



FARM **Farm Animal Rights Movement**

"Taking Animals off the Menu since 1976"

10 Billion Lives North American Tour Fact Sheet

- According to the USDA reports, nearly 10 billion land animals are killed each year for food in the US alone. The number of aquatic animals killed for food is not accurately reported but has been calculated to be even greater.
- The 10 Billion Lives public-awareness campaign is coordinated by Farm Animal Rights Movement (FARM) and offers incentives for people to view a four-minute video depicting the conditions of animals raised for food.
- The North American Tour is the most public and ambitious element of the campaign, traveling the country paying people \$1 each to watch the video. This tactic is called "pay-per-view" and has been popular in the animal rights movement since 2010.
- Prior to the 10 Billion Lives Tour, Farm Animal Rights Movement has employed the pay-per-view tactic via laptops and flat-screen monitors at festivals and college campuses. Onsite, 80% of participants pledge to eat fewer animal products after viewing, and over 60% of respondents to follow-up surveys report maintaining their pledges.
- This is the first time this tactic has been conducted on a national scale. In the first year of the tour, FARM expects to reach 100,000 viewers with the pay-per-view tactic and to compel thousands of others to visit the www.10BillionLives.org website, which offers a chance to win movie tickets in after watching the video.
- The 10 Billion Lives campaign and tour support a growing US trend towards concern for animals and a reduction in animal consumption. A 2003 Gallup poll demonstrates that 96% of Americans believe that animals deserve at least some legal consideration. More recent Harris polls indicate that nearly 33% of Americans deliberately eat meat-free meals at least sometimes, with 5% being fully vegetarian. An even higher number of teens (7%) are vegetarian.
<http://www.gallup.com/poll/8461/public-lukewarm-animal-rights.aspx>
<http://www.vrg.org/journal/vj2011issue4/vj2011issue4poll.php>
http://www.vrg.org/press/youth_poll_2010.php
- This momentum has in turn created the intended result of reducing the number of animals killed for food. While the numbers vary from year to year, the last decade has seen a downward trend in animals killed for food.
<http://animaldeathcount.blogspot.com/2012/02/comparisons-by-year.html>
- By getting commitments from 80% of 100,000 participants to eat fewer animal products, FARM estimates that 1 million fewer animals per year will be raised for food as a result of the 10 Billion Lives North American Tour.