

Follow-Up Questions for Albert Schweitzer Foundation (2018)

Can you provide estimated expenses and your fundraising goal for 2019, if you have it?

Expenses 2019

€2.9 million with room to grow further as indicated in our "room for funding." That's based on the assumption that we'll reduce our cash reserve in 2018 as planned, which will mostly depend on the development of our legal expenses in 2018 which are still hard for me to forecast (opponents delaying cases, etc.). It's possible that some expenses we've planned for in 2018 will move to 2019.

Income/fundraising goal 2019

€2.9 million

The strategy document mentions that you have launched a website with key information about animal activism and your learnings, but this site (tierschutzwissen.de) requires a login. Is this still in development? Is there a way this can be accessed by the public, or does it require specific permission?

The launch of tierschutzwissen.de was a goal for 2018 that we moved to 2019. The reason for moving the goal to next year is that the person in charge just became our COO and he has prioritized other projects for now.

We would like to include a comparison between your 2017 and 2018 program expenditures. Could you provide a budget breakdown for 2017, similar to your 2018 estimates?

You can find all the numbers in chapter 3 of our [Report on Effectiveness](#).

Of your corporate commitments secured in 2018, are there any individual commitments that you expect affected more than five million hens or broiler chickens (other than Nestlé and the German retailer commitment)?

Corporate commitments from 2018 set to benefit more than five million animals per year include:

- Nestlé broilers (joint victory)
- Improving welfare conditions for 81 million laying hens (mostly ASF, investigations by other groups have been very helpful)
- SPAR Group Austria to go cage-free in all of their countries: Northern Italy, Slovenia, Hungary, Croatia (joint effort but mostly ASF)
- One of Germany's largest retail chains developing a farm animal protection strategy and policy with us (just ASF)
- One of Germany's largest regional retail chains in Germany working on their farm animal protection policy with us (just ASF)
- Seven retailers joined our aquaculture welfare initiative (just ASF)

How many staff members did you send our culture survey to?
(We'd like to calculate the response rate.)

I sent the survey to all staff members in Germany (I think 30 at that time).

Some would argue that the development of new cultured and plant-based food technology will be the key turning point for ending animal farming, and that a shift in public attitudes will naturally follow. What role does ASF play in facilitating the development and acceptance of technologies?

While we do hope that the development of new cultured and plant-based food technology will be the key turning point for ending animal farming, and that a shift in public attitudes will naturally follow, we're probably in the less optimistic half of effectiveness-minded groups. We fear that lawmakers, regulators, the media, and the public will be far less open to change than we'd like them to be. Nonetheless, we're speaking out for plant-based meats all the time (to our email subscribers, lawmakers, food businesses, influencers) and we're taking opportunities to speak out for cultured meat as well (same channels but at a lower frequency), all of which mostly covers acceptance. Regarding the development of plant-based alternatives, we're quite active at matching companies (e.g., developers of egg alternatives with producers of vegetarian/vegan

products). I don't think we play a very relevant role at helping with the development of cultured food.

Given that the corporate pledges ASF campaigns for are non-binding, how can we be sure that they meaningfully support improvements in farmed animal welfare?

Since we mostly work with German companies, this hasn't been an issue in the past at all. German companies usually do first and talk later (so most of our cage-free victories were only announced after the transition to 100% cage-free eggs or just a couple of months before that). The work we've been recently doing (broilers, fish) is different as the higher welfare alternatives are hardly available. However, we've yet to encounter a German company that pledges to do something and doesn't follow through (the case that comes closest to an exception is that Metro Germany couldn't switch their egg product to 100% cage-free because of the Fipronil crisis—so the switch got delayed). Also, we haven't met a company that pledges first and checks feasibility later (which sometimes seems to happen in the U.S.). German companies usually won't pledge before they've finished negotiations with their suppliers.

The story is somewhat different in Poland. Neither we nor anybody else has experience with how well companies follow through with their pledges. We'll certainly monitor the developments in the egg industry and keep following up with the companies we've convinced to go cage-free. We'll work with other groups doing so (we're fans of CIWF's EggTrack).

How tractable is promoting concern for farmed animals in Poland? Do you find that different kinds of work are more less effective there due to cultural or political differences?

The biggest differences we see in Poland is that companies need more pressure to commit. The main reason seems to be that the cage-egg industry was already in decline when we jumped on the topic in Germany. There is less awareness and less momentum in Poland (though the Polish groups recently arrived at 100 commitments combined). Fortunately, we don't have to rely on promoting public concern for farmed animals in Poland as we find general concern to be high enough for conducting corporate outreach. I think that's true for the entire E.U. (see page 10 of [this report](#)). We have a strong corporate outreach focus in Poland, so I can't talk much about different kinds of work. Our first impression is that consumer outreach for increased plant-based eating isn't easier than it is in Germany.

Why does a significant portion of ASF's outreach focus on dietary change, e.g., reducing meat consumption, rather than directly shifting public attitudes?

We have shifted and are shifting more towards institutional change—which is where our growth is happening. We're also growing our movement (e.g., our number of online and offline activists is growing). We still think that individual consumers are an important piece of the puzzle (creating demand, etc.).

Does ASF worry that focusing on some of the most extreme confinement practices could lead to complacency with other forms of suffering farmed animals endure or with meat consumption?

I think we're one of the most careful groups when it comes to applauding companies for their welfare policies: We always use language such as "cage-free means less suffering but still has problems." Companies have become even more willing to work with us on all areas of animal farming in the last two years, so by now I'd strongly reject arguments saying that companies are only willing to take a couple of steps (I never really hear that, though).

The German public also seems to care deeply about issues that are not a priority in the EA movement right now—e.g., the suffering of dairy cows. I can't see a point in the future where complacency would become an issue (though I do hope that we don't have to work on animal welfare forever and that the entire system will be disrupted).