

# Follow-Up Questions for Compassion in World Farming USA (2019)

If you raised 1.5x your fundraising goal next year, what would you spend the additional funding on?

Compassion USA's program uniquely leverages engagement with food companies, consumers and other stakeholder groups to do the following:

- Drive higher farmed animal welfare standards and measurably reduce suffering in the global food supply. This includes both the adoption of corporate policies and commitments, as well as ensuring the follow-through and compliance of commitments.
- Advocate for corporate policy measures to reduce reliance on animal protein and re-prioritize investments that reduce suffering and contribute toward a more secure food future.

If we were to raise 1.5x our fundraising goal for next year, we would spend it on furthering our impact in these areas.

With increased funding we can deepen and expand our work on 1) implementation of cage-free corporate commitment and legislation 2) both new broiler commitments and implementation of existing broiler commitments and expand into 3) implementation of gestation crate corporate commitments and legislation.

There is significant, and critical, work that needs to be done to ensure the follow-through of the hundreds of cage-free, crate-free and higher welfare broiler chicken corporate commitments. With increased funding, we plan to expand these critical efforts through increased engagement with producers, purchasers and industry groups specifically around road mapping and target setting, and technical animal welfare support. We will also leverage and expand our tracking tools (i.e. EggTrack and ChickenTrack) to drive increased transparency and accountability.

In conjunction with this, we will also work to continue raising awareness around the issues associated with animal agriculture and leveraging other stakeholder (such as investor, consumer and media) interest to expedite change.

We will also expand our burgeoning 25x25/Eat Plants for a Change program that drives corporate policy measures to reduce reliance on animal protein while educating and mobilizing the public to demand change. We have embarked on several exciting partnerships with large food companies on this initiative and have other opportunities in front of us, particularly around developing a methodology for measuring impact of reduced purchasing of animal proteins. This

requires additional staff to support the food business engagement, produce market analysis and disseminate the program messaging to multiple stakeholder groups.

How many new staff members would you like to hire within the next year if you had sufficient funds? Please specify for what roles or campaigns.

Drive higher farmed animal welfare standards and measurably reduce suffering in the global food supply:

- Food Business Compliance Coordinator
- Senior Food Business Manager
- Food Business Manager- Investment Specialty
- Commercial Supply Chain Specialist
- Animal Welfare Specialist
- Public Engagement Manager

Advocating for corporate policy measures to reduce reliance on animal protein and re-prioritizing investments that reduce suffering and contribute toward a more secure food future:

- Market Analyst
- Public Relations Specialist
- Food Business Coordinator – Sustainable Food Systems

Operations to underpin above expansion and ensure organizational sustainability:

- Administrative assistant

Regarding the top 3–5 programs you provided, give a description of the expenses that are NOT related to staff. Expenses related to staff include salaries, insurance, travel costs, and similar expenses.

#### Food Business

- Forums and events: Compassion-hosted, food business-focused
- Travel: for food business meetings
- Conference attendance
- Research: I.e. market reports, scientific papers, subscriptions

#### Public engagement

- Media and public relations
- Memberships and subscriptions
- Production, photography/filming, audio and visual equipment
- Travel & conference attendance

## 25x25/Eat Plants for a Change

- Forums and events: Compassion-hosted, food business-focused
- Travel: For food business meetings
- Production, photography, printing: For Eat Plants for a Change materials
- Research and subscriptions
- Advertising
- Conference attendance: Plant-based foods & sustainability events

Regarding the top 3–5 top programs you provided, estimate how much of the expenses are NOT related to staff. Provide either an amount in USD or a percentage.

41% of the expenses are not related to staff. Please note this is based on program expenses April 1, 2018 – March 31, 2019. Please also note that included in the 41% is travel costs. We do not classify this as staff costs. A key element of our corporate engagement/food business work requires frequent travel.