

2020

ANNUAL REPORT

Preventing the Next Pandemic by Ending Factory Farming



FARMFORWARD





Farm Forward CEO Dr. Aaron Gross and board member Jonathan Safran Foer wrote an op-ed for *The Guardian* called "We have to wake up: factory farms are breeding grounds for pandemics," launching Farm Forward's 2020 Pandemics and Factory Farming campaign.

Illustration: Eleanor Shakespeare/*The Guardian*

2020

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Letter From the Founder

The iron has never been this hot. In 2020, Farm Forward reached an unprecedentedly large and influential audience of millions with our messaging around the link between pandemics and industrial farming. Despite this success, it is clear to me that we have only just begun to realize how profoundly the post-pandemic world has changed, *and how much more favorable the new order is to transforming animal agriculture*. The price of social transformation has temporarily plummeted. This is an enormous opportunity for the anti-factory farming movement.

The public is still deciding what we really expect from the leaders pledging to protect us from future pandemics and, if we play our cards well, we can expect that part of the emerging normal will be a new level of opposition to factory farming and

increased openness to alternatives like regenerative agriculture and plant-based protein products. The public has generally accepted factory farms are cruel, which has created enormous new pressure on industry—pressure that is just beginning to mount—but the general public is still only dimly aware how the meat industry, especially the poultry industry, menaces public health by generating new potential pandemics. To build the will to end factory farming, we need to help the public connect the dots.

In the coming years we see unprecedented opportunities to win the public over to policies that would first put a moratorium on new CAFOs and then work to transform the future of agriculture in new directions. *But we are not the only ones working to take advantage of the extraordinary potential*

for change in the present moment: so is Big Ag. Industry achieved some major wins in 2020, including, for the first time, convincing a President to knowingly send slaughterhouse workers to their deaths for no other reason than to increase meat industry profits.¹ I can hardly believe those words are a statement of fact, but that is indeed what happened when Trump ordered slaughterhouse and meatpacking plants to reopen despite the obvious risk to workers (and the predictable result that slaughterhouse towns became COVID-19 hotspots). As Farm Forward Board Member Jonathan Safran Foer wrote in the *Washington Post*, “For years, we have knowingly destroyed our planet for the sake of a protein preference. Now, we are sending humans to their deaths.”²

Much is possible at this moment, but whether that potential is taken advantage of by the factory farm industry or advocates seeking a more humane, sustainable, and just farming system will be a matter of the resources each constituency can wield in the coming months and years. We need to fight like all heck, but if we can press our case at this crucial and influential time, the coalition we will unleash will be the beginning of the end of factory farming.

2020 began to rouse two new and massive constituencies who I predict will increasingly become vocal critics of factory farming: public health advocates concerned with pandemics, and racial justice advocates concerned with the plight of workers and farmers. Part of our challenge in 2021 will be to reach out to these new constituencies, join with them, learn with them, and grow

with them into a larger coalition capable of challenging factory farming as none of us could alone.

I founded Farm Forward in 2007 because there was not a single nonprofit in the nation specifically focused on ending factory farming. Building a coalition has been the goal from day one. This is why a crucial effort in those first years was supporting Jonathan Foer in the creation of the book we have always described as the fullest articulation of our organizational vision, *Eating Animals*. After helping make *Eating Animals* into an international best-seller, in 2018 Farm Forward helped make it into a critically acclaimed documentary narrated by Natalie Portman. Both the book and film gave enormous attention to the factory farming–pandemic link well before it became a timely topic; the book devoted an *entire* chapter to the topic back in 2009. This is why we were able to so quickly pivot and capture so many eyeballs. We were not starting from scratch.

Farm Forward had decided over a decade ago that the story that will finally build the public will to end factory farming will be multi-faceted. We knew then that animal suffering was a central part of that story, but so was climate change, the threat of pandemics, and the racist abuse of workers. In recent years, as more public attention

has been given to climate change, we have found increasing support to end factory farming from environmental groups, but before coronavirus, little support was found from public health advocates or those concerned with racial justice. Now all this is changing, slowly but decisively.

What we now have before us is a perfect storm in the making, the storm that will end factory farming. One front is the egregious suffering of farmed animals and the increasingly public desire to have food that is aligned with their values. Another front is the urgent need to fight climate change, which is simply impossible to achieve at a fast enough rate without dietary change. A third front is the threat of pandemics and the hard fact that most infectious disease is zoonotic. And a fourth front is the realization of the deep racism of the factory farm industry which this year sent people of color working in slaughterhouses to illness and death.

Without the present pandemic, the latter two of these four storm fronts might have taken years and millions of dollars to build. As history has unfolded, though, these fronts have blown in all on their own. Our task must be to seize this important moment.

The obvious job before Farm Forward is to continue and amplify our efforts to educate the public and influencers about the link between industrial farming and pandemics

in ways that can shift policy, investment, and law. The more funds we have to capture public attention this year the better we can do this work. The other dimension of this work is recognizing and undermining the ways in which industry seeks to capitalize on the COVID-19 moment. Here is where our recent efforts to expose humanewashing are crucial, for it is through humanewashing that industry seeks to create the impression that it is responsive to all these emerging new public concerns.

It is not an accident that the primary target of our humanewashing campaign, the One Health Certified label, is an attempt to improve the flagging image of the poultry industry as more consumers become concerned not only with cruelty, but with the health implications of eating sickly birds regularly dosed with antibiotics, especially during a pandemic. It is also not an accident that the people profiting from One Health Certified donated millions of dollars to Trump's campaign.³ Humanewashing, greenwashing, healthwashing and related forms of deception are the only way for industry to survive as the public becomes more knowledgeable. Ending the industry's capacity to deceive the public in this way before it is well entrenched is crucial.

The bottom line is that recent history has made sure the iron is hot, more than a

decade of organizational learning has made sure we are ready, and now is the time to strike.



Aaron Gross
Founder and CEO



- 1 <https://www.newyorker.com/magazine/2020/07/20/how-trump-is-helping-tycoons-exploit-the-pandemic>
- 2 <https://www.washingtonpost.com/opinions/2020/05/11/jonathan-safran-foer-meat-is-not-essential-why-are-we-killing-it/?arc404=true>
- 3 <https://www.newyorker.com/magazine/2020/07/20/how-trump-is-helping-tycoons-exploit-the-pandemic>



By the Numbers **Changing Farming**

4 Democratic presidential candidates responded to our Pandemics campaign. Senator Cory Booker and Marianne Williamson shared our op-eds on social media. We were interviewed by the campaign teams of Senator Bernie Sanders and President-elect Joe Biden, which led to Farm Forward's recommendations being included in a report on agriculture to the Biden administration.



4 Democratic presidential candidates



14 Cross-sector coalitions

14 cross-sector coalitions worked with Farm Forward on animal welfare, farmworker, and environmental issues in 2020.

35+ villages in India received free and subsidized veterinary care and animal welfare education through Farm Forward's grants in 2020, improving the lives of hundreds of farmers and thousands of animals.



35+ Villages

416 million + animals

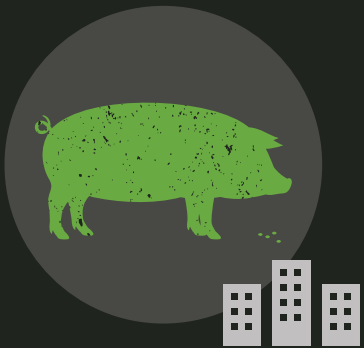


416 MIL+ animals are now certified by Global Animal Partnership every 15 months. Weaknesses in these standards do not ensure humane treatment but do reduce suffering. Farm Forward's leadership served on GAP's board from its inception until 2020, when we resigned in protest.



By the Numbers **Changing Policy**

28 large institutions are members of Farm Forward's Leadership Circles in 2020, each committing to serve "less and better" animal products.



28 Large institutions



90+ Jewish institutions

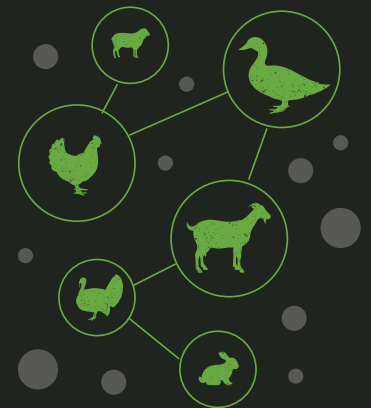
90+ Jewish institutions since 2016 (with 12 added in 2020) have made commitments to serving less and better animal products.

\$7.5 million of food purchased annually by San Francisco hospitals and jails will meet the standards of the Good Food Purchasing Program which, along with nutritional, environmental, and labor improvements, includes a commitment by hospitals to reduce meat purchasing by 15 percent and jails by 50 percent.



\$7.5 million

8 million + animals



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



By the Numbers **Changing Narrative**

30 educational presentations were delivered to more than 550 people by Farm Forward's Jewish Initiative for Animals in 2020.



30 Educational presentations

19K+
High school & college students



19K+ high school and college students have participated in our classroom Virtual Visits since they began in 2012, including 610 participants in 2020.

The internationally best-selling critique of industrial animal agriculture that anticipated today's concern with zoonotic pandemics by more than a decade, *Eating Animals* by Farm Forward Board Member Jonathan Safran Foer, has sold more than 500,000 copies in multiple languages. The book also inspired the critically acclaimed 2018 film of the same title featuring Natalie Portman and co-written by Farm Forward CEO Aaron Gross.



500K+
Copies of *Eating Animals*

5million +
people



5 MIL+ people were reached across all of Farm Forward's social media channels in 2020.

2020 Highlights

JANUARY DefaultVeg Launches



Farm Forward joins the launch of DefaultVeg, a new initiative of the Better Food Foundation to make plant-based foods the default wherever food is served. Farm Forward makes plant-based defaults a central ask in our own work with universities, cities, religious communities and other institutions.

FEBRUARY Creating an Anti-Racist Food System



Our team's commitment to integrate racial justice into our food system advocacy and to practice representation, equity, and inclusion (REI) in our organization continues and deepens in 2020. Six of our team members used professional development benefits this year to take part in REI and racial justice training programs, and then led a series of team presentations and conversations to apply new learnings to our operations, vision, and strategy for bringing about a future without factory farms.



MARCH Meeting the Need for Online Programs Amidst Social Distancing



Jewish Initiative for Animals (JIFA) offers six unique web-based Passover workshops to Jewish communities forced to cancel in-person gatherings. For example, when the Passover seder at a large Conservative synagogue is called off, JIFA works with their caterer to offer a webinar featuring DefaultVeg (plant-based) Passover recipes that community members can cook at home.



“Within the animal protection movement, Farm Forward is rightly recognized as one of the most visionary and effective advocacy firms going. We were so fortunate to engage with Ben Goldsmith and learn firsthand about the organization’s successes and its animating philosophies of justice and change.”

-LEAP at Yale Law School’s Faculty Co-Director and Joseph M. Field ’55 Professor of Law Doug Kysar

APRIL Teaching Corporate Campaigning at Yale Law School



Senior Strategist Ben Goldsmith speaks to the Law, Ethics, and Animals (LEAP) program at Yale Law School about Farm Forward’s experience with corporate animal welfare campaigns, particularly our successful campaign to get Unilever to commit to ending the practice of chick maceration.

MAY Pandemics & Factory Farming Campaign



CEO Dr. Aaron Gross and board member Jonathan Safran Foer write three op-eds about pandemics and factory farming published by *The Guardian*, the *Washington Post*, and the *New York Times*. Our new factory farming & pandemics video reaches more than three million people in 2020 and is translated into seven languages with vital information that has been largely missing from mainstream coverage of the pandemic, and our blogs on hybrid genetics and the poultry industry are cited in the *New York Times* and *The Intercept*.

In May alone, Farm Forward’s pandemic-related content **reaches nearly 1 million people** across our social media platforms.

JUNE Guiding Alternatives to Factory Farms



Executive Director Andrew deCoriolis facilitates a session for a Food Systems Dialogues event organized by 50by40. The session, “Just Transition—how we support a transition from industrial animal production to agroecological farming using traditional breeds and native crops,” explores alternative models to factory farming. Among others, the dialogues are hosted by David Nabbaro, the COVID-19 envoy for the Director General of the World Health Organization (WHO).





AUGUST

Advising Joe Biden's Ag Policies



A committee of antitrust and agriculture experts convened by the Biden presidential campaign reach out to Farm Forward to solicit our expertise. Their report to the Biden Transition Team includes a recommendation, written by Farm Forward, that the incoming administration appoint a presidential commission to evaluate future pandemic risk of industrial animal agriculture.

OCTOBER

TEDx Talk on DefaultVeg



Director of Outreach Ilana Braverman delivers a TEDx Talk called "Moving Beyond a Hamburger Default World" for TEDxCherryCreek's Climate Countdown, in which she lifts up the necessity of transforming our food culture to address climate change, and the power of changing defaults to nudge people to shift what they eat.

NOVEMBER

Strategic Knowledge and Guidance for Funders



In the fall we publish two reports produced by Farm Forward's consulting team for a client in the philanthropy sector. Aimed at informing the work of farmed animal funders and advocates, the first report analyzes 16 strategies of the Farmed Animal Protection Movement. The second report focuses on opportunities to advance farmed animal welfare in the regenerative agriculture movement.

DECEMBER

Exposing Humanewashing in Welfare Certifications



Farm Forward's white paper, "The Dirt on Humanewashing," exposes the pervasive industry use of deceptive marketing and "humane" labels to undermine real advocacy efforts to improve conditions for farmed animals. Our findings, which have since been covered by and affirmed by Civil Eats, the Government Accountability Project and *Consumer Reports*, are the basis for our new campaign against humanewashing. Our campaign empowers consumers and advocates who are concerned about animal cruelty and the public health implications of consuming sick animals to demand real and meaningful changes from the companies that raise animals for food and the agencies that regulate them.

Unprecedented Media Reach amidst COVID-19

In 2020 Farm Forward launched a new campaign focused on the links between factory farms and pandemic diseases. The campaign builds upon what we have long argued: reforming industrial animal agriculture is the public health measure that would most dramatically reduce the risk of another pandemic virus.

In May, our CEO Dr. Aaron Gross and board member Jonathan Safran Foer co-authored an op-ed in [The Guardian](#) highlighting the unique danger that industrial chicken farming poses to public health.

This piece led to an invitation from the [Washington Post](#) to Foer to write an op-ed about Trump's executive order to keep slaughterhouses open during the pandemic, and from the [New York Times](#) to write an op-ed about the moral and existential need for drastic reductions in meat eating. Dr. Gross consulted closely on both pieces with Foer.

"The End of Meat" was the second most popular New York Times article the week it was published and tenth highest trending news story on Twitter within a few hours of its publication.



Kailey Whitman for *The Washington Post*

**The
Guardian**



**The
Washington
Post**

The impact and reach of these articles is unprecedented in Farm Forward's 12-year history and gave us opportunities to draw public attention to serious and overlooked problems within factory farming, such as the abusive use of hybrid genetics in modern chicken breeding.

In 2020, Farm Forward's other earned media included coverage in *Civil Eats*, *Engineering & Technology*, *Feedstuffs*, *Food and Environment Reporting Network (FERN)*, *The Intercept*, *One Green Planet*, *Million Dollar Vegan Podcast*, *The Progressive*, *VegWorld Magazine*, *Vox*, and many others.

Supporting a Diverse and Interconnected Movement

Bringing about systemic food system change, including the end of factory farming, requires a strong movement of empowered stakeholders representing diverse issues. Over the past 12 years Farm Forward has helped to strengthen this movement by providing subsidized and pro-bono consulting services to animal and food system advocacy groups including the ASPCA, Global Animal Partnership, and Compassion in World Farming, companies like Blue Apron, and dozens of academic and nonprofit organizations.

We've helped incubate two new organizations—the Better Food Foundation and CreatureKind—and have raised several

million dollars for exciting projects led by a variety of groups and leaders with a special emphasis on securing funding for female-led and BIPOC-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, labor, farming, and climate advocacy.

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



The Mexican animal advocacy organization, Liberum, is one of the groups that Farm Forward and our partner organization, the Better Food Foundation, support through fundraising and web development.





DEFAULTVEG



JIFA

WEB RESOURCES for the movement: In 2020 our fantastic web team, led by Don Bradford, made improvements to our own web platform and built websites and web tools for several other nonprofit animal organizations. These include new plant-based recipe search features on the DefaultVeg website, the new site for Shamayim: Jewish Animal Advocacy, and a legislative email-collecting tool and “tweetstorm” tool for the Mexican animal advocacy group, Liberum.

THE BETTER FOOD FOUNDATION

—An independent 501(c)3 nonprofit, launched by members of Farm Forward’s team in 2017, the Better Food Foundation promotes dietary change campaigns and supports vegan leadership. The Better Food Foundation is spearheading DefaultVeg, a campaign that Farm Forward and other groups have adopted in our institutional food policy work.

CREATUREKIND —Founded in 2014 and now incorporated as an independent 501(c) nonprofit organization after years of incubation and support by Farm Forward and the Better Food Foundation, CreatureKind promotes animal welfare and plant-forward diets in Christian communities.

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.



Changing Farming



**Farm Forward works with farmers
to build alternatives to industrial
animal agriculture and develop food
systems that put animals, farmers,
and communities first.**

Driving Agricultural Policy Amidst Pandemic Concerns

Farm Forward stepped up its work to influence public policy in 2020 in light of our unique expertise and voice regarding pandemics and factory farms. Highlights included advising the Biden Administration's campaign team on the risks of industrial animal agriculture, being interviewed by a member of presidential candidate Bernie Sanders's team about their own platform, and supporting—through media interviews, blog posts, and social media campaigns—the Farm System Reform Act authored by Senator Cory Booker (D-N.J.) and Congressman Ro Khanna (D-CA).



Photograph: Jacquelyn Martin/AP



Holding Animal Welfare Certifications Accountable

In 2020, in order to more effectively advocate against increasing problems with humanewashing, Farm Forward resigned in protest from the board of Global Animal Partnership (GAP), the US's largest legitimate animal welfare certification. Farm Forward team members have served on GAP's leadership and board since its founding and the decision to leave was a difficult one. Our CEO Aaron Gross issued a statement noting that "we are proud to have been among the very first supporters of GAP's vision" but that GAP's original vision has been compromised and ultimately abandoned. In recent years, GAP has altered fundamental aspects of its operations in ways that ensure companies can continue to benefit from the halo of GAP certification even if their animal welfare

standards are *declining*. We find that GAP is no longer an effective tool for systemic change, but is increasingly a marketing scheme functioning to benefit massive corporations that raise animals on industrial farms. More details are shared in our blogs.

Farm Forward has helped to develop welfare certifications like GAP when we considered them to be effective at challenging factory farming, but we will not continue to support certifications that function to *entrench* factory farming. Our resignation has already catalyzed new conversations and collaborations with journalists, legal experts and consumer advocates who have opened doors to more powerful ways we can hold industrial animal agriculture accountable.



Farms that may look like this one, in which animals may suffer under only minimally-better conditions than conventional farms, benefit from the "halo effect" of the tiny number of farms that raise animals the way most consumers imagine: on pasture and with heritage breeds.



HOLDING ANIMAL WELFARE CERTIFICATIONS ACCOUNTABLE



Kailey Whitman for *The Washington Post*

Campaigns to Transform Agriculture

Through coalitions and partnerships, we supported diverse campaigns in 2020:

- Through Venceremos's "Week of Action Against Tyson Foods Inc.," we demanded that Tyson address the rising number of COVID-19 cases affecting workers;
- As members of the Stand Up To Factory Farms Coalition, we urged the California Air Resources Board to prevent the environmentally destructive "mega-dairy" industry from exploiting the Low Carbon Fuel Standard program to sell biogas a "clean fuel;"
- With the Center for Biological Diversity, we filed an emergency legal petition against USDA for cruel 'depopulation' methods—the mass killing of animals on factory farms;
- In response to President Trump's executive order to keep meatpacking plants open during the pandemic, we joined nearly 100 food, labor, and environmental allies who called on OSHA to protect frontline food workers;
- We provided social media and other support for Marylanders for Food and Farm Worker Protection, and North Carolina Worker Week of Action.

For more campaigns we supported this year, see "Changing Policy."





Supported by our funding, the father-son veterinarian team of Prakrithi treats animals as part of a day-long veterinary camp in one of the 35 villages they serve. This year they also provided care for animals abandoned because of COVID-19.

Collaborating Remotely to Resist Factory Farming in South India

Farm Forward provides support to Prakrithi, a local sustainability organization in the Indian state of Tamil Nadu led by a father-son team of veterinarians and animal welfare advocates. Our funding allows Prakrithi to provide free and subsidized veterinary care and animal welfare education to more than 35 villages in the Nilgiris region, despite challenges caused by COVID-19. An important part of our work in India is supporting the protection of traditional agricultural practices—such as raising heritage poultry—as a pathway toward an Indian agricultural system that is more humane and sustainable than the American-

style factory farming model that encroaches on rural communities.

Our pro bono South Asia Advisor and Farm Forward board member, Dr. Krithika Srinivasan, is developing research plans with us to generate data and recommendations to better inform farmed animal protection efforts in India. Dr. Srinivasan was awarded a sabbatical fellowship by the University of Edinburgh allowing her to spend fall of 2020 and spring of 2021 doing research on farmed animal welfare in India.



Changing Policy



Farm Forward works to change the rules and guidelines that shape how food is produced and what people eat.

Keeping Institutions Engaged with Food Policies during COVID-19

Farm Forward assists institutional food providers—such as universities, corporations, and nonprofits—in changing the ways they source and serve food, both to shift dining in a more plant-based direction and raise standards for ethical sourcing of animal products. Our institutional campaigns include the Leadership Circle, Jewish Initiative for Animals (JIFA), DefaultVeg, and the Good Food Purchasing Program (GFPP).

2020 was a unique year for institutional and conference dining services, as many opera-

tions closed due to COVID-19. Nonetheless, our team grew our engagement with food services and food policy campaign partners through online training and content. We prepared dining staff to implement more plant-based, higher welfare dining practices once their conferences and institutions reopen. Our audiences included the American Medical Student Association, Harvard University, Tufts University, and many others.



Our audiences included the American Medical Student Association, Harvard University, Tufts University, and many others.





Yale University's Hillel—the Slifka Center for Jewish Life—joined our Jewish Leadership Circle.



Yale's and Central Florida's Hillels join Jewish Leadership Circle



Yale University

Farm Forward's Leadership Circle and Jewish Leadership Circle (JLC) reduce 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.

JIFA welcomed two new institutions into the JLC this year. Yale University's Hillel, the Slifka Center for Jewish Life, joined the JLC for higher welfare eggs. The University of Central Florida's Hillel joined the JLC's Plant-Forward Track, committing to serve more plant-based proteins and reduce animal products by at least 20 percent.



Good Food Purchasing Program expands in San Francisco and San Diego County



Farm Forward led the development of animal welfare guidelines for the Good Food Purchasing Program (GFPP), which works city-by-city to help coalitions of citizens concerned about animal welfare, buying local, workers, health, and the environment advocate for better food in our school districts and other public institutions.

Our team members also work in cities across the US—currently Chicago, Oakland,

San Diego, San Francisco, and Santa Clara County, California—to encourage municipalities and school districts to adopt GFPP. In 2020, after years of engagement in San Diego County, Escondido School District formally joined GFPP; they will work with us to reduce the amount of meat and cheese that they serve to students.



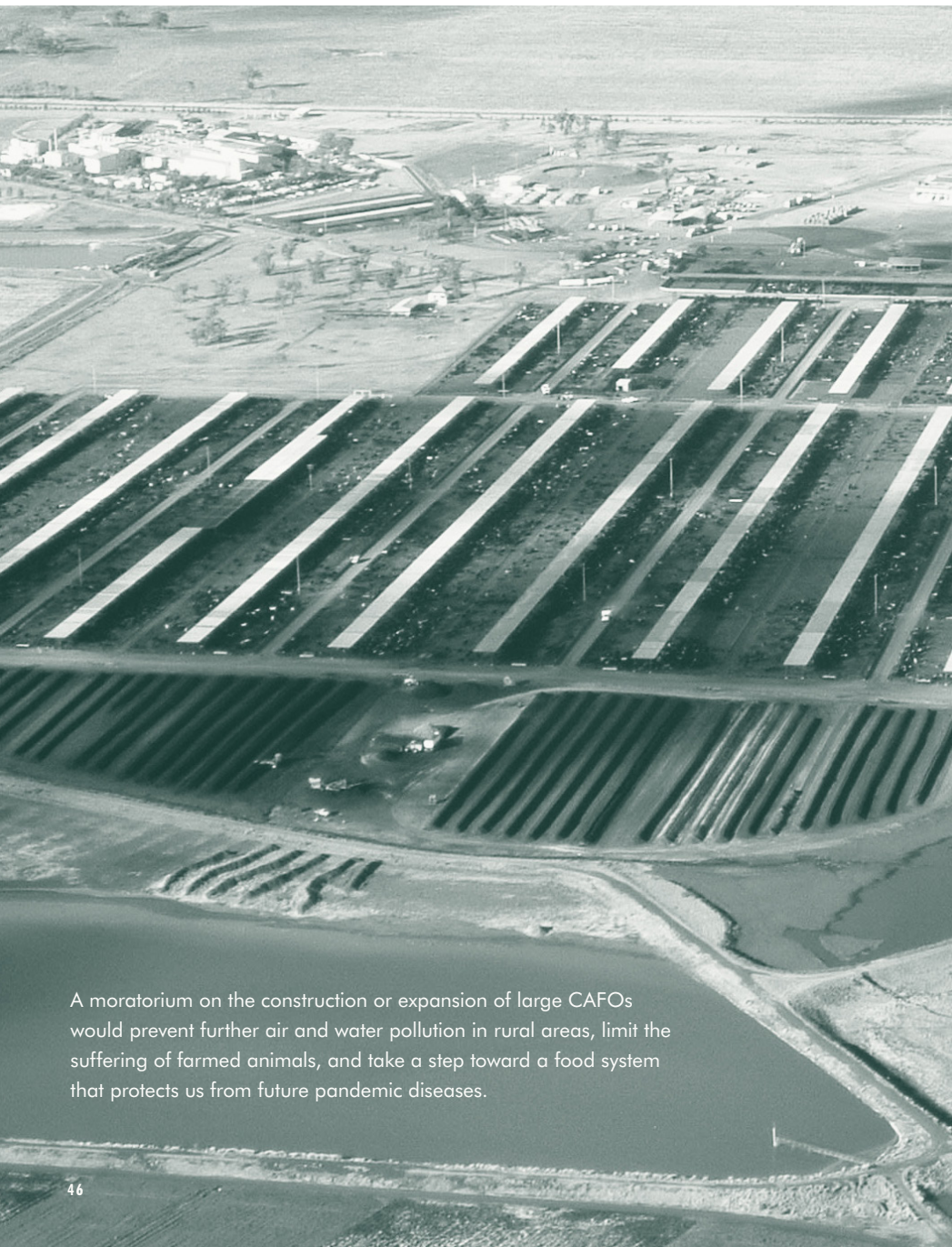
The San Francisco Departments of Public Health and Corrections adopted GFPP this year and have committed to reduce meat consumption 15 and 50 percent respectively by 2022 while improving nutrition levels overall.

\$7.5
million in food



San Francisco hospitals and jails buy \$7.5 million in food annually and this commitment will impact millions of meals per year.





A moratorium on the construction or expansion of large CAFOs would prevent further air and water pollution in rural areas, limit the suffering of farmed animals, and take a step toward a food system that protects us from future pandemic diseases.

Supporting Public Policy

Public policy and action campaigns that Farm Forward participated in this year included:

- Supporting the State Innovation Exchange, which works with progressive state legislators to advise on policy issues, and which named our Executive Director Andrew deCoriolis an advisor;
- Endorsing the historic Farm System Reform Act, introduced in both the Senate and House of Representatives, which if passed would place a moratorium on the construction or expansion of large CAFOs in the US;
- Supporting a statewide factory farming moratorium in Iowa;
- Endorsing “Children’s Act for Responsible Employment and Farm Safety,” which would end exploitative child labor in U.S. agriculture;
- Urging the United Nations Environment Programme to focus their efforts on sustainable and resilient plant-rich food systems and diets; and
- Calling on Congress to direct COVID-19 relief funds to small and midsize farmers and food chain workers who have been disproportionately impacted by the pandemic, rather than propping up corporate factory farms.



Changing Narrative



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

Bringing Anti-Factory Farming Education into Classrooms



Since 2012, Farm Forward has organized “Virtual Visits,” annual video conferences bringing acclaimed authors into classrooms. More than 19,500 educators and students have participated so far. On April 17, more than 600 participants from 22 countries met with theologian David Clough for a webinar discussion of animal ethics, the environmental and public health impacts of factory farming, Christian responses to these

issues, and the DefaultVeg campaign as a path to making positive change in our food system.

Farm Forward continues to get reviews from faculty who have participated in the Virtual Visits program over the years, about how Virtual Visits have inspired their students and influenced them to integrate more teaching about farmed animal ethics into their classrooms. For example, Dr. Kelly Johnson,

a faculty member at Cornell University’s veterinary school, wrote to us in 2020 about her class’s participation in the 2019 Virtual Visit with *Eating Animals* author Jonathan Safran Foer:

“After the session a vet faculty member and I designed and implemented a course titled ‘Animals as Food: Controversies and Conversations.’ It was an elective, discussion-based class that drew strict vegans and adamant meat eaters alike. I LOVED teaching this class, it has been one of the highlights of my career at Cornell.”

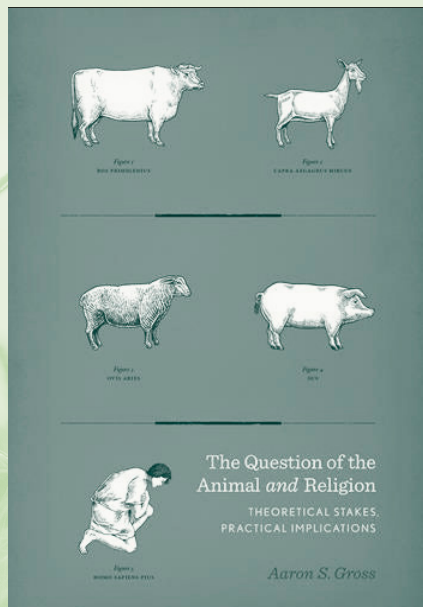
—Dr. Kelly Johnson, Faculty Member at Cornell University’s Veterinary School, October 2020

“This event was a really wonderful, extremely information-rich virtual talk and presentation! One of the best I have watched and listened to!”

—Annika Lundkvist, Editor and Founder of *Pacific Roots Magazine*, April 2020



New Food Studies Initiative Launches at University of San Diego



The University of San Diego (USD) Food Studies Initiative was launched in the fall by Farm Forward CEO, Dr. Aaron Gross; Farm Forward board member, Dr. Christopher Carter; and their USD colleague, Dr. Nick Riggle. The new initiative brings together concerns about social justice, animal welfare, racism and the environment, and was funded through USD's competitive Strategic Initiatives Funding Program, which is aimed at fostering a university in which "innovative changemakers confront humanity's urgent challenges." Farm Forward's Director of Education, John Millspaugh, is providing programmatic leadership to develop the initiative, and Farm Forward is co-sponsoring its inaugural speaker series.

The Food Studies Initiative already shows great momentum and support from students, faculty, centers across campus, and the

President's Office. Dozens of faculty from across USD's undergraduate and graduate schools have shown up to early meetings to express their enthusiasm for teaching courses in a new Food Studies Program and designing projects that engage students—on and off campus—in work to create a more just, sustainable, and compassionate food system.

Because of the initiative's emphasis on students as changemakers and using the campus as a "living laboratory," enormous opportunities exist for Farm Forward and other nonprofits to collaborate with the Food Studies Initiative and USD more broadly. We hope that USD's Food Studies Initiative will play an important role in making higher education part of the solution to our broken food system.

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.

In 2020, JIFA produced **new resources** to help Jewish communities bring animal welfare into their holiday practices, including a Haggadah Supplement (co-created with Hazon), a Passover guide on setting a conscious table, and a new text study guide on revisiting Shavu'ot's food traditions in the age of industrial animal agriculture and climate change.

In a year of social turmoil, JIFA joined with larger **justice campaigns** to press for change. JIFA was one of more than 600 Jewish American groups to express solidarity with the Black Community and Black Jews through the #Jews4BlackLives campaign, including in a full-page ad in the

JIFA DELIVERED 30 EDUCATIONAL PRESENTATIONS TO MORE THAN 550 PEOPLE IN 2020. HIGHLIGHTS OF JIFA'S PRESENTATIONS INCLUDED:

A Jewish values-based sustainable eating webinar for the Jewish Climate Action Network's (JCAN's) leadership and lay leaders—the first time JCAN has considered ethical food choices as a key part of their programming;

A workshop on “Food Ethics in Practice” for both the Society of Jewish Ethics and the Society for Christian Ethics, jointly offered with CreatureKind;

Presentations in partnership with Factory Farm Awareness Coalition about food and factory farming in Jewish schools and communities;

An event, co-hosted with Shamayim: Jewish Animal Advocacy, featuring Jenny Goldfarb—whose vegan deli has been lauded by the *New York Times*'s senior food critic—about her practices in context of Jewish food traditions, and how even Jewish food like corned beef can be made vegan; and

A Rosh Hashanah La'behemah (the Jewish New Year for Animals) presentation and youth letter-writing project to support the Farm System Reform Act at the Jewish Youth Climate Movement.



JIFA's message about the link between pandemic risk and industrial animal agriculture, and how the Jewish community can respond by shifting communal food practices, was picked up by **Jewish media**. The *Jewish Telegraphic Agency* published JIFA's op-ed on the topic, which was then republished by at least two other Jewish news publications (*JWeekly* and *Arizona Jewish Post*). A JIFA article on plant-based kosher foods was published in the *Times of Israel*, which also published JIFA's piece for the High Holy Days, "Repairing Our Relationship with Animals is an Act of Teshuvah."

**BLACK
LIVES
MATTER**

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Thought Leadership and Consulting

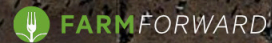
Farm Forward's research and consulting services draw upon the expertise of our staff, board members, and advisors to strengthen the movement to end factory farming. Most of our research and advice is provided pro-bono to nonprofit allies. We also offer tailored consultation to philanthropists, investors, and businesses whose work aligns with our mission, who are drawn to us because of our on-the-ground experience, network of trusted contacts, continually updating knowledge, and insider status in the farmed animal protection movement. Consultation fees subsidize our pro-bono work and support our direct advocacy efforts.

This year, we were proud to publish the first and second in a series of reports aimed at informing philanthropists. The first, titled ["The Farmed Animal Protection Movement: Common Strategies for Improving and Protecting the Lives of Farmed Animals,"](#) analyzes 16 strategies employed in farmed



The Farmed Animal Protection Movement

COMMON STRATEGIES FOR IMPROVING AND PROTECTING THE LIVES OF FARMED ANIMALS



SEPTEMBER 2020

animal protection work, and includes a “Glossary of Terms” that newcomers to the farmed animal protection movement will find helpful. The second, [“Regenerative Agriculture: An Agricultural Movement’s Alignment with Farmed Animal Welfare,”](#) explores the complex intersection between regenerative agriculture and animal welfare, as well as opportunities for—and barriers to—scaling regenerative agriculture in today’s market. In addition to these reports we wrote a memo about strategies funders can employ to help the regenerative farming movement remain resilient amidst the economic shocks of the pandemic, which we shared with Funders for Regenerative Agriculture (FORA).

Farm Forward joined the animal welfare advisory committee responsible for developing standards for the new Regenerative Organic Certified (ROC) label. In June, ROC launched a pilot framework that includes the animal welfare standards we helped to craft, and which are among the strongest of any standards used on animal product labels. The ROC program requires that certified producers be both Certified Organic and have a third-party welfare certification ensuring animals were raised primarily on pasture (Animal Welfare Approved, Certified Humane Pasture Raised, or Global Animal Partnership Step 4). This Spring, Patagonia Provisions launched their first line of ROC products, now available in their webstore.





The Dirt on Humanewashing

A FARM FORWARD REPORT ON CONSUMER
DECEPTION IN ANIMAL WELFARE CERTIFICATION

 FARMFORWARD

BETA | DECEMBER 2020

In December we released [“The Dirt on Humanewashing,”](#) a report aimed at informing campaigners, media, advocates, and producers about:

- what humanewashing is,
- the scale and scope of public deception by animal agriculture,
- how humanewashing is increasing,
- how animal groups have become complicit, and
- why “humane” certifications are not a strategy likely to defeat factory farming.

The white paper addresses such questions as “Do today’s animal welfare certifications help consumers identify meat, eggs, and dairy produced according to their own understandings of *humane animal care*?” (short answer: *no*) and “Do today’s welfare certifications do more good than harm?” (short answer: *no*). The report’s publication marks the launch of our anti-humanewashing campaign.

Farm Forward published 27 original articles on our blog, with in-depth pieces on topics including:

- *Poultry Genetics and Pandemics*
- *Farm Forward's Resignation from GAP*
- *Why We Need an Anti-Racist Animal Protection Movement*
- *The Promise and Perils of Food Technology*
- *Creating a Future Free of Zoonoses and Factory Farms*
- *The Farm System Reform Act*
- *Exposing Ag-Gag*
- *Antibiotics and Agribusiness*
- *Meatpackers, COVID-19, and the Defense Production Act*



The questions raised in our blog post, “The Promise and Perils of Food Technology,” require new research in order to inform advocacy. In 2020, Farm Forward encouraged academic researchers to develop proposals for analyzing the market dynamics of plant-based milks. One of those proposals, from Dr. Yizao Liu of Pennsylvania State University, won funding from the Food System Research Fund.

Two of our blog posts on hybrid poultry and modern poultry breeding were cited in an in-depth piece about factory farming by investigative reporter Glenn Greenwald at *The Intercept*, and led us to be interviewed by Civil Eats and *Engineering and Technology* about how factory farming contributes to viral mutation and pandemic risk.



Thank You to Our Supporters

Despite all the challenges the world faced in 2020, we saw numerous opportunities in this historical moment to enact changes to bring about a better food system. Envisioning this hopeful (and possible!) future was the subject of our end-of-year email campaign. We are thankful to our many supporters who have helped us hold fast to that vision and bring it a step closer to reality.



Stephani Adams
Tony Adams and Kate Lacouture
Ryan Andrews
Lisa Apfelberg and Eric Griesdorf
Vera Armstrong
Margaret Atwood
Benjamin Barer
The Barnwood Foundation
Judy Oliver Bash
Marilyn Battin
Catherine Bautista
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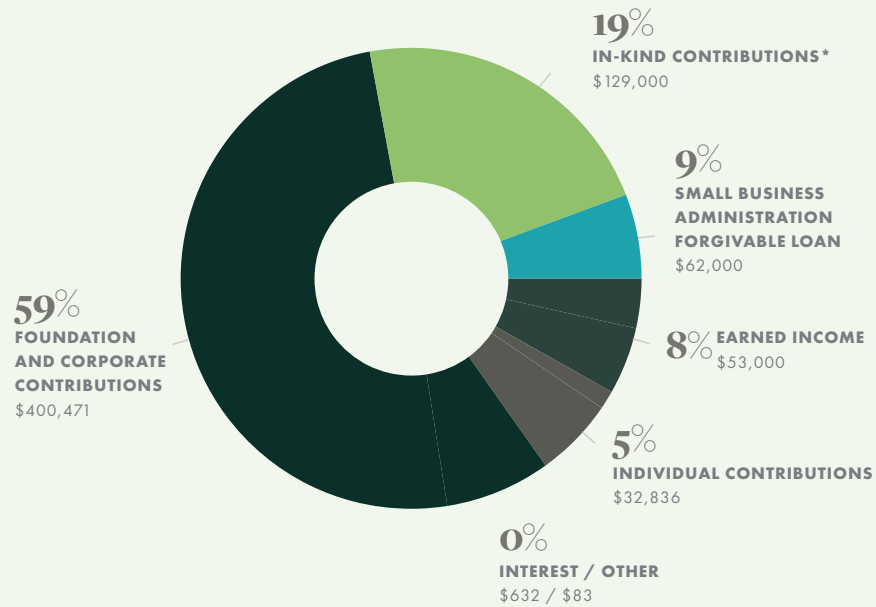


THANK YOU TO OUR SUPPORTERS

FF Financials



INCOME

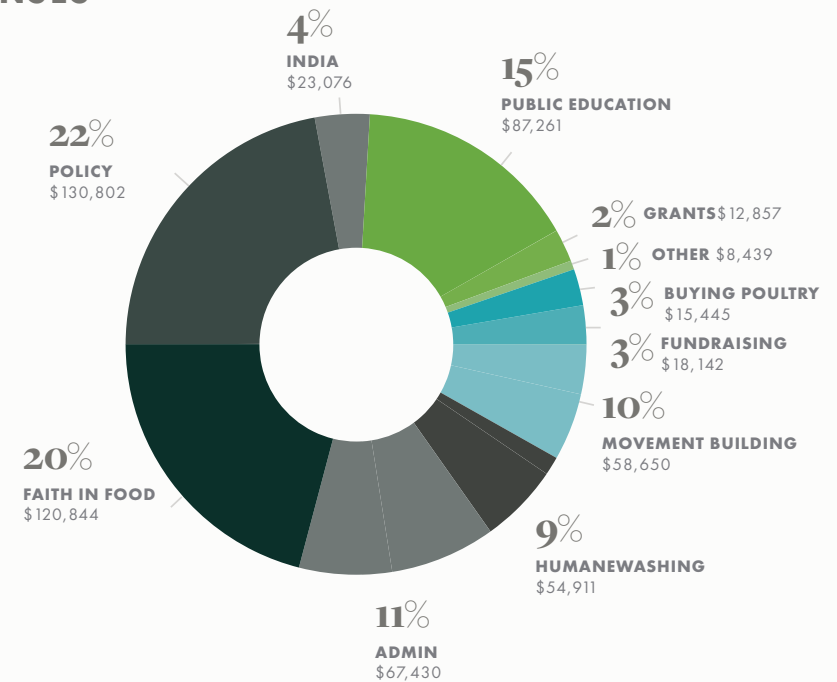


Total Income

\$678,022

*Farm Forward received in-kind contributions in 2020 in the form of professional services from our board members, including our CEO, who collectively donated more than 1000 hours of time to the organization.

EXPENSES



Total Expenses

\$597,858

Total Program Expenses

\$512,287

Financial Narrative

Thanks to the excellent work of our staff and the generosity of our supporters, Farm Forward was able to weather the changes brought about by COVID-19 without suffering a financial loss or disruption. While some of our supporters have had to reduce or halt their giving because of this year's events, other long-time supporters have increased their giving, and we have grown our overall base of supporters, aided by the new audience that our Pandemics and Factory Farming campaign has reached. We successfully applied for a forgivable government PPP loan, which is designed to help organizations retain their staff during

the pandemic. We also grew our revenue in 2020 from consulting services we provided to philanthropists and other clients.

As a result, we are happy to share that in 2020 we did not have to spend from our financial reserves, which will help us provide security for our team's salaries and weather uncertain financial times in the future. This stability is crucial as we stay the course with our urgent and timely work to expose the dangers of factory farms. During the next year, maintaining the capacity of our team so that we can complete the campaigns we have underway remains our priority.

Nevertheless, Farm Forward could be having a much greater impact if we had more funds to spend on our most successful current projects and on promising new initiatives. These include our Pandemics & Factory Farming campaign, our institutional food policy outreach, our work in India, and our animal protection advocacy in the Jewish community. Our work in these areas is making a powerful and immediate impact on the public and institutional policies that transform our food system, and each new dollar raised for these programs helps us reach more people at a time when our message matters. We are also seeking funds

to advance exciting new partner projects, including a new Food Studies Initiative at the University of San Diego, led by our CEO, Dr. Aaron Gross, and board member, Dr. Christopher Carter.

To discuss making a gift to Farm Forward, please contact our Director of Development, Jennifer Channin (jennifer@farmforward.com).



In Closing

Even though I've long known intellectually that the risks of pandemic diseases inherent to factory farming are real, I did not anticipate just how bright a spotlight the SARS-CoV-19 pandemic would shine on the dangers and failings of industrial animal agriculture.

As the pandemic unfolded, Farm Forward shifted into high gear to raise awareness about the connections between pandemics and factory farming, and to leverage that awareness to build support for long-term political reform.

This moment feels like a unique one, when people are open to telling and hearing new stories and when more of us are demanding change to ensure a safe and sustainable future.

The future is created by the stories we choose to take seriously. Building a humane and just food system requires the collective action of millions of citizens, scientists, farmers,

companies and advocates. To inspire action at that scale, we need new stories—stories about a different future, stories which are then brought to life and passed to and through people.

Looking back at this year's work to change agriculture, change policy, and change the story, I'm struck by the following highlights:

- We received unprecedented media coverage and engagement with our articles, blogs, and videos highlighting the pandemic potential of factory farming. The content was read and watched by millions of people.
- We started new conversations with political leaders and policy makers, including presidential candidates, senators, and state legislators. We hope to leverage these conversations to build support for the Food System Reform Act and other reforms at the state level.

- Unrelated to the pandemic, we published two reports providing a landscape-level perspective of the farmed animal protection and regenerative agriculture movements. We will use these and future reports to engage philanthropists and advocates to promote dialogue and new creative strategy and campaigns.
- And finally, we started a new chapter in our decade-long work to hold companies accountable through animal welfare certifications, with the release of a research paper closely detailing how corporate food companies use certifications to deceive consumers and shield themselves from public scrutiny.

Farm Forward has a unique perspective—one born out of thirteen years of working with food companies, farmers, food producers, and advocates—and in 2021 I'm eager to continue the work we started in 2020 to engage political leaders,

philanthropists, and advocates from other justice movements to build a safer, more humane and sustainable future for agriculture.

It is a pleasure and an honor to help lead this team. My staff and I would love to speak with you about ways that you can engage Farm Forward's work. Thank you for all that you have done to support our success. With your ongoing support, I look forward to seeing what we can accomplish together in the years to come.



A 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.**

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