

Championing animal welfare in a future-fit food system





Who are we?

Compassion in World Farming is the leading international animal welfare environmental organisation dedicated to ending factory farming and reshaping the food system to benefit the lives of animals, people and the health of the planet.

Animal welfare is at the heart of our work. Through campaigning, lobbying for legislative change and positive engagement with the global food industry, we seek to influence key decision makers that shape, make and fund the food system.

Our Food Business programme is pivotal to effecting change at scale by supporting leading food companies on their journey towards better food and farm animal welfare. From building the business case, to delivering consumer marketing, we help companies develop, implement and report on their animal welfare and wider food policies.





Urgent need for **change**

The world has reached a tipping point. Our food system is failing. Our dependence on intensive animal agriculture is causing immense suffering, it's damaging our health and is fueling climate change.

Intensive farming is not only detrimental for animal welfare, but also a major driver of biodiversity loss, pollution, soil degradation, wildlife declines, deforestation and greenhouse gas emissions.

Moreover, it poses a threat to human health, producing cheap, low-quality meat, milk and eggs, threatening people's access to a healthy diet, and contributing to antimicrobial resistance and the rise of non-communicable diseases, as well as emerging and foodborne diseases.

It is widely recognised that a future-fit food system requires not only significant shifts towards higher welfare and regenerative farming, but also a considerable reduction in the number of animals produced and consumed each year.



Driving **progress** together

Through our well-established international Food Business programme, we work with major food companies to develop corporate policies and practices that place farm animal welfare at the heart of a future-fit food system.

Our Food Business team collaborates with companies across Europe, the US, APAC/ LATAM and more globally through the supply chains of our corporate partners.

We advocate a holistic approach to food production and seek corporate commitments that drive transformational change for farm animal welfare, reduce the reliance on animal-sourced foods and encourage a shift to regenerative farming practices.



The power of **partnership**

Through collaboration and a solutions-led approach, we develop relationships based on trust and mutual benefit, to inspire and drive change, and recognise progress along the way.

We have specialist staff to assist you, equipped with a wealth of knowledge in farm animal welfare (including farmed fish and other aquatic species), drawing from diverse backgrounds in scientific research, veterinary medicine, supply chain management, sustainability and marketing communications.

We're here to guide and help your team understand and tackle pivotal animal welfare issues, run gap analysis and outline roadmaps for change, along with addressing challenges related to reducing animal-sourced foods and transitioning towards regenerative farming.

"Compassion in World Farming has been an essential partner for Danone on our animal welfare journey. They have guided us in setting commitments and delivering on key achievements, from building, deploying and renewing a global animal welfare assessment tool to sharing best practices in several countries and projects. There's no question, our impact would not be the same without them."

Cees Jan Hollander, Global Farming Expertise Manager, Danone



One-stop-shop for **business success**

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

Whether it's shaping your business agenda, strategising changes in your supply chain, charting a path for continuous improvement, or commemorating successes, we've got you covered.

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



Celebrating success and **shaping tomorrow**

Through our [Awards programme](#), we recognise market-leading food companies for their policies and commitments that champion farm animal welfare and sustainable food and farming.

We award companies that commit to meet a specific set of awards criteria, within five years, in the following categories:



GOOD EGG AWARD

Cage-free systems for laying hens, such as barn, free-range or organic systems.



GOOD CHICKEN AWARD

Aligned to the Better Chicken Commitment to deliver: better breeds for improved quality of life; more space to live; provision of natural light, perches and pecking substrates to stimulate natural behaviours; humane slaughter; and third-party auditing and annual public reporting.



GOOD DAIRY AWARD

Pasture grazing for dairy cows, no tethering and the monitoring of key animal-based welfare indicators; 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, more space to live, and no routine use of antibiotics.

CAGE FREE AWARD

Cage-free housing across all species in the supply chain.

PLANET FRIENDLY AWARD

Celebrates companies that make meaningful commitments to reduce the meat, dairy, eggs and fish in their supply, set at three levels: Gold – 25%, Silver – 15%, Bronze – 10%.

SUSTAINABLE FOOD & FARMING AWARD

Higher welfare regenerative farming systems that produce meat, eggs and dairy in ways that protect, improve and restore wildlife and the environment.

RETAILER AWARDS

Based on the results of our Supermarket Survey, these awards recognise supermarkets leading the way in performance, innovation and marketing.

INNOVATION AND MARKETING AWARDS

Celebrate leading companies on their successful innovations to improve animal welfare and marketing campaigns to promote humane, sustainable food choices.

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



Empowering ethical investment

The **Business Benchmark on Farm Animal Welfare (BBFAW)** assesses and publicly ranks the world's top food companies on their management, policy commitment, performance and disclosure related to farm animal welfare, using publicly available data.

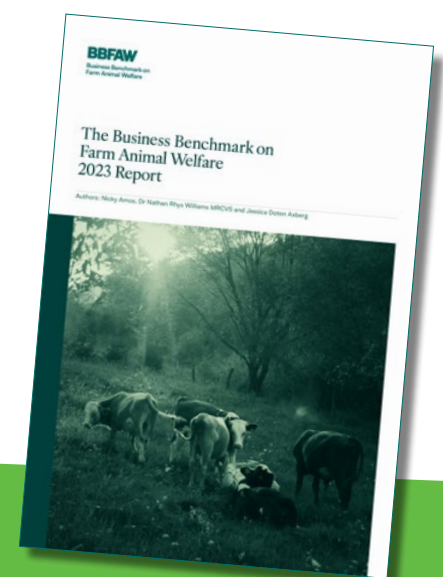
From 2023, the benchmarking tool also evaluates companies on their commitments to reducing the number of animals farmed for food by replacing animal-sourced foods with alternative proteins.

Major institutional investors, managing trillions in assets, use BBFAW to assess companies in their portfolios and guide them towards continuous improvements.

The Benchmark offers companies a clear framework for action and reporting, highlighting top-performing companies that are making farm animal welfare and reducing animal-sourced foods a critical business issue.

BBFAW is run by an independent secretariat and is funded by Compassion in World Farming and Four Paws.

BBFAW
Business Benchmark on
Farm Animal Welfare

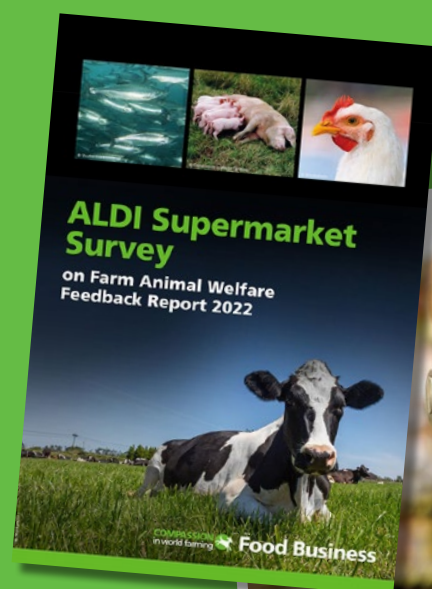


Harnessing the power of retailers

Our **Supermarket Survey** forms the central focus of our corporate engagement with retailers, leveraging their influence to improve welfare standards in the food supply chain.

The survey scores and ranks supermarkets on their policies, practices, performance, and overall approach to farmed animal welfare. It provides companies with a free, tailored gap analysis tool to help manage and progress animal welfare in their supply chains more effectively.

Supermarket Survey participants are automatically eligible for our **Retailer Awards**, which celebrate industry leaders in performance, innovation and marketing.



Keeping track of success








Our global [EggTrack](#) monitors the progress companies are making towards reaching their cage-free egg commitments, across different regions.

Using publicly disclosed information, EggTrack promotes transparency, assesses progress and recognises leaders. This motivates companies to stay committed to their cage-free goals, driving market transition and raising baseline welfare standards for laying hens.



[ChickenTrack](#) monitors the progress companies are making towards meeting the criteria of the Better Chicken Commitment, derived from publicly disclosed information. This includes 5 clear steps for better chicken welfare:

By establishing explicit targets and consistently reporting progress, companies can affirm their ownership and dedication to advancing the welfare of broiler chickens.

<p>5 clear steps... that raise the welfare standards for broiler chickens</p>	<p>Slower growing breeds For healthier chickens</p> 	<p>More space to live For active chickens</p> 
<p>A stimulating environment So chickens can be more chicken</p> 	<p>A humane end The whole journey matters</p> 	<p>Compliance with Better Chicken Raising chicken standards together</p> 



ChickenTrack not only promotes transparency and highlights industry best practices - it drives compliance and accelerates the market shift towards higher welfare chicken.

Unlocking insights and driving improvement

We have a Scorecard that assesses food companies' progress across three key categories, pinpointing areas for improvement: protein diversification, decreased dependence on animal-sourced food, and the adoption of regenerative farming practices.

We offer strategic insights and expertise to help companies chart a successful course through the protein transition, facilitating a shift away from factory farming and building a thriving food system for the future.

"For more than a decade, Compassion in World Farming have been a highly respected and important partner for Compass. By embracing an engaging, practical and collaborative approach, they have been instrumental in helping us drive forward improvements in farm animal welfare practices across our supply chain globally. Through our continued partnership, we look forward to accelerating positive impacts for farm animals and a more resilient and sustainable supply chain over the next few years."

Pieter Lemmer - Director of Sustainability Execution & Responsible Sourcing, Compass Group PLC.



Our **Salmon Welfare Scorecard** drives improvement in salmon production by objectively assessing leading producers across 13 welfare indicators, such as stocking density, humane slaughter, sea lice infestations and mortality. Based on publicly reported information, the Scorecard encourages transparency, awareness and investment in higher welfare standards for salmon.

The Scorecard provides a tool for retailers and other food companies to incentivise better policies and practices, thereby enhancing the welfare of farmed salmon within their supply chains.



Building networks and sharing best practice

Compassion hosts a range of **business forums, events and webinars**, across different species and subject areas, that bring together progressive companies to share best practice, overcome challenges and jointly champion higher welfare, future-fit food solutions.

Empower your team with customised animal welfare **training packages** crafted by our Food Business Team. Supported by an abundance of technical materials, these packages cater to professionals in procurement, sustainability and strategy.

If you are interested in taking part in our forums, need help with mapping out your supply chain or are interested in animal welfare training, please contact the [Food Business team](#).

“The collaborative efforts of Marfrig and Compassion in World Farming fill us with immense pride and inspiration. Through the animal welfare training facilitated by CIWF, significant strides have been made in promoting humane animal management across our entire production chain. We actively engage with our suppliers, embracing the best global practices advocated and disseminated by CIWF. Together with CIWF, we continually learn and refine our approach, fostering a commitment to advancing the animal welfare agenda with heightened transparency and credibility. We extend heartfelt gratitude for this invaluable partnership, wishing for its enduring strength as it plays a pivotal role in the positive evolution of livestock farming and ensures sustainability within the sector.”

Paulo Pianez, Director of Sustainability and Communication, Marfrig



“At Barilla, we envision ‘The joy of food for a better life,’ uniting people with wholesome meals and championing quality for enhanced living—for people and the planet. Our dedication spans from sourcing responsibly to crafting nutritious products. We believe what we eat today has the power to shape tomorrow, underscoring our unwavering commitment to animal welfare. Compassion in World Farming has been our steadfast partner on animal welfare, collaborating to define and achieve meaningful objectives.”

Leonardo Mirone, ESG Leader Sourcing Chains, Barilla G. e R. Flli



Navigating your way to **success**

We offer a wide range of resources designed to help companies enhance the welfare of farmed animals in their supply chain. Or if you're interested in diversifying your protein offer, or exploring the benefits of regenerative farming, our carefully crafted resources are here to empower and guide you on your transformative journey.

Explore our resources at:

compassioninfoodbusiness.com/resources



"We're proud of our open and supportive partnership with the team at Compassion in World Farming in the UK and Ireland, they are a fountain of knowledge. They are wholly pragmatic in terms of the realities faced by businesses striving to improve the welfare of animals in the supply chain, such as commercial impact and the time it takes to implement change. They continually challenge us to do better, and work hard to provide credible expertise led by the science, which is invaluable to their partners."

Jenny Packwood, Chief Corporate Affairs Officer, KFC Pan-Europe and UK & Ireland

Bringing **consumers on the journey**

As consumer awareness about food production grows, people are more willing to buy humanely and responsibly-sourced products from companies they know and trust. Leading companies are capitalising on this by proactively communicating the importance of healthier, humane and sustainable diets through advertising, in-store promotions, labelling and social media activities.

Whether you're promoting an award or seeking support with customer marketing, we're here to help you showcase your leadership as an ethical organisation and boost consumer confidence in your brand.



Want to know more?

For more information, please visit our website or contact us.

[More info](#)

[Contact us](#)

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