



April, 2021

# Collaborating for Big Change

## To Whom It May Concern:

As you may know, we, the undersigned organisations, work individually with many food and hospitality businesses to adopt and fulfill their cage-free commitments. While our tactics and approach often differ from organisation to organisation, we recognise that fulfilling cage-free commitments in emerging cage-free markets can be challenging.

While the goal is to fulfill commitments through the physical sourcing of cage-free eggs, we understand the need for diverse strategies to create supply in order to reach this goal.

We have closely evaluated Impact Alliance's and Global Food Partners' Cage-Free Egg Impact Incentives and Impact Partnership Programmes and support the Programme concept as a tool to advance the transition from cage eggs to cage-free egg production and fulfill the pledges in emerging markets.

In such markets, we accept the use of Incentives when we evaluate commitment progress, conditional to businesses:

- Publishing a roadmap to transition from incentives to a physical cage-free egg supply chain
- Reporting publicly and annually against the above-mentioned roadmap

Sincerely,



*\*Please contact us for a full list of NGOs that support Cage-free Impact Incentives.*