

Hello!

Since my last strategy update, we've had a Presidential election and a major spike in global COVID-19 cases. Against that backdrop, there's also been major progress for animals — our victory against supermarket giant Aldi has kept my spirits up, and I hope you feel proud of the incredible change you've empowered. That said, this email contains confidential information — *please do not forward or share it.*

**Huge win for chickens:** Last month, I shared that a global coalition, led by German member group Albert Schweitzer Foundation, would be launching a campaign calling on retail giant Aldi to adopt the Better Chicken Commitment (BCC). But on the eve of the campaign, Aldi agreed to enter negotiations. With the full force of the Open Wing Alliance on standby, THL's corporate negotiators secured a commitment to adopt the BCC in Germany. **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, crucially, we secured continued dialogue with Aldi in other countries, and knocked down the first domino in the retail sector, which we can leverage against other grocery chains.

**Egg-laying hens:** On October 28, the OWA launched a global cage-free campaign against Restaurant Brands International (RBI), the parent company of Burger King, Popeye's, and Tim Hortons. **The campaign is off to a great start,** and RBI is clearly panicking — and better yet, engaging with our negotiators. They made sure to chastise THL for our "aggressive" messages, despite ignoring more than two and a half years of invitations to dialogue from campaigning groups like THL and organizations that maintain positive relationships to provide logistical support in improving animal welfare. Both the Aldi negotiations and RBI campaign are prime examples of the role THL plays among animal advocacy organizations; it's more efficient to secure commitments through negotiations, but when companies don't respond, we don't hesitate to ratchet up the pressure.

On Thursday, December 3, THL's VP of Policy and Strategy (and the world's most feared corporate negotiator for animals) will be joining me for an exclusive town hall meeting. Aaron is sure to share the inside scoop on negotiations for both of these campaigns, as well as his work training OWA member groups in Africa, Russia, and more this year. There is so much more I could say about all of this, but I'll spare your inbox and hope to see you on the town hall for a more interactive discussion — **RSVP here!**

**The US Election:** In the US, much of the news — and our mental space — has been dominated by the Presidential election. As a 501c3, THL can't comment on the election, but as I wrote last month in **One Green Planet**, "In an era where virtually every issue is polarized, addressing the tremendous societal ills that are caused by factory farming and its treatment of animals, workers, public health, and our environment is an issue with rare bipartisan support and should be a much larger part of the national conversation."

**Fundraising Update:** Thanks to your generosity, THL is in a stable financial position. But with less than two months left in the year, we still need to raise 17% of our annual budget. It's your generosity that has fueled the progress I described above, and I hope we can count on your support to ensure our mission continues in 2021.

Don't hesitate to let me know if you have any questions or feedback, or if you'd like to discuss the impact your gift could have. It's people like you, and seeing the impact we're creating together, that brings me hope, even through uncertain and challenging times.



**FOR THE ANIMALS,**

David Coman-Hidy  
President

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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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