

## International Corporate Cage-Free Campaign Expansion

### Budget

To launch and operate these campaigns, MFA proposes a budget of \$500,000/year for two years:

| <i>Item</i>                                                                         | <i>Cost</i>      |
|-------------------------------------------------------------------------------------|------------------|
| <b>Cage-free campaigns in Brazil, to include:</b>                                   | <b>\$212,500</b> |
| Five campaigner staff positions (includes salary, benefits, personal expenses)      |                  |
| Corporate campaign expenses (advertising, printing, travel, IT)                     |                  |
| Undercover investigations costs (staff costs, equipment, travel, video editing, IT) |                  |
| Staff attorney position (includes salary, benefits, personal expenses)              |                  |
| <b>Cage-free campaigns in Mexico, to include:</b>                                   | <b>\$192,500</b> |
| Four campaigner staff positions (includes salary, benefits, personal expenses)      |                  |
| Corporate campaign expenses (advertising, printing, travel, IT)                     |                  |
| Undercover investigations costs (staff costs, equipment, travel, video editing, IT) |                  |
| Staff attorney position (includes salary, benefits, personal expenses)              |                  |
| <b>Cage-free campaigns in Asia, to include:</b>                                     | <b>\$40,000</b>  |
| One campaigner staff position (includes salary, benefits, personal expenses)        |                  |
| Corporate campaign expenses (advertising, printing, travel, IT)                     |                  |
| <b>International Campaign Coordination (based in U.S.)</b>                          | <b>\$55,000</b>  |
| <b>Total Annual Campaign Cost</b>                                                   | <b>\$500,000</b> |