



Working together  
for better food and  
farm animal welfare



## Who are we?

Compassion in World Farming is recognised as the leading international farm animal welfare charity.

It was founded in 1967 by Peter Roberts, a British dairy farmer who became concerned about the development of modern, intensive farming.

Compassion campaigns peacefully to encourage policy makers to implement effective farm animal welfare legislation, and our public facing campaigns educate consumers about the importance of animal welfare issues.

Our **Food Business programme** is pivotal to effecting change at scale by supporting the move to higher welfare farming systems within the food industry.

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*I value the relationship with Compassion in World Farming enormously; they provide global knowledge and expertise coupled with practicality and challenge. They publicly recognise progress which is very helpful for us to communicate to our customers. Any business serious about sustainable animal farming should work with them.*

**John Isherwood**  
**Head of Sustainability**  
**Pret**





### **Working with Food Business**

Compassion's corporate engagement team has pioneered a unique partnership approach to working with the food industry, with great results for both businesses and farm animals.

The aim of the Food Business programme is to raise the baseline standards of farm animal welfare in food production, working at a global level. We work in partnership with leading food manufacturers, food service businesses and retail chains that have the ability to positively impact large numbers of animals in their supply chains.

We have a team of specialist staff with extensive farm animal welfare knowledge, with backgrounds in scientific research, veterinary medicine, supply chain management and marketing communications.

Working together we benefit the lives of millions of farm animals each year and represent a community which is actively leading the movement towards a more ethical and sustainable food supply.

### **Our Approach**

We believe in collaboration and a solutions-led approach, developing relationships that are based on trust, mutual benefit and reward for progress.

We do not charge for our consultancy and do not operate a farm assurance scheme.

As such we are in a unique position to give you objective advice on farm animal welfare and to help you set achievable goals for change that are in tune with your business and brand values.

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*Compassion in World Farming, although small, can achieve real change for farm animals. It's the combination of companies and Compassion which makes the right recipe for progress.*

**Willem-Jan Laan**  
**Director of Global**  
**External Affairs**  
**Unilever**

# Everything your business needs

We work with food companies at every stage of their animal welfare journey, and have a range of tools and services that ensure you get the right support, at the right time.

Welfare Strategy  
& Policy Development

Good Farm  
Animal Welfare  
Awards

Marketing  
Communications  
Support

Technical Advice,  
Resources  
& Training



Supermarket  
Survey

Business Benchmark  
on Farm Animal Welfare

Collaborative Projects  
& Events

We can help you map the key issues in your supply chain, plot a course for continuous improvement and celebrate progress along the way.

So, whether you're writing your first animal welfare policy, or you're ready to market your higher welfare products, here's a taste of how we can work together.

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Having worked with Compassion in World Farming for a number of years I can say that it has been a truly productive relationship. We highly value their expertise and insight and they continually push us, but they also publicly recognise companies like ours when they feel we are doing a good job.

**Keith Kenny**  
Corporate Vice President - Sustainability  
McDonald's



## Developing your animal welfare strategy

We work with many businesses at the start of their journey on farm animal welfare. If you are looking to develop or strengthen your farm animal welfare policies our Food Business team can help.

### GREGGS

In a short space of time working with the Food Business team, and drawing on the structure of the Business Benchmark on Farm Animal Welfare, leading high street chain Greggs has become a model of good practice by developing a full and transparent farm animal welfare strategy.



## **BBFAW** Business Benchmark on Farm Animal Welfare



## Business Benchmark on Farm Animal Welfare

The Business Benchmark on Farm Animal Welfare (BBFAW) publicly ranks the world's leading food companies on their farm animal welfare policies, practices and performance based on publicly available information.

It provides an annual review of how well major food companies are managing and reporting their approach to farm animal welfare.

The Benchmark provides a transparent and practical structure for addressing the key policy, management and governance issues necessary for a company to address farm animal welfare. It allows leading food companies to be recognised for making farm animal welfare a critical business issue, and for reporting and improving upon it year on year.

BBFAW is run by an independent secretariat and is funded by Compassion in World Farming, World Animal Protection and investment firm Collier Capital.



## Awards that celebrate your achievements

We can help you achieve your aspirations for farm animal welfare and demonstrate leadership through our **Good Farm Animal Welfare Awards** programme. The Awards recognise market-leading companies that ensure (or who commit to ensure within a five-year period) higher welfare systems for the animals in their supply chain, by meeting specific welfare criteria:

### Supermarket Survey and Retailer Awards

Our biennial Supermarket Survey scores and ranks supermarkets on their policies, performance and overall approach to farm animal welfare. It provides companies with a free, tailored, gap analysis tool to enable them to manage welfare in their supply chains more effectively.

Based on results from the Supermarket Survey we recognise retailers that are leading the way through our Retailer Awards.

Previous winners who have been awarded for their outstanding performance, innovation and communication in farm animal welfare include:



**Good Egg Award** – cage-free systems for laying hens, such as barn, free-range or organic.



**Good Chicken Award** – lower stocking density and slower growth rate of broiler chickens, and environmental enrichment.



**Good Dairy Award** – pasture grazing for dairy cows and a reduction in key welfare issues such as lameness and mastitis; a secure supply chain for dairy calves into higher welfare systems.



**Good Pig Award** – environmental enrichment and no confinement for breeding sows; environmental enrichment and no mutilations for meat pigs.



**Good Rabbit Award** – cage-free housing for does and meat rabbits, with environmental enrichment and no routine use of antibiotics.

*Millions of farm animals are benefiting each year through the higher welfare policies and practices of our Good Farm Animal Welfare Award winners.*

## Waitrose



Unilever

Unilever was one of the first global companies to work with us on sourcing cage-free eggs in their business for which they have received Good Egg Awards across different brands. In Western Europe, their Hellmann's, Amora and Calvé brands have used 100% cage-free eggs since 2009 and in the US, they are making significant progress on their commitment to convert 100% of their egg supply to cage-free.

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meilleurs prix

**coop**

## Collaborating on welfare projects

If you have a specific welfare-related initiative that you need help with, we have the expertise and technical knowledge to help you achieve your goals. We have delivered a range of partnership projects which have the potential to impact millions of farm animals.



Working with Danone we developed a practical guide to measure welfare outcomes in dairy cows. This comprehensive booklet was produced to raise farmers' awareness on dairy cow welfare and provide them with best practice guidelines. It was delivered to a number of Danone's dairy farms across Europe, benefitting a significant proportion of the 4,500 farmers and 250,000 cows in their direct European milk supply.

## Building capacity in your company

The Food Business team offers bespoke, animal welfare training packages for companies, underpinned by a wealth of technical support materials.

We can help teams working in procurement, sustainability and strategy to understand and address key welfare issues.



**Woolworths**, a major retailer in South Africa, benefitted from an interactive workshop from Compassion, building team capacity on farm animal welfare issues.

*"You have added enormous value to our animal welfare team. Your inputs have helped to change old mind-sets and I have no doubt that that alone, will result in many welfare improvements. We admire the way in which you approach the issues so pragmatically. It is a great initiative."*

**Tom McLaughlin**  
**Responsible Sourcing**  
**Woolworths (Pty) Ltd.**



## Transforming consumer awareness

Many leading food companies are capitalising on the growing animal welfare movement, taking consumers with them on their journey towards more humane, sustainable food.

**Philadelphia's** marketing campaign to promote their Good Dairy Commendation award reached an estimated **14 million consumers** across the UK and Benelux region.

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