

Continent	Country	Rating	As a number	English-speaking?	Group	Average							
Africa	Algeria	F	6	No	Africa	5.2							
Africa	Egypt	F	6	No	North America	4.0							
Africa	Ethiopia	F	6	No	South America	4.1							
Africa	Kenya	D	4	No	Asia	4.9							
Africa	Morocco	F	6	No	Europe	3.1							
Africa	Niger	E	5	No	Oceania	3.5							
Africa	Nigeria	E	5	No	English-speaking	3.4							
Africa	South Africa	E	5	No	Non-English-spe	4.3							
Africa	Tanzania	D	4	No	North America, I	3.25							
North America	Canada	D	4	Yes	Africa, South Am	4.8							
North America	USA	D	4	Yes									
South America	Argentina	E	5	No	All 50	4.2							
South America	Brazil	D	4	No									
South America	Chile	D	4	No									
South America	Colombia	D	4	No									
South America	Mexico	C	3	No									
South America	Peru	D	4	No	All data from "Animal Protection Index," World Animal Protection, accessed 7th May 2020, https://api.worldanimalprotection.org/								
South America	Uruguay	D	4	No									
South America	Venezuela	E	5	No									
Asia	Azerbaijan	G	7	No									
Asia	China	E	5	No									
Asia	India	C	3	No									
Asia	Indonesia	E	5	No									
Asia	Iran	G	7	No									
Asia	Japan	E	5	No									
Asia	Korea	D	4	No									
Asia	Malaysia	C	3	No									
Asia	Myanmar	F	6	No									
Asia	Pakistan	E	5	No									
Asia	Philippines	D	4	No									
Asia	Thailand	D	4	No									
Asia	Vietnam	F	6	No									
Europe	Austria	B	2	No									
Europe	Belarus	F	6	No									
Europe	Denmark	B	2	No									
Europe	France	C	3	No									
Europe	Germany	C	3	No									
Europe	Italy	C	3	No									
Europe	Netherlands	B	2	No									

Europe	Poland	C		3	No								
Europe	Romania	D		4	No								
Europe	Russia	D		4	No								
Europe	Spain	C		3	No								
Europe	Sweden	B		2	No								
Europe	Switzerland	B		2	No								
Europe	Turkey	D		4	No								
Europe	Ukraine	E		5	No								
Europe	United Kingdom	B		2	Yes								
Oceania	Australia	D		4	Yes								
Oceania	New Zealand	C		3	Yes								

Area	Funding (millions of USD)	Land farmed animals (billions)	Farmed fish (billions)	Dollars of funding per 1,000 land farmed animals				
North America	90	2.6	1	34.6				
South America	6	4.3	2	1.4				
Europe	51	2.9	2	17.6				
Africa	1	3.2	1	0.3				
Middle East	1	1.5	3	0.7				
India	4	2.2	6	1.8				
China	6	7.4	27	0.8				
South East Asia	1	4	14	0.3				
Oceania	5	0.3	0	16.7				
Total	165	28.4	56	NA				
Average	18.3	3.2	6.2	8.2				
The estimates in columns B to D are from Lews Bollard, "Lessons Learned in Farm Animal Welfare" (12th February, 2020), https://www.effectivealtruism.org/articles/lewis-bollard-lessons-learned-in-farm-animal-welfare/								
The "area" column was inferred from the location on the maps. Some of the categorisations are unclear, e.g. whether the category for "India" refers to India alone or surrounding countries such as Pakistan and Bangladesh.								

Grant	Organization Name	Focus Area	Amount	Date
Animal Welfare Standards Project — Chinese Animal Welfare Institute	Animal Welfare Standards Project	Farm Animal W	1,489,201	Nov-18
Animal Welfare Standards Project — Farm Animal Welfare Advocacy in C	Animal Welfare Standards Project	Farm Animal W	238,212	Dec-16
Brighter Green — Farm Animal Welfare Advocacy in China (2018)	Brighter Green	Farm Animal W	430,000	Mar-18
Brighter Green — Farm Animal Welfare Advocacy in China	Brighter Green	Farm Animal W	99,360	Sep-16
Compassion in World Farming — Farm Animal Welfare Advocacy in Chin	Compassion in World Farming	Farm Animal W	1,891,890	Mar-19
Compassion in World Farming — Farm Animal Welfare Advocacy in Chin	Compassion in World Farming	Farm Animal W	765,112	Feb-17
FAI Farms — Promoting Poultry Welfare and Cage-Free Eggs in China	FAI Farms	Farm Animal W	132,400	Sep-19
FAI Farms — Promoting Cage-Free Eggs in China	FAI Farms	Farm Animal W	107,200	Apr-19
Green Monday — Promoting work in China	Green Monday	Farm Animal W	226,000	Nov-16
Griffith University — Farm Animal Welfare Advocacy in China (2016)	Griffith University	Farm Animal W	120,000	Dec-16
Griffith University — Farm Animal Welfare Advocacy in China (2018)	Griffith University	Farm Animal W	100,000	Aug-18
Humane Slaughter Association — Farm Animal Welfare Advocacy in Chir	Humane Slaughter Association	Farm Animal W	419,236	Jun-17
Jeanne Marchig Centre — Farm Animal Welfare Advocacy in China (2019)	Jeanne Marchig International Centre for Animal Welfare Edu	Farm Animal W	368,188	Feb-19
Jeanne Marchig Centre — Farm Animal Welfare Advocacy in China (2017)	Jeanne Marchig International Centre for Animal Welfare Edu	Farm Animal W	255,816	Mar-17
Plant-Based Meat Startups — Bootcamps in China	Plant-Based Meat Startups	Farm Animal W	92,000	Jul-19
University of British Columbia — Research on Pig Welfare in China	University of British Columbia	Farm Animal W	50,186	Nov-18
WildAid — Reducing Meat Consumption in China (2016)	WildAid	Farm Animal W	700,000	Sep-16
World Animal Protection — Farm Animal Welfare Advocacy in China (201	World Animal Protection	Farm Animal W	1,200,000	Feb-19
World Animal Protection — Farm Animal Welfare Advocacy in China	World Animal Protection	Farm Animal W	544,607	Oct-16
Total earmarked for China			9,229,408	
ACTAsia — Reduce Fur Demand in Asia (2018)	ACTAsia	Farm Animal W	350,000	Mar-18
Asia Research & Engagement — Farm Animal Welfare	Asia Research & Engagement	Farm Animal W	340,875	May-19
WildAid — Reducing Meat Consumption in Asia (2019)	WildAid	Farm Animal W	500,000	Feb-19
WildAid — Reducing Meat Consumption in Asia (2018)	WildAid	Farm Animal W	500,000	Mar-18
Total earmarked for "Asia" but not a specific country in Asia			1,340,875	
All data from "Grants Database," Open Philanthropy Project, accessed February 19, 2020, https://www.openphilanthropy.org/giving/grants				

Country	con/prod	Z-score	Overall additive	Overall multiplicative	Governmental regulation of NGOs /10	Attitudes towards farmed animals /4	Type of farm animal production /6	Funding relative to land farmed animals in area /10	Animal protection laws and enforcement /2.5	Attitudes toward eating animal products /3	Other political and cultural challenges /3
Brazil	prod	2.0	29.33333333	9600	6	3.3	5	8	2	3	2
Mexico	prod	1.4	27.66666667	4778.666667	7	2.7	4	8	2	2	2
Japan	prod	1.2	27.16666667	2160	6	2.7	5	9	1.5	1	2
Taiwan	prod/con	1.1	27	3024	7	2.0	3	9	2	2	2
Australia	con	0.9	26.33333333	7200	6	3.3	5	4	2	3	3
Philippines	prod	0.7	25.83333333	1200	6	3.3	2	10	1.5	1	2
Colombia	prod	0.6	25.66666667	2048	6	2.7	4	8	2	1	2
India	prod	0.4	24.83333333	1600	5	3.3	4	8	1.5	2	1
Thailand	prod	0.1	24	480	6	2.0	2	10	2	1	1
Malaysia	prod/con	-0.1	23.66666667	960	3	2.7	3	10	2	1	2
Lithuania	con	-0.3	23	1920	6	2.0	4	5	2	2	2
Canada	prod/con	-0.5	22.5	945	7	2.0	5	1	1.5	3	3
Vietnam	prod	-0.6	22.16666667	240	4	0.7	3	10	1.5	2	1
USA	prod/con	-0.6	22.16666667	1008	7	2.7	4	1	1.5	3	3
China	prod	-0.7	22	576	2	2.0	4	9	2	2	1
Myanmar	prod/con	-0.7	21.83333333	200	5	1.3	2	10	1.5	1	1
Indonesia	prod	-0.8	21.66666667	320	2	2.7	3	10	2	1	1
Bangladesh	prod	-1.0	21	240	3	2.0	5	8	1	1	1
Egypt	prod	-1.1	20.83333333	160	2	1.3	4	10	1.5	1	1
Pakistan	prod	-2.0	18.16666667	72	3	0.7	3	8	1.5	1	1
MEAN			23.84166667								
ST. DEV.			2.809484251								

Governmental regulation of NGOs still seems highly important. Unlike international NGOs, animal advocates might be able to organise communities in formats other than officially registered NGOs, but this still seems likely to be a good indicator for the government's tolerance of animal advocacy groups.

Attitudes towards farmed animals still seems important, but CE were mostly focusing on institutional welfare interventions, which form only one type of animal advocacy. Arguably, worse attitudes towards farmed animals might also show opportunities for some forms of advocacy; they might indicate that there has simply been a lack of public awareness of some issues, and hence that there is low-hanging fruit for educational and individual behavioural advocacy. Similar logic was applied to the "animal protection laws and enforcement" ratings, which were halved.

"Type of farm animal production" was left unchanged.

"Number of companies/ farms controlling the market" seemed unimportant for local community building. Less centralisation could actually suggest that there would be a larger number of low-hanging fruit for small (voluntary, grassroots, or underfunded) groups and so arguably CE's ratings should be reversed for this purpose. Less centralisation might still make some interventions less tractable, however, so the metric was simply removed.

"Animal advocacy organization" seemed highly important, but was replaced with a category that represented how neglected animal advocacy seems to have been in the area, based on the "OpenPhil funding analysis" tab. Note that this factor could also indicate intractability of change there (e.g. if advocates just cannot dedicate resources to the issue due to various constraints), so this factor has arguably been overweighted. More importantly, the rating for this column is based on wide areas, rather than specific country being evaluated here, so could be unrepresentative of that country. This seems likely to be the case for Lithuania, for example; much of the resources spent on animal advocacy in Europe are spent in Western Europe.

Interviewee	Country	Estimate of the number of farmed animal advocates	2018 meat production (million tonnes)	Implied number of farmed animal advocates per 1m tonnes of meat production	2020 human population	2017 meat supply per person (kg per year)	Meat consumption multiplied by human population, i.e. meat consumption (million tonnes)	Implied number of farmed animal advocates per 1m tonnes of meat consumption
Carolina Galvani	Argentina	10 [1]	5.93	1.7	45,195,774	109.38	4.94	2.0
Carolina Galvani	Brazil	50 [2]	29.34	1.7	212,559,417	99.83	21.22	2.4
Carolina Galvani	Indonesia	10 [3]	3.6	2.8	273,523,615	11.7	3.20	3.1
Patrycia Sato	Brazil	100	29.34	3.4	212,559,417	99.83	21.22	4.7
Carolina Galvani	Thailand	10 [4]	2.93	3.4	69,799,978	27.37	1.91	5.2
Carolina Galvani	Colombia	10 [5]	2.83	3.5	50,882,891	55.9	2.84	3.5
Carolina Galvani	Chile	10 [6]	1.5	6.7	19,116,201	83.16	1.59	6.3
Sabina Garcia	Mexico	50	7.05	7.1	128,932,753	64.87	8.36	6.0
Catalina Lopez	Mexico	50 [7]	7.05	7.1	128,932,753	64.87	8.36	6.0
Daniela Espinosa	Peru	15	2.02	7.4	32,971,854	24.41	0.80	18.6
Jeff Zhou	China	1000	88.16	11.3	1,439,323,776	60.59	87.21	11.5
Brett Thompson	South Africa	40 [8]	3.24	12.3	59,308,690	60.02	3.56	11.2
Amey Deshmukh	India	100	7.45	13.4	1,380,004,385	3.78	5.22	19.2
Brett Thompson	Nigeria	22.5 [9]	1.45	15.5	206,139,589	7.15	1.47	15.3
Brett Thompson	Kenya	22.5 [10]	0.88	25.6	53,771,296	15.94	0.86	26.3
Yuki Takahashi	Japan	200 [11]	4.02	49.8	126,476,461	49.33	6.24	32.1
Lucas Alvarenga	Brazil	2000	29.34	68.2	212,559,417	99.83	21.22	94.3
Ana Davila	Ecuador	125	0.825	151.5	17,643,054	45.22	0.80	156.7
Greg Quimpo	Philippines	1500 [12]	3.64	412.1	109,581,078	37.04	4.06	369.6
NA - AAC estimate	United States	20000 [13]	46.83	427.1	331,002,651	124.1	41.08	486.9
NA - AAC estimate	United Kingdom	5000 [14]	4.09	1222.5	67,886,011	79.89	5.42	921.9
Kristina Mering	Estonia	200	0.073	2739.7	1,326,535	63.63	0.08	2369.5

[1] This was an estimate of the number of paid staff

[2] This was an estimate of the number of paid staff

[3] This was an estimate of the number of paid staff

[4] This was an estimate of the number of paid staff

[5] This was an estimate of the number of paid staff

[6] This was an estimate of the number of paid staff

[7] Actually estimated "less than 50."

[8] Midpoint of 30-50

[9] Midpoint of 15-30

[10] Midpoint of 15-30

[11] Mid point taken of "100-300"

[12] Mid point taken of estimate range provided: 1000-2000

[13] Mid point taken of estimate range

[14] Mid point taken of estimate range