Welcome to the ACE Leafleting Impact Spreadsheet.

Here, you will be able to estimate the change in welfare of farm animals brought about by your donation to veg outreach leafleting.

To enter the amount of your donation in the green cells or if you wish to adjust the estimates made in the white cells, go to File>Make a Copy or File>Download As. If you have sources of information that improve on the sources we've cited and think we should update the master copy, please let us know.

			Low Bound	Best Estimate	High Bound	Sources:	Comments:
Input your donation amount here:		$		100			For ease of use, formulas use the conversions below: £1 = $1.55 €1 = $1.22 (For greater precision, input in $ only, converting any non-US currency to $ based on current exchange rates)
		£		0			
		€		0			
cost per leaflet:		$	0.13	0.11	0.1	CPL	Higher cost per leaflet leads to lower expected benefits.
number of leaflets (NL):			769.23	909.09	1,000.00		
average product limiters per leaflet (PLL):		Meat:	0.004	0.01	0.022	Survey Results	Product limiters are the people who reduce or eliminate their consumption of the food in question after experiencing the intervention. Our estimates are based on the number who reported stopping consumption entirely.
		Dairy:	0.002	0.006	0.016	Calculations	
		Eggs:	0.001	0.004	0.013		
number of product limiters: (NL*PLL)		Meat:	3.08	9.09	22.00		
		Dairy:	1.54	5.45	16.00		
		Eggs:	0.77	3.64	13.00		
average years of abstention per limiter (AYL):			3.6	6.2	13.3	Calculations	
average animal equivalents consumed per person per year (AEPY):		Cow - beef:	0.1	0.11	0.12	Beef	
		Cow - dairy:	0.0056	0.007	0.0093	Dairy	
		Pig:	0.35	0.37	0.38	Pork	
		Chicken - broiler:	28	28.5	29	Chicken	
		Chicken - layer:	0.75	0.8	0.93	Eggs	
		Turkey:	0.77	0.83	0.9	Turkey	
		Farmed fish:	2.07	2.92	3.72	Fish	
total reduction of animals on factory farms: (NL*PLL*AYL*AEPY*CEF) [1]		Cows:	0.28	3.21	33.15		Cows include those in the beef and dairy industries.
		Pigs:	1.63	11.89	96.73		
		Chickens:	19.92	498.32	6,095.75		Chickens include those in the chicken and egg industries.
		Turkeys:	1.45	15.44	176.44		
		Fish:	3.44	70.77	674.85		Fish include only those from aquaculture, not wild-caught fish.
		Total:	**26.72**	**599.63**	**7,076.92**		
average years of life per farmed animal (AYLA):		Cow - beef:	1	1.16	1.83	Beef	
		Cow - dairy:	3	4	5	Dairy	
		Pig:	0.4	0.5	0.6	Pork	
		Chicken - broiler:	0.115	0.123	0.134	Chicken	
		Chicken - layer:	1.2	1.35	1.5	Eggs	
		Turkey:	0.27	0.32	0.37	Turkey	
		Farmed fish:	1	1.5	2	Fish	
total reduction in factory farmed years: (NL*PLL*AYL*AEPY*AYLA*CEF) [2]		Cows:	0.29	4.02	66.69		
		Pigs:	0.65	5.94	58.04		
		Chickens:	3.71	81.43	1,029.89		
		Turkeys:	0.39	4.94	65.28		
		Fish:	3.44	106.16	1,349.71		
		Total:	**8.48**	**202.49**	**2,569.61**		
Elasticity: [3]	Demand:	Beef:	-0.7	-0.61	-0.4	Beef	Demand Elasticity is defined as the ratio of the percentage increase in demand for a particular product (or service) to the percentage increase in the price of that product (or service). Example: If the price of a unit of bread increased from $1 to $1.1 leading to decrease in consumption from 5 units to 4.7 units, we have percentage change in demand,(4.7-5)/5=-6% and percentage change in cost ($1.1 -$1.0)/$1.0 = 10%, and then the demand elasticity is the ratio -6/10 = -0.3
		Dairy:	-2.2	-0.8	-0.04	Dairy	
		Pork:	-0.9	-0.75	-0.65	Pork	
		Chicken:	-1.05	-0.52	-0.17	Chicken	
		Eggs:	-0.3	-0.2	-0.15	Eggs	
		Turkey:	-1.05	-0.52	-0.17	Turkey	
		Fish:	-1.5	-1	-0.8	Fish	
	Supply:	Beef:	0.23	0.6	3.24	Beef	Supply Elasticity represents how the production of a good (or service) changes with increase in price. It is the ratio of percentage increase in supply to the percentage increase in the price of that product (or service). Example: If the average price of oil change went from $25 to $28 leading to a 10% increase in number of oil change specializing auto shops, then the supply elasticity is the ratio 0.1/(($28-$25)/$25) = 0.833
		Dairy:	0.25	0.65	1	Dairy	
		Pork:	0.65	1	4.2	Pork	
		Chicken:	0.07	0.22	0.4	Chicken	
		Eggs:	0.5	2	5	Eggs	
		Turkey:	0.21	0.26	0.35	Turkey	
		Fish:	0.27	0.75	1.33	Fish	
	cumulative elasticity factor (CEF):	Beef:	0.25	0.5	0.89	Derivation of the fc	Cumulative Elasticity is the effect on the net supply, based on the supply and demand elasticities, when there is a shift in the original demand. Example: If 100 people consume 25 kg of meat each every year, and 10 turn vegetarian, the decrease in original demand would be 250 kg. This is not the net decrease in supply, because the reduced demand leads to decrease in price, which increases consumption by the remaining 90, who will eat more than 25 kg now. The overall decrease would be the cumulative elasticity of the product times 250 kg.
		Dairy:	0.1	0.45	0.96		
		Pork:	0.42	0.57	0.87		
		Chicken:	0.06	0.3	0.7		
		Eggs:	0.63	0.91	0.97		
		Turkey:	0.17	0.33	0.67		
		Fish:	0.15	0.43	0.62		

[1] CEF is cumulative elasticity factor, calculated below.

[2] CEF is cumulative elasticity factor, calculated below.

[3] Elasticity represents how the demand and supply of goods changes with the increase or decrease in the price.