



2025 Farm Research Grant Companion

The American Society for the Prevention of Cruelty to Animals® (ASPCA®) believes that at every step of their lives – from birth to death – all animals must be treated with compassion. The ASPCA is dedicated to addressing farm animal suffering by promoting higher welfare farming practices and increasing public awareness about how to make more humane food choices. To that end, this year the ASPCA invites grant proposals supporting a transition from modern conventional broiler chicken breeds to alternative chicken breeds with higher welfare outcomes.

Alternative breeds can range from heritage/slow growth breeds to those approved by [Global Animal Partnership's Better Chicken Project](#) and the [Royal Society for the Prevention of Cruelty to Animals \(RSPCA\) Assured](#).

The total funding amount available for this opportunity is \$50,000.

Eligible Projects

Types of research may include literature meta-analysis, survey research, economic research (e.g., the cost of transitioning to alternative breeds; market demand and consumer willingness to pay), field research, pilots/trials, program evaluation, or other forms of research deemed eligible by the ASPCA. We especially seek research on:

- Suitability of alternative broiler genetics in regional climates, including performance data
- Comparative human nutrition impacts between conventional and alternative breeds
- Interaction of alternative broiler breeds and ecological or regenerative outcomes
- How the use of higher welfare breeds impacts farm economics and farmer experience
- Public opinion on broiler breeds as a welfare issue
- The impact of marketing on consumer interest in and acceptance of alternative breeds

Research that seeks to establish proof of concept that will be used to scale a research idea and pursue additional funding is strongly encouraged.

Final materials may include either grey literature (reports), data sets, or peer-reviewed journal articles. Project proposals should include a plan to publicize or share final material with other stakeholders.

For project-related inquiries, please contact suzanne.mcmillan@aspca.org using the subject line RFP_Question