

2025 ANNUAL REPORT

*“Our mission is to achieve **revolutionary social and political change for animals in one generation.**”*

Every year, we set out objectives according to our mission and our strategic roadmap.

In 2025, we had our most high-profile animal rescue trial yet, spotlighted cruelty in the factory farming industry, pressured corporations and institutions complicit in animal suffering, and continued building a growing, globally connected grassroots movement for animals. Though we have faced legal hurdles and fierce repression, we remain steadfast in our vision of a world where all animals are safe, happy, and free.

Here's to another year of bold action for animals.





DEFENDING THE RIGHT TO RESCUE

In 2025, Direct Action Everywhere investigator and animal rescuer **Zoe Rosenberg stood trial**, facing one felony conspiracy and three misdemeanor charges for openly rescuing four chickens from Perdue's Petaluma Poultry slaughterhouse in Northern California.

Despite the fact that we posted all the evidence of the rescue publicly, and [Zoe took the stand](#) and proudly admitted she had rescued the birds, the trial lasted a grueling seven weeks and her judge remarked that it was the most complicated trial he had ever overseen in his decades on the bench. This is because the judge, the jury, the media, and the public understand **that these cases are about so much more than whether Zoe 'took' those four birds - they're about why she did and about what animal rescue represents**. Perdue was not concerned about the \$24 these chickens were supposedly worth to them; they cared about the story their rescue would tell.

Ultimately, Zoe was [convicted](#) on all charges and [sentenced to 90 days in custody](#). She was denied the use of the necessity defense and blocked from showing or talking about most of the evidence of animal cruelty uncovered at Perdue's factory farms and slaughterhouse.

But as Perdue and the industry feared, **this case generated widespread attention and outrage, sparking public debate over whether rescuing suffering animals should be treated as a crime or an act of compassion**. It forced Perdue on the defensive. The jury had to be [reminded that Perdue wasn't technically the one on trial](#). Perdue spent enormous amounts of money on a public relations

campaign, sued us in civil court multiple times in an attempt to stop our protests, and sent their private attorneys to monitor the entire trial. **This is the power of open rescue.**

Zoe's conviction also provides us with yet another opportunity to appeal, which could lead to transformative changes for animals in the law. Zoe's judge knew as much. When he denied the use

of the necessity defense, he said that allowing it would open the floodgates for animal rescue, acknowledging just how systemic the abuse of farmed animals is right now. Zoe's appeal and the ongoing appeal of Wayne Hsiung's 2023 conviction give us two chances to finally open those floodgates.

Appeals take time, and we're not just sitting and waiting. With the momentum from this case, and the surge in attention and public support on our side, we are going right to the top. People are [marching through the streets](#) asking for Zoe to be pardoned and [calling on California Attorney General Rob Bonta](#) to step in and hold corporations like Perdue accountable for their crimes against animals.



EXPOSING CRUELTY AND SAVING LIVES

Repression did not stop us from continuing our work of exposing factory farms and slaughterhouses and rescuing suffering animals, including at Perdue's Petaluma Poultry.

Activists held vigil at the slaughterhouse dozens of times during the year, **documenting and reporting cruel and illegal conditions** on slaughter trucks, and even [openly rescuing two chickens](#), Daisy and Fern, from a slaughter truck in broad daylight.

Across the world, DxE Paris continued to investigate factory farms and [rescued](#) over 200 animals in the process, DxE Portland saved a pig, and investigators with Farm Transparency Project in Australia [rescued](#) over 130 animals in response to Zoe's conviction.

In 2025, we also released an [investigation](#) into a "Certified Humane" goat dairy factory farm that supplies Meyenberg, the largest goat milk brand in the country. Investigators repeatedly documented a mass grave of dead goats on the property - clear signs of disease, neglect, and violations of California environmental laws. None of the animals had access to pasture. Baby goats were separated from their mothers, and many were visibly ill with respiratory infections.

During the investigation, **DxE activists rescued three goats, including, for the first time, a mother and her baby together.** Later, during the Animal Liberation Conference, investigators returned with dozens of activists and [rescued two more sick baby goats](#). All five goats - Sarah, Johnny, Castiel, Phoebe, and Celia - survived and are now living safe, happy, and free at sanctuaries.

The investigation generated [positive media coverage](#) that **exposed the cruelty of the dairy industry and challenged the myth of "humane" certifications**, revealing the grim reality behind the country's largest goat milk supplier.

The amount of suffering on factory farms and in slaughterhouses is unfathomable, and it can be easy to dissociate when confronted with the scale of the cruelty. **Rescuing animals gives a face to the victims whose lives are at stake.** Their suffering becomes real and personal. When we save lives, the rescued animals become ambassadors for their species, drawing the public in and building support for the urgent need to transition away from animal agriculture.



"The group's signature move has been "open rescues". From the activists' perspective, one virtue of the tactic is that it does not just call attention to an injustice - it attempts, in a small way, to correct it."

- The Guardian



"This group has certainly shown no sign of slowing down. In fact, I think this trial has garnered them even more attention."

-KQED





"At Petaluma Poultry, a division of the agribusiness giant Perdue Farms, she found chickens covered in scratches and bruises, including some with high fevers and serious infections. There was also evidence, she said, that birds were being scalded alive."

- The New York Times

HOLDING CORPORATIONS ACCOUNTABLE

DxE held **hundreds of demonstrations in 2025**, sometimes dozens in a single weekend thanks to our network around the world. Every protest, vigil, march, disruption, letter, phone call, petition signature, and rescue put the spotlight on animal-abusing corporations, raised public awareness, and pressured those in power to do right by animals.

Winning campaigns takes time, persistence, and the willingness to take risks. Eight years after DxE investigated and rescued animals from Ridgman Farms, the second largest breeder of beagles for experimentation in the USA, **Ridgman Farms finally announced they were shutting down.**



This major victory happened due to the hard work and tenacity of a coalition of organizations, including [Dane4Dogs](#), [The Simple Heart](#), and the [Animal Activist Legal Defense Project](#). They built on DxE's investigation and rescue, and the subsequent prosecution of the rescuers (which was dropped a week before trial was set to begin last year), to turn the tables on this cruel and illegal facility.

In early 2025, a [special prosecutor was appointed](#) to investigate Ridgman Farms, after a Wisconsin judge ruled that there was probable cause of criminal animal cruelty and that the District Attorney had failed to act. This set off a series of events including the revocation of Ridgman's veterinarian's license

and a resolution by the Dane County Board of Supervisors, all of which were [covered widely and positively](#) by the press, that forced Ridgman into a corner. **Faced with the prospect of being charged**



with felony animal cruelty, they relinquished their breeding license and will close in 2026.

No corporation faced as much pressure from DxE this year as Perdue's Petaluma Poultry did. **Far from silencing us, Zoe's prosecution galvanized our community.**

Across California and beyond, activists organized dozens of vigils at the slaughterhouse, rescued more animals from the company's abuse, and went directly to Perdue's

[corporate offices in Maryland](#), to their [conferences](#), to their [board meetings](#), to their [executives' homes](#), and to one of their biggest buyers - Trader Joe's.

DxE activists organized over 100 protests at Trader Joe's stores, disrupted over 16 [grand openings](#), protested their CEO, and held multi-day protests outside their headquarters. The [creative](#) and [disruptive](#) elements of these [demonstrations](#) [garnered consistent media coverage](#) that

exposed Trader Joe's complicity in the cruelty at Petaluma Poultry. Celebrities chimed in and Trader

Joe's social media was so flooded with comments asking them to cut ties that they added a specific filter to block comments mentioning Perdue or Petaluma Poultry.



Petaluma Poultry has desperately tried to silence us to keep their cruelty hidden. In 2025, we were [sued by Trader Joe's](#) and twice by [Perdue and their executives](#). They launched a massive public relations campaign

and ramped up security at their factory farms and slaughterhouses. But this did not stop us, it only made us louder. We've seen some concrete wins as local restaurants have dropped Petaluma Poultry as a supplier, and slaughterhouse director Jason Arnold stated he is considering leaving his role at the California Poultry Federation over our protests. As we learned with Ridglan, these campaigns take years. We are a top issue for Perdue and Trader Joe's, and a victory could be right around the corner.

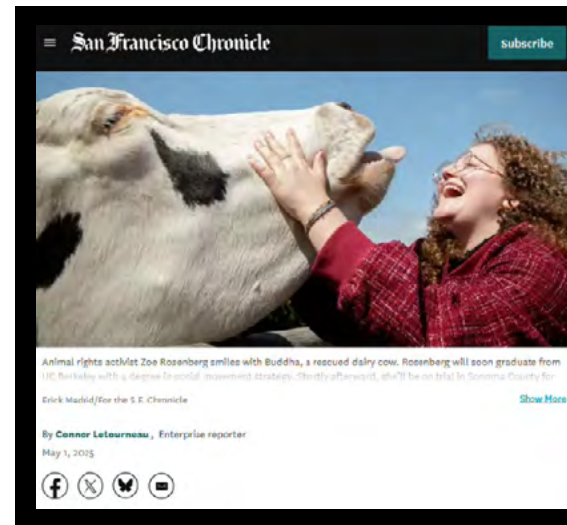
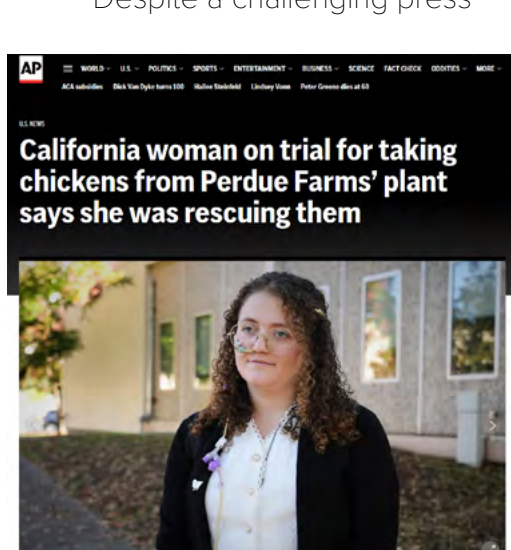


CHANGING PUBLIC OPINION

DxE's vision is to create a mass movement for animals, powerful enough to finally enact the basic rights that all animals deserve. To do this, we ultimately need to build widespread public support, and for that, we need awareness. A significant part of our work, from investigations and rescues to protests, is aimed at increasing the salience of animal issues in the mainstream. Despite a challenging press

climate, we had an incredibly successful year of reaching the public with [compelling stories about animal rights](#).

From [The New York Times](#), to [The Associated Press](#), [CNN](#), [Good Morning America](#), [ABC National](#), [Democracy Now!](#), [WIRED](#), [The Guardian](#), [The Los Angeles Times](#), and multiple front page stories in the [San Francisco Chronicle](#), our work garnered over 1,000 press hits in 2025. Mainstream media dove deep, reporting on animal rights like the serious and legitimate issue



it is. They framed the conversation as animal rescuers versus billion-dollar corporations, and forced the industry on the defensive.

Celebrities and influential people chimed in, from [Joaquin Phoenix](#) and [Paris Hilton](#), to [law professors](#) and other [political prisoners](#). Within a few days of Zoe's sentencing, tens

of thousands of people [signed a petition](#) asking California's Governor Gavin Newsom to pardon her. And across social media platforms, our videos were viewed hundreds of millions of times, with **over 220 million views about our campaign against Perdue's Petaluma Poultry alone.**

The scale, consistency, and positivity of the media attention we gained this year shows the power of our strategy. **Bold and disruptive action is needed to break through the noise.**





“Criminalizing people for rescuing suffering animals is a moral failure.”

- Joaquin Phoenix

With courage, conviction, and a large grassroots movement, we are making repression backfire.

we make publicly available for activists around the world.

BUILDING THE GRASSROOTS MOVEMENT

DxE is able to conduct groundbreaking investigations, gain mainstream media attention, and win campaigns with a small team of full-time organizers because of our grassroots base. We empower ordinary people to become leaders in their communities and provide them with training, mentoring, financial resources, and opportunities to change the world for animals.

In 2025, we held several days-long in-person events, including the Animal Liberation Conference, the Perdue Rescue Trial Convergence, and a Perdue Week of Action, where **hundreds of activists received training** on everything from flying drones to caring for rescued animals and resolving conflict, built connections and community, and took action together. We also held several

nationwide [coordinated weekends of action](#), hosted dozens of online trainings, and continued to build our [resource library](#), which



New chapters formed in key parts of California, including in the Central Valley where factory farms dominate the landscape, and organizers leveled up their skills in concrete ways, from being able to run [successful campaigns](#) in their communities, to [rescuing hundreds of animals](#), doing [civil disobedience](#), and [independently gaining regular press attention](#).

DxE activists volunteered dozens of times at local sanctuaries and provided first aid and rehabilitation to urban wildlife. **We provided grants of over \$150,000 to animal sanctuaries**, equipping them to provide lifetime care to rescued animals. And we continued to **share our beautiful Berkeley Animal Rights Center with nearly 20 different social justice organizations**, exposing them to the animal rights movement and to our values - and ensuring all their events are plant-based!

We are building an effective, disciplined, courageous, creative, and resilient grassroots

movement with the strength to stay in this fight for the long haul.



THE ROAD TO LIBERATION

We're closing this year with one of our own behind bars. It's a harsh reminder of how the legal system currently treats animals as property and rescues as crimes. **Corporations and prosecutors think they can silence us, but we know political jiu jitsu, and we can use their power against them.** Repression only makes us stronger, and the public backlash, mainstream media attention, and growing coalition of supporters suggest a shifting tide.

With each passing year, the debate around animal rights becomes a little less niche and the pillars upholding the violent institutions of animal exploitation get a little bit weaker.

The road to liberation is long, with many obstacles and roadblocks, but our actions are having huge ripple effects. In 2026, we will continue our work, committed to the belief that a better world is possible.

"I will not apologize for taking sick, neglected animals to get medical care. When we see cruelty and violence, we can choose to ignore it or to intervene and try to make the world a better place."

-Zoe Rosenberg in The New York Times





Thank you for believing in our mission and being part of the team. Working to change the world is not easy, but it's worth any challenge we may face.

Right now, generous supporters are offering to match all donations made through the end of the year. You can help us prepare for success - and take advantage of this incredible opportunity - by [offering a year-end gift to a supporting 501\(c\)\(3\).](#)

If you prefer to donate by mail, you can address checks to Friends of DxE and send to PMB 328, 2425 Channing Way Ste. B, Berkeley CA, 94704.

If you have questions about your donation or want to see our financial transparency document, please email fundraising@directactioneverywhere.com.