

**Some things are natural
partners... like better food
& farm animal welfare.**



What We Offer

- Free advice and consultancy
- Partnership on standards development, marketing and communications
- Awards for good welfare and sustainability policies
- Access to a wide network of contacts & business opportunities on both supply and demand sides.

The Team

Our head office is based in the UK and we have a team of specialist staff who work across the entire food industry. In addition, we have managers who operate in Germany, France, Spain and Italy.

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 bring animal welfare knowledge and expertise, industry insights and reputation to the table, coupled with pragmatism, lateral thinking and an understanding of the challenges food companies face.

Sustainability & Best Practice

Many major companies now report on animal welfare as part of their corporate responsibility and sustainability programmes. We can help you set realistic goals and KPIs which are in tune with your business and brand values. We also work with the public sector to celebrate and encourage best practice on farm animal welfare as part of sustainable procurement.

Food Goodness


We believe that good animal welfare is central to good tasting, natural and better quality food. We have a range of research findings including consumer perceptions that support this belief which we are happy to share with you.

Advice & Consultancy

We are the leading farm animal welfare charity and operate across Europe with dedicated food business managers as well as internationally with a network of NGO's. We don't charge for our advice and consultancy and we're not a farm assurance scheme. As a result we are in a unique position to give you objective advice on farm animal welfare. Whatever your question, we're here to help.

Since launching in 2007, Compassion in World Farming's Food Business Team has pioneered a unique partnership approach to working with the European food industry – with great results for both businesses and animals.

We engage with leading food companies, inspiring progress through prestigious awards and supporting products and initiatives which represent tangible benefits for farm animals as well as innovative and competitive advantages for food businesses.



**‘Our aim is to place
farm animal welfare
at the heart of the
food industry.’**

Steve McIvor – Director of Food Business

Partnership

Each partnership with a food company is different. Working together, we have managed to achieve lasting and positive change for individuals, their businesses and millions of farm animals and consumers.

"The partnership has been challenging and constructive and ultimately helped to achieve the goals of both organisations and of course the objective of the brand – that of good (best) quality ingredients."

Anne Heughan
External Affairs Director
Unilever



"It's quite sobering to think that because of something you've actually done, you've managed to make the lives of 1 million chickens significantly better."

Ian Burgess
The Cooperative Food

The **co-operative**
food

"It is an investment, it's a cost but, if you're doing the right thing and your customers are behind you – it's about trust and our customers trust us to do the right thing."

Mark Manley
Head of Categories
Starbucks



"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 and challenge us, but they also publicly recognise companies like ours when they feel we are doing a good job."

Keith Kenny, Senior Director
McDonald's, Supply Chain Europe



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Receiving four more Good Egg Awards in 2009 was a great endorsement of the work being done at unit level and we look forward to having even more units recognised in 2010.

Jane Wakeling
Compass Group
UK & Ireland
Sourcing Manager

Awards

Our awards programme celebrates companies who show improvement and leadership on farm animal welfare. We have run our flagship scheme, the Good Egg Awards, since 2007 to celebrate companies who source cage-free eggs.

Now we are expanding the scheme by launching the Good Chicken Awards – followed by the Good Pig and Good Dairy Awards in 2011. Our European wide ‘Good’ Awards are designed to celebrate baseline improvements and leadership in the sourcing of meat, eggs and dairy.



To date, over 170 UK and European companies have won our Good Egg Award and around 20 million hens are set to benefit each year as a direct result of their policies.

Who are Compassion in World Farming?

Compassion in World Farming is recognised as the leading international farm animal welfare charity. It was founded in 1967 by a British dairy farmer who became concerned about the development of intensive factory farming.

Compassion in World Farming's food business programme is generously supported by The Tubney Charitable Trust; a grant making charity seeking to support activities that have a long term, sustainable, positive impact on the biodiversity of the UK and on the welfare of farmed animals in the UK and internationally.

Contacts & opportunities

We have a wide range of contacts spanning many sectors. Our approach is based on a desire to bring people together to tackle specific welfare challenges and develop mutually beneficial solutions. We also work internationally with other like-minded animal welfare NGOs.

Please contact us to begin a conversation

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Compassion in World Farming is registered as a charity (Charity Number 1095050) and a company limited by guarantee (Company Registered Number 4590804)

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Everything that Compassion in World Farming is doing is so amazingly important because it's not just about animal welfare, it's about our welfare as well.

**Rosie Boycott
Chair of London Food**