



# **AnimalOutlook**

## **2024 Year in Review**

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# CONTINUED COMPASSION FOR THE YEAR AHEAD



As we step into a new year, I'm filled with both hope and determination for what lies ahead in our mission to protect animals. At Animal Outlook, we've witnessed firsthand how collective action can create meaningful change, and 2025 holds tremendous potential for advancing our cause even further.

The challenges we face in animal protection are significant, but so is our resolve. Every day, I see more people awakening to the reality of industrial animal agriculture and choosing compassion over cruelty. This growing awareness isn't just a trend – it's a transformation in how society views our relationship with animals.

As we begin our 30th year of advocating for animals, I invite you to join us in amplifying our impact. Whether it's sharing our message, embracing vegan choices, or supporting our work through donations, every action counts.

Thank you for standing with us in this crucial fight.

A handwritten signature in black ink, appearing to read "Ben Williamson". The signature is fluid and cursive, with a long horizontal stroke at the end.

Ben Williamson  
Executive Director  
Animal Outlook

# SHARE IN OUR VISION OF A CRUELTY-FREE WORLD



Behind every action at Animal Outlook is a promise that reveals why this work is so critical: We will not rest until no being has to suffer at the hands of animal agriculture. Animal Outlook stands at the forefront of creating fundamental change in how society views and treats animals, particularly those exploited within industrial farming systems. Through groundbreaking undercover investigations, legal advocacy, and food systems reform, we expose the harsh realities of farming and challenge the systems that perpetuate animal cruelty. Our mission extends beyond mere awareness; we strive to dismantle the roots of animal exploitation and build a more compassionate world where all beings are treated with respect and dignity.

At the heart of our work is a commitment to empowering people with the knowledge and tools they need to make kind choices. We believe that education is a powerful catalyst for change, which is why we develop comprehensive resources and programs that help individuals understand the impact of their daily decisions on animals. Through our

innovative outreach initiatives and compelling multimedia campaigns, we inspire people to embrace plant-based living and become advocates for animals in their own communities. Our approach combines strategic advocacy with practical support, making it easier for people to align their actions with their values.

As we build upon the body of work that has made Animal Outlook a leader in the world of animal protection, we'll continue to empower the public and hold corporations and institutions who fail in their duty to treat animals with respect accountable. We know that to create true systemic change, we need to challenge those who benefit from a system that puts profit over compassion by rallying the public to make their voices heard.

Over 97% of Americans believe that animals deserve more legal protections than they're currently afforded. Together, we can dismantle a system that so often fails to protect the most vulnerable beings among us. Thank you for sharing in our vision of a better world for animals.

# BY THE NUMBERS

A numerical look at AO's impact

## 13

Active legal cases currently being pursued by our legal advocacy team. Each case is focused on providing stronger protections for animals.

## 1,820

Nationwide volunteers working to help people make the connection between their ethics and a vegan lifestyle at vegfests, college fairs, and farmers' markets across the country.

## 480,000

Chickens who will be spared a life of suffering each year thanks to our first successful farm transition.

## 600,000+

People who engage with AO's advocacy online each month, helping to spread the message that all animals deserve compassion.



*A worker carelessly throws three live chickens at a metal transport crate. Foster Farms' website claims that the chickens it raises enjoy the "five freedoms," including "freedom from injury, pain, and disease," and "freedom from fear and distress." Our investigation reveals a stark contrast, showing anything but humane care.*

*A chicken with their head trapped in a transport cage. In our investigation, workers handled many animals at once, often for 14-18 hour and overnight shifts, forcing as many birds into the trucks as possible with no regard for the lives of the animals.*



## THE REALITY OF INDUSTRIAL ANIMAL AGRICULTURE

Animal Outlook is dedicated to going undercover at industrial animal agriculture facilities to expose the truth about what happens to animals in the food system. In 2024, our investigations took us to over a dozen Foster Farms facilities in California, where we uncovered shocking cruelty.

Sadly, the abuses we discovered are common to the chicken industry. AO continues to call for greater accountability for corporations who allow these practices to continue in their supply chains.



# ANIMAL OUTLOOK GOES INTERNATIONAL

While the core of our work will always remain focused on ending the use of animals in agriculture in the United States, AO expanded its impact in 2024 through two new additions to our programs: International Investigation Trainings, and the Farm Transitions Broadcast Program.

AO has been performing undercover investigations into industrial animal agriculture for over two decades. In that time, we've become experts in identifying facilities for investigation, placing investigators in the field while minimizing risk, working with law enforcement to hold companies accountable, and releasing our findings to the public. This wealth of expertise is now available to animal protection organizations outside the United States who want to learn how to

perform high level investigations in their own countries. AO's training program spans the entire investigation process, from hiring the investigator to working with the media once the investigation is complete.

Several organizations based in South America and Africa have already participated in the training with one organization, *Asociación para el Rescate y Bienestar de los Animales*, releasing their own investigation in the summer of 2024.

In a similar vein, our learnings from our Farm Transition program are available to similar organizations through our Farm Transitions Broadcast program. The Broadcast program synthesizes the lessons gained from years of research into the economics and agricultural details of transitioning farms and offers them to organizations who would like to help farmers achieve similar results in their own countries.



# AnimalOutlook's **FARM TRANSITIONS**

*Changing agriculture today for a better tomorrow*

## **A COMMUNITY APPROACH TO A GLOBAL PROBLEM**

### **Quick Facts**

- Each transition can remove hundreds of thousands of animals from the industrial agriculture system
- Farmers can often use existing infrastructure in their transition, such as converting a chicken shed to a greenhouse
- AO connects farmers with purchasers for their new crops
- Each transition is completely self-funded by the farmer

AO's Farm Transitions program took a huge step forward in 2024 with the groundbreaking for our pilot transition. Our partner farm, located in southern Alabama, is being converted to grow lettuce in transformed chicken sheds, supplying the Dothan school district with fresh produce. This initiative not only eliminates approximately 500,000 chickens annually from the food system but also creates a sustainable business model for farmers seeking alternatives to industrial animal agriculture. The project has already attracted interest from 12 additional school districts and Alabama's Department of Agriculture, demonstrating its potential for broader impact. As a proof-of-concept, this transition is sure to inspire other farmers to follow suit, creating a ripple effect that benefits animals, farmers, and local communities while building momentum for similar transitions nationwide.



Chicken sheds often house tens of thousands of birds. These structures get so crowded, it becomes difficult to see the ground. Through AO's Farm Transitions program, these sheds are being reimaged to grow produce for local communities.



Our Director of Farm Transitions, Angela de Freitas, reviews design plans at our pilot farm. AO offers farmers technical and agricultural resources and introduces the farmer to a network of services including financial advisors, loan providers, and potential customers for their crop harvests.

Our partner farmer tours a facility where lettuce is being grown. AO provides farmers with the technical resources to retrofit chicken sheds, like the one above, to grow produce. The end result is not only more prosperous for the farmer, but removes hundreds of thousands of animals from the food system.



# GIVING TOMORROW'S ADVOCATES A VOICE



In 2024, Animal Outlook's vegan advocacy program achieved significant milestones in making plant-based living more accessible. TryVeg.com experienced record engagement, where nearly 4,000 individuals signed the VegPledge, a promise to take the first step in their vegan journey.

In the world of corporate engagement, The Fight For Our Future (FFF) campaign outreached to over a dozen organizations and institutions to secure promises that no organizational funds would be used to buy nonvegan products for things like team luncheons and breakroom supplies.

A highlight of the year was our community-building initiative through the expansion of our volunteer network. Centered around the Animal Outlook Network, a brand new social-science backed training website, our team of nearly 2,000 volunteers has a suite of new resources to help them become better vegan advocates in their community.

Through strategic collaborations with influencers, health professionals, and community leaders, we've expanded our reach and credibility, making veganism more mainstream and achievable for people from all walks of life. These efforts have contributed to a measurable increase in people committing to and maintaining a vegan lifestyle.



## FROM CAGE TO COURTROOM; LEGAL PROGRESS IN 2024

AO's legal advocacy team continued the organization's reputation of being leaders in the legal animal protection field in 2024.

In November, we received word that the owner and manager of Jannat Farm, the subject of a 2022 AO investigation, would plead guilty to animal cruelty charges as a result of the evidence we provided.

In collaboration with Legal Impact for Chickens, we took action against Harvey's Market, a DC-based meat retailer, which was making false claims about the humane treatment of ducks and geese in connection with their foie gras sales. Due to our legal action, Harvey's Market

announced in December that they would cease selling foie gras.

Through all of our legal work, Animal Outlook looks to hold those in positions of power accountable and provide the public with the information to make informed choices about the purchases they make. That's why we, in collaboration with Richman Law & Policy, sued Alderfer Family Farm based on misleading and deceptive marketing claims it makes about its egg products. Alderfer, the complaint alleges, misleads consumers by marketing its eggs as laid by "Free Roaming" hens when many hens have no outdoor access at all. This is not only cruel to the animals in their supply chain, it misleads the public and creates confusion about how animals are actually treated in industrial animal agriculture.

When not in the courtroom, our legal team was active in sharing their expertise with the greater legal community as guest lecturers and professors at law schools and conferences throughout the country, as well as in publications such as NYC Law Review and USC Law Journal.

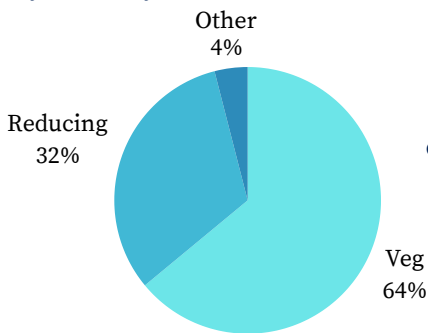
# THIS IS YOUR FIGHT

All of the critical work that AO pursues wouldn't be possible without the incredible outpouring of support from donors, activists, volunteers and vegans around the world. To everyone who took an action to stand up for farmed animals in 2024, thank you. You are the driving force behind creating a more compassionate world for animals. Below are just a few of the amazing ways you showed up for animals in the last year.



## 3,938

of you signed our VegPledge in 2024. Each one of you who signed made a commitment to a vegan lifestyle, resulting in millions of delicious meals that were completely cruelty free.



## 64%

of you reported that you ate no meat in 2024, with another 32% pledging to reduce your animal consumption in the coming year.

## 3,187

of you made a gift to Animal Outlook in 2024, joining the fight to protect animals and providing AO with the resources to do even more in 2025.

