



farmsanctuary

# 2021

Impact Report



**2021** marked Farm Sanctuary's 35th anniversary year as America's founding rescue and refuge for farmed animals. In addition to providing lifelong sanctuary to thousands of survivors at our renowned New York and California shelters over the decades, we have set significant precedents within the farmed animal welfare movement, including: helping to secure passage of the first U.S. laws to protect animals on factory farms; initiating the first cruelty investigations at stockyards and slaughterhouses; and establishing the largest farmed animal rescue and placement network in North America.

Today, through our comprehensive Rescue & Refuge, Education & Research, Advocacy, Public Engagement, and Events & Experience initiatives, Farm Sanctuary works to bring about a new awareness of our broken food system—one wherein agricultural workers, small farmers, and marginalized communities suffer alongside animals as victims of the industry's deeply entrenched injustices. In doing so, Farm Sanctuary aims to change the hearts and minds of generations and forge a future wherein all beings might live free from violence and oppression.

## **Mission**

Farm Sanctuary pursues bold solutions to end animal agriculture and foster just and compassionate vegan living.

## **Vision**

We envision a world where Sanctuary replaces exploitation.







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LOOKING BACK

# A message from our CEO

Dear Friends of Farm Sanctuary,

As we navigated the second year of a global pandemic, we focused our energies on new ways to overcome the challenges that have continued to confront us, and that have continued to change us—shaping who we are and how we move forward as individuals, an organization, and a society.

As you will read in the following pages, this year was testament to the fact that—united—we can accomplish anything.



Our farmed animal family expanded with the addition of beloved new members, while we ensured second chances for hundreds more through our adoption network. We worked to bring about a better world for billions of victims of animal agriculture this past year through our advocacy efforts. We imparted knowledge and compassion in future generations of learners, and influenced countless people around the world to make meaningful connections between our rescued residents and the food on their plates to further broader-reaching social change. To the delight of our staff, animals, and visitors alike, we reopened our sanctuaries to the public, and welcomed our friends from afar to experience its power virtually through engaging and uplifting new events. And, we proudly launched our Animal Welfare & Ethology Research Program, Food System Research Initiative, and Community Learning Program.

While working harder than ever, we also found time to celebrate—marking our 35th anniversary as America’s first sanctuary for farmed animals. What began with Gene’s rescue of a single sheep named Hilda has evolved into an international movement over the past three and a half decades. Our anniversary provided us an opportunity to reminisce and reflect on how far we’ve come together. But most importantly, our 35th year was a time to look ahead, to prepare ourselves for the challenge of helping lead our fight for farmed animals during a new era of profound social consciousness.

We have continued to prioritize the pursuit of greater equity and justice in all that we do—in all that we are—as an organization. This has included internal processes of learning and growing as a staff and board, as well as the expansion of strategic external programming and partnerships across aligned movements. As we embark upon another new year, we have reframed the question of where Farm Sanctuary will go from here to one of where we must go. It has become a question of responsibility. Indeed, an obligation rests upon our shoulders to address the larger pattern of harm, oppression, and injustice in our food system—and throughout society as a whole. We cannot be true to our mission, nor can we achieve it, without doing so.... And all that we do will continue to remain possible because of you.

Now, let us look back on 2021 and all that, united, we have already accomplished toward the just and compassionate future we envision.

In gratitude,

A handwritten signature in black ink, reading "Megan Watkins". The signature is fluid and cursive, with a large, sweeping flourish at the end.

Megan Watkins, Chief Executive Officer



# rescue & refuge

**J**ust like the 34 years that preceded it, 2021 offered important opportunities for Farm Sanctuary to fulfill our founding purpose by providing lifesaving rescue and refuge to the most vulnerable and exploited animal populations on earth.

## 1,027 Farmed Animals Received Temporary or Permanent Sanctuary Under Our Care

As we confronted another year of pandemic-related challenges, 2021 served to demonstrate the impact of and vital need for our **Farm Animal Adoption Network (FAAN)**.

### FAAN: It Takes a Village

Constrained by the limitations of geography, capacity, and staffing at our New York and California shelters, there are only so many animals for whom Farm Sanctuary can responsibly provide rescue services or take under our care each year. Fortunately, since our founding in 1986, hundreds of farmed animal sanctuaries have been established. Today, Farm Sanctuary oversees FAAN, North America's largest farmed animal rescue and placement collaborative, through which we work with

sanctuary partners and private adopters from coast to coast to secure assistance and homes for those animals we cannot help directly.

In the United States alone, nearly 10 billion farmed animals annually endure anguished lives of unimaginable cruelty before being slaughtered for food at just a fraction of their natural lifespans. The constant and staggering need for their rescue is further exacerbated by the countless challenges of finding safe homes for animals who are more often viewed as commodities than companions. Never a day passes that we do not receive calls about farmed animals in need. 2021 was no different in this respect, but with the support of our FAAN community, Farm Sanctuary was able to respond to many of the most urgent cases.



## Over the Course of 2021...



**1,573**

Placement Requests for 10,689  
Animals in Need



**163**

Lifesaving Animal  
Rescues



**95**

Permanent Placements for Animals  
Through Direct and Referral  
Adoptions



**18,580**

Miles Traveled to Rescue,  
Place, and/or Transport  
Animals

Icon Credit: A Aleksei/Shutterstock.com.

Behind each one of these numbers are the names and faces of individuals—sentient, intelligent beings from various circumstances of trauma, abuse, and neglect—their stories varied, but connected by common themes of survival, resilience, and the will to live.

Each and every one of their stories, like the animals themselves, are special—from **Biscuit**, the blind lamb discovered in a stall at an auction barn where he was slated to be sold for meat, to **Pietro**, who narrowly escaped the fate of most male calves born into the dairy industry after his broken leg turned out to be a blessing in disguise. There was **Jenny**, the young pig cruelly abandoned in a pet carrier on the side of a busy roadway, and **Macka, Milo, Dobie, and Rad**, four defenseless ducklings placed in a box and left next to a dumpster during a frigid New York winter night. And, we couldn't forget **Glen**, the goat who evaded our team for weeks as he wandered through a nearby state park before finally being



rescued and safely brought to Sanctuary. There were so many incredible animals who we welcomed home in 2021. While we wish we could reflect on all of their stories herein, the most dramatic of the year undoubtedly belonged to **June B. Free and Susan** cows.

## The Power of Rescue

In a story that made national headlines last summer, **June and Susan**, together with 38 of their herd mates, escaped from a slaughterhouse and ran for their lives through the streets of Los Angeles. Videos from the scene followed the terrified herd, many injured and bleeding. For a moment in time, the public saw these animals as breathing, feeling beings deserving of our compassion. People across the nation cheered them on, pleading for their safe release. Tragically, however, most were corralled shortly thereafter and returned to slaughter, save for two lone survivors who managed to evade capture.

**June B. Free and Susan** cows were provided all the time and space they needed to decompress in their new home at our Acton Sanctuary. They later joined our main herd, and the next chapter of their stories began. While the stories of their ill-fated companions did not continue, they will not be forgotten. They serve as a reminder that we cannot rescue our way out of our broken food system. Systemic change is how we will meaningfully progress. The purpose of Sanctuary is to heal the animals who have been rescued and, through their stories, raise awareness of the billions more still suffering. June and Susan—and all of the other animals past and present who shaped our work and strengthened our resolve in 2021—offer us hope for the day when all animals might know Sanctuary.

## The Power of Partnership

Importantly, 2021 also provided expanded opportunities for Farm Sanctuary to employ our expertise and decades of experience to support the work of our FAAN partners. In addition to assistance with animal rescues, transport, and placement, this often involves a substantial investment of staff time and organizational resources to provide animal care consultation and operational guidance to uplift the work of the Sanctuary community at large, ultimately impacting countless lives beyond our own shelters.

Perhaps no case illustrated the power of partnership better in 2021 than when our colleagues at Odd Man Inn (OMI) took ownership of a Tennessee-based sanctuary and found 160 pigs onsite without documentation or health histories. A team of our shelter and animal care staff traveled to the sanctuary and dedicated a full week to completing pig health checks, creating individual animal records, building pens and safe spaces, and assisting with microchips and vaccinations. In the process, our team even created an innovative chute system that will be part of future animal rescues and transports.

Helping our friends and partners grow in their own lifesaving work will be an increasing focus of Farm Sanctuary, as we evolve as leaders in the movement and actively pursue impactful ways to advance our shared mission for the benefit of the animals, and the people who care for them.

## Upholding Optimal Standards of Care and Shelter

An extensive Predator Proofing Project, grounded in the protection and well-being of our Sanctuary residents, was the priority focus of our Watkins Glen team in 2021. Project work included extensive fencing installations and enhancements, as well as additions and improvements to two chicken barns, our turkey barn, two duck and goose barns, and seven outdoor bird enclosures. Designs were equally mindful of the safety and accessibility of our staff and visitors. Our facilities team alone dedicated over 2,000 hours of time to undertaking this critical project. Work, which is scheduled to be completed in 2022, will benefit our present and future residents for countless years to come.

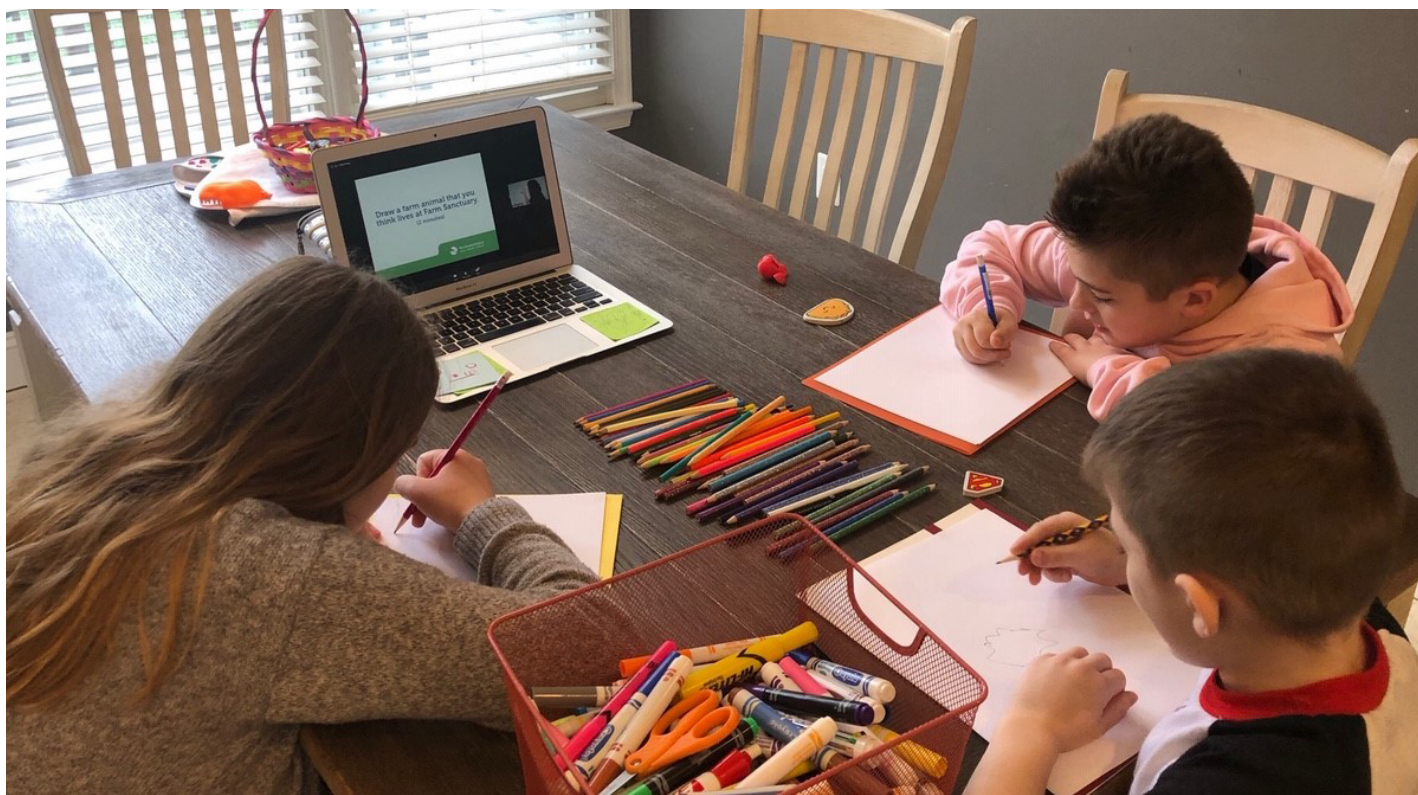
At our Acton Sanctuary, our facilities and animal care teams, in partnership with a veterinarian who specializes in cattle welfare, came together to envision a new chute system to support the enhanced safety of our Sanctuary residents and staff. To be constructed in 2022, the new chute will make it possible for our caregivers and veterinarians to safely administer vaccines, perform health checks, and move our bovine residents around the Sanctuary in a calm, secure manner that supports their physical and emotional well-being.



Additionally, after a rigorous application process, our Acton Sanctuary earned accreditation from the Global Federation of Animal Sanctuaries (GFAS), the only globally recognized organization for certifying that a facility meets strict standards of excellence by ensuring animals receive optimal care during their rescue, rehabilitation, and shelter. In recognition of Farm Sanctuary's leadership within the farmed animal sanctuary movement, and further reinforcing our commitment to partnership, GFAS has in turn relied on us to advise other members of their network on general best practices and standards of animal care. Our Watkins Glen shelter earned GFAS accreditation in 2013.



# education & research



**F**arm Sanctuary experienced increased demand for our various educational resources—as well as interest in the significant social issues that they address, from animal welfare, to social justice, to climate change—which continue to develop in meaningful ways throughout 2021.

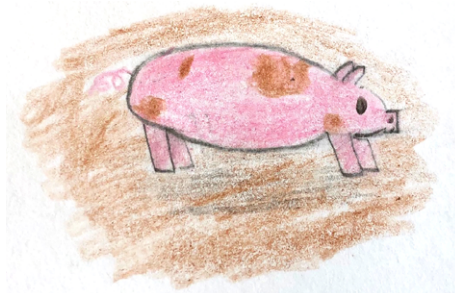
## Humane Education Expands Footprint

The growth of our humane education programmatic reach can in part be attributed to our pandemic-related pivot to a fully virtual format beginning in March 2020. This past year, we also gained interest in our award-winning programs from robust online learning platforms, including Tract: Peer to Peer Edutainment and Varsity Tutors, which has extended our reach to whole new audiences. Together with our partners at HEART (Humane Education Advocates Reaching Teachers), we also released Exploring the Lives of Farm Animals: Lessons that Teach Compassion, a robust new curriculum guide that is engaging more early education learners in our mission.

## Over the Course of 2021:

**27,614**

Students Engaged in  
Our Mission



**1,122**

Humane Education  
Presentations  
Delivered

**943**

Curriculum Downloaded by Educators

**484**

Schools and Summer Camps Served

Expanded Our National Program  
Presence to

**44 U.S. States,  
Washington, DC,  
and Puerto Rico**





## **Pre-Recorded Classes Launched**

To meet the growing demand for our programming, Farm Sanctuary welcomed three new part-time educators in 2021, all of whom previously served as department interns. With the additional goal of rendering our lessons accessible to students with visual and auditory disabilities, we worked to produce a brand-new library of eighteen pre-recorded classes for learners aged pre-K through college level. Launched last fall, the pre-recorded presentations serve as viable alternatives to our live virtual presentations, allowing us to reach more youth, while balancing the limited capacity of our educators. The recordings meet AA web content accessibility standards, featuring captions, transcripts, and audio descriptions, and are accompanied by downloadable sets of study resources. We expect that these recordings will play a critical and enduring role in education for years to come.

## **New Social Justice Program Launched**

To supplement and expand our existing education programs focused on exploring factory farming through a social justice lens, Farm Sanctuary launched Essential Farmworkers and Conscious Food Movements, a university-level presentation jointly hosted with our partners, the Coalition of Immokalee Workers (CIW) and the Alliance for Fair Food (AFF). CIW is a worker-based human rights organization internationally

recognized for its achievements fighting human trafficking and gender-based violence at work, and AFF is a national network of people working for farmworker justice. The program examines the relationship between farmworker issues and food movements, with the goal of inspiring solidarity and coalition-based advocacy against the systems of injustice that treat both human and nonhuman animals as exploitable commodities. Farm Sanctuary has embraced our partnership with CIW and AFF as an opportunity to broaden our understanding of how we can consistently challenge the larger patterns of harm within our food system and society.

## **Youth Leadership Council Inspires Hope for the Future**

Farm Sanctuary's Youth Leadership Council (YLC), which aims to nurture the changemakers of tomorrow, brought together 62 middle and high school students from across the country this past year for immersive learning on issues of our food system, advocacy training, and a supportive community of like-minded peers. The YLC provides an opportunity for experienced student activists to play a mentorship role, and for emerging activists to receive guidance as mentees. The issues we introduce to YLC participants extend beyond animal welfare to tackle interrelated issues of social inequity, environmental sustainability, and food insecurity. Our advocacy-based projects in 2021 encouraged participants to take meaningful action around the issues that matter to them and included: protests at the USDA; the submission of

letters to government representatives advocating for farmed animal protection laws; campaigns to encourage local communities to eat plant-based; and the creation of an 11-page comic strip exploring the treatment of animals and workers in our food system, which was published in various local newspapers.

## **Community Learning Program Engages Adult Activists in Our Work**

In spring 2021, Farm Sanctuary launched a new curriculum for a 10-week, virtual Community Learning Program (CLP) entitled Social Justice & Our Food System. As our first structured adult education program, the CLP aims to create a space for participants to engage with individuals and organizations working to foster justice within our food system and society. It was designed to help participants develop a skill set for thinking critically about social change and engaging in collaborative action to facilitate that change. Nearly 250 individuals applied to participate, and 19 were selected for our pilot program, including creative artists, educators, and nonprofit leaders. Importantly, each participant expressed a desire to apply their learnings in their broader education and advocacy work, furthering transformative change within their communities, and demonstrating the potential reach and impact of our CLP. The insights gained from our pilot will be applied in the future expansion of this critical initiative, which will be led by our Director of Community Learning & Engagement. This position was newly created in fall 2021



to support Farm Sanctuary's commitment to advancing the cause of justice through our work. In collaboration with our Advisor & Facilitator of Social Justice Programs, our Director of Community Learning & Engagement will likewise facilitate and deepen Farm Sanctuary's partnerships with community leaders and changemakers across aligned movements.

## Animal Welfare & Ethology Research Program Launched

Since welcoming our first staff Research Director in 2020, Farm Sanctuary has prioritized the development of our new animal welfare and ethology research program. In consultation with animal ethicist, Dr. Lori Gruen, Farm Sanctuary worked to develop new Research Ethics Guidelines to ensure that all of our research is performed with the animals' needs and preferences as top priority. Following the addition of a new Research and Animal Welfare Manager staff position last summer, and the supporting implementation of an ethology research internship program, Farm Sanctuary launched three new research studies in 2021.

Our research team collaborated with New York University professor, Becca Franks, Ph.D., on a social network analysis of one of our Sanctuary goat groups, which was compared to caregiver reports of goat relationships, and shared with our animal care staff to inform future care decisions. Our ongoing Joys of Learning study seeks to explore the complex emotions chickens experience while learning. Finally, our long-term PTSD study will assess whether newly rescued residents who have histories of trauma exhibit symptoms consistent with post traumatic stress disorder.

With the addition of an animal welfare scientist on staff, our research and shelter teams have begun to collaborate on projects designed to improve the lives of our residents, including the



formation of an internal working group designed to enhance care practices and increase our animals' agency through research, systematic data collection, and to the best of our abilities, viewing the world through the perspectives of our residents. Through these and interrelated research initiatives designed to identify who farmed animals are cognitively, behaviorally, and emotionally at both the individual and species levels, our new research program aims to advance welfare practices beyond our shelters and throughout the Sanctuary movement at large, while also changing the way people see farmed animals.

Additionally in 2021, our research team partnered with Dr. Lori Marino, founder of The Kimmela Center for Animal Advocacy, for a program exploring personality, cognition, emotion, and social complexity in sheep. Our Research Director also published an article in The Springer Encyclopedia of Animal Cognition and Behavior entitled "Animal Emotion in Farmed Animal Welfare Assessment."



# Food System Research Initiative Launched

In line with Farm Sanctuary's strategic priority to shift agriculture to a just and sustainable system, we formally launched our Food System Research Initiative in March 2021 with the addition of two new staff positions: Senior Future Food System Manager and Policy Specialist. Understanding that a vision for what our food system could look like will be critical to educating and inspiring lawmakers and the general public, our food system research team, in collaboration with our legal and education departments, began ongoing work to build out a research plan utilizing both quantitative and qualitative research, including the lived experience of marginalized communities, to create an evidence-based food system vision.

Over the course of 2021, our team performed case studies of existing land trusts and worked with a pro bono legal consultant to investigate potential vehicles for shifting land and resources to plant-based agricultural models, while supporting communities on the frontlines of food justice work. Our research and legal teams worked jointly to perform an analysis of the current federal and state policy landscape to better understand what initiatives are politically viable and desirable in the current moment to advance our policy work in collaboration with legislative offices. Our team also reached out to various mission-aligned organizations to better understand issues facing actors across the current food system. Finally, an analysis of



existing social science and just transition frameworks was performed to lay the groundwork for our research vision and policy work.

# advocacy



**L**egislation has the potential to lessen the suffering of millions of animals with the passage of just one bill. In the decades since our founding, Farm Sanctuary has led numerous campaigns to secure the passage of federal and state laws protecting animals in industrialized agriculture from the cruelest abuses and confinement. While we sustained our long fight for farmed animals in 2021, we also pursued expanded opportunities to unite with coalition partners and activists across aligned interests to advance measures to incentivize an environmentally just and socially equitable plant-based food system.

# Federal Efforts to Shift the Food System

## **Farm Sanctuary Endorses Farm System Reform Act**

In July, Farm Sanctuary joined farmer, worker, health, and environmental organizations as official endorsers of the Farm System Reform Act (FSRA) (HR 4421/S 2332), a critical piece of federal legislation that will get us closer to ending factory farming. The bill was reintroduced by Senators Cory Booker (D-NJ), Elizabeth Warren (D-MA), and Bernie Sanders (D-VT) and Representative Ro Khanna (D-CA). If passed, the FSRA would mean: no new large factory farms or expansions of existing factory farms; phasing out the largest factory farms by 2040; leveling the playing field for family farmers; holding corporations responsible for pollution and other egregious harms; and \$10 billion per year over 10 years for farmers who transition out of factory farming.

## **Federal Comments Submitted on Food System Supply Chain**

In June, USDA Secretary Tom Vilsack called for a holistic and transformative review of the food system supply chain. Farm Sanctuary's food system team, together with the Center for Biological Diversity, responded with federal comments, uplifting best-available science and lived experience to show how the current food system hurts farmers, workers, communities, animals, and our environment, and how we can shift federal investment to support more just,

sustainable, community-driven, plant-based food systems. Together, a "big tent" representing more than 19.9 million people, including thousands of farmers, 17,000 physicians, and more than 375,000 workers, joined our call to transform the food system in ways that benefit people, animals, and our shared environment.

## **Coalition Lawsuits**

### **VICTORY! Farm Sanctuary Wins Public Access to Slaughter Records (AWI v. USDA)**

In a significant victory for transparency and accountability, the USDA agreed to post slaughter records on its website to settle a lawsuit brought by Farm Sanctuary and the Animal Welfare Institute. The lawsuit, filed in federal court in 2018, alleged that the USDA failed to proactively disclose records relating to the enforcement of two laws—the Humane Methods of Slaughter Act and the Poultry Products Inspection Act—as required by the Freedom of Information Act. These records routinely expose inhumane treatment of animals at slaughter facilities and are critical to our efforts to educate the public and hold the agency accountable to enforce what minimal legal protections farm animals have. The court approved the settlement on January 3, 2022, and the records are now available online.

### **Farm Sanctuary Bird Flu Lawsuit Proceeds (HSUS v. USDA)**

In March, a federal judge in California cleared the way for our lawsuit to proceed challenging the USDA's irresponsible bird flu response plan



that incentivizes the cruel confinement of birds in factory farms and increases the risk of disease outbreaks. The lawsuit, brought in 2020 by Farm Sanctuary, the Humane Society of the United States, and Mercy for Animals, cites a 2015 outbreak of Highly Infectious Avian Influenza (“bird flu”), that led to the “depopulation” (mass killing) of approximately 50 million chickens and turkeys in 15 states and the expenditure of roughly \$850 million in taxpayer funds to try to contain the disease. The USDA moved to dismiss the case, but the judge denied the motion enabling the case to move forward.

### **Farm Sanctuary Lawsuits to Protect Pigs Move Forward (Farm Sanctuary v. Vilsack and Farm Sanctuary v. USDA)**

In June, a federal judge in New York ruled that two lawsuits brought by Farm Sanctuary and a coalition of aligned organizations against the USDA could move forward. One of the lawsuits challenges the agency’s longstanding failure to protect downed pigs—those who are too sick or injured to walk to their deaths—and humans who are exposed to increased risks of numerous drug-resistant and potentially fatal diseases from these animals. Farm Sanctuary filed the lawsuit in February 2020, after the agency denied our petition to ban the slaughter of downed pigs. The other lawsuit challenges the agency’s decision to eliminate limits on slaughter speeds and reduce oversight at pig slaughterhouses, exposing pigs to greater suffering and flouting federal humane slaughter, meat inspection, and environmental protection laws. Prior to the agency’s removal of speed limits, a slaughterhouse could kill a

maximum of 1,106 pigs per hour. Unlimited kill speeds would result in the deaths of approximately 11.5 million additional pigs every year according to USDA estimates. The USDA moved to dismiss both lawsuits but federal judge Elizabeth A. Wolford rejected the agency’s argument that the plaintiffs lacked legal standing to sue, allowing the lawsuits to proceed.

### **Farm Sanctuary Lawsuit to Protect Birds Moves Forward (AWI v. Perdue)**

In a potential victory for billions of birds, a federal judge in New York ruled in October that a lawsuit to require humane handling of poultry at slaughter could move forward. The lawsuit, filed by Farm Sanctuary and the Animal Welfare Institute in August of 2020, seeks to address the systematic mistreatment of poultry at slaughter, which can compromise food safety and meat quality in violation of the Poultry Products Inspection Act (PPIA). The lawsuit calls on the USDA’s Food Safety and Inspection Service (FSIS) to develop regulations governing the handling of chickens, turkeys, and other birds at federally inspected slaughter facilities. The USDA moved to dismiss the suit, but U.S. District Judge Charles Siragusa sided with the plaintiffs, who are represented by Harvard Law School’s Animal Law & Policy Clinic.

### **Farm Sanctuary Defends California’s Proposition 12 (NAMI v. Becerra and NPPC v. Ross)**

Farm Sanctuary continued to defend California’s Proposition 12 (Prop 12) against meat industry challenges in federal court, as part of a coalition of animal protection organizations. Prop 12,



which was passed in November 2018 with the overwhelming support of voters, criminalizes some of the worst forms of cruel confinement that animals experience on factory farms in California and bans the sale of certain animal-derived products in California. After the meat industry attacked the law in court in 2019, Farm Sanctuary and other groups intervened in two of the lawsuits. In June, the Supreme Court of the United States declined to hear the North American Meat Institute's case, and in July a federal appeals court affirmed a lower court's dismissal of the National Pork Producers Council's (NPPC) challenge to Prop 12. In December, NPPC appealed to the Supreme Court, and we are awaiting the Court's decision on whether it will review the case.

## State Legislative Activity

### **Farm Sanctuary Introduces Foie Gras Ban in Rhode Island**

In January, Farm Sanctuary staff and a member of our Board worked with lawmakers in Rhode Island to introduce legislation (H 5731/S 471) that would ban the production and sale of foie gras in the state. When the bill was set for hearing, we gathered experts and coalition partners to submit testimony in support of the bill and we sent action alerts urging our members to ask their legislators to support the bill. Although the bill stagnated in 2021 without a vote held, it was reintroduced early in 2022 (H 6663), and we will continue to advocate for its passage.

### **Farm Sanctuary Advocates to Ban Crates In New Jersey**

Farm Sanctuary joined the New Jersey Ban the Crates Coalition in January, supporting a bill (A 5236/S 3401) to ban veal crates and gestation crates in the state. After Farm Sanctuary President and Co-founder Gene Baur testified in support of the bill in February, committees in both chambers of the NJ legislature voted in favor of the bill. However, the 2021 legislative session ultimately ended without further action on the bill. The bill was reintroduced in January 2022 (A 1970/S 1298) and we will continue to advocate for its passage.



## Notable Actions

### February

In February, Farm Sanctuary sent a letter to President Biden and Vice President Harris, providing policy recommendations for the incoming administration to shift agriculture to a just and sustainable system.

We provided testimony in support of a Hawaii bill (SB 346) seeking to prevent the inhumane confinement of hens exploited in egg production on factory farms.

### March

In March, we endorsed the federal Safe Line Speeds During COVID-19 Act (S 713/HR 1818) which would prevent slaughter line speed increases during the COVID-19 pandemic.

### April

In April, we submitted testimony in support of an Oregon bill (SB 583) that would place a moratorium on mega-dairies with over 2,500 cows in the state, and we signed a coalition letter urging lawmakers to support the bill.

We provided testimony supporting California's Smart Climate Agriculture Program (AB 1289), a bill that would incentivize shifts from animal farming toward more sustainable plant-based farming.

### June

In June, we signed a coalition letter to California lawmakers urging that funds be appropriated to provide California school children with plant-based, nutritious meals, as envisioned by a California bill (AB 558).

### July

In July, we sent a letter to Massachusetts lawmakers in support of a bill (S 2481) that would strengthen cage-free standards for hens and provide enrichments enabling hens to engage in behaviors like nesting and dust-bathing.



## August

In August, we submitted comments together with a coalition of groups responding to the California Department of Food and Agriculture's draft regulations implementing Prop 12.

## October

In October, we submitted comments together with a coalition of groups responding to the USDA's framework to prevent and respond to emerging zoonotic disease threats, asking the agency to focus on the prevention of zoonotic disease outbreaks by addressing threats posed by factory farms.

## December

In December, we signed a coalition letter (sent in January 2022) to the U.S. Department of State requesting support for a resolution that would include animal protection as an essential policy concern of the United Nations Environment Programme (UNEP).



## Farm Sanctuary Members Act:

**12,014**

messages sent to lawmakers in opposition of the EATS Act (S 2619/HR 4999), a monumental threat to animals across the United States that would wipe out state laws banning the cruel caging and confinement of hens used in egg production, mother pigs, and calves raised for veal.

**10,243**

messages sent to the Secretary of Agriculture calling for No Downers, asking him to extend the ban on the slaughter of “downed” cattle to include sick and injured pigs.

**8,784**

messages Speaking Out Against Slaughterhouse Cruelty were sent to the Secretary of Agriculture asking for regulations to protect the approximately 9.6 billion chickens, turkeys, ducks, and other birds classified as poultry who are slaughtered annually and who are denied any protection under the Humane Methods of Slaughter Act.

**9,719**

messages sent to officials urging them to save California’s historic Proposition 12 in the face of industry challenges.

**9,282**

messages sent to lawmakers asking them to cosponsor the Farm System Reform Act (FSRA) (HR 4421/S 2332), a critically important piece of federal legislation that will get us closer to ending factory farming.

**3,757**

messages sent to lawmakers urging them to cosponsor Healthy Future Students and Earth Pilot Program Act (HR 4108), which would create a voluntary grant program for school districts to provide healthier, climate friendly, and culturally appropriate plant-based entrée options to students, improving access to nourishing foods.



**53,799**

**People Took Action**

**80,018**

**Actions Taken**



# public awareness



**F**arm Sanctuary engages people across the country and around the world in our work, reaching an aggregate audience of 1.9 million people globally through our Public Awareness initiatives in 2021 alone. As a leading force in the animal rights movement since 1986, we are regularly called upon by many of the world's major news outlets for commentary across print, television, and digital, and we collaborate annually with world-renowned A-list celebrities, media personalities, influencers, and changemakers to amplify our message of compassion.

## Social Media

**1.7M**

### Audience

**207,447**

new followers, across 5 social platforms

**15.9M**

engagements (likes, shares, comments)

**2,500**

posts published across 5 social platforms

**New Platform Spotlight:** In May 2021, we launched Farm Sanctuary on TikTok, quickly growing our audience to nearly 100K followers. Two of our videos went viral with 3.7 million and 2.5 million views. TikTok is one of the fastest-growing social media platforms with 1 billion active daily users. About 50% of TikTok users are under the age of 34.



## Farm Animals Make Internet History

In 2021, Farm Sanctuary's Instagram account, @FarmSanctuary, was nominated for a Webby Award in the highly competitive category "Social: Animals." Hailed as the "Internet's highest honor" by The New York Times, The Webby Awards, presented by the International Academy of Digital Arts and Sciences (IADAS), is the leading international awards organization honoring excellence on the internet.

**"Nominees like Farm Sanctuary are setting the standard for innovation and creativity on the Internet," said Claire Graves, Executive Director of The Webby Awards. "It is an incredible achievement to be selected among the best from the 13,500 entries we received this year."**

As the only non-canine contender, our nomination affirmed the power of farmed animals' stories to engage people on a global scale, inspire conversation, and motivate change. It implies a seismic cultural shift in the way our society is beginning to view them.

## **FarmSanctuary.org**

Our website met a major milestone reaching more than **1,000,000** unique visitors in 2021. Redesigned in 2020, our website serves as a resource for thousands of people every month. The site is educational and full of hard truths about animal agriculture and the issues that fuel our mission every day. But it is also inspiring and loaded with the stories we all love of the survivors who make it to Sanctuary.

A cornerstone of our redesign strategy was a comprehensive look at individual farm animal species—their origin, their biology, their sentience, and ongoing research into the ways they relate to each other and to the world. Our Species page is our highest performing page through organic search.

82% of user traffic that entered the website through an individual species page was by means of organic search engine traffic.





Following the redesign of our website, Farm Sanctuary won a Gold AVA award for web production. The AVA Digital Awards is an international competition that recognizes excellence by creative professionals responsible for branding and strategy, plus the planning, concepting, designing, and production of digital communication. The awards are run by the International Association of Marketing and Communications Professionals.

## 2021 Engagement Highlights

- Our rescue collaboration with Grammy Award-winning songwriter Diane Warren and Vice President of Social Compassion in Legislation Simone Reyes, and countless others in the Los Angeles community, made international headlines in June of 2021 when 40 cows escaped a slaughterhouse in Los Angeles and Farm Sanctuary was able to rescue two.
- Farm Sanctuary petitioned President Biden to truly honor the presidential turkeys pardoned over the holiday season and let them live their lives at Farm Sanctuary. The petition was led by 11 celebrity endorsers including Billie Eilish, Joaquin Phoenix, Rooney Mara, Ricky Gervais, Natasha Lyonne, Margaret Cho, Dave Bautista, Mena Suvari, Alan Cumming, Maggie Baird, and Mayim Bialik. Our message of compassion was seen **915,327 times across social media and 21K people signed the petition.**
- Supporter Paul Wesley narrated the Farm Sanctuary written and produced video ["A World of Harm"](#)— an illustrated look at our broken food system and how we got here. The piece was the opener of our 35th anniversary event The Power of Sanctuary and since then has been seen by 37,000 people on YouTube.



## Media Relations

Our op-eds and news articles are designed to reach an aggregate audience of hundreds of millions of people across the country and around the world, regardless of whether they identify as vegan, plant-based, or even veg-curious. In reaching them where they are—in the mainstream—we work to shift their perspective, planting seeds that a more compassionate lifestyle is possible.

### BuzzFeed

35 Stories Of Animals Being Rescued To Help Brighten Your Day

*Potential Reach: **53.3 Million***

### BAZAAR

Rooney Mara Opens Up About the “Special Meaning” of Mother’s Day as a New Mom

*Potential Reach: **14.3 Million***

### USA TODAY

If you’re an animal lover, you’ll want to know about these 10 amazing places to stay

*Potential Reach: **54.3 Million***

### teenVOGUE

Thanksgiving: How to Adopt a Turkey From Farm Sanctuary

*Potential Reach: **4.41 Million***

### NOW THIS

Cows Who Escaped CA Slaughterhouse Arrive At Sanctuary

*Potential Reach: **18M** Facebook, **2.7M** Twitter, **3.1M** Instagram, **1.63M** YouTube*

### RollingStone

Bob Weir, Billie Eilish to Take Part in Farm Sanctuary’s 35th Anniversary Livestream

*Potential Reach: **15.9 Million***

### THE HILL

Billie Eilish, Ricky Gervais join call for Biden to release ‘pardoned’ turkeys to Farm Sanctuary

*Potential Reach: **16.1 Million***

### People

Joaquin Phoenix, Rooney Mara Urge People to Adopt, Not Eat, Turkeys this Thanksgiving

*Potential Reach: **34 Million***

### DAILY NEWS

What Americans owe our animals

*Potential Reach: **6.2 Million***

### Los Angeles Times

Column: Apocalypse, cow — our growing drought and the great L.A. cattle escape

*Potential Reach: Print **690,870** / Online: **25,864,506***

# events & experience

**T**he pandemic provided continued opportunities throughout 2021 to reimagine our public programming and focus on the development of inclusive and accessible visitor experiences and events intended to ensure that all who engage with Farm Sanctuary, whether in person or virtually, feel a true sense of belonging. We brought together audiences old and new for significant exchanges of insights and inspiration that deepened our supporters' connection to our mission, and we fostered a continually more diverse and vibrant sanctuary community and network of thought partners.

## Farm Sanctuary Marked 35 Years of Lifesaving Work

So many of you were by our side celebrating Farm Sanctuary's 35th anniversary throughout the past year, helping us leverage this important milestone for the farmed animal protection movement by contributing to our 35th anniversary campaign efforts, and joining us as we reflected on 35 life-changing moments from our founding through the present day.

Our festivities culminated in October, when our community of friends from across the country convened virtually for our grand celebration of [The Power of Sanctuary](#). We were joined by special celebrity presenters and guests

including James Cromwell, Billie Eilish, Debra Wilson, Edie Falco, John Lewis, Kate Mara, Persia White, Alicia Silverstone, Dominick Thompson, Bob Weir, Paul Wesley, and Bellamy Young. We recognized changemakers in our movement, presenting the 2021 Food Justice Award to Baltimore-based vegan activist Brenda Sanders and our Compassionate Community Award to actress and nonprofit founder Maggie Baird. The milestone event reached an audience of over 928,000 people.





Farm Sanctuary remains grateful to all who helped us mark this very special year, and to our many allies and advocates who also joined us in celebration, including Presenting Sponsors GoMacro, Miyoko's Creamery, and explore.org, a direct charitable activity of the Annenberg Foundation, and our Supporting Sponsors, Treeline and Beyond Meat.

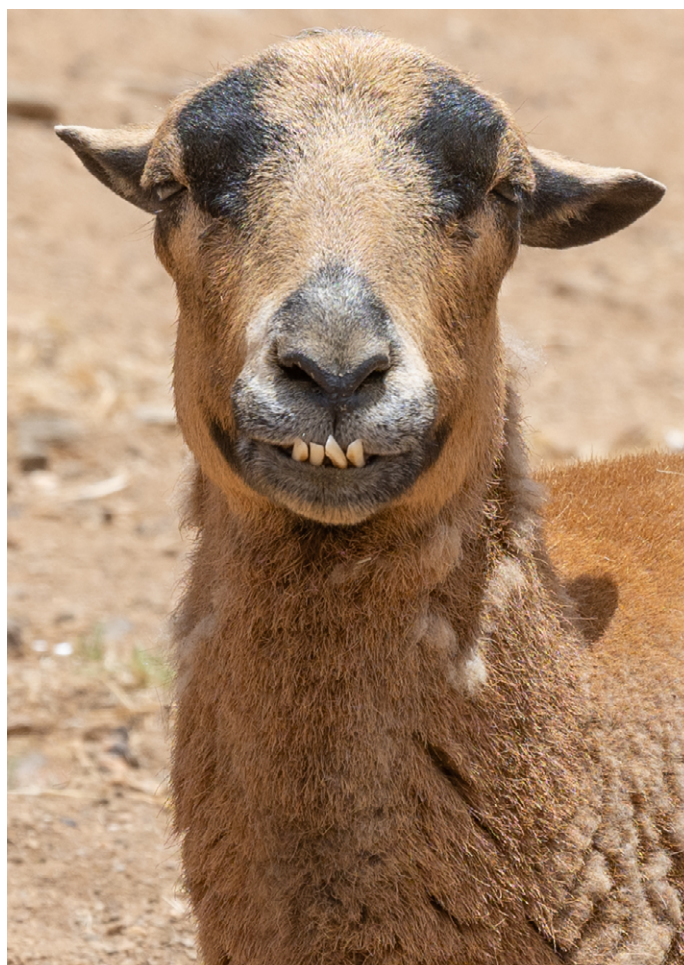
## **Our Sanctuaries Reopened to the Public**

After a 15-month pandemic-related closure, our teams came together to launch the grand reopening of our New York and California Sanctuaries for public tours in July. New precautions were put in place to prioritize the health and peace of mind of everyone at our locations. The reopening of our B&B Program in Watkins Glen soon followed, with our cabins and cottages quickly booking out for the season. One could not help but be moved and inspired witnessing visitors reconnecting with our residents for the first time in a long time. It was an important reminder of the power that sanctuary holds to touch hearts and change minds. By the close of the year, our team had welcomed back over 3,500 visitors between our Watkins Glen and Acton Sanctuaries.

## **Leadership Member Events Launched**

As part of our annual anniversary commemorations, Farm Sanctuary implemented our first joint program series for our Friends of Hilda Club and Maya's Legacy Society Members,

our invaluable donors who help advance our work now and in years to come through their leadership support and estate plans. Our inaugural Leadership Member Event (LME) took place virtually on April 17, which marked the day of our founding in 1986. Our 2021 LMEs included heartwarming stories of our longest living animals, highlights of the programmatic work taking place across our organization, and behind-the-scenes looks at the daily life of our animals and their caretakers. Our LMEs will remain grounded in ensuring that all of our Members feel connected to and engaged in the work that you ultimately make possible.



# leadership

Megan Watkins, Chief Executive Officer  
Gene Baur, President and Co-founder

## Board Officers and Directors

Nirva Kapasi Patel, Chair

Sandee Ting Simshauser, Vice Chair  
Naomi Sachs, Treasurer  
Chris Allieri, Secretary

Erika Allison  
Emily Deschanel

Deborah DiMare  
Robert Procaccianti  
Haile Thomas

## Meet Our New Board Chair

Nirva Kapasi Patel is the Global Policy Fellow in the Brooks McCormick Jr. Animal Law & Policy Program at Harvard Law School and a passionate advocate for animal welfare. She is a registered patent attorney, biomedical engineer, and executive producer for several plant-based films, including *The Game Changers*, *The End of Medicine*, and *Meat Me Halfway*. Nirva worked in animal advocacy in Mumbai, India, for close to a decade. She has also individually set into motion many U.S. advocacy campaigns, including successfully pushing to ban the sale of fur in Weston, Massachusetts, and demanding Jain temples across the nation remove ghee and dairy



from their offerings. Nirva serves on the International Vegan Film Festival board of directors and is an advisory board member of the Massachusetts Society for the Prevention of Cruelty to Animals (MSPCA).

Nirva holds a B.S. in Biomedical Engineering from Boston University, a J.D. from The New England School of Law, and an M.S. in Animals and Public Policy from Tufts University. Her passion for animals was predicated by the Jain philosophy of ahimsa (non-violence), which advocates a vegan lifestyle.

As Chair of the Board of Directors, Nirva is dedicated to furthering Farm Sanctuary's commitment to addressing the full scope of interrelated social injustices rooted in animal agriculture. She formerly served as Vice Chair before succeeding Emily Deschanel in her new role. Nirva lives in Boston with her husband, four children, and two rescued rabbits.

# looking ahead:

The past informs the present informs the future.

The new initiatives launched, the work undertaken, and the partnerships forged in 2021 make up the formidable foundation upon which Farm Sanctuary will bring about change tomorrow, the next day, and in decades to come.

It is change that will fulfill our vision of justice, equity, respect, and peace for all living beings.

It is a future that, to be realized, will not proceed as an easy journey, but a necessary one.

The year ahead will provide us with extraordinary opportunities to build off of the progress we've already made—to expand our impact, amplify our reach, and move closer toward the world we envision. Farm Sanctuary is committed to making the most of each and every one of these extraordinary opportunities. We are committed to bringing this future to fruition with you.

After all, united, we can accomplish anything.





# Thank You

FOR YOUR COMPASSION AND COMMITMENT.



