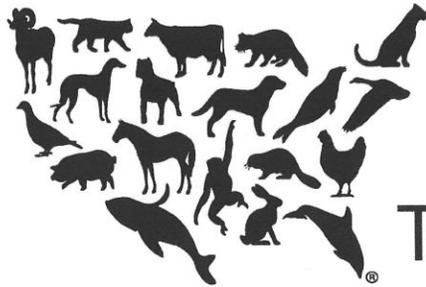


THE PLATERO PROJECT

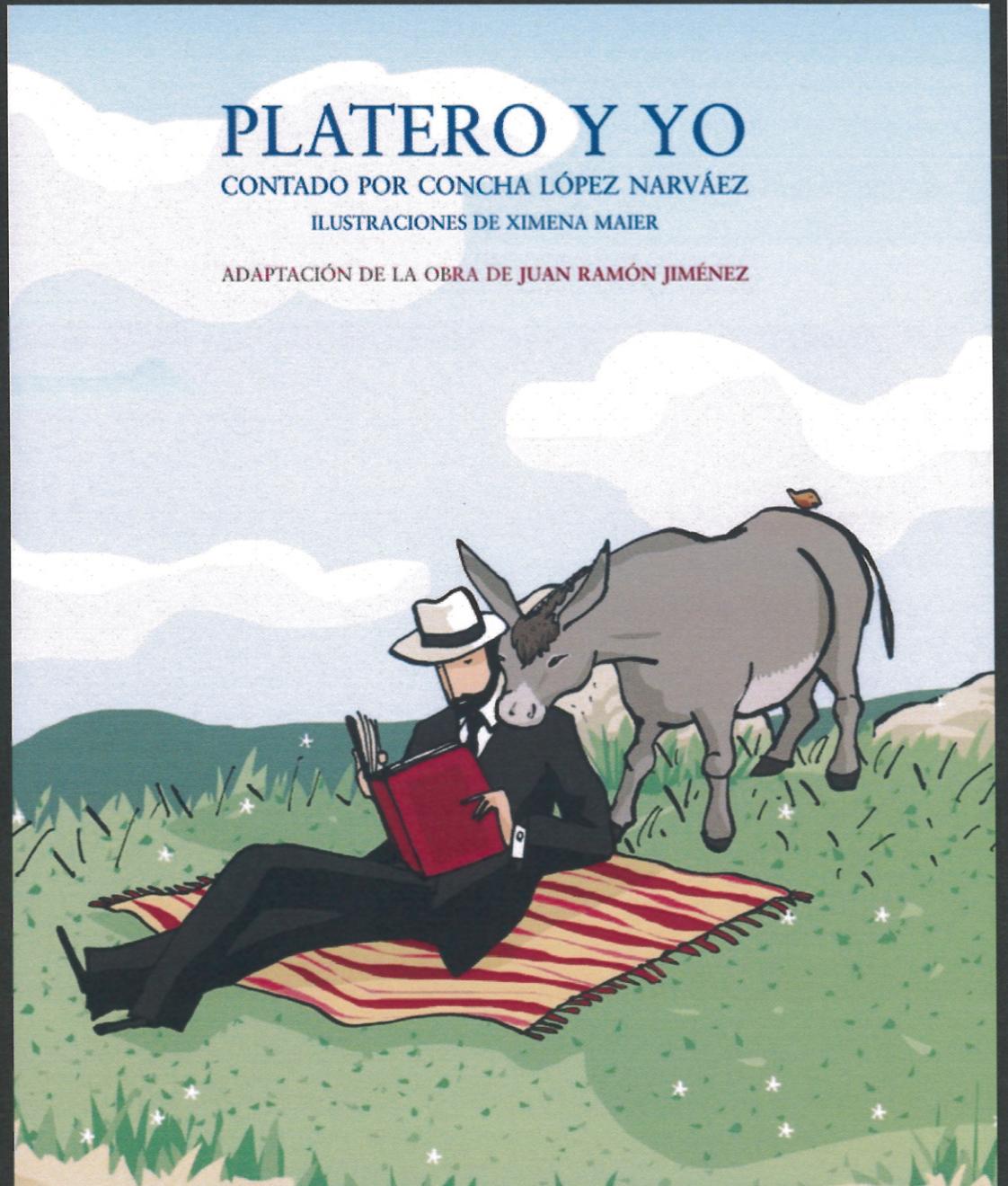


THE HUMANE SOCIETY
OF THE UNITED STATES



PLATERO???

Platero e Yo in 1914
Juan Ramón Jiménez
Nobel Prize in Literature
in 1956





2013-2017 Grant of \$760,000

- 50% Education and Adoption
- 50% Fertility Control Research



Education and Adoption

- Platero Project's Burro Training Program
- Enhancing the Sale Program
- Connecting adopters to trainers, adoption events, facility locations, pick up points
- Supporting a transportation network
- Marketing and promotion



Fertility Control Research

- Perform and support research involving the use of PZP on wild burro herds
- Application for support
 - May 7th



THE PLATERO PROJECT



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	FY2013	FY2014
Entered Training Program	Began 10/1/13	88
Adopted through Training Program	-	51
Sale Program	26	57



THE PLATERO PROJECT



THE HUMANE SOCIETY
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THE PLATERO PROJECT



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OF THE UNITED STATES





The Great
Burro
Turnaround
July 13, 2014
McMinnville,
Oregon





THE PLATERO PROJECT



THE HUMANE SOCIETY
OF THE UNITED STATES

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