

India Farmed Animal Advocacy Proposal

While India's per capita consumption of animal products is very low, given its large population (1.25 billion) and strong exports, India is the world's second-largest producer of eggs, third-largest producer of aquaculture products, and fifth-largest producer of chicken. At the same time, the country has a large percentage of vegetarians (20–40%) and a government more sympathetic to animal protection issues than perhaps that of any other major country. Accordingly, India represents an important opportunity for generating change that reduces the suffering of large numbers of farmed animals.

Mercy For Animals would love to partner with the Open Philanthropy Project to launch robust undercover investigation efforts in India supported by complementary research and policy change work.

Proposed Funding: \$250,000/year for two years

Item	Cost
Investigation costs, consisting of equipment, travel, publicity, and a combination of U.S.- and India-based investigation staff and management expenses	\$135,000
Investigations-related research costs, including research into supply chains, corporate connections, policy opportunities, and animal welfare issues, as well as legal research to ensure all work is carried out lawfully	\$40,000
Compensation for two corporate campaign staffers to work on investigations-related institutional and corporate policy change efforts, plus staffer expenses	\$50,000
Compensation for one policy advocate staffer/lobbyist, plus staffer and program expenses	\$25,000
Total Annual Investigation, Research, and Campaigning Costs	\$250,000

An investment in India from the Open Philanthropy Project at this level will allow Mercy For Animals to launch robust investigation efforts in India supported by rigorous research to gain understanding of industry supply chains; public relations work to generate widespread media coverage of investigations; and corporate, institutional, and legal policy campaigns to drive policy changes that eliminate the worst factory farming abuses uncovered by investigations.