the economic and cultural drivers of the expansion of factory farming in South India and evaluating small farming models in the region that present much better outcomes for animals, local farmers, and the environment.</p>	<p>ANTI-SUNSHINE LAW</p> <p>On behalf of Farm Forward and a coalition of other plaintiffs, Public Justice asks the U.S. District Court for the Middle District of North Carolina to enjoin North Carolina from enforcing the “Anti-Sunshine Law” and to declare it unconstitutional. The ag-gag law criminalizes whistleblowing and undercover investigations.</p>	<p>HISTORIC HIGHER WELFARE COMMITMENT</p> <p>Harvest Table Culinary Group joins Farm Forward’s Leadership Circle by pledging to source all of its chicken, pigs, and cattle from third-party certified higher welfare sources, thereby making the most comprehensive animal welfare commitment of any foodservice management company to date!</p>

A heritage rooster on an organic farm, on our recent trip to Tamil Nadu, India.



2019 HIGHLIGHTS

NOVEMBER

SCHOOL DISTRICT POLICY

The Good Food Purchasing Program (GFPP) Working Group of San Diego, which we co-chair, persuades the Escondido Union School District to take the first step toward implementing the GFPP, a food policy benefiting animal welfare, workers, health, and the environment.

DECEMBER

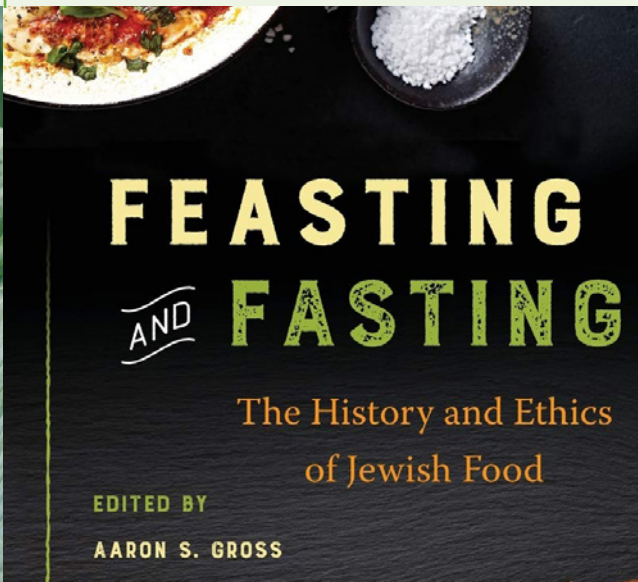
NEW BOOK, EXECUTIVE DIRECTOR

New York University Press publishes Farm Forward Founder and CEO Dr. Aaron Gross's co-edited volume on food in Jewish traditions, *Feasting and Fasting: The History and Ethics of Jewish Food*, which embeds a discussion of vegan values and practice in a book expected to receive wide adoption in undergraduate classrooms over the next decade.

Andrew deCoriolis, who became Farm Forward's second Executive Director in mid-2018, completes his first full year leading the team. Congratulations Andrew!

"How one weighs one's human nature against the consequences of eating meat is, to some extent, one's own business, because it has to be one's own business, as each eater arrives at the table with his or her own set of identities. But we do have a responsibility to be informed eaters, and self-questioning ones ... In a world whose survival depends on how we eat, it has never been more important to ask the questions—and to keep asking them."

-Jonthan Safran Foer, from the Afterword to *Feasting and Fasting*



Media Coverage

This year the Washington Post published a front-page article quoting Farm Forward founder and CEO Dr. Aaron Gross on religion and plant-based meat, the New York Times published an opinion piece by Executive Director Andrew deCoriolis on meat and climate change, and the Chicago Tribune published an opinion piece by Andrew commenting on abuses in the dairy industry.

IN 2019, FARM FORWARD WAS COVERED IN:

Bloomberg
Chicago Tribune
Civil Eats
Daily Beast
Eater
FERN
Figuring Out Food podcast
Financial Content
Foot Print
Food Tank
Free Cookies podcast
Heritage Radio Network
Markets Insider
New York Times
Oregonian

PDX Food Press
Perishable News
QSR Magazine
Street Insider
The Kitchen
Times Herald
Washington Post
WIRED
Yahoo Finance

IN 2019, THE JEWISH INITIATIVE FOR ANIMALS WAS COVERED IN

OneTable
Pacific Roots
Tablet
Times of Israel
Washington Post

"If McCloskey and Fair Oaks were sincere about preventing cruelty to animals, they would be talking about things like transitioning to group housing for calves, providing pasture access for cows and other husbandry practices that industrial-scale operations resist due to added cost."

-Farm Forward Executive Director Andrew deCoriolis, "Abuse of dairy farm animals," *Chicago Tribune*, June 14, 2019

**Chicago
Tribune**

Thought Leadership

In 2019, we released 26 original articles, including in-depth pieces on topics including:

- Humane washing at Tillamook Dairy
- Ag-gag in North Carolina
- USDA's egregious final hog slaughter inspection rule
- Religious communities and food policies
- Mega-dairies in Oregon
- Animal agriculture, climate, and the United Nations' Framework Convention on Climate Change conference COP25



Movement Building

Farm Forward works to change the rules and guidelines that shape the future of food with a twin focus on improving farmed animal welfare and reducing animal product consumption. We have always worked for immediate incremental improvements for farmed animals, but our deeper strategy goes beyond mitigation—beyond just stopping cruelty—to investing in the long-term work of building a strong and effective movement capable of ending factory farming and shaping better alternatives for feeding the world. Farm Forward’s *knowledge, strategy* and *leadership* have benefitted dozens of nonprofits working in the spaces of animal protection and food systems.

Helping to build a thriving ecosystem of organizations and leaders working to promote higher welfare farming and reduce consumption of animal products has always been part of Farm Forward’s core mission. Over the past eleven years we’ve provided consulting services to nonprofit groups like the ASPCA, Global Animal Partnership, and Compassion in World Farming, companies like Blue Apron, Bond Pet Food, and Cooks Venture, and dozens of academic institutions. We’ve helped incubate two new organizations—the Better Food Foundation and CreatureKind—and have raised several million dollars for exciting projects led by others with a special emphasis on securing funding for female-led and person of color-led efforts.

This focus on collaboration and support has, in turn, informed our own strategies for fighting factory farming and helps us build mutually-beneficial partnerships and coalitions across sectors like animal welfare, vegan advocacy, food justice, farming, and the climate change movement.

We measure our impact in part by the effectiveness of the leaders, initiatives and organizations we have incubated, advised, and supported. These include:

- **The Better Food Foundation (BFF)**—An independent 501(c)3 nonprofit, launched by members of Farm Forward’s team in 2017, BFF promotes dietary change campaigns and supports vegan leadership. BFF and Farm Forward benefit from the efficiency of shared infrastructure and close collaboration; see BFF’s annual report, appended to Farm Forward’s.
- **The Jewish Initiative for Animals (JIFA)**—Since 2016 JIFA has advanced its first-of-its-kind mission to provide “new ways for the Jewish community to bring its values of compassion for animals into practice and strengthen Jewish communities in the process.” An in-house program of Farm Forward, JIFA helps Jewish communities connect animal welfare, food, farming, and advocacy with Jewish identity, values, and rituals.

-
- **CreatureKind**—Founded in 2014 and incorporated as an independent 501(c) nonprofit organization in 2019 after five years of incubation and support by Farm Forward and the Better Food Foundation, CreatureKind promotes animal welfare and plant-forward diets in Christian communities.
 - **Crate Free Illinois**—This year Farm Forward played a decisive role in helping Crate Free Illinois raise their first major grant of \$100,000. This small but mighty organization led a campaign to get Trader Joe's to stop sourcing pork products from producers that use gestation crates, and we are supporting their new campaign to get Aldi to do the same.
 - **Global Animal Partnership (G.A.P.)**—Through consulting for G.A.P. in its early years and having a Farm Forward team member on the G.A.P. Board since its inception over a decade ago, we're proud to have supported the creation of the most rigorous widely-adopted animal welfare certification in the country. Only G.A.P. audits thousands of farms containing hundreds of millions of animals every 15 months with real penalties for violations.
 - ***Eating Animals***—Collaborating with Jonathan Safran Foer on his 2009 book *Eating Animals* and then again on the 2018 film narrated by Natalie Portman, we have set a high standard for reporting on factory farming. Ten years after

its publication, *Eating Animals* remains unsurpassed in its comprehensive critique of industrial animal agriculture. In 2019 *Eating Animals* won the Environmental Media Association's award for "Best Documentary Film" and the Genesis award for "Outstanding Documentary Film."

Together, we can create a future where no animals suffer on factory farms!

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.

Institutional Impact

Farm Forward's Leadership Circle reduces animals' suffering now while building a platform to challenge the whole factory farm system. We help 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. In 2019 alone, the Leadership Circle effected changes that benefited a conservatively estimated eight million animals.

In 2019, with support from Better Food Foundation, the Leadership Circle added a Plant-Forward Track, which recognizes institutions that replace 20 percent or more of animal products with plant-based products in their dining services. This complements the Higher Welfare track as a way to help institutions achieve both parts of the “less and better” strategy.

While the Leadership Circle sets a high bar for members to join, it also provides free consultation to non-member institutions. For example, **in 2019 Harvard University committed to consulting with us to develop a food policy for each of its schools and major food vendors to prioritize the purchase of “less and better” animal products.** With the aim of providing in-the-trenches assistance to organizations working



This year Harvard University committed to work with us to develop a food policy for each of its schools.

toward higher animal welfare, this year we also we consulted to:

- **Organizations setting standards for food purchasing:** The Association for the Advancement of Sustainability in Higher Education, the University of California Food System Working Group, The Good Food Purchasing Program, the Sustainable Purchasing Leadership Council, and the Washington and Oregon Higher Education Sustainability Conference.

OUR NEWEST LEADERSHIP CIRCLE MEMBERS INCLUDE:

Harvest Table Culinary Group
Northwest School
Phipps Conservatory
Seattle University
University of Kentucky

- **Industry-leading corporations:** Cooks Venture and Harvest Table Culinary Group.
- **Public and private institutions across the country:** Dozens of institutions, including Harvard University, the Northwest School, Phipps Conservatory, Seattle University, and the University of Kentucky.

The Leadership Circle has become a proud partner of an innovative new campaign called DefaultVeg. Using behavioral nudges to encourage diners to choose plant-based foods has had dramatic effects on reducing animal product consumption in a variety of institutional settings where it has been tested. DefaultVeg offers a practical and cost-effective way for us to help food service providers reach their meat-reduction goals for Leadership Circle membership, as well as their own institutional sustainability and health objectives. For more about DefaultVeg, see defaultveg.com and the Better Food Foundation's annual report (appended).



Supporting Public Policy

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

Highlights of our legal work this year include:

- As a co-plaintiff, we supported a motion for summary judgment filed by Public Justice requesting that the United States District Court for the Middle District of North Carolina to enjoin North Carolina to declare the state's ag-gag law unconstitutional.
- To oppose further consolidation of Big Ag, we endorsed HR 2933 "Food and Agribusiness Merger Moratorium and Antitrust Review Act of 2019" put forward by Senator Cory Booker and Representative Mark Pocan.
- We supported legislation to enact a moratorium on new and expanded mega-dairies in Oregon.
- We joined the Sunrise Movement in support of the Green New Deal.
- We supported a prohibition on the sale of foie gras in New

York City, which the City Council passed overwhelmingly.

- We joined with environmental organizations like Food and Water Watch to oppose the expansion of manure-to-energy technology on factory farms, pushing back against the idea that dairy biogas is a clean energy source.



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.

Our 2014 Campaign May Impact Billions of Animals

Prior to our 2014 Unilever campaign, no animal protection group had sought to secure corporate commitments to end maceration (grinding up unwanted male chicks alive), and no major governmental, corporate, or advocacy effort had suggested that viable alternatives might be possible. “Momentum on the issue began to grow in 2014,” reported the *Washington Post*, “when Unilever, which owns Hellman’s mayonnaise and other egg-using companies, committed to supporting in-ovo technology research and adopting it.”

As reported by *The Guardian*, in-ovo sexing is now underway in Europe. Rather than hatching and sexing future egg-laying hens, in-ovo sexing technology allows egg producers to determine the sex of an egg days after it is laid, long before it hatches, eliminating the need for male chicks—who are useless to the egg industry—to hatch at all. Critically, in-ovo sexing is less expensive than the traditional method. In time, in-ovo sexing technology could prevent the needless suffocation or maceration of 4-6 *billion* male chicks each year.



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.

An important part of our work in India is supporting the protection of traditional agricultural practices—such as raising indigenous breeds of poultry—as a pathway towards an Indian agricultural system that is more humane and sustainable than the American-style factory farming model. With an emphasis on support for culturally-diverse dietary choices, we also encourage regionally appropriate ways to reduce the consumption of animal products.

Farm Forward pursues this work by supporting Prakrithi, a twenty-year old 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 more than 35 villages in the Nilgiris region. For example, Farm Forward supports Prakrithi in helping villagers take advantage of new government incentives to raise indigenous birds with healthy genetics using higher welfare methods, rather than taking part in the industrial hybrid poultry system. In addition to its direct benefits for animals and farmers, Farm Forward's relationship with Prakrithi also serves as a living laboratory to better understand farmed animal issues in India.

This year Prakrithi expanded their service to include two villages of the Irula tribal community. The Irula are one of the most historically oppressed groups in Tamil Nadu. The Irula and other tribal communities have an important role to play in the preservation and promotion of humane and sustainable farming practices in the region.

Led by our South Asia Advisor, Dr. Krithika Srinivasan, Farm Forward also launched the first stage of a research project to understand the economic and cultural drivers of the expansion of factory farming in South India, and to evaluate small farming models in the region that present much better outcomes for animals, local farmers, and the environment. The data and recommendations generated will inform our and others' farmed animal protection efforts in India.



Changing Farming: Transcending Borders...



Watch later



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MORE VIDEOS

and in different directions, how



2:02 / 3:03



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Our new video "Changing Farming: Transcending Borders to End Factory Farming" introduces Dr. Mandhaven Sugumaran, who provides free and subsidized care and animal welfare training to 35 villages in the Nilgiris District of Tamil Nadu, India.

CHANGING NARRATIVE

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

Transforming Communities from Within

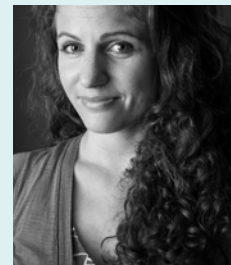
Ending factory farming requires a transformation of our values with respect to animals and food, as well as a transformation of our policies and practices. Values are formed in the context of real communities, which is why Farm Forward supports people who are working within their own communities to identify and strengthen authentic forms of resistance to factory farming.

One-size-fit-all campaigning can marginalize or alienate those who don't fit the so-called norm and can even reinforce the belief that *“plant-based diets and higher welfare animal products aren't for people like me.”* Community-based campaigns that provide culturally appropriate and values-driven resources that arise out of the traditions and practices of living communities, however, strengthen and sustain individual commitments to ethical food choices.

Supporting community-based advocacy isn't just about growing diversity within the anti-factory farming movement (although that is an important goal). Beyond expanding the anti-

factory farming movement to new demographics, community-based advocacy cultivates myriad strategies of resistance and improves the effectiveness and sophistication of all our campaigns.

Farm Forward supports community-based advocacy through incubating and collaborating with CreatureKind (a Christian farmed animal advocacy group), amplifying the work of scholars and activists in the *black veganism* movement, supporting Prakrithi (a South Indian sustainability organization) to promote farmed animal welfare knowledge and values in farming communities, supporting geographically-focused organizations like Crate-Free Illinois, and through our own in-house program, the Jewish Initiative for Animals.



by Melissa Hoffman,
Jewish Initiative for Animals
(JIFA) Director

Jewish Animal Welfare Values Inform Food Choices

The Jewish Initiative for Animals (JIFA) supports innovative programs to turn Jewish values such as tzaar baalei chayim (compassion for animals) into action while building ethical and sustainable Jewish communities in the process. JIFA collaborates with Jewish organizations—including camps, synagogues, youth groups, community centers, schools, college programs, and more—to spark inquiry into how Jewish values can influence how we treat animals. Through education and expert consultation, JIFA assists Jewish institutions with adopting more humane and sustainable food practices, leveraging community buying power to build healthier and more just food systems for all.

This year JIFA focused its efforts on reaching young Jews on college campuses, especially through the world's largest network of Jewish campus organizations, Hillel International. JIFA began consulting to seven new university Hillels, and celebrated progress like UC Berkeley Hillel reducing their overall meat consumption in 2019 by 40 percent and starting to source higher welfare kosher meat from KOL foods and certified higher



JIFA consulted to and planned programs with these and other Hillel staff. At the Hillel International Global Assembly.

welfare eggs. JIFA also sponsored the Hillel International Global Assembly of more than 1,200 Hillel staff and directors: for the third year in a row, JIFA promoted food policies to Hillels from around the country and consulted on the conference menu to bring more plant-based meals to the gathering.

In collaboration with Leadership Circle staff, JIFA developed and launched a Jewish Leadership Circle (JLC) program tailored to Jewish institutions. The JLC offers free consultation and resources to Jewish institutions committing to serving less meat, dairy, and eggs or buying higher welfare animal products. The six inaugural members include IKAR Los Angeles, one of the most influential Jewish communities in the country.

THE JEWISH LEADERSHIP CIRCLE WELCOMES ITS SIX INAUGURAL MEMBERS:

Adat Ari El
Allegheny Hillel
Berkeley Hillel
CU Boulder Hillel
Gesher Day School
IKAR Los Angeles



Diners at UC Berkeley Hillel.

“A few people on the staff felt very strongly that the school would want meat lunches to be served 3 days a week. We felt that if the food was delicious, the kids would enjoy it. We also promised to make some of their favorite meals, such as tacos, vegetarian. The kids were overwhelmingly positive ... We learned that if the food is excellent, the kids will love it ... I would love for other communities and schools to know that becoming vegetarian or even vegan is totally possible ... Yes, it took a few weeks for parents to understand why we made the change. But, after the initial few weeks it has all been smooth sailing ... and the staff is ordering lunch more often than they did when we served meat!”

-Sara LaFountain, parent at Gersher Day School.

JIFA's latest educational resources include an original Jewish discussion guide for the *Eating Animals* film, a “Compassionate Teshuvah” action guide for the High Holidays, and a comprehensive 30-page institutional food sourcing guide for the Jewish Leadership Circle.

In collaboration with the Better Food Foundation, JIFA began outreach to help Jewish institutions go DefaultVeg by offering plant-based meals by default wherever food is served. Our congratulations go to Sketchpad, an innovative Jewish co-working space in Chicago; Sketchpad was the first Jewish institution to adopt DefaultVeg this year.



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.

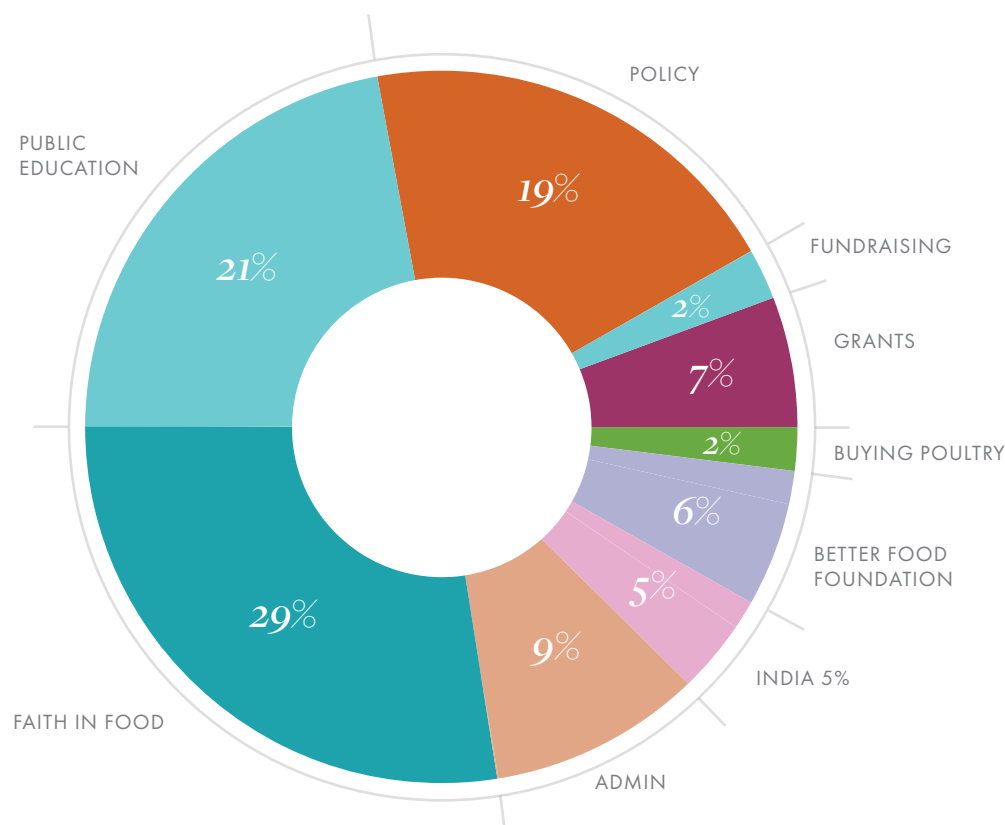
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FARM FORWARD FINANCIALS

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

TOTAL 2019 SPENDING: \$670,087



In 2019, Farm Forward continued to grow its impact on farmed animals and the movement to end factory farming. We've generated impact through our own campaigns and programs, but also through our programmatic, technological, and strategic support of other nonprofits, including the Better Food Foundation (BFF) and its partners. This shift to a model of shared resources among multiple nonprofits makes our own financials appear different than in previous years. While Farm Forward's official annual spending in 2019 is less than it was in 2018, this number does not account for the staff and infrastructure that we are now sharing with BFF—an organization we incubated—and other partners.

We began 2019 with a strategic planning process that included assessing the size of our operations that could be maintained over the next several years at current funding levels. This process resulted in the difficult decision to reduce our in-house staff team to a smaller, but more stable, “core” operations team.

Funding for Impact in 2020

Priorities in 2020 that need funding include:

Raising Awareness of the Public Health Implications of Factory Farming: The COVID-19 pandemic has made Farm Forward's expertise around animal agriculture and pandemic disease timelier than ever before. We need your support to reorient our 2020 programming so that we can advance the message that the world most needs to hear as it reacts to this pandemic: that the practices and conditions common on factory farms directly lead to catastrophic public health threats.

Fighting the International Spread of Factory Farms: After six years of working with local farmed animal advocates, farmers, and academics in India to identify economically viable alternatives to factory farms, we are excited to move forward with a project to guide international anti-factory farming strategy in the region and lay the groundwork for governmental interventions. We are seeking funds to seize this rare opportunity to disrupt the global expansion of factory farming and support the economic sovereignty and ecological well-being of the communities we are collaborating with in India. Additional funds would also support us in advancing locally-produced

plant-based meats as a strategy for resisting industrial farming.

Jewish Initiative for Animals & Religious Outreach: JIFA, Farm Forward's signature faith outreach initiative, will reach the end of its start-up funding in 2020. Since JIFA's creation four years ago, it has grown into a leading voice for farmed animals among America's 75-million-strong Jewish community and has changed how food is served at more than 80 Jewish institutions. In 2020, JIFA is seeking funds to deepen its role in city-based food cultures, mobilizing Jewish college students, and expanding its online content that builds Jewish community around the shared value of compassion for animals. Farm Forward is also seeking funding to expand our engagement with Christian, Muslim, Buddhist, and other faith-based institutions.

For more information about these and other initiatives of Farm Forward, please contact Executive Director Andrew DeCoriolis (andrewd@farmforward.com) or Development Director Jennifer Channin (jennifer@farmforward.com).

Thank you for supporting Farm Forward and valuing the unique role that we have played for more than a decade in working toward a world in which no animals suffer on factory farms.

In Closing

In 2019, my first full year as Executive Director, my goals for Farm Forward included building bridges with the climate movement, expanding the impact of our food policy work, and supporting diverse voices in our community. Some highlights of our advances in those areas:

- Working with a coalition of climate activists, we influenced the food served at the United Nations COP25 climate conference in Madrid, Spain. It's incredibly encouraging to see animal agriculture taking more of a center stage at the international climate conference.
- Our institutional impacts hit a milestone in 2019 with two major institutional partners—Harvard University, which included Farm Forward in their campus food policy, and Harvest Table Culinary Group, which joined the Leadership Circle in three categories. We're now seeing food service companies go beyond incremental improvements to commit to meaningfully high welfare standards.
- Farm Forward incubated the Better Food Foundation (BFF) to the point where it can stand on its own. BFF is poised to run its own impactful campaigns (see DefaultVeg!) and continues to support diverse leaders in Mexico, in black communities in Baltimore, and Jewish and Christian communities in the US and UK.

Farm Forward has a unique perspective—one born out of more than ten years of working with food companies, farmers, food producers, and advocates—and in 2020 I'm eager to share our perspective with other influential leaders in our space, especially funders.

In the past few years we have seen new funders and organizations enter the farmed animal welfare space, and much of the new funding is concentrated on a narrow set of strategies for making change. We look forward to engaging in new conversations and consulting with philanthropists and innovative companies to help them think more broadly and deeply about what levers of change can reduce the impact of, and ultimately end, factory farming.

It is a pleasure and an honor to help lead this team as we seek to push this conversation forward into new spaces and communities. My staff and I would love to have a conversation with you about ways that you can engage Farm Forward's work. Thank you for all that you have done to support our success. I look forward to seeing what we can accomplish together in the years to come.

Onward!



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

*Andrew deCoriolis,
Executive Director*



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

CONTACT US AT

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OUR WORK IN 2019



BETTER FOOD FOUNDATION

Better Food Foundation (BFF) promotes plant-based eating and plant-forward food policies that build healthy, equitable, humane and environmentally sustainable food systems.

In this Annual Report, we highlight four of BFF's strategies, which shift individuals, institutions, and culture towards plant-based foods.

First, our signature campaign **DefaultVeg** has demonstrated such impressive results with the dozens of institutions that adopted it in 2019 that we are confident that, with proper investment, DefaultVeg has the potential to become the single most effective strategy for shifting institutional dining to plant-forward and plant-based food.

Second, we are **Growing Diverse Vegan Leadership** by supporting the capacity of vegan organizations and leaders with a focus on supporting people of color and female-led

organizations. We've provided start-up and scaling support to groundbreaking projects like Liberum in Mexico and the Vegan Soulfest in Baltimore, and we've provided assistance to phenomenal activists and scholars advancing the Black veganism movement.

Third, we are **Growing Faith-Based Vegan Outreach** by sharing financial resources, technology, and knowledge with faith leaders who are sparking a plant-based movement within Christian and Jewish communities.

Finally, we are **Transforming Academia** to bring veganism and animal protection into the forefront of new teaching and research in the humanities and social sciences to impact generations of students and educators. We are also leveraging the academy's credibility to generate media stories, for example on humane washing.

These strategies combine to make BFF a locus for producing new forms of vegan advocacy and cultivating an ecosystem of groups and individuals building a better food system for humans and animals.

DefaultVeg Makes Plant-Forward and Plant-Based Meals the New Normal

28 institutions and counting have formally instituted DefaultVeg even before the campaign has begun systematic outreach! **That's 28 institutions who are visionary enough to say publicly that plant-based is the new normal!**

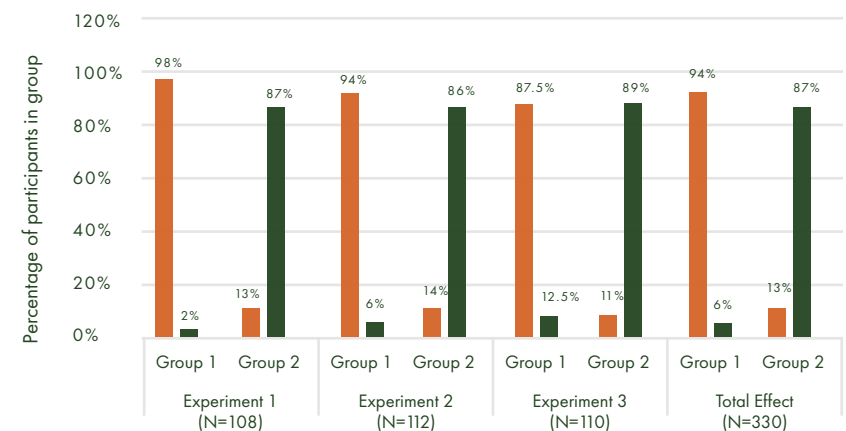
DefaultVeg is a new dining concept and campaign managed by BFF in cooperation with UK-based partners and made available to a wide range of advocacy groups. DefaultVeg is based on behavioral science that has already helped universities and other institutions radically lower animal product consumption—without taking away diners' choices. By using behavioral nudges—like switching the default meal served at a conference from meat to plant-based, or modifying sequence of foods in a buffet—DefaultVeg not only succeeds in getting people to eat less meat, dairy, and eggs, it also **normalizes plant-based meals**.

Multiple studies have confirmed that using behavioral nudges like switching defaults results in dramatically greater reductions in animal product consumption than other kinds of meat-reduction strategies.

Harvard's School of Public Health saw vegan meals increase from 30% to 70% when they switched the default at an annual conference.¹

Researchers in Denmark saw vegetarian meals increase, on average, from 6% to 87% at three conferences when the default was switched to vegetarian.²

LUNCH CHOICE (STANDARD VS. VEGETARIAN)
AT THREE CONFERENCES



1. Adam Meier, "Workshop on Behavioral Insights and Health," Harvard School of Public Health, 2016.
2. Pelle G. Hansen, Mathilde Schilling, and Mia S. Malthesen, "Nudging healthy and sustainable food choices: three randomized controlled field experiments using a vegetarian lunch-default as a normative signal," *Journal of Public Health*, November 30, 2019, 1-6, doi:10.1093/pubmed/fdz154.

DefaultVeg (Almost) at COP25, Sights Set on COP26

One of the first hopes of the DefaultVeg team was to persuade the 2019 United Nations Global Climate Summit (COP 25), widely regarded as the most influential ecological conference in the world, to go DefaultVeg. As part of their commitment to climate action, conference organizers consulted with BFF, agreed to a proposal we helped write in which a DefaultVeg conference menu was the top recommendation, and included DefaultVeg in COP 25's catering bids. However, political unrest resulted in the conference's venue change from Chile to Spain just weeks before the event, and DefaultVeg was not fully integrated at the new site, though the conference was significantly more plant-forward than previous COP conferences. We have begun to strategize for a DefaultVeg COP 26 in November 2020 in the UK.

DefaultVeg is an alternative to traditional reduction campaigns and practices like “Meatless Mondays”. Reduction-oriented approaches do real good, but they silently assert that animal products are normal, that meat is supposed to be at the center of our plates, and that we need only “reduce.” Reduction campaigns also may unintentionally associate veg meals with austerity or deprivation.

Instead, DefaultVeg celebrates and accelerates a vision of veg options as the norm without restricting diner's choices. Our initial experiences show that a DefaultVeg approach results in greater reduction of animal product consumption than traditional reduction campaigns.

We envision DefaultVeg achieving broad, mainstream adoption. To that end we brought on a world-class designer to help give defaultveg.com a modern, inclusive, and unique look and feel to inspire other groups to participate.

In January 2020 we will launch the redesigned DefaultVeg website complete with a new [Institutional Resource Guide](#) that offers guidance for implementing DefaultVeg in a variety of institutional settings—conferences, catered meetings, cafeterias, and more.



We have seen so many early institutional wins (see sidebar) that we are confident that other advocacy groups can easily succeed in promoting DefaultVeg to institutions in their own networks. A large number of advocacy groups have agreed to incorporate DefaultVeg into their own campaigns—including Earth Day Network-Cities Campaign, Humane Society of the United States-Forward Food, and World Resources Institute-Cool Food Pledge—and some like the Factory Farm Awareness Coalition have already succeeded in asking institutions to adopt DefaultVeg as their food policy. BFF will work to support these groups in reaching their own constituencies with the DefaultVeg message.

DefaultVeg is especially important right now as some climate groups are advocating a switch from eating cows to eating chickens and lower-carbon animal products. DefaultVeg very deliberately shifts the focus to reducing *all* animal products, and normalizes discussions of veganism and plant-forward dining within the environmental sector.

Check out defaultveg.org for all of the resources we have developed to help individuals and institutions understand, adopt, implement, and promote DefaultVeg. And notice one in particular: the DefaultVeg Recipes tool.

To date, the following 29 institutions have adopted DefaultVeg as a strategy for their dining services or for specific events. We are in conversation with dozens more, including some of the world's leaders in environmental advocacy, healthcare, and education.

- The American Humanist Association for the World Humanist Conference in summer 2020
- The American Lung Association for Lung Force Expo in November 2019
- American Medical Student Association for future events
- Avodah Chicago for their catered Fellowship events
- Beyond Investing for catered events
- ClimateNexus
- Eat 4 The Future for catered events
- Food Law Student Leadership Summit for catered conference
- Independent Institute for Environmental Issues for catered conference
- Jewish Council on Urban Affairs for catered Hanukkah event
- Lancaster University, Department of Politics, Philosophy and Religion
- Leadership Festival for multi-day retreat in Europe
- Phipps Conservatory and Botanical Gardens for The Big Green catered event
- Reboot
- Sadhana Forest for workshops and retreats
- Saint Mellitus Northwest (Church of England)
- Sketchpad Jewish Co-Working Space for all events
- Society for Jewish Ethics for annual conference
- Society for the Study of Christian Ethics, UK
- Society for the Study of Theology, UK
- Spirit Rock Retreat Center for retreats
- Susanna Wesley Foundation
- TRS-UK
- University of Chester (six departments and faculties)
- University of Durham, CODEC Research Centre
- University of Leeds, School of Philosophy, Religion and History of Science
- University of Pennsylvania, Material Secularisms Conference
- Washington and Oregon Higher Education Sustainability Conference
- York St. John University, School of Humanities, Religion and Philosophy

DefaultVeg Recipes

DefaultVeg Recipes has already become the most comprehensive recipe search tool on the internet, period. And it happens to be vegan. As users share their diet restrictions, favorite cuisines, and ingredients (and optionally ingredients they'd rather avoid) we build an intelligent personalized recipe profile to show them recipes they'll likely try rather than skip over.



A Plant-Based Recipe Revolution

Recipes are among the most popular searches on the internet—a 2015 poll shows that 59 percent of millennials search for recipes online—but they are difficult to monetize, so companies have pulled back from investing in sophisticated recipe search technology.¹ We're taking advantage of this vacuum.

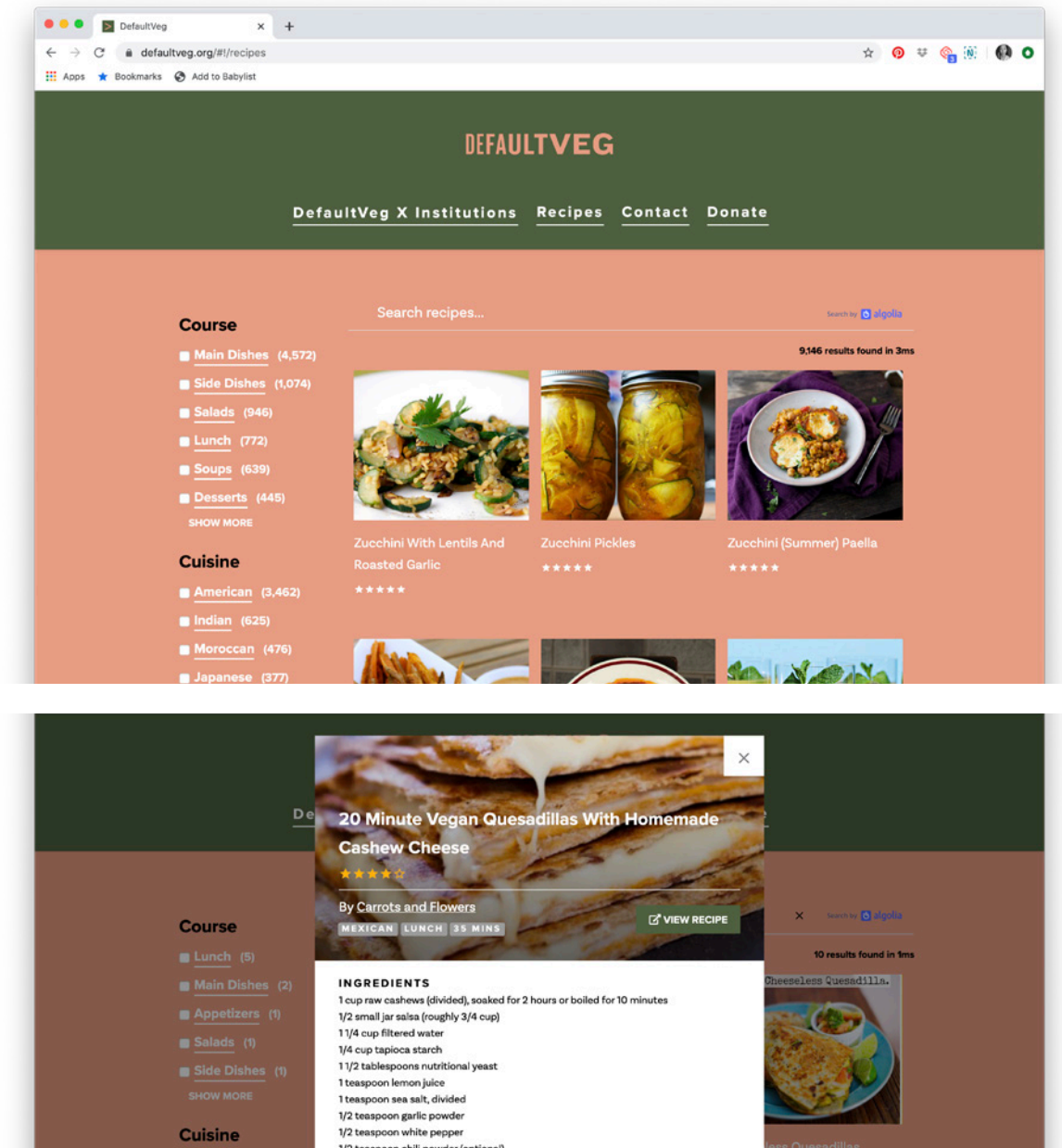
DefaultVeg Recipes functions as seamlessly as internet users have come to expect from sophisticated search engines like Google or Yelp. DefaultVeg Recipes also supports the growth of online vegan businesses, bloggers, and content creators through a unique design that pushes users towards the original sources of many of the recipes it compiles: vegan websites. In sum, DefaultVeg Recipes is part of our strategy to support and grow a whole ecosystem of advocacy!

1. Jenny Cooper, "Cooking Trends Among Millennials: Welcome to the Digital Kitchen," Think with Google, June 2015.

Here are some other ways that DefaultVeg Recipes differs from other recipe websites:

- It is set to become the *largest* collection of 100 percent vegan recipes. It already boasts ~10,000 recipes, and grows larger every week by collecting recipes from other websites.
- Our software analyzes ingredients to ensure they are *actually* vegan. Our research showed that other searches deliver nonvegan recipes even when the user specifies vegan!
- Any partner can use tailored searches to promote their own blog, company, or campaign. For example, the BeyondMeat website can link to a customized search page featuring all the recipes that use BeyondMeat products as ingredients. Or the vegan blogger Cookie and Kate can link to a search page with their own recipes.

A recipe revolution is underway. Give DefaultVeg Recipes a try, and tell your friends!



Growing Diverse Vegan Leadership

As BFF scales up its own ability to directly reach people with powerful vegan advocacy messages, we continue to be inspired by the work of activists who transform culture in a more vegan direction starting with their own communities.

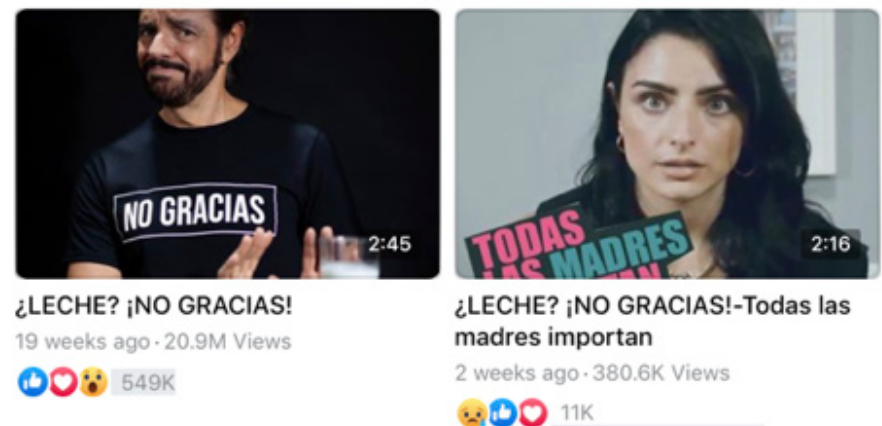
BFF has provided financial support, technological assistance, mentoring, and fundraising support to leaders who scale up vegan advocacy in communities and locations where there has been little investment in advocacy work previously, and who are piloting innovative new approaches to vegan advocacy.

In 2019, we were proud to support Liberum, the Baltimore Vegan Soulfest, and the Black Veganism Memoirs.

Debuting a Standout Organization: Liberum

With a team of Mexican professionals, Liberum is a new vegan organization working in Mexico to generate cultural change, create market alternatives, and promote laws and public policies ensuring that animals are respected and not exploited. Launched in 2019 with BFF support, in less than a year Liberum has accomplished more in their first year than some

organizations do in their tenth, including launching an anti-dairy campaign called “¿LECHE? NO GRACIAS” (“MILK? NO THANK YOU”), which has the support of major Mexican celebrities and athletes, with a video already seen by **17.9 million people at the end of 2019: 17.19 million on Facebook, 453 thousand on Instagram, and 315 thousand on YouTube.**



Liberum’s “¿LECHE? NO GRACIAS” (“MILK? NO THANK YOU”) video had been seen by more than 20 million people by early 2020.



Liberum’s *El Recetario Godin* is an online cookbook created with vegan celebrity chefs like Eddie Garza, addressing the need for vegan meals that Mexicans can eat at the office.

Growing Vegan Advocacy and Leadership in Black Communities

Our work in this program area has a twofold aim: (a) to directly support high quality campaigns, programs, and events that advance veganism, and (b) to support highly talented Black vegan leaders through recognition, consultation, and funding assistance. The first goal has an immediate impact; the second goal will ramify over time.

“Better Food Foundation’s generous donations have made it possible for us to reach tens of thousands of people from marginalized black and brown communities with information and resources that are both lifesaving and world-changing.”

-Baltimore Vegan Soulfest co-organizer Brenda Sanders



In 2018 and 2019, BFF proudly served as the primary sponsor of Thrive Baltimore’s Vegan Soulfest—the largest one-day festival in Baltimore this summer, with close to 12,000 attendees (Thrive-provided data).

Attendees at the Baltimore Vegan Soulfest are mostly new to veg eating. This year, feedback included:

“I didn’t even know all the food was vegan at this festival. I could definitely eat like this!”

- Tracy M.

“I thought for sure vegan food was nasty, but the food at this festival changed my mind.”

-Donte S.

“I learned so much from this festival and the food was so good! I can’t wait to go home and try some recipes!!”

- Angela S.

Growing Faith-Based Vegan Outreach

Farm Forward supports the work of several scholars, faith leaders, and faith-based organizations to grow values-based anti-factory farming movements within their religious communities. Our first two Faith in Food Fellows are Dr. David Clough, the founder of CreatureKind, which works to engage Christians with farmed 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 co-founded BFF, teaches Jewish Studies at the University of San Diego, and has helped grow the academic field of animals and religion. Read more about Drs. Carter's and Gross's work in "Transforming Academia," page 12.

In addition, BFF awarded 2019 grants to CreatureKind for Christian outreach and Shamayim: Jewish Animal Advocacy for Jewish Outreach.

CreatureKind

BFF provided funding and other assistance to CreatureKind, including connecting them to new funders. In 2019 CreatureKind's founder David Clough had a book tour of more than 20 colleges, universities, churches, and organizations in Australia, New Zealand,



David L. Clough ON ANIMALS

VOLUME 2 THEOLOGICAL ETHICS

Participants in David Clough's 2019 book tour for *On Animals II: Theological Ethics* called Clough's lecture "amazing," "transformational," and "life changing" (from feedback provided courtesy of CreatureKind).



Shamayim is a vegan voice for animal protection in the Jewish Community.

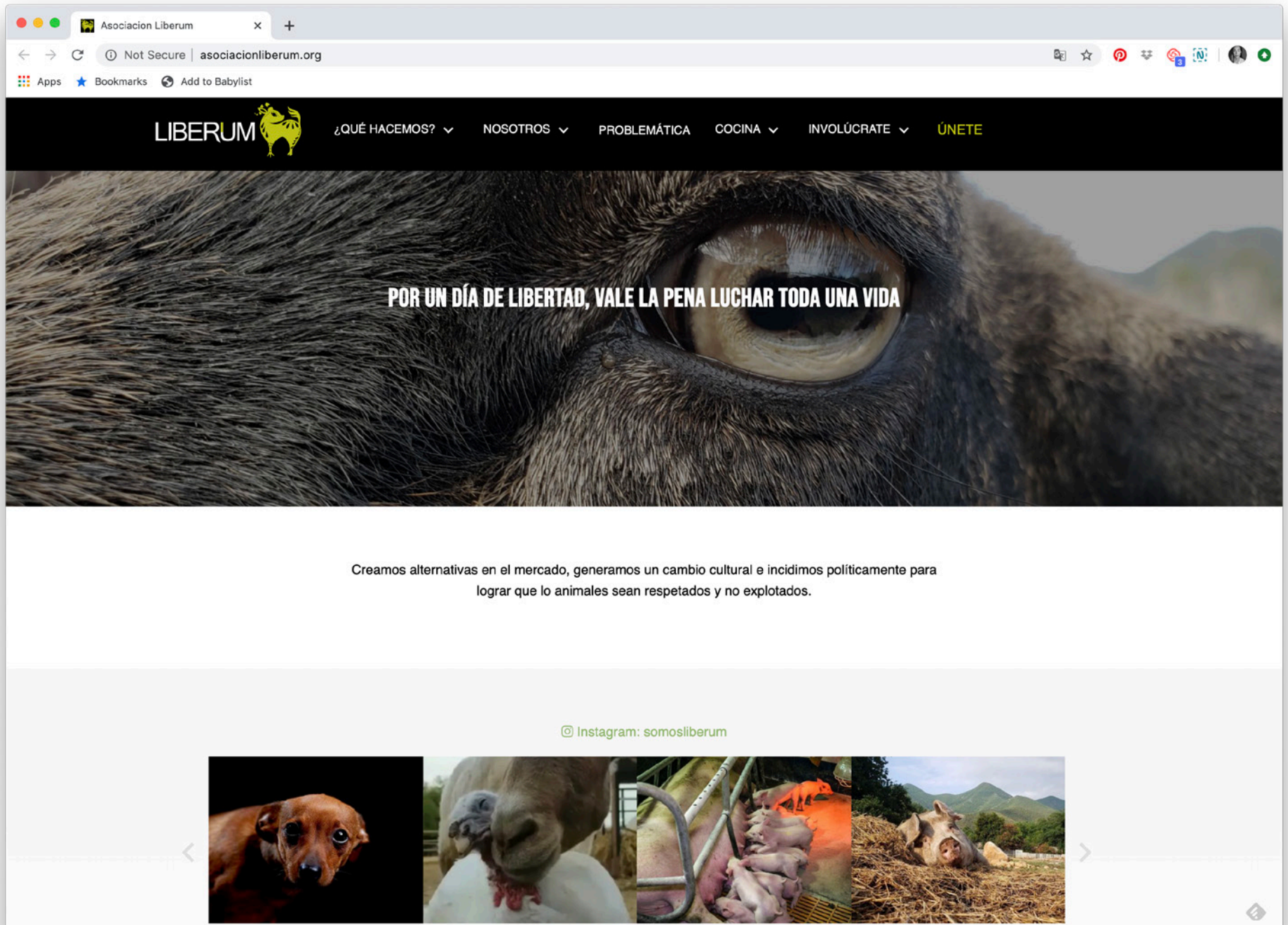
and the US, and our support helped CreatureKind advance its food policy conversations with 52 colleges and universities and establish relationships with 63 more.

Shamayim

In 2019, BFF's team members spent considerable time advising leaders and training new team members at partner organisations like Shamayim, a vegan voice for animal protection in the Jewish community. This year Shamayim held their largest annual convening with 50 registrants, grew their Campus Fellows program, and received a record number of applications for their Vegan Synagogue Challenge, including some of the most highly respected and innovative synagogues in America like B'nei Jeshurun in New York City, and Sixth and I in Washington DC.

Better Advocacy through Technology

To jump-start the capacity of small nonprofits like Liberum, Creaturekind, and Shamayim, we began sharing the services of Gaiahackers, our phenomenal web-development team. Gaiahackers built a state-of-the-art custom web platform for both Farm Forward and BFF, filled with features tailored for animal protection advocacy. Sharing this platform with other animal protection groups is one way that we help smaller organizations achieve the kind of large-scale impact that typically requires far greater resources. Because these websites are all built on the same original platform, when Gaiahackers adds a new feature to meet the needs of one group (like DefaultVeg Recipes, a custom online petition tool, and advanced social media integrations), that feature becomes available to any group using the platform. In addition, our shared platform and close partnership makes it easy for us to collaborate on projects; for example, with Liberum we've begun discussing a possible collaboration with DefaultVeg and other ways that Liberum can help BFF reach Spanish-speaking audiences. This is the power of the *ecosystem* we're building.



Liberum's beautiful new website was built by our web team, Gaiahackers.

Transforming Academia

BFF supports scholars who are building the capacity of the academy to play an increasingly active role in helping create a more humane, just, and regenerative future for agriculture. Through a combination of collaboration and grants, we help committed vegan scholars spend more of their time working on three tasks:

- advancing classroom teaching that addresses the ethical issues raised by factory farming, veganism, and the state of our food system;
- activating theologians, clergy and other religious leaders to become better advocates for farmed animals and a more ethical food system; and
- incubating a new generation of policy-relevant food studies scholarship that is sensitized to the problems caused by contemporary industrial animal agriculture.

The common task of truth-telling undergirds the work of both advocates and university professors; BFF leverages this common ground to help transform our food system. The academy is especially important to our advocacy because it is a uniquely stable cultural institution. Few businesses that were dominant 100 or 50 years ago remain

influential today, but the leading academic institutions of a century ago, like Harvard University, are still leaders today. Our work in the academy is a complement to the corporate focus of most of our efforts. And because our approach to transforming the academy leverages the *donated* time of deeply committed scholars to achieve lasting change, the modest dollars BFF spends on this outreach—less than \$30K—can deliver outsized results.

In 2019 we focused support on two scholars at the University of San Diego, BFF Board Member Dr. Aaron Gross, and Farm Forward Board Member and Faith in Food Fellow, Dr. Christopher Carter. Accomplishments BFF helped support include:

- Dr. Aaron Gross's new co-edited book designed for use in undergraduate religion classes, *Feasting and Fasting: The History and Ethics of Jewish Food*, was released by one of the most respected food studies and Jewish studies academic presses in the world, New York University Press. The book embeds a discussion of Jewish animal ethics and veganism in a contemporary textbook addressing the larger relationship of Judaism and food. The book features an afterword from Jonathan Safran Foer where he discusses his vegetarianism, and has received critical praise from heavy hitters in food studies like New York University's Marion Nestle.



- The use of *Feasting and Fasting* in the classroom was supported by two sessions held at the Annual Meeting of the world's largest society of Jewish studies scholars, the Association for Jewish Studies. One session directly addressed pedagogy and another focused on animals and Judaism.
- Rev. Dr. Christopher Carter delivered the 11th Annual Animals & the Kingdom of God Lecture at Calvin College, published a chapter in a new edited volume *Feeling Animal Death: Being Hosts to Ghosts* encouraging Black people to think about the relational connections between human and nonhuman animals, and gave the keynote address to the Society for the Study of Christian Spirituality at the American Academy of Religion, where he addressed Black veganism as a spiritual practice/praxis.
- Drs. Gross and Carter worked together to successfully submit a pre-proposal for a grant from the University of San Diego that would support the creation of a justice-oriented food studies program.

Legal Protections for Animals

Farmed animals enjoy few legal protections in the US. BFF organizes direct advocacy for laws and policies that improve the conditions of farmed animals, and guards against the passage of bills like ag-gag, even as we work to reduce market demand for products made from animals. In 2019:

- BFF worked with the Food and Climate Alliance to ensure that forthcoming state, federal, and global public policy proposals for addressing climate change are beneficial to farmed animals as well as the environment.
- We testified at a hearing for a Maryland bill about the procurement of carbon intensive foods, alongside Friends of the Earth, the Center for a Livable Future, and the University of Maryland.
- As part of our work to level the playing field for plant-based dairy products, we issued a public comment on the Food and Drug Administration's labelling standards for plant-based dairy foods such as milks, yogurts, and cheeses.
- We joined Friends of the Earth in support of California's

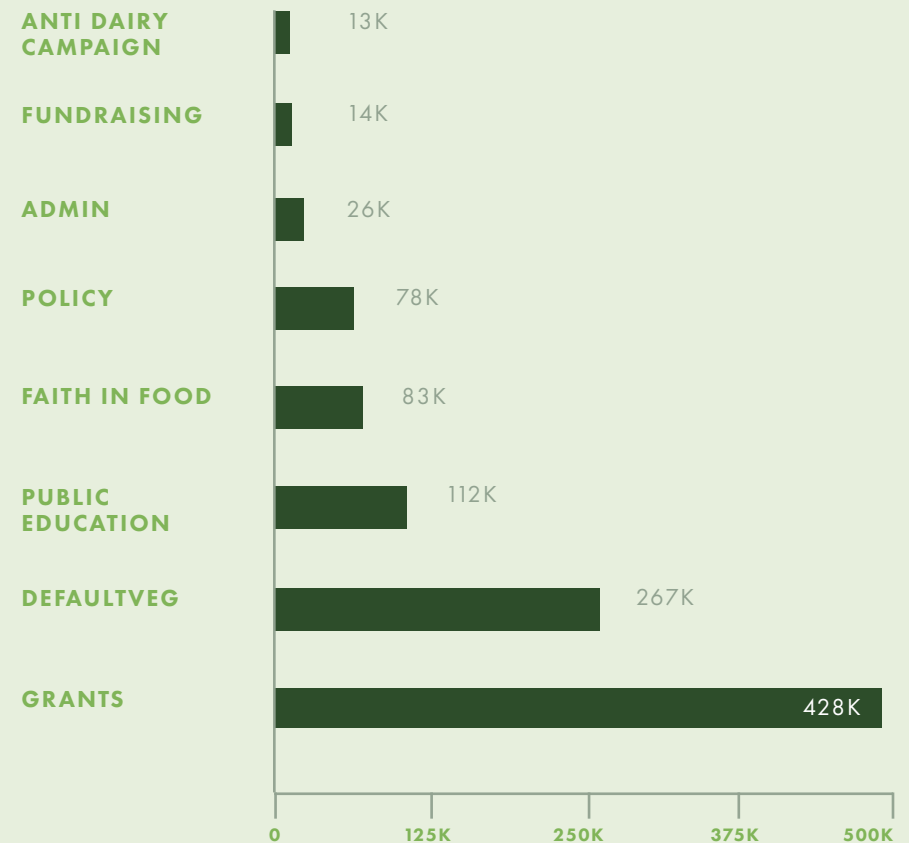
AB 479, the "Healthy, Climate-Friendly School Lunch Act." The bill, which passed in the Assembly and is being considered by the Senate, would provide schools additional state funding for serving a plant-based entree and plant-based milk.



An Online Community of Change

After launching BFF's new and improved website in 2019, our social media community grew from 19K to more than 25K followers across our social media channels (for total growth of 32% in 2019), with content about Black veganism, plant-based milk, the Million Dollar Vegan Campaign, DefaultVeg, the future of "cultivated meat," and much more. More than 315,000 individuals have been reached by our messages. We've established an online community where we share in complex conversations about our food system. Our intersectional approach to raising critical questions about the way in which our food system perpetuates systemic oppression for human and non-human animals has caught the eye of journalists, media, and other nonprofit organizations. Together, we are building a better food system.

Financial Data



TOTAL SPENT 1.022M



BUILDING A HEALTHY, EQUITABLE,
HUMANE, ENVIRONMENTALLY
SUSTAINABLE FOOD SYSTEM.

CONTACT US AT

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