

Humane Society International:
Expanding corporate, judicial & policy outreach to end the confinement of hens in battery cages

FUNDING AT \$500,000 LEVEL (annual): Secure commitments for cage-free egg procurement from all major South American retailers and producers within 5 years*; convince 5 American multinationals (w/ existing policies in US) to expand their animal welfare policies to Asia within the next 5 years (which will be a major turning point for the food industry in Asia); and achieve a ban on battery cages in India, the third largest egg producer in the world.

**phase out period is approximately 10 years*

SOUTH AMERICA: \$220,000

- Campaign Manager, South America: leading corporate outreach in Chile, Colombia, and Argentina, with additional meetings as necessary in smaller South American countries
- Increased grants to local partner groups
- Media consultants
- Outreach Materials

ASIA (outside of India): \$130,000

- Campaign Manager, Asia: leading corporate outreach in Asia/Pacific region with a focus on Japan, South Korea, China (including Hong Kong & Taiwan), and Thailand, with additional support to existing campaigns in Singapore, Indonesia, and other parts of South/Southeast Asia)
- Media consultants
- Outreach Materials

India: \$150,000

- Media campaign calling for a phase out of battery cages