



Canadian Coalition for Farm Animals Annual Report 2025



Photo: Manitoba Animal Save



President's Report 2025

CCFA was founded in 2005 by **Stephanie Brown** and two of her colleagues, who recognized a glaring gap in Canada's animal-advocacy landscape. At the time, people were raising their voices for companion animals, animals used in research, the fur industry, and even circus animals — but **farm animals had no dedicated advocates**.

What they *did* have was determination. There were no funds, no volunteers, no bank account, and not even a mailing address. Yet these three committed individuals laid the foundation for what would become CCFA.

Today, that seed of an idea has grown into a **registered charity** supported by more than **450 annual donors**, countless volunteers, and — at long last — a bank account and a mailing address. Their early vision continues to shape a national movement for farm animal protection.

As part of our **2025–2028 Strategic Plan**, we committed to raising public awareness about the lives of farmed animals. The early feedback was overwhelmingly positive, which fueled our enthusiasm and confirmed we were on the right path. One of CCFA's Directors connected us with a colleague in the advertising world who generously volunteered their expertise. Their guidance shaped our approach to public-facing materials: **short, powerful messages paired with compelling — but not graphic — imagery**.

We continue to advocate at every level — government, industry, and the public — through **petitions, email campaigns, and letter-writing efforts**. The outcomes can sometimes be discouraging, but they are never wasted. Every action, no matter how small, pushes the idea forward. Change rarely arrives all at once; it builds, step by step, until the moment it finally takes hold.

As we look ahead, I'm reminded that meaningful change has always begun with people who refuse to give up — people like you. Every signature, every conversation, every donation, every hour volunteered has helped shift the landscape for farmed animals in Canada. Progress may not always be immediate, but it is unmistakable. Together, we are building momentum that cannot be undone.

Our work is far from finished, but our resolve has never been stronger. With your continued partnership, CCFA will keep pushing boundaries, amplifying the voices of farmed animals, and driving the change they deserve.

Here's to the next chapter — and to the next 20 years of compassion, courage, and impact.

Best regards,

Vicki Fecteau, President

Celebrating 20 Years of Improving the Lives of Farm Animals

In 2025, CCFA celebrated our 20th anniversary. None of our success would have been possible without the generous support of our donors and volunteers, and the tireless work put in by our executive team and board members.

Thank you!

Our passion and commitment to animals continues on.

2025 Board Members

Vicki Fecteau



Vicki is a retired engineer (BESc., P.Eng.) who spent most of her career with IBM Canada. After retirement she took on a new career – volunteering – that gave her the same satisfaction as her job with IBM. She now devotes all her time to farm animal welfare as President of CCFA. She and her husband live in midtown Toronto with their two cats, Sophie and Oliver.

Edana Brown



A board member of CCFA since 2012, Edana's current role as Chair involves providing advisory and communications support for initiatives ranging from strategic planning to campaign development. A copywriter by trade, she lives with her two kids, chihuahua Cooper, and black cat Jake in Hamilton, Ontario.

Adrienne George

(Until end of 2025)



Adrienne resides in the Niagara Region of Ontario and is currently Global Marketing Director with Animal Save Movement (ASM) and the Plant Based Treaty campaign. Adrienne is also Co-Organizer for Toronto Pig Save, Regional Liaison for ASM chapters in North America and a Board Member for Burlington Vegfest and VegTO. With a college diploma in Marketing and Promotions, as well as a degree in History from Brock University, Adrienne branched out into a 20-year Marketing & Special Events career with companies such as Warner Music Canada and Tim Hortons.

Carole Sheppard



Carole has supported the CCFA for years and became a member in 2023. She is a retired federal prosecutor who has served on the boards of several charitable organizations. She lives in Ottawa with dog Piper and cat Nahla.

Tony Weis

(Until end of 2025)



Tony Weis is a Professor in Geography at Western University. He is the author of *The Ecological Hoofprint: The Global Burden of Industrial Livestock* (2013) and *The Global Food Economy: The Battle for the Future of Farming* (2007).

His research is broadly located in the field of political ecology, with a focus on agriculture and food systems, and he teaches courses on climate change, animal geographies, biodiversity conservation, and global agriculture.

Supporter Testimonials

"I support CCFA because farm animals deserve and should be treated more respectfully. They are sentient beings. CCFA promotes the stance that farm animals are not just production units."

Jan D. – Victoria, BC

"I first donated to the Canadian Coalition for Farm Animals a few years ago because I believed animals deserved better treatment, and I continue to support their work today because that belief has only grown stronger.

One of the things that had a lasting impact on me was seeing CCFA ads on Skytrain stations in Vancouver showing ducks being force-fed for foie gras production. Watching animals endure that kind of suffering for a luxury product was heartbreaking. No animal should have to live like that.

CCFA's work shines a light on practices many people never see and gives animals a voice when they need it most. I'm proud to support an organization that advocates for compassion and meaningful change for farm animals."

Arunav S. – New Westminster, BC

"I support the CCFA because I am convinced that the suffering of farm animals must be eliminated or at least reduced to the bare minimum. These animals are sentient beings who too often endure unimaginable suffering due to simple human negligence, even though there are humane ways to breed, raise, transport, and slaughter them."

(Translated from French)

Suzanne L. – Saint Vianney, QC

Strategic Plan 2025-2028



CCFA has established a strategic plan for 2025–2028 to ensure our mission is carried out effectively and sustainably. The plan is a realistic one in that the results can be achieved in a three-year timeframe given our financial and personnel resources.

VISION: A world in which farmed animals are treated humanely at all stages of life.

Read the full plan here:

[CCFA-Strategic-Plan-2025-to-2028.pdf](#)

Objective A: Engage Canadians in Improving the Lives of Farmed Animals by raising public awareness of the disparity between best practices for animal agriculture and current practices in Canada and inspire citizens to support change. We will also empower members of the public by providing them with a toolkit that inspires them to take action for positive change.

Objective B: Activate Grassroots Support by enlisting CCFA volunteers, equipping them with localized toolkits, to engage the public in supporting positive change for farmed animals, as well as leverage public support and work with partners to approach legislators and industry players to influence change.

Objective C: Grow Organizational Capacity by increasing recurring donations by explaining the benefits of recurring donations, such as better planning and budgeting as well as lower expenses associated with acquiring new donors. We will establish CCFA volunteers in all regions of Canada who are familiar with the political and legal environment who can be called upon to participate in campaigns as well as maintain effective administration.

If you would like to volunteer for CCFA, we'd love to hear from you! Please email us at info@humanefood.ca or call 416-893-6108



Foie Gras Campaign

For foie gras production, 3-month-old ducks (who have only recently learned to quack), are immobilized in individual cages or small group pens. Then, for two weeks, long metal pipes are forced down their throats and more than 1.75 kg of food a day is pumped into their stomachs. Their livers swell up to 10 times their normal size. This not only causes extreme pain and suffering, but some die as a result. At only three months old, the ducks are sent to slaughter.

In 2025, we distributed many foie gras flyers in Calgary, Toronto and Montreal.

We also initiated petition e-6771 to ban foie gras in Canada which garnered 7280 signatures. This petition was also promoted on social media, raising awareness among people who may not already follow animal welfare causes.

Thanks to our foie gras campaign and petitions, in October of 2025 Omni Hotels and Resorts confirmed it will cease offering foie gras over its entire chain.



Visit humanefood.ca/ducks-and-geese to learn more about foie gras.

Awareness Campaign

In 2025 we launched our awareness campaign with posters going up in Montreal and Toronto, including a billboard on Queen Street East in Toronto, and posters in 230 subway cars in Montreal!

This campaign focuses on advocating for animals to be legally recognized as sentient beings, collaborating with provincial and territorial governments to strengthen animal welfare legislation, and raising awareness among the public of the plight of farm animals.



New Animal Sentience Petition

Sentience is the ability to experience feelings and sensations, and is an ethical basis for determining that animals deserve moral consideration

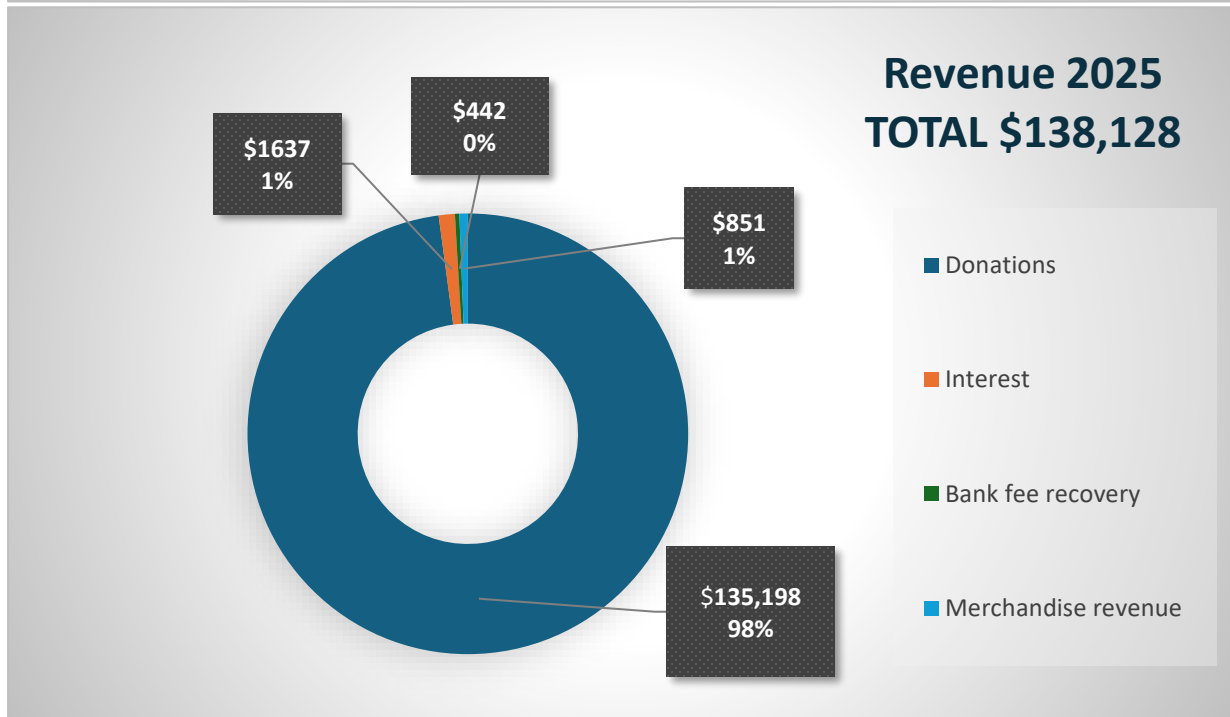
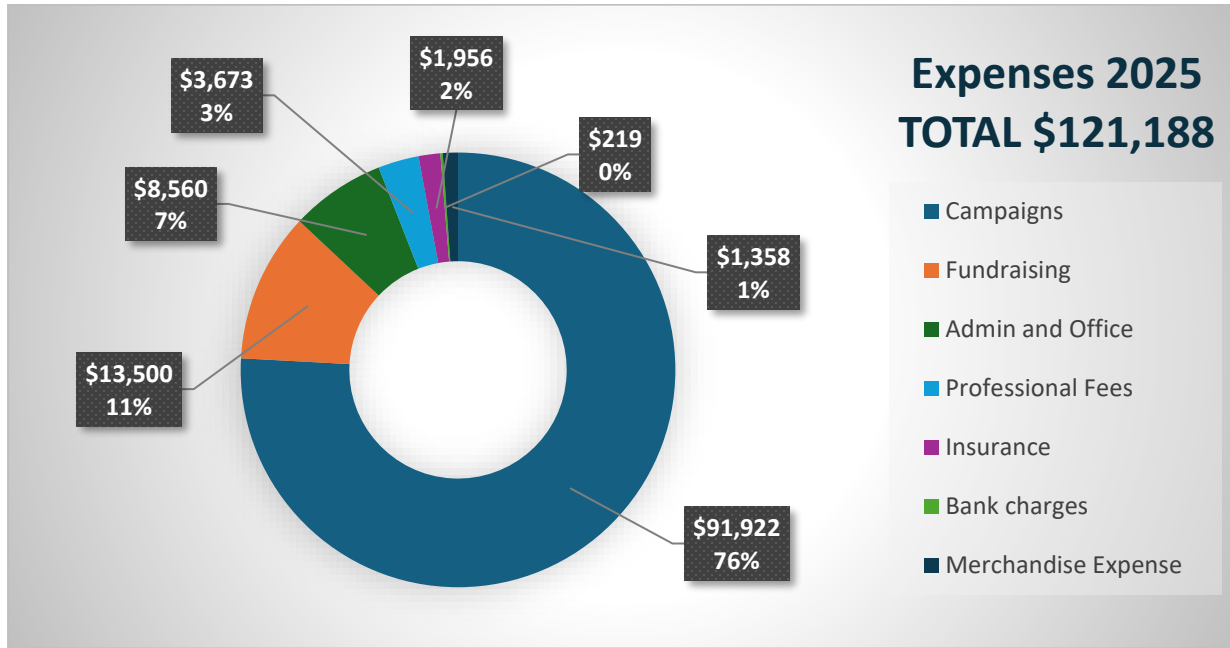
In 2024, CCFA initiated petition e-5114 to call upon the government of Canada to pass legislation that recognizes animals as the sentient beings they are, rather than mere property. The petition garnered 10,187 signatures. However, in January of 2025 the government was prorogued. As such, we needed to re-initiate this petition in 2025.

Shopify Store

Raise awareness and show your love for farm animals with CCFA merch! You can purchase hoodies, beanies, totes, and more with the CCFA logo by visiting ccfastore.ca



2025 Financials



Much of the work done for our farm animal campaigns is generously completed by volunteers. This work is not reflected in the total expense amounts listed above.



**Make a difference in the lives of farm animals
by becoming a monthly donor.**

Become an advocate for those who can't advocate for themselves.

Join our monthly giving program today!

[Donate Here](#)

Our 2025 Donors

Serge Adourian

Maria Luisa Battista

Eleanor Boyle

Mary Amerongen

Syd Baumel

Colleen Branson

Lilla Ami

Barbara Bear

Frances M Broome

Candace Anderson

Yolande Beaubien

Ernest Brosowsky

Guy Anderson

Josee Beauséjour

John Brown

Mary Anfossi

Elizabeth Beecker

Mary Brown

Pegasus Animal Sanctuary

George Belza

William Brown

Fernanda Rodrigues

Rick Bembridge

Manon Bruneau

Lawrence Arkilander

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Nicole Béland

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Mélanie Pascal	Isabelle Rancourt	Robert Rodriguez
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THANK YOU!