

Hello!

Did you see the news?

When I wrote to you last week, supermarket giant **Aldi had just committed to ending some of the worst cruelty to chickens in its supply chain.** In addition to adopting the **Better Chicken Commitment** in Germany, Aldi has agreed to continue dialogue with us in other countries, including the US.

This is one of the single largest victories for chickens raised for meat in history, bettering the lives of tens of millions of birds. And by continuing this conversation, Aldi has opened the door for even greater change.

This couldn't have happened without you, and it couldn't have come at a more critical time. Aldi is set to dominate the retail landscape, expanding rapidly in the US and other countries. Getting this commitment now is vital to protecting millions more animals in the future.

The first domino in the retail sector has been knocked down. We have reason to believe that others will soon follow, thanks to this new leverage.

More Good News for Animals

Protecting egg-laying hens: On October 28, the Open Wing Alliance (OWA) launched a global cage-free campaign against Restaurant Brands International (RBI), the parent company of Burger King, Popeye's, and Tim Hortons. Led by THL, this international coalition is working to get all egg-laying hens in RBI's supply chain out of cruel confinement in filthy battery cages. **The campaign is off to a great start,** and RBI is clearly panicking—and better yet, engaging with our negotiators.

Media coverage of factory farming: We're continuing to raise awareness about the horrors of factory farming through the media, including recent pieces in **One Green Planet** and **Common Dreams.** We've seen an incredible response to **our campaign against the torturous practice of live-shackle slaughter.** When people learn how animals are treated in the food industry, they want change. And that gives me hope for a better future.

I hope you've enjoyed this update. I'd love to hear what you think and what you're most interested in hearing about. Just hit reply to let us know—we truly value your feedback.



FOR THE ANIMALS,



David Coman-Hidy
President

P.S. Missed last month's update? **Visit the archive** to read up on what's been happening.

P.P.S. With the year coming to a close, we still have 17 percent of our budget left to raise. If you'd like to continue making progress for animals together, **please make your gift today.**