



ANNUAL REVIEW 07/08

Compassion in World Farming was founded in 1967 by a British dairy farmer, Peter Roberts MBE, who became horrified by the development of modern, intensive factory farming.

Since then we have been investigating, campaigning against and alleviating the suffering of millions of farm animals around the world; changing legislation and the way people think about food and farming.

Today Compassion in World Farming is the leading charity campaigning exclusively for the welfare of animals farmed for food.

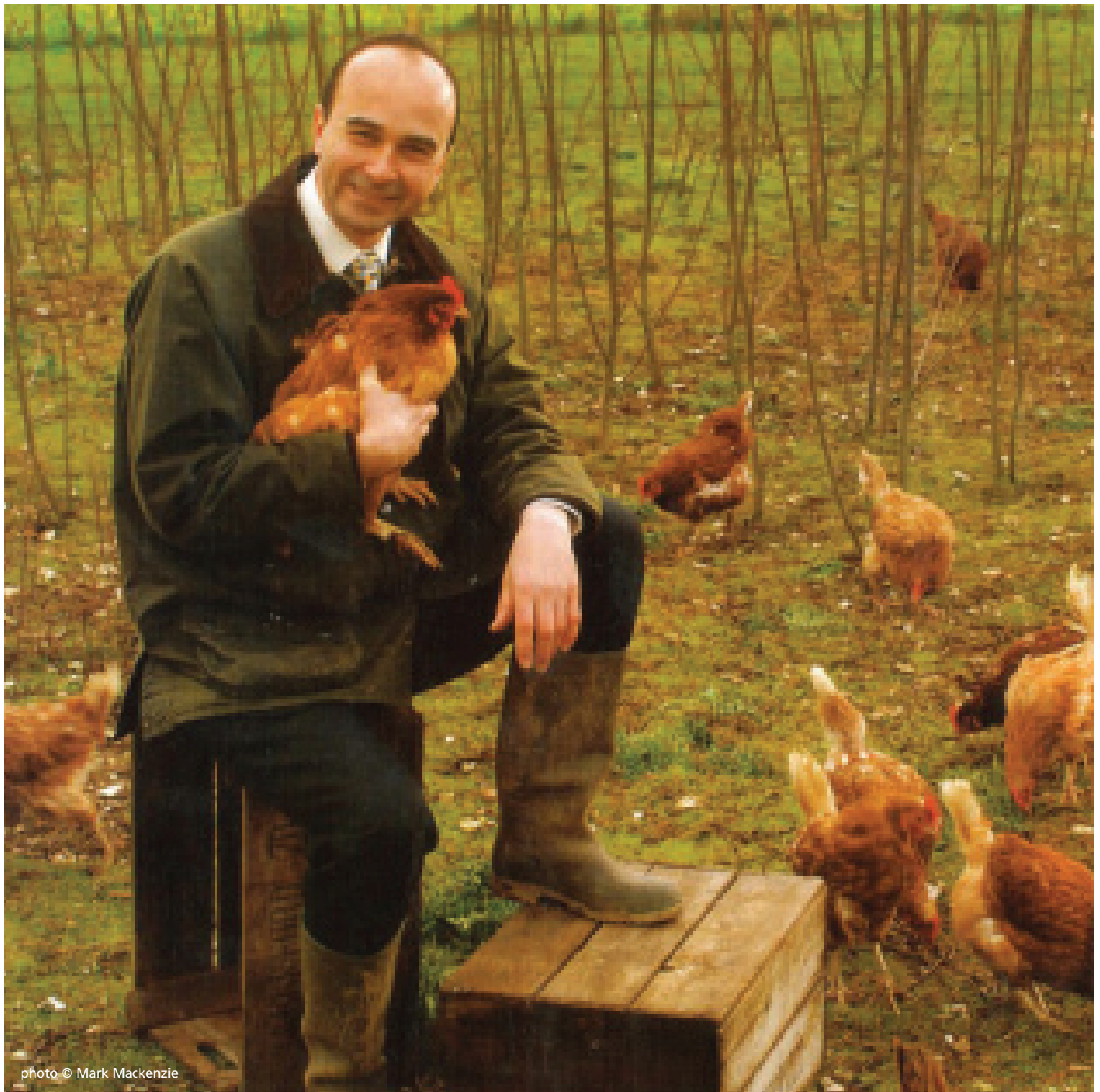
Quite simply, we believe farm animals should not, and need not, suffer.





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WHY THE EGG CAME FIRST...

A note from Philip Lymbery, Chief Executive

Philosophers may still ponder over which came first but in today's animal welfare terms, the egg is definitely leading the way. From 2012, the barren battery cage will be banned across Europe with some of our biggest high street names getting rid of eggs from caged hens even sooner.

The battery cage egg is symbolic of the factory farming practices that Peter Roberts, our founder, deemed so abhorrent forty years ago. Confining this system to the history books in Europe will be a truly remarkable step forward. But the egg is just one step and the need to stop factory farming is increasingly urgent.

Factory farming is the biggest cause of animal cruelty on the planet. Behind closed doors some 40 billion animals a year are crammed into cages, crates and overcrowded sheds; forced to grow super-fast and pushed beyond their physical limits in the quest for cheap meat, milk or eggs.

Factory farming is inherently inhumane, unacceptable and unsustainable. The challenge ahead lies in reaching out to the whole of the food chain – talking to farmers and the food industry to encourage and reward change; informing consumers so they can make ethical decisions and ensuring those who set and enforce legislation are fully aware of the suffering caused by farming intensively.

With your support we really can crack factory farming.



OUR PRIORITIES

A BETTER DEAL FOR CHICKENS AND PIGS

35 billion chickens are reared intensively; three billion hens are kept in cages and 700 million pigs are kept in overcrowded conditions every year around the world.

As the most intensively farmed animals, we want better conditions for pigs, chickens and laying hens.

A TRADE IN MEAT NOT LIVE ANIMALS

6 million cattle, sheep, pigs and horses in Europe endure long needless journeys for slaughter or fattening.

We want an end to unnecessary live exports and an overall maximum of eight-hours for journeys for all farm animals.

SPOTLIGHT ON 2007/08:

Demand for free-range chicken exploded after our investigation hit the front pages as TV chefs Hugh Fearnley-Whittingstall and Jamie Oliver turned up the heat on poultry farming. UK supermarket giant, Sainsbury's, responded magnificently by pledging to upgrade their chicken to RSPCA Freedom Food™ standards or equivalent.

SPOTLIGHT ON 2007/08:

Our joint campaign, *Handle with Care*, uncovered sheep travelling for 32 days from Australia to the Middle East.



A FARMING WORLD BUILT FOR THE FUTURE

60 billion animals are farmed each year for food, a figure set to double by 2050. As meat and dairy consumption grows the demands on land and water, the risk to animal welfare and the risk to human health will only increase.

We want an end to unsustainable factory farming, for animals, people and the planet.

SPOTLIGHT ON 2007/08:

Our report, *Global Warning!*, highlighted that livestock is responsible for 18 per cent of global greenhouse gas emissions.

OUR CHALLENGES

We need to tackle the whole of the food chain:

- The farming and food industries
- Those who set and enforce legislation
- Consumers

CRACKING FACTORY FARMING

Encouraging signs in the food and farming industries

Higher welfare is becoming a must-have component of food quality. We have continued to celebrate those supermarkets, leading brands, fast food chains, catering companies and restaurants that offer higher welfare products. We will keep pushing for honestly labelled food.

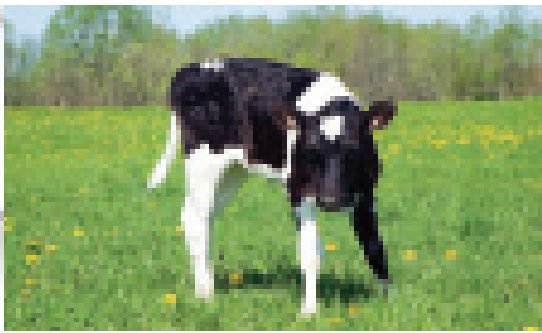
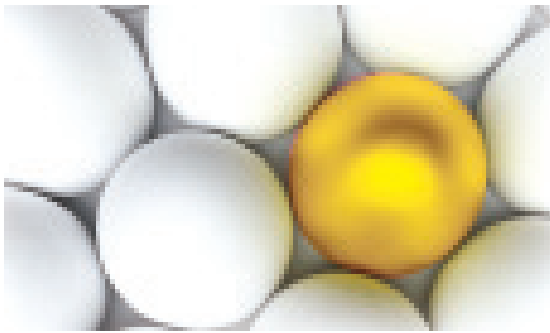


GOOD EGG AWARDS

The second year of our Good Egg Awards saw growing commitment from leading UK and European food companies to go cage-free on eggs. Unilever, McDonald's, Subway, Sodexo and Carrefour are among the winning companies choosing to ditch the battery egg.

Supported by our patron Joanna Lumley and our media partner *The Independent* newspaper, so far our Good Egg Award winners are set to benefit over **15 million laying hens** each year. Visit thegoodeggawards.com to see all the winners.

“Our customers are increasingly interested in animal welfare and sustainability. We also believe this is the right thing to do.”
Keith Kenny, McDonald's



CALF EXPORTS: AN END IN SIGHT?

Eighteen months of intense research and discussion between ourselves, the RSPCA and some of the most influential figures in retail, government and the beef and dairy industries has resulted in an all-industry voluntary agreement to work towards viable alternatives to shooting or exporting male dairy calves.

“We are delighted to be able to support this initiative to develop value added markets and systems for dairy bred calves.

The key to reducing calf exports is to develop markets that will mean that the calves are worth more at home than they would be abroad. That way, everyone wins, including the calves themselves. ”

Peter Kendall, President of the NFU

WHAT'S NEXT?

- **Expanding our food business team to engage with more food companies**
- **Building a network of welfare-minded European farmers to share good practices and drive change**
- **More food companies going cage-free on eggs worldwide**

POSITIVE SIGNALS

- Selfridges stopped selling veal from the Netherlands following our undercover investigation
- Whole Foods Market boss, John Mackey, gave our first Peter Roberts Memorial lecture as he opened his higher welfare store in London
- Tesco banned calf exports from its dairy supplier after joining our Calf Forum

WELFARE CAUSE

WORRYING SIGNS

- Tesco and Asda refuse to stop selling battery eggs
- We were forced to file a complaint against the British pig industry for claiming 'very high' welfare standards in their advertising
- British Egg Industry Council is still pushing for a five-year postponement on the barren battery cage ban





LAYING HENS

Laying hens have a strong mothering instinct and desire to lay their eggs in a nest.

✓ WE SAY YES TO:

- access to fresh air and trees
- plenty of space to flap wings and a nest area to lay eggs
- clear system of production labelling on all eggs and products containing egg

✗ BUT NO TO:

- barren battery cages
- enriched battery cages (or colony systems)
- beak-trimming



CONSUMER AWARE

Look out for the code printed on every egg: 0 for organic, 1 for free-range, 2 for barn, 3 for caged

CHICKENS

Chickens are descendents of jungle fowl, naturally spending their lives in forests, foraging for food.

✓ WE SAY YES TO:

- outdoor access and tree cover
- more space, natural light and straw bales indoors
- breeds with strong legs

✗ BUT NO TO:

- high stocking densities of over 30kg/m² (about 15 birds per m²)
- fast growing breeds
- barren housing with poor litter and air quality



CONSUMER AWARE

'Farm Fresh' and 'Farm Assured' are not necessarily free-range

CRACKING FACTORY FARMING

Changing the law

Armed with scientific fact and investigative evidence, we lobby legislators around the globe to improve and enforce laws that put animal welfare first.



THE BARREN BATTERY CAGE BAN MUST STAY

Acutely aware of the pressure from the egg industry to delay the 2012 ban, with the help of our European Coalition for Farm Animals, a network of 32 committed groups, we've secured current commitment from the European Commission and seven European countries to keep the ban on schedule.

“ Thanks to persistent lobbying by groups like Compassion in World Farming, the barren battery cage will be banned in Europe from 2012. This is radical, important, grown-up stuff. It calls for staying power and stamina, lobbying politicians, writing reports, and amassing research to contradict powerful industrial interests. ”

Joanna Blythman, Food Journalist, Daily Telegraph, 2008



LEADING INTERNATIONAL DEBATE

Talking at conferences around the world and lobbying intergovernmental organisations, we're raising debate on animal welfare and emerging issues such as cloning.

After contributing to the World Bank International Finance Corporation's Good Practice Note on Animal Welfare, we are now pushing to turn guideline into policy.

Our Good Agricultural Practice guide on pig farming was translated into Chinese and will pave the way for further work in a country responsible for farming half the world's pigs.

WHAT'S NEXT?

- **Lobbying for an end to long distance transport as the EU Regulation is reviewed**
- **Keeping up the pressure to ensure that the EU's 2012 ban on barren battery cages goes ahead on time and in full**
- **Exposing the true picture of Europe's pig farming in advance of the EU Directive review**

POSITIVE SIGNALS

- European Commission refused to delay the 2012 barren battery cage ban
- Austria, Denmark, Finland, Germany, Netherlands, Sweden and United Kingdom stand up against a delay to the 2012 ban
- House of Commons and European Parliament switched to cage-free eggs winning them Good Egg Awards

WELFARE GAUGE

WORRYING SIGNS

- EU Chicken Directive gives the green light to intensive chicken farming
- Our joint investigative film with Animals' Angels and Eurogroup uncovered sick and injured animals been sent on illegal journeys to slaughter
- Cloned animals are entering the US food chain despite welfare concerns





BEEF & LAMB

Sheep and cattle are curious creatures, dependent on their flock or herd for safety and security.

✓ WE SAY YES TO:

- access to outdoor pasture
- healthier breeds that resist disease and have easy births
- beef from male dairy calves

✗ BUT NO TO:

- live exports and long distance transport
- mutilations like castration and tail docking
- indoor housing without bedding



CONSUMER AWARE

For outdoor beef and lamb look for 'grass fed', 'grass finished' or organic

DAIRY & VEAL

Dairy cows and their calves have strong bonds which naturally continue after calves are fully grown.

✓ WE SAY YES TO:

- proper bedding
- fibrous diet
- dual purpose breeds

✗ BUT NO TO:

- zero grazing – or lack of access to pasture for cows
- live export or shooting at birth of male dairy calves
- extreme dairy breeds with lameness, mastitis and infertility



CONSUMER AWARE

For those who eat veal, buy British rosé veal and choose Soil Association organic milk

CRACKING FACTORY FARMING

Trolley Power

Surveys show that most people care deeply about animal welfare, yet the reality is that many consumers are baffled and confused by food labels. We want to empower shoppers to voice their concerns and make informed shopping choices.



COMPASSIONATE SHOPPING GUIDE

The must-have shopping accessory of 2007 was our pocket-sized guide to help consumers overcome difficult shopping choices. Based on our supermarket survey it highlights where to shop and what to buy if you want food without cruelty.

Distributed through consumer shows, websites and our own supporters, this guide enables everyone to understand their farm fresh from their free-range.

Our Supermarket Survey 2007/08 scored supermarkets' animal welfare standards using respected scientific research.

So who is the most compassionate?



Winner M&S was named **Compassionate Supermarket 2007 - 2008**

Runner up: Waitrose

3rd: The Co-op



4th: Sainsbury's – Winner of both the Most Improved Supermarket and Best Volume Retailer categories

5th: Tesco

6th: Morrisons

7th: Somerfield

8th: Asda (based on 2006 data)



THE CHICKEN MOVEMENT

Joining Jamie Oliver and Hugh Fearnley-Whittingstall's movement for chicken freedom, our supporters have been talking chicken welfare to their local supermarkets, councils and politicians.

UK councils Croydon, Halton, Hampshire, Shropshire and Wirral won Good Egg Awards for going cage-free on eggs and across the Netherlands, France and the UK thousands of people took part in our photo petition to successfully persuade Europe's leaders to keep the 2012 barren battery cage ban.

WHAT'S NEXT?

- Providing more advice and information for consumers
- Our expanded Supporter Services Team will help people take action
- Keeping a close eye on consumer trends and pushing for higher welfare and honest labelling

POSITIVE SIGNALS

- Sales of free-range chicken soared following Channel 4's Food Week
- 1,000s of people sent our postcards to Tesco and Asda asking them to stop selling eggs from caged hens
- Kent Against Live Exports continue demonstrating on the front line against live exports leaving Dover on long journeys

WELFARE GAUGE

WORRYING SIGNS

- Asda refused to reveal its current animal welfare policies for the latest Supermarket Survey
- Labels such as "Farm Fresh" and "Farm Assured" mislead consumers
- The Red Tractor™ logo continues to support poor welfare standards





PIGS

Pigs are highly intelligent creatures and need a rich, stimulating environment.



WE SAY YES TO:

- space to move around
- outdoor access
- straw to forage, nest and rest indoors



BUT NO TO:

- any mutilations such as castration, tail docking and tooth clipping
- sow stalls (banned in UK pig farming) and farrowing crates
- a dull, barren environment



CONSUMER AWARE

Buy free-range 'outdoor bred and reared'

FISH

Fish can feel pain, fear and stress.



WE SAY YES TO:

- extensive rearing methods that respect fishes' welfare needs
- humane slaughter of wild or farmed fish
- RSPCA Freedom Food™ or Soil Association organic standards for farmed fish



BUT NO TO:

- overcrowding of farmed fish
- unacceptable periods of starvation
- feeding farmed fish on unsustainable wild fish



CONSUMER AWARE

Buy organic or RSPCA Freedom Food™



FINANCIAL STEWARDSHIP

Our income has increased in the past year thanks to the enormous generosity of supporters like Anne. We are extremely grateful to all of our supporters, without whom millions more animals would continue to suffer needlessly around the world.

A LASTING LEGACY

“As I have grown older, I have sadly learned that those who fight for a fairer world have a long battle ahead of them and that the ideals of my youth will probably not become reality in my lifetime. I shall be happy to think that my dreams and hopes will live on in others after my death.”

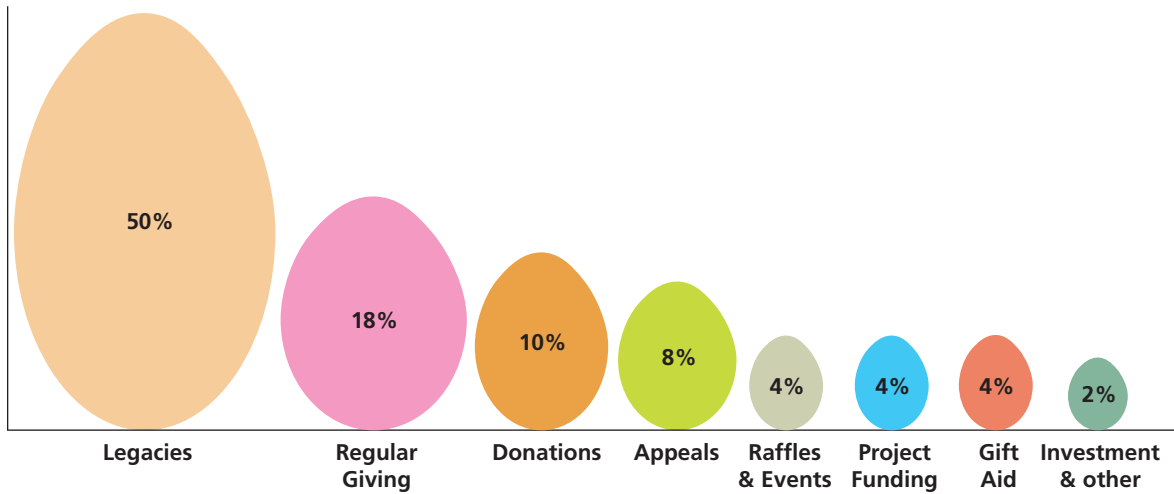
Anne Judd, Hampshire, Supporter

We know that building a credible movement against the multibillion pound factory farming industry is going to require more effort and more resources in the years to come. For this reason we will continue to invest in fundraising to develop new streams of sustainable income for the charity.

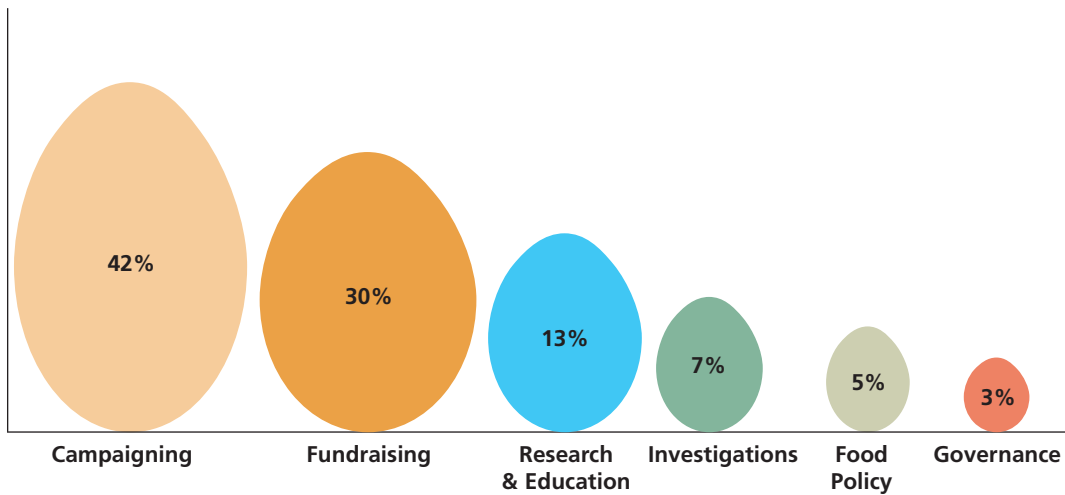
Note from the Trustees

The information is derived from the charity's fully audited annual accounts for April 2007 to March 2008. The full accounts are available from Compassion in World Farming. We hope this information gives a sense of the size of the charity and an analysis of our sources of income and how we spend funds.

INCOME £4,327,864



EXPENDITURE £3,661,692



WHO'S WHO

Based in Godalming, Surrey
Compassion in World Farming now has
over 45 staff including representation
in Australia, Bulgaria, China, Czech
Republic, France, Ireland, Netherlands,
Poland and South Africa as well as
co-ordinating a European Coalition for
Farm Animals made up of 32
organisations from 25 countries.

Compassion in World Farming is a
non-government funded charity.

Trustees

Valerie James, Chair
Jeremy Hayward, Vice-chair
Sarah Petrini, Treasurer
Edward Bourne
Rosemary Marshall
Zoe Morgan
Michael Reiss
Anne Wignall

Senior Management

Philip Lymbery, Chief Executive
John Callaghan, Director of Programmes
Richard Brooks, Director of Marketing
Dr Lesley Lambert, Director of Research & Education
Joyce D'Silva, Ambassador

Bankers

NatWest Bank plc, Petersfield, Hampshire

Auditors

Carpenter Box, Registered Auditors of Worthing,
West Sussex

ETHICAL INVESTMENT MANAGERS

Our investments are managed by UBS Wealth
Management and through the Ethical Investors
Group we ensure no funds are invested in any
companies which have a direct and material
relationship with factory farming or other activities
which harm animals.





THANK YOU

A ban on the veal crate; farm animals recognised as sentient beings; an end in sight to the barren battery cage – none of our work would be achievable without the continued support of all our supporters and campaigners. Special thanks go to:

The Aston House Stud

The Rufford Maurice Laing Foundation

The Tubney Charitable Trust

The Paragon Trust

The Sir Peter O’Sullivan Charitable Trust

AWARD WINNING CAMPAIGNS:

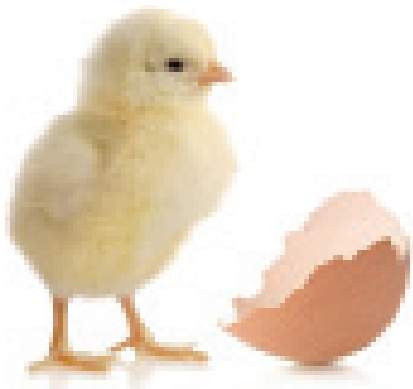
Compassion in World Farming received the Derek Cooper Special Achievement Award at the 2007 BBC Food and Farming Awards for best food campaigner/educator.

“The Radio 4 Food and Farming Awards matter because they really are a chance to honour the work that people are doing to try to make our food better in this country – and heaven knows we need it!”

Sophie Grigson, chair of this year’s judging panel.

“ Where the individuality of an animal ends, factory farming begins. ”

Peter Roberts MBE, Founder of Compassion in World Farming 1924 - 2006



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