

ANNUAL REPORT

2021

**Building
the Will to End
Factory Farming**



FARMFORWARD



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LETTER *from the Founder*

A Watershed Year for Ending Factory Farming



In 2022, Farm Forward turns 15 years old and it's a powerful time to reflect on just how much strength we've built. Our movement is stronger and closer to victory than you may think.

A Seismic Cultural Shift

In the last twelve months Farm Forward's call to transform animal agriculture has reached more people than ever before. The videos that we helped create on humanewashing¹ and the link between factory farming and pandemics² alone have been **viewed more than a million times**.

Our and others' efforts **are beginning to create a seismic cultural shift**. Factory farming itself was the result of a massive cultural shift whereby Americans took the power to farm away from historic farm communities and handed that power over to large corporations that promised us cheap, clean, efficient food. Instead, what they gave us was climate change, superbugs, environmental racism, and a scale of animal suffering so immense that we literally cannot comprehend it—

the groaning of billions of land animals and trillions of sea animals in nightmarish conditions.

With the leadership Farm Forward and our allies provide, consumers are now demanding more information about where their animal products come from,³ major retailers are dropping deceptive humanewashing labels,⁴ veganism is increasingly a mainstream choice, the climate change movement is finally realizing the impact of changing food systems, financiers are warning of the risks of investing in factory farms, and, as a result, even cultural icons like Harvard University are considering radically retooling their dining services to make plant-based proteins the new default.⁵

Exposing the Dirt on Humanewashing

Today industrial farms know that they have two possible futures: oblivion or deception.

Unsurprisingly, the factory farm machine is investing in deception like never before, coopting efforts to educate consumers, and—

» Harvard's Office of Sustainability has formally adopted a policy to offer plant-based food as the default option.



increasingly—using brands and charities we trust to prolong the fairy tale that factory farming requires only minor adjustments. This is why Farm Forward has energized our efforts to expose deception in animal welfare certifications.

Today industrial farms know that they have two possible futures: oblivion or deception.

The most powerful thing we can do to support a future where certifications have integrity is to highlight where certifications have failed us, creating the necessary energies to do better.

Farm Forward has always supported and continues to support any efforts that reduce farmed animal suffering, however dramatically or modestly. However, we must keep our eyes on the prize. Regulations that reduce the negative impacts of industrial farms along the way are welcome, but we will never allow our crucial and ongoing efforts at incremental improvement to weaken the clarity of our message:

the factory farm was a mistake, it's recent, and we can end it. Incremental improvement isn't the goal, but the first step towards system transformation.

Ending Factory Farming, Together

In 2007 when Farm Forward was founded there wasn't a single organization in the country that even claimed to be exclusively focused on ending factory farming—it was, as it sometimes still remains, at best a smaller side project of an organization with a larger mission. **At Farm Forward, we have only ever had one mission: ending factory farming.**⁶ We give special priority to animal welfare, but our supporters are also climate activists, environmentalists, public health advocates, anti-racism activists, and many others ready to stand with us against the industrial farm and in favor of a transformed food system for all. We're omnivores, vegans, flexitarians and every other kind of eater. Though 15 years old, we are still a new kind of organization. Factory farming is a new kind of problem and requires no less.

¹ "The Dirt on Humanewashing," Farm Forward, accessed January 6, 2022. Accessible [here](#).

² "End Big Poultry to Thwart the Next Pandemic," Farm Forward, accessed January 6, 2022. Accessible [here](#).

³ Ben Goldsmith, "Think You Can Find a Humanely Raised Turkey at Whole Foods? Think Again," Farm Forward, November 9, 2021. Accessible [here](#).

⁴ Dani Sherrick, "Giant Eagle Drops 'One Health Certified' Label Amidst Humanewashing Backlash," Farm Forward, October 6, 2021. Accessible [here](#).

⁵ DefaultVeg, Twitter post, February 2, 2021, 1:25 p.m. Accessible [here](#).

⁶ Dani Sherrick, "Farming Forward," Farm Forward, October 10th, 2021. Accessible [here](#).



The most powerful thing we can do to support a future where certifications have integrity is to highlight where certifications have failed us, creating the necessary energies to do better.

We're proud that other nonprofits have joined us over the years; we're pleased to see more resources at larger nonprofits directed to anti-factory farming efforts; and we've been especially honored to work with new philanthropists putting anti-factory farming efforts at the center of their portfolios.⁷ **However, most of all, we're grateful to all of you—our supporters and followers—for making it possible for us to spend our days fighting for this important social transformation.**

The Farm Forward team is made of individuals with a lifetime commitment to transforming animal agriculture—this is not just an ordinary job for us, but a calling. We work tirelessly to keep abreast of

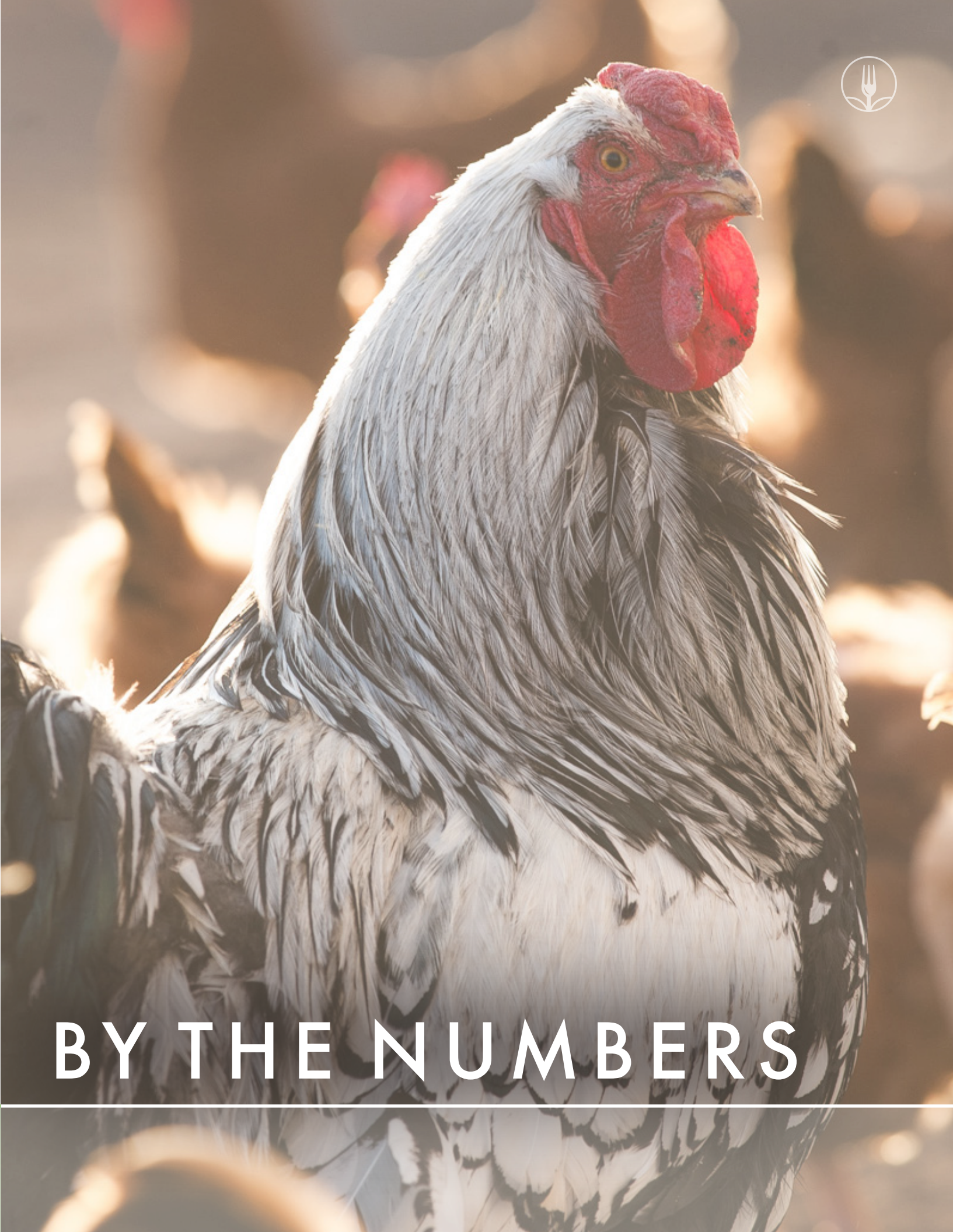
the unfolding realities of industrial farming so that we can identify the pressure points capable of truly weakening and ultimately transforming animal agriculture as we know it. **We live in a world that demands specialists, and our specialty is building the public will to end factory farming.**

For 15 years we've been doing just that, and, with your help, we are just getting started!

The future isn't here yet, but it's clear it belongs to those of us who believe in a better way to farm.

Onward and forward,

Aaron S. Gross
Founder & CEO



BY THE NUMBERS

⁷ Andrew deCoriolis, Ben Goldsmith, Jennifer Channin, and John Millspaugh, "The Farmed Animal Protection Movement: Common Strategies for Improving and Protecting the Lives of Farmed Animals," Farm Forward, October 28th, 2020. Accessible [here](#).

CHANGING FARMING

#1

largest online retailer in the world, Amazon, announced it will accept Animal Welfare Approved and Regenerative Organic Certification as part of its Climate Pledge Friendly program, leaving out those certifications we critiqued in our humane-washing report, after Farm Forward consulted with Amazon’s representatives in 2021.



35+

villages in India received free and subsidized veterinary care and animal welfare education despite massive disruptions from the pandemic through Farm Forward’s grants in 2021, improving the lives of hundreds of farmers and thousands of animals.



51

public health, environment, consumer protection and animal groups joined our coalition against the deceptive One Health Certified (OHC) label.



250

Rabbis and senior Jewish leaders signed JIFA’s Leaders Pledge to end humanewashing in kosher products.




450+

Giant Eagle grocery stores stopped carrying products with the OHC label as a result of our campaign.



70K

consumers sign our Change.org petition asking Aldi to drop the OHC label from its grocery stores.



\$1M

annually in additional funding for anti-factory farming work was secured for diverse groups as a result of Farm Forward’s donor advising and consulting services in 2021.



CHANGING NARRATIVE


22

educational presentations to faith-based communities in 2021, reaching more than **800** individuals, were led by Farm Forward’s Jewish Initiative for Animals (JIFA) alone and in collaboration with multi-faith outreach partners.



20K+

high school and college students have participated in our classroom Virtual Visits with author Jonathan Safran Foer and other speakers since they began in 2012, including **1,574** participants in 2021.




20K+

individuals were reached on social media by JIFA’s campaign to raise awareness about humanewashing in kosher products in 2021.



370K+

video views of Farm Forward’s new humanewashing campaign videos took place in 2021.



1.1M+

total video views! Videos on humanewashing and the link between factory farming and pandemics that Farm Forward created, consulted on, or was interviewed for were viewed more than a million times in 2021.



*“We live in a world that demands **specialists**, and **our specialty** is building the public will to end factory farming.” —Dr. Aaron Gross, Founder & CEO*

CHANGING POLICY

23

cross-sector coalitions worked with Farm Forward to help build the will to end factory farming by finding common ground on animal welfare, farmworkers, and the environment in legislation, budgets, policies, certifications, petitions, and climate action plans in 2021.

28

large institutions were members of Farm Forward’s Leadership Circles in 2021, each committing to serve “less and better” animal products.

200+

University of San Diego students working in **59** teams submitted videos to Farm Forward with proposals for promoting ethical food choices as part of USD’s Changemaker Challenge contest.

8M+

animals are annually impacted by our direct work on institutional food sourcing, based on conservative estimates.

\$1.1B+

in food spend is annually impacted by the Good Food Purchasing Program, in **24** cities and counties, with **60** institutions enrolled across the United States; Farm Forward led the coalition that developed GFPP’s animal welfare and meat reduction standards.

*While individuals’ food choices at the grocery store matter, **institutional food policies can impact thousands of meals every single day.***



2021 HIGHLIGHTS

January



Breaking with the standard line among animal welfare charities, Farm Forward publishes "[The Dirt on Humanewashing](#)," a groundbreaking report detailing the extent of consumer deception tactics employed across animal welfare certifications. In response, Civil Eats publishes a first-of-its-kind longform piece that provides independent validation of Farm Forward's case that humane-washing is rampant, including supportive quotes from *Consumer Reports* and the Government Accountability Project. Vox was one of several media

outlets in 2021 to feature "humanewashing" in the title of an article for the first time, signaling hope for a new public awareness of how daily eating habits can hinder or support the industrial farm.

ANIMALS, RELIGION, AND PUBLIC HEALTH



an Interfaith Webinar

"Animals, Religion, and Public Health" draws more than 300 participants. The interfaith webinar, organized by the Jewish Initiative for Animals, CreatureKind, Unitarian Universalist Animal Ministry and Shamayim includes panelists representing Judaism, Christianity, Islam, and Unitarian Universalism. It is one of many Farm Forward educational programs engaging faith communities to lend their moral strength to fight factory farming and promote values-based eating.

2021 HIGHLIGHTS

2021 HIGHLIGHTS

February

A coalition organized by Farm Forward targeting One Health Certified (OHC) achieves broad support from diverse stakeholders across the environmental, public health, consumer protection and animal protection sectors. The 51 signatory nonprofits include the Center for Food Safety, Natural Resources Defense Council, ASPCA, and the Antibiotic Resistance Action Center at George Washington University, among others.



March



Following the positive coverage of “[The Dirt on Humanewashing](#),” Farm Forward launches its humanewashing campaign webpage and video. In the first three weeks alone, the video—which highlights how labels like “humanely raised” function just like greenwashing labels to hide the fact that animal products come from factory farms—is viewed more than 350K times.

May

In partnership with Crate Free USA, Farm Forward’s Change.org petition asking Aldi to drop the deceptive OHC certification collects more than 70K signatures. The petition, along with a pressure campaign targeting consumers and employees near Aldi’s headquarters in Chicago, is the first of several actions to discredit and weaken this egregious new humanewashing scheme before it can gain a foothold with larger retailers.



July



The Jewish Initiative for Animals (JIFA) launches its Anti-Humanewashing Leaders Pledge, which more than 250 rabbis and senior Jewish leaders sign. The influential Jewish magazine [Tablet](#) goes on to interview some of its highest profile signatories—including Rabbis David Wolpe and Shmuly Yanklowitz and Hazon CEO Jakir Manela—about why kosher meat should not be factory farmed, producing some of the most powerful religious condemnations of industrial farming in print today.

2021 HIGHLIGHTS

September

The curriculum committee of the Food Studies Initiative at University of San Diego, led by two Farm Forward board members, convenes to create a new interdisciplinary food studies minor that incorporates animals, race, and the environment.



Farm Forward is chosen as a partner for the University of San Diego's 2021 Changemaker Challenge, which led to more than 200 students in 59 teams creating videos with proposals to "create a culture where plant-based food choices are the default option in university settings." The winning team, which proposed replacing much of the dairy milk on campus with more sustainable and inclusive oat milk, will work with Farm Forward and the USD community to make this exciting DefaultVeg shift a reality!

October

After our coalition campaign and conversation with Farm Forward staff, Giant Eagle, a retailer with 450+ locations, drops the deceptive "One Health Certified" (OHC) logo from their store brand chicken. They are the first major retailer to renounce the OHC humanewashing scheme.



November



Farm Forward publishes the results of its new consumer survey in a series of blogs and report, "Humanewashing's Effect on Consumers," which reveals widespread consumer deception by animal welfare certifications. The study results demonstrate what we suspected: Americans expect animal welfare certifications to ensure much higher standards than most claims and certifications provide, and consumers are largely unable to distinguish between real and false information about animal welfare.

2021 HIGHLIGHTS



November

Farm Forward’s “Humane IQ” quiz helps Thanksgiving shoppers assess their knowledge of the welfare certifications found on animal products at Whole Foods and other retailers. Like Farm Forward’s [consumer survey](#), the quiz demonstrates that welfare labels deceive consumers into believing that animals are raised in better conditions than they are.

HOW MUCH DO YOU REALLY KNOW ABOUT WHOLE FOODS' MEAT AND DAIRY PRODUCTS?
TEST YOUR HUMANE IQ


Test Your Humane IQ

Headed to Whole Foods in search of healthy, humane, and sustainable meat to kick off the New Year? Take our quiz before you shop to find out if you've been deceived by **humanewashing**.

Start

press Enter ↵

● Takes 2 min



December



As views of videos about humanewashing that Farm Forward created or collaborated on exceed 1 million, the media giant Vox—celebrated for its contributions to “explanatory journalism”—becomes the first major media outlet to run a feature article with “humanewashing” in the title. Less than a year after “humanewashing” first appeared in a Civil Eats headline, a wider public is now seeing the disturbing state of our meat, dairy, egg, and fish industries! And we’re just getting started!



2021 MEDIA HIGHLIGHTS

2021 MEDIA

HIGHLIGHTS

Following the unprecedented coverage in 2020 of Farm Forward’s campaign exposing the links between pandemics and factory farming, Farm Forward set out to make 2021 the year that we empower consumers to end humanewashing—one of the biggest barriers to meaningful action against factory farms. Kicking off the year, our campaign launched with an exclusive Civil Eats article called “Are Some Animal Welfare Labels Humanewashing?” that spotlighted our first [“The Dirt on Humanewashing”](#) report and affirmed its major findings.

Over the course of the year, we secured 35 stories in key publications and podcasts such as Vox, Forbes, Boston Public Radio, NowThis, What Doesn’t Kill You and many others. The stories focused on humanewashing, calling out specific offenders like

the egregious new humanewashing scheme One Health Certified (OHC), used on products at Aldi, as well as the most trusted legitimate certifications like Global Animal Partnership (GAP), used on products at Whole Foods, which we found to be complicit in misleading consumers.

For example, Farm Forward’s work was evident throughout a Vox News front page story entitled, “The ‘humanewashing’ of America’s meat and dairy, explained.” The piece drew on months of Farm Forward’s campaigning against OHC and our consumer survey results.

Promoting the results of our consumer survey earned airtime on multiple podcasts as well as high profile coverage, including a piece in Forbes magazine.

» The Jewish magazine *Tablet* reported in-depth on JIFA’s anti-humanewashing campaign and Leaders Pledge.



Photo: Jo-Anne McArthur / We Animals Media

JIFA launched its own campaign targeting humanewashing in kosher foods in 2021. As a result, more than 250 religious leaders signed a pledge opposing kosher humanewashing, and urging Jewish communities to adopt food

sourcing practices, such as plant-based defaults, that better reflect their moral and religious values.

Key pieces in top-tier Jewish media highlighted the topic of kosher humanewashing:



[“The “humanewashing” of America’s meat and dairy, explained”](#)



[“Do Welfare Certifications Raise the Bar for Animals?”](#)



[“Are Some Animal Welfare Labels Humanewashing?”](#)



[“Ethical Kashrut”](#)



[“The shemitah year calls us to repair a broken food system”](#)



[“How are we going to eat together again?”](#)



Photo: Jo-Anne McArthur / We Animals Media

Farm Forward Launches a New Anti-Humanewashing Movement



Humanewashing—the use of labels and imagery to make consumers think animal welfare is higher than it is—**constitutes the single biggest menace to the growing global movement to end factory farming.**

Humanewashing threatens to balm the conscience of the very public that is now waking up and demanding change. Our recent consumer survey revealed that Americans are widely deceived by animal welfare labels—even the most comparatively trustworthy ones. The factory farm industry is investing in humanewashing as never before—as documented in our report, “The Dirt on Humanewashing,”⁹—and we can’t let them succeed.

2021 saw important victories in the battle to turn back the tide of deception: after the release of our “The Dirt on Humanewashing” report and its coverage in the media,¹⁰ **we’ve seen the emergence of a first-ever public movement to condemn humanewashing**—with everyone from

consumer protection advocates¹¹ to religious leaders¹² weighing in. We’ve had important campaign victories like the **474-store strong grocery chain Giant Eagle dropping the deceptive “One Health Certified” label from its shelves.**¹³ We’ve also commissioned and publicized **important new studies¹⁴** documenting the full extent of meat industry deception and motivating change.

This work to end humanewashing has only just begun, but where it leads is up to all of us. Do we want a food system that makes us feel good about what we purchase, or do we want a food system that is actually better for animals, workers, consumers and the environment?



⁸ Ben Goldsmith, “Farm Forward Survey Reveals Widespread Confusion about Welfare Labels,” Farm Forward, December 15, 2021. Accessible [here](#).

⁹ Andrew deCoriolis, “Farm Forward Report Exposes the Dirt on Humanewashing,” Farm Forward, December 29, 2020. Accessible [here](#).

¹⁰ Lisa Held, “Are Some Animal Welfare Labels ‘Humanewashing’?”, Civil Eats, January 19, 2021. Accessible [here](#).

¹¹ Andrew deCoriolis, “Coalition Blasts ‘One Health Certified’ Meat Industry Humanewashing Scheme,” January 25, 2021. Accessible [here](#).

¹² Jewish Initiative for Animals, “250+ Jewish Leaders Condemn Deception in Kosher Meat Industry,” accessed January 6, 2022. Accessible [here](#).

¹³ Sherrick, “Giant.” Accessible [here](#).

¹⁴ Goldsmith, “Think.” Accessible [here](#).



Strategy Consulting & Movement Building



» Farm Forward's published reports help philanthropists, researchers, and media understand strategically important aspects of factory farming.

In addition to the direct impact Farm Forward has through its campaigns, we also transform farming, policy and public narrative through our paid and pro-bono consulting services to philanthropists, nonprofit leaders, food-serving institutions, investors and businesses. Our research, advice, presentations and publications draw upon our 14+ years of experience within the farmed animal protection movement leading corporate campaigns, working to “lift the ceiling” of highest welfare farming, and helping to grow the largest legitimate animal welfare certification in the US. The aim of our consulting is to increase support for and investment in the anti-factory-farming movement, particularly for highly-impactful forms of advocacy that are comparatively underfunded.

In 2021 we advised several clients in the philanthropy and investing communities, leading to more than a million dollars in increased funding for animal protection advocacy.

Our consulting work also builds bridges between the animal protection community and our allies in the regenerative agriculture and environmental protection movements. The report, “[The Farmed Animal Protection Movement](#),” that Farm Forward published in 2020 continues to be a useful tool to help funders diversify their knowledge of the movement. Farm Forward accepts consulting projects that advance our mission, and any income we receive from paid consulting supports our campaigns and pro-bono services.

» If you have a project for Farm Forward's consulting team, please contact our Executive Director, Andrew deCoriolis.

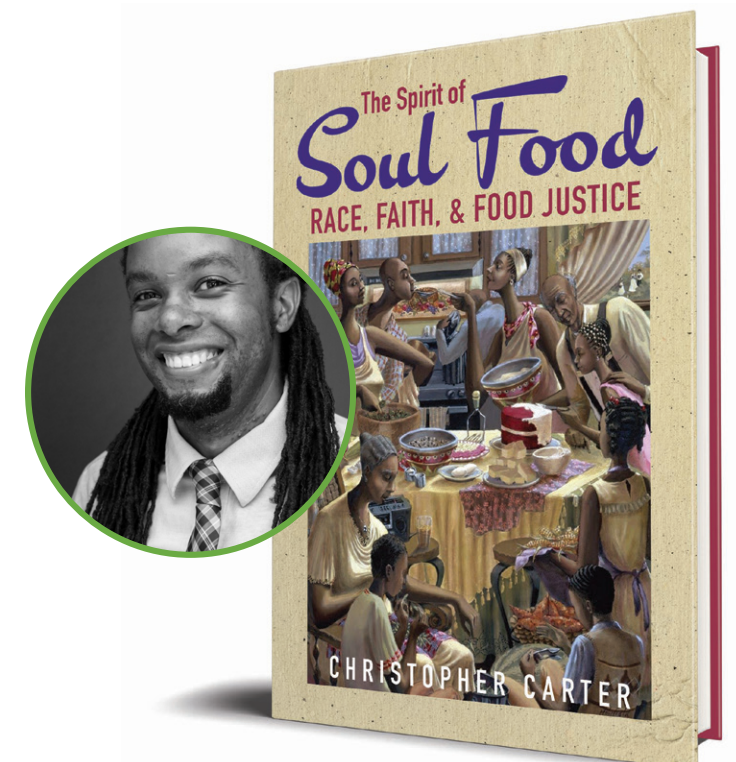


Religious institutions remain some of the few places where people come together regularly to think about ethical values, and **explore how tradition can help us respond to societal injustice.**

This is why Farm Forward has always supported and collaborated with religious leaders who are growing the importance of animal protection and dietary ethics in diverse religious communities. This has included incubating our own in-house faith outreach initiative, the Jewish Initiative for Animals, into a project that is poised to become its own organization, driving greater institutional and community support for Jewish food policies that benefit farmed animals (read more in the letter from JIFA's Director, Melissa Hoffman, below).

We've also helped incubate and grow the Christian animal advocacy group, CreatureKind, which has pioneered ethical food policy work in diverse Christian communities globally, and became a 501c3 nonprofit in 2021. Farm Forward's Faith in Food Fellowship supported the early career work of two religious scholars. Dr. David Clough went on to co-found CreatureKind and is one of leaders of the groundbreaking Christian Ethics of Farmed Animal Welfare public policy initiative in the UK, which published its policy framework for churches and Christian organizations in late 2020. Rev. Dr. Christopher Carter, who has since joined Farm Forward's board, published his book, *The Spirit of Soul Food*, in December 2021. The book brings

together race, food justice, and veganism, and is an important milestone for advancing work at the intersection of these issues in the academy, in Black churches, and in nonprofit advocacy. Dr. Carter has been interviewed by Mark Bittman and other thought leaders in food justice and Farm Forward, along with our partner nonprofit, the Better Food Foundation, are helping the book reach a broad audience in 2022.



Empowering Religious Leaders to Respond to Factory Farming



LETTER *from the Director of JIFA*

Building a Jewish Communal Response to Factory Farming



Ancient Jewish texts provide a template from which we learn about the need to bring our food system into economic and ecological balance, including an ethic of domestic animal care. For every six years of agricultural production, Jews are directed to let their ancestral land regenerate, and provide for the people and animals in the community.

This year happens to coincide with that year of *Shmita*, or release—a restorative practice that would be foreign to any conventional US farming model. This year in particular, Jewish leaders are reviving *Shmita* as a time for Jewish communities to attune ourselves to the impacts of industrial production. From JIFA’s perspective, communities can do much to enact the values of *Shmita* through the food they buy and serve.

When faith-based work emanates from authentic tradition and embedded leadership, the result is transformative: just this year, JIFA inspired over 250 Jewish leaders and 20,000 individuals to call out the gulf between what the word *kosher* means to traditional dietary practices (literally, *fit* for consumption) and what *kosher* now means for most certified animal products: factory-farmed.

According to national research that JIFA designed and commissioned, misperceptions about kosher labels are widespread, including the impression that kosher products come from farms that treat animals more humanely—a fact that points to widespread humanewashing among kosher meat products. Industrial agricultural methods, and their harms to animals, public health, workers, and the environment, lie at the root of Jewish leaders’ concern that kosher labels are incompatible with Jewish ethics.



Exposing humanewashing is instrumental in building a communal will to adopt food practices that align how religious communities eat with their religious values. As reported by [Tablet Magazine](#), leaders in a variety of religious settings are urging communities to adopt more sustainable food practices.

[M]isperceptions about kosher labels are widespread, including the impression that kosher products come from farms that treat animals more humanely—a fact that points to widespread humanewashing among kosher meat products.

For Jews, this message takes on particular significance during the *Shmita* year. Prior to industrialization, foods that earned the status of kosher had achieved prestige that was consistent with Jewish community’s expectations; Jewish leaders have rallied behind our campaign to restore

kosher to that original ideal. JIFA’s commitment to supporting institutional change through ethical food policies will continue to build a world in which kosher is synonymous with Jewish values, not factory farming.

Blessings,

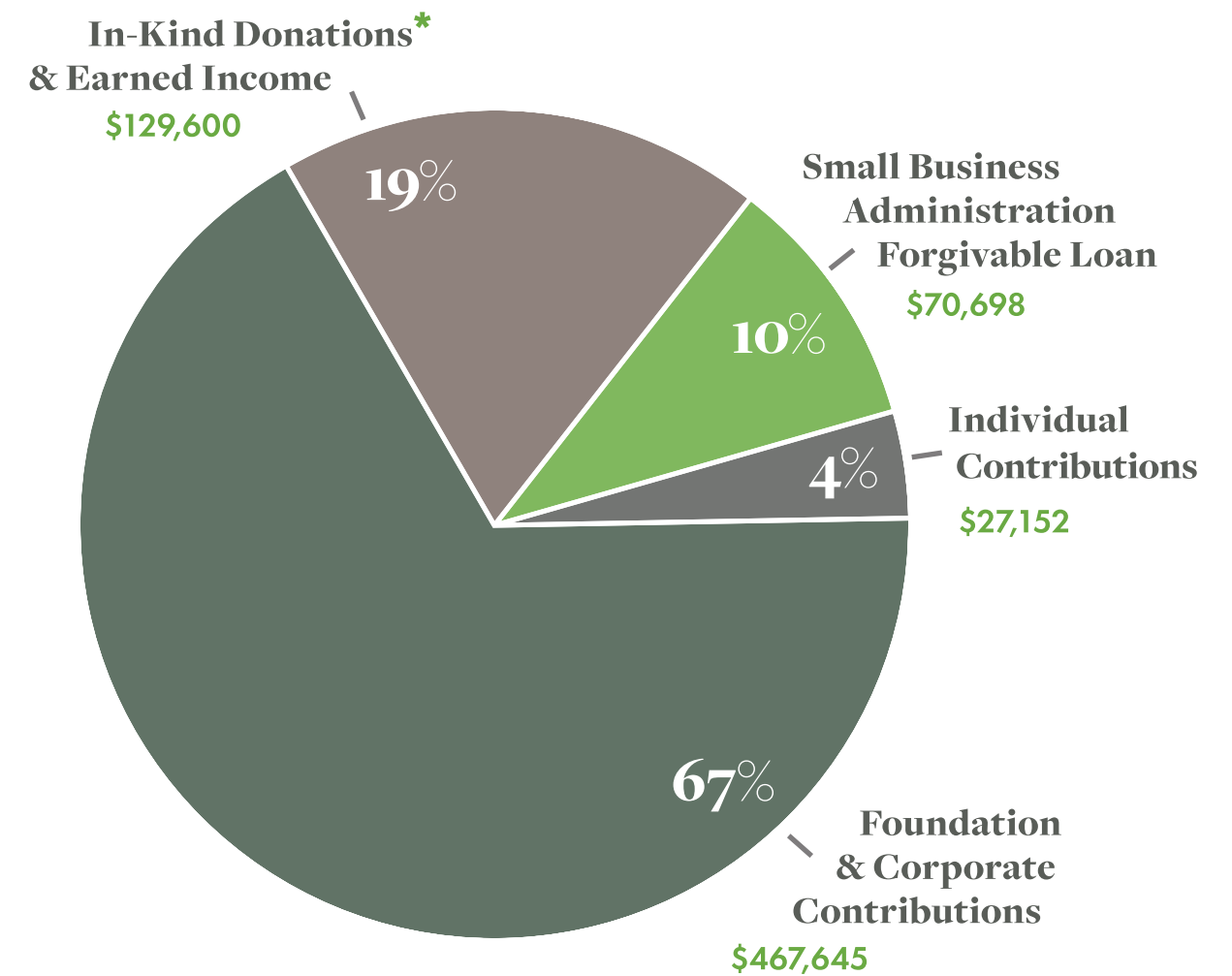
Melissa Hoffman

Director, Jewish Initiative for Animals



FINANCIAL

INFORMATION

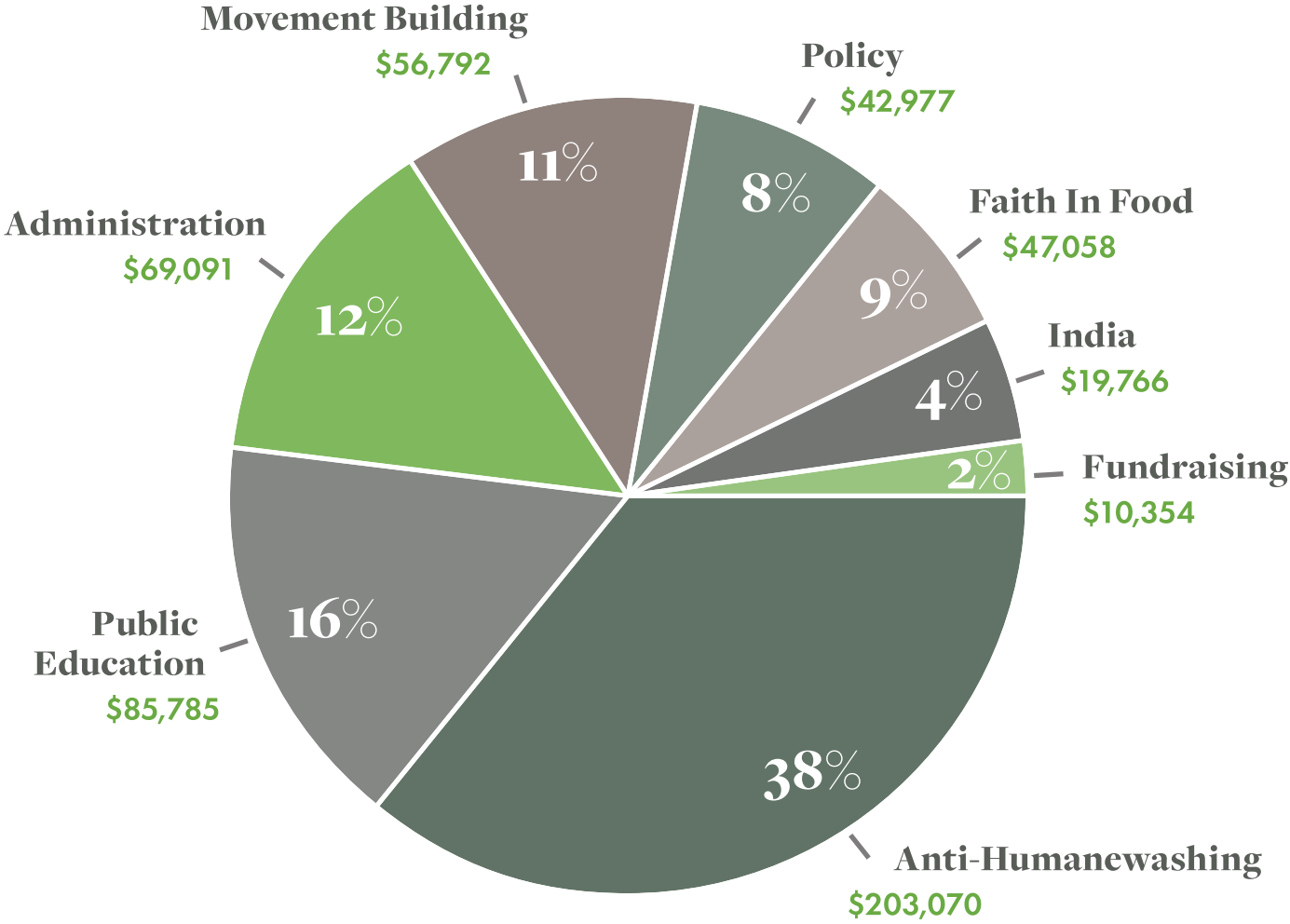


Total Income \$694,836

FINANCIAL INFORMATION

* Farm Forward received in-kind contributions in 2021 in the form of professional services from our board members, including our CEO, who collectively donated more than 1,000 hours of time to the organization.

FINANCIAL INFORMATION



Total Expenses: **\$534,894**
Total Program Expenses: **\$455,449**



THANK YOU
to our SUPPORTERS

THANK YOU *to our* SUPPORTERS

**We are thankful to
our many donors who
have supported us
this year and since we
began this work
nearly 15 years ago.**

**You are helping us
hold fast to our vision
and bring it a step
closer to reality.**

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Shawn Yanklowitz

LETTER *from the Executive Director*

Building the Will to End Factory Farming



Factory farming is a historical aberration. It is an unsustainable aberration of the late 20th century and early 21st. Nothing about it is inevitable.

In 2020 we saw the massive meat system break down under the disruption caused by the global pandemic. In 2021 meat packing companies fought regulations to protect workers so they could expand exports and grow profits to record levels. While workers and farmed animals suffered, the four largest meat companies reported a record 500 percent increase in net income.¹⁵

Industrial animal agriculture—including aquaculture—is not, and was never, about “feeding the world.” It is about the profit of a small number of companies, at the expense of workers and farmers, impacted communities, the climate and environment, and farmed animals.

Factory farm companies know the day is coming that the public and regulators will demand better. They’re just hoping to push off that day, so they can profit for as long as possible.

As the push for accountability grows so will the meat industry’s efforts to obfuscate the truth and obscure their impact. It came as no surprise this year when a study out of New York University found that, like the oil and gas industry, big meat spends millions of dollars a year to hide the connections between factory farming and climate change.¹⁶

In the grocery store, the meat industry has ramped up its deception. When shoppers buy animal products adorned with bucolic imagery, or impressive-looking animal welfare certifications, they imagine an animal who was raised on pasture, not a factory farm. But even at industry leaders like Whole Foods—where customers pay a premium price for animal welfare—most animal products come from factory farms.

In spite of the entrenchment of industrial animal agriculture, new developments hold promise for a better future. Farm Forward has the privilege of being on the front lines, witness to (for example) cities and schools adopting new values-based food procurement policies that reduce meat consumption while supporting local communities

and laborers. These kinds of initiatives, if they continue to grow, pose a major threat to industrial animal agriculture. They can change the future of food, but they depend upon a basic consumer understanding of the difference between a product that is actually better and one that simply claims to be, which is why our work against humanewashing has grown in importance. We are seeing the beginning of a new public will to say no to factory farming.

Factory farm companies know the day is coming that the public and regulators will demand better. They’re just hoping to push off that day, so they can profit for as long as possible.

For the first time in U.S. history, last year members of Congress introduced legislation that called for a moratorium on new CAFOs and a phase out of existing factory farms (the legislation was reintroduced this year and gained a number of new co-sponsors).¹⁷

The climate movement increasingly recognizes the outsized impact of factory farming.¹⁸ A leaked section of the soon-to-be-released UN’s Intergovernmental Panel on Climate Change’s sixth report reads in part, “A shift to diets with a higher share of plant-based protein in regions with excess consumption of calories and animal-source food can lead to substantial reductions in emissions, while also providing health benefits...”

COP 26 in Glasgow focused on anthropogenic methane, the largest source of which is meat and dairy production; the resulting Global Methane Pledge committed 105 countries to reduce their overall methane emissions by 30 percent by 2030, compared with 2020 levels. While this is a good first step, much work needs to be done to ensure that global efforts to reduce methane emissions include reducing methane generated by livestock.

For 14 years, Farm Forward has been at the forefront of the work to build a just food system. This year was different for me in another, more personal, way—my first child was born. Knowing that he and his generation will inherit the world that you and I will create together, I am all the more committed to joining with you to build a safer, more humane and sustainable future.

Thank you for all that you have done to support Farm Forward’s success. My staff and I would enjoy speaking with you about how you can get further connected to our work. I am confident that together with your support, we can build the will to end factory farming.

Sincerely,

Andrew deCoriolis
Executive Director

¹⁵ Andrea Shalal, “Meat Packers’ Profit Margins Jumped 300% During Pandemic - White House Economics Team,” *Reuters*, December 10, 2021. Accessible [here](#).

¹⁶ Sigal Samuel, “It’s Not Just Big Oil. Big Meat Also Sends Millions to Crush Good Climate Policy,” *Vox*, April 13, 2021. Accessible [here](#).

¹⁷ Erin Eberle, “Farm Forward Joins Diverse Group of Advocates to Endorse Farm System Reform Act,” *Farm Forward*, September 9, 2020. Accessible [here](#).

¹⁸ John Millspaugh, “UN Scientists Sound Alarm: Change What is on Your Plate,” *Farm Forward*, September 7, 2021. Accessible [here](#).



FARMFORWARD

**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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