

Hello!

I hope this email brings some good news to your inbox! With your support, we're making progress to end the abuse of animals raised for food. Over the last month, we've been gearing up to return to our tried-and-true corporate pressure campaigns (albeit all digital), and I'm excited to share the details of a few upcoming campaign launches below. These are confidential until the official launch dates, so please do not share or forward this email.

The Better Chicken Commitment: In the US, THL is continuing to pressure the chicken industry to end live-shackle slaughter. In addition, the time is finally right to return to pressuring major brands like restaurants and retailers to adopt the Better Chicken Commitment (BCC). On October 13, German Open Wing Alliance (OWA) member group Albert Schweitzer Foundation will be launching a campaign asking Aldi to sign on to the Better Chicken Commitment to address the abuse of chickens in its supply chain. Albert Schweitzer Foundation has indicated that Aldi might be vulnerable in Europe, where the German-owned chain has 74% of its global locations. Certainly, being called out in **The Independent** and **The Daily Mail** for selling "Frankenchickens"—all thanks to THL UK's **recent investigation** revealing that 92% of the chicken on Aldi's UK shelves was riddled with white striping disease—should incentivise a company to repair their reputation.

Aldi also has a strong presence in the US, and has set its sights on adding thousands of locations across the country over the coming years. That's why we'll be joining in the effort, alongside THL UK and dozens of OWA member groups, calling on both Aldi's US and EU leadership to adopt the Better Chicken Commitment. Stay tuned for updates, but please keep this confidential for now lest our target get wind of our plans.

THL UK has continued their breakneck pace, racking up seven BCC policies in the last month from meal kit providers. These companies, which deliver pre-packaged ingredients to their customers to make a full recipe, have been one of the winners of the COVID-19 pandemic and are looking to grow as a result of record profits. But it's vital that we intervene at this stage to prevent this growth from leading to millions more animals suffering for corporate profit. THL UK's Managing Director, Vicky Bond, and I recently hosted a great town hall where we discussed this effort and more—**check out the recording** if you missed it.

Cage-free: At the end of the month, the OWA will launch a global cage-free campaign against Restaurant Brands International (RBI), the parent company of Burger King, Popeyes, and Tim Horton's. Currently, RBI has a patchwork of cage-free egg commitments around the world, covering a variety of brands and locations. They are also planning a robust expansion plan in Asia. This makes them the perfect target for the entire OWA to campaign as a global force, asking RBI to take the next step and adopt a cage-free egg policy covering all its operations. Winning this campaign would make RBI the first major restaurant group to have a global cage-free egg policy.

THL Labs: THL Labs works to inform farm animal advocacy strategies through actionable research on their effectiveness. Last month, they published two studies. First, **Measuring Better Chicken Commitment-Compliant Chicken Supply** is a review of methods for measuring progress towards improved welfare for chickens raised for meat. While each month THL Labs synthesizes cage-free layer hen data published by the USDA, Labs found that no comparable data exists for broiler chickens. This study lays the groundwork for procuring this data to ensure we track the progress companies are making in translating corporate commitments into real change for chickens on farms. Second, **Is Animal Cruelty or Abolitionist Messaging More Effective** is a reanalysis of a study examining the effect of different messages on intended future animal product consumption. The reanalysis found that messages focused on the cruelty animals endure in factory farms is more effective than appeals based on animal rights or moral consistency.

Diversity, Equity, and Inclusion: Working together with Encompass and our entire staff, we have defined our vision for diversity, equity, and inclusion (DEI) at THL. In short, we are committed to building an organization, and a movement, where individuals of diverse identities and lived experiences belong, are valued, and have what they need to thrive. You can **read our full vision here**. Now that we know where we're headed, THL will be continuing our work with Encompass to evaluate our work and define concrete goals and action steps in line with our vision.

Fundraising Update: Thanks to your support, THL remains in a stable financial position. But we are nearing the end of the year, and I hope that I can count on your continued support to help us raise the remaining 23% of our 2020 budget that we need to see these campaigns through. If you have any questions about the difference your gift can make for animals, please let me know!

Thank you again for your partnership in our work to end the abuse of animals raised for food. It's thanks to you that we've weathered the storm so far this year, and are able to shift back toward regular operations. I'm looking forward to seeing what we can accomplish together by the end of the year!



FOR THE ANIMALS,

David Coman-Hidy
President

P.S. Missed last month's update? **Visit the archive** to read up on our strategy.

THE HUMANE LEAGUE



The Humane League is a 501(c)(3) tax-exempt charitable organization ranked "Best In America" by the Independent Charities of America and ranked one of the world's four most effective animal protection organizations by Animal Charity Evaluators.

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