



## New Study From Faunalytics, Farm Sanctuary Finds That Animal Sanctuary Tours Lead To Diet Change

*Farm animal sanctuary tours are often viewed as a fun, family-oriented activity, but new data suggests they can also influence attitudes, beliefs, and behavior change.*

**Olympia, Wash. (Oct. 14, 2020)** — A milestone report released today suggests that interacting with farm animals at sanctuaries encourages people to eat fewer animal products. The report has been jointly released by [Faunalytics](#), a U.S.-based nonprofit that conducts research to inform the animal protection movement, and [Farm Sanctuary](#), America's premier farm animal sanctuary and advocacy organization.

In [the study](#), 70% of non-vegans who attended a Farm Sanctuary tour indicated that they would make a change to their diet (compared to just 53% before the tour). After following up two months later, non-vegans indeed reported eating significantly fewer animal products across all categories, including less chicken, turkey, beef, pork, fish, shellfish, eggs, and dairy. Many respondents attributed this change to their experience meeting and interacting one-on-one with rescued animals.

After completing a sanctuary tour, respondents also indicated the following:

- **69% said they strongly believe people contribute directly to farm animal suffering by eating animal products** (compared to 52% before the tour)
- **78% of omnivores said they would try cooking vegetarian or vegan meals** (compared to 66% before the tour)
- 48% said they would talk to others about veganism and vegetarianism, but two months later, **73% of people reported having these conversations with their friends and family (including 64% of omnivores)**

Over 1,200 adults participated in the study, which took place between July and September 2019 at Farm Sanctuary's New York and California locations. The research suggests that with a strategic approach to education and advocacy, sanctuary tours can be both a fun, family-oriented activity as well as an effective way to raise awareness of factory farming and the importance of eating fewer animal products.

“Now more than ever the public is aware of the immense suffering that farmed animals experience in the food system. As advocates use this moment to encourage a global shift toward veganism, it's important to think about effective ways to

generate change,” **said Tom Beggs, MA, Faunalytics’ Research Scientist and the lead author of the study.** “The results from our study confirm something that most farm animal sanctuaries are already aware of: having meaningful interactions with farm animals encourages people to empathize with them, and more importantly, to consider them as sentient individuals and not food.”

For other animal sanctuaries, shelters, and charities that offer tours to educate the public about animal protection issues, the study offers several key takeaways. For example, it is important to find the right balance between light-hearted information about rescued animals and more educational messaging about animal cruelty. Likewise, organizations should make it easier for guests to take immediate action after visiting their facility, such as providing free vegan recipes, selling plant-based concessions, or offering resources for guests to get more involved in the movement.

“Industrialized animal agriculture is at the core of some of the biggest threats facing our world today—including global pandemics, climate change, animal cruelty, and economic injustice—and the critical role that farm sanctuaries play in modeling a compassionate relationship with animals and inspiring positive lifestyle change cannot be overstated,” **said Megan Watkins, Farm Sanctuary’s Chief Executive Officer.** “Whether you visit in-person or virtually, the best way to glimpse the future is to visit a farm sanctuary.”

The study is part of Faunalytics’ original research collection, which provides high-impact, unbiased research and data to inform the animal protection movement. It follows closely on the heels of Faunalytics’ recent [Animal Product Impact Scales](#), an analysis revealing the animal products that cause the most farm animal suffering and deaths to feed the U.S. population. A complete list of upcoming and previous original studies is available [here](#).

To access the full Farm Sanctuary Report, visit <https://faunalytics.org/farm-sanctuary/>.

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**About Faunalytics**

Faunalytics is a 501(c)(3) nonprofit organization that empowers animal advocates with access to research, analysis, strategies, and messages that improve their effectiveness to reduce animal suffering. For more than 20 years, Faunalytics has conducted and disseminated original research that delves into essential animal advocacy issues. Faunalytics also houses the world's largest collection of opinion and behavior research on animals and offers pro-bono support to other animal advocacy organizations looking to increase their impact. For more information, visit [www.faunalytics.org](http://www.faunalytics.org).

**About Farm Sanctuary**

Founded in 1986, Farm Sanctuary fights the disastrous effects of animal agriculture on animals, the environment, social justice, and public health through rescue, education, and advocacy. To learn more about Farm Sanctuary, visit [farmsanctuary.org](http://farmsanctuary.org).