

20 November 2009



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Paul Deighton
Chief Executive
The London Organising Committee of the Olympic Games
One Churchill Place
Canary Wharf
London
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Dear Paul Deighton,

The Food Vision Paper for the 2012 Olympic Games

Compassion in World Farming, the Chicken Out! campaign and Mike Hancock MP urge you to set mandatory high standards of animal welfare in the forthcoming Food Vision Paper for the Olympic Games.

We are disappointed that the proposed Food Vision Paper could see *Red Tractor* standards as a minimum. The animal welfare components of the *Red Tractor* standards for pig meat and chicken meat are baseline standards that permit pigs and meat chickens to be farmed intensively. This would result in the Olympics Food Vision Paper falling short of welfare standards seen in many UK supermarkets and restaurants.

Compassion has already submitted a large amount of information during the consultation period. We do hope that the detailed documents covering the welfare standards of the *Red Tractor* and RSPCA *Freedom Food* schemes, along with supportive data on consumer and market trends will be seriously considered.

In 2003 The Department for Environment, Food and Rural Affairs launched the *Sustainable Food Procurement Initiative*. The Strategy's principles include the achievement of consistently high standards of animal welfare. Furthermore, the 2008/09 Parliamentary Motion, EDM 581, tabled by Mike Hancock MP, is among the top five EDMs to be tabled during this Parliamentary session. Over 270 MPs have supported the motion calling for chickens to be reared at RSPCA's *Freedom Food* scheme as a minimum. This represents major public and parliamentary support for higher welfare standards.

Higher-welfare chicken is also being successfully marketed and sales in most supermarkets are showing sustained growth despite the economic downturn. All the data suggests that this trend will continue to grow into the future. By 2012 we expect supermarkets to be selling more higher welfare chicken and pork than ever.

We hope you will consider the Government's *Sustainable Food Procurement Initiative* and respond to the concerns of the many MPs and members of the public who have made clear their belief that chicken and pigs should be reared to much higher welfare standards. We hope that higher welfare standards will be a core principle in the 2012 Olympics Food Vision.

Yours sincerely,

A handwritten signature in black ink, appearing to read "Philip Lymbery".

Philip Lymbery
Chief Executive

A handwritten signature in blue ink, appearing to read "Hugh Fearnley-Whittingstall".

Hugh Fearnley-Whittingstall

A handwritten signature in black ink, appearing to read "Mike Hancock".

Mike Hancock MP

167,184 Chicken Out! supporters

