

Hi [name of CEO]

Hope you're well. I'm reaching out from The Humane Society of the U.S. to see if we might be able to connect about some emerging animal welfare issues.

As background: for last decade and a half, we (and others in our field) have been focused largely on confinement issues related to pigs and laying hens. Those issues are now largely put to rest, with [virtually every food company](#) (for example) committing to a cage-free future.

As we look to the future, our focus is likely to shift toward broiler welfare issues. As I'm sure you saw, we recently partnered with Perdue to [announce](#) a new suite of animal welfare reforms, with Perdue committing to: convert all its slaughterhouses to CAS; start installing windows to provide birds natural light and adding enrichments; testing slower-growing birds; and providing more space per bird.

While this new broiler focus of ours is still in its early stages, I thought I'd reach out and see if you all are open to chatting, just to see if there's a way we might engage on the issues privately.

Thanks,
Josh