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MAJOR FARM ANIMAL WELFARE APPEAL BOOSTED BY HISTORIC TUBNEY CHARITABLE TRUST GRANT

Leading farm animal welfare charity Compassion in World Farming has received a major boost to the biggest funding appeal in its 40 year history.

The appeal aims to raise £4.7 million to drive farm animal welfare to the top of the European food industry agenda. The Tubney Charitable Trust has awarded its largest ever grant, for £2.34 million, to the Compassion Food Business programme. This grant lays the foundation for the charity's food business engagement project and is a significant step toward meeting the appeal's overall target.

Funds raised will be used to expand Compassion's work with leading retailers, food manufacturers and food service operations, both in the UK and key EU markets, improving conditions for millions of farm animals reared in intensive systems.

So far an estimated 20 million hens per year will live cage-free lives as a direct result of Compassion's Good Egg Award winners' policies. Unilever was granted a Good Egg Award for its commitment to welfare along with other business leaders including McDonald's, Sainsbury's and the Co-op.

Initially the Compassion Food Business Team will focus on the issues affecting the largest number of animals and some of the worst suffering. By 2014 Compassion proposes to improve welfare practices for the lives of 150 million laying hens, 1 billion 'meat' chickens, and 50 million pigs.

René Olivieri, Chair of The Tubney Charitable Trust, said: "We must find sustainable and humane methods of food production. We are tremendously impressed by Compassion in World Farming's strategic vision and pragmatic solutions, the focus of the Food Business Team's engagement work and the tangible benefits it has already delivered to farm animal welfare through influencing the policies of leading food companies. We believe Compassion's programme, with the additional resources and funding that the Tubney Charitable Trust has provided, can help transform farm animal welfare now and for the future."

Compassion in World Farming has also received significant pledges of funding towards their Food Business programme from The Rufford Maurice Laing Foundation and The Esmée Fairbairn Foundation and is now engaged in a major fundraising drive to seek additional support to raise the outstanding funds.

Philip Lymbery, Chief Executive of Compassion in World Farming, said: "Climate change and fair-trade are rightly at the centre of retailers' corporate responsibility agenda, but what cannot be ignored is the growing consumer demand for better farm animal welfare combined with good food quality and fair prices.

These are key elements of the drive for ethical and sustainable food. The generosity of the Tubney Charitable Trust means we have already raised around half of the funds required to drive this welfare programme higher up the food business agenda over the next five years. We are now urgently seeking support from other funders and the public to help us reach our ambitious funding target."

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The Tubney Charitable Trust

The Tubney Charitable Trust is 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.

In accordance with the wishes of the founders, Miles and Briony Blackwell, the Charity has a limited life and is spending both its income and its capital to achieve its objectives. During their strategic review at the beginning of 2008, the Trustees confirmed their desire to achieve a meaningful impact on UK biodiversity and farmed animal welfare that will endure beyond the short lifespan of the Trust. Importantly, the Trustees made the decision that over approximately three years they will allocate most of the Trust's remaining uncommitted funds (in the region of £26 million) to a small number of large, focused grants. The Trust expects to allocate its funds over a period of about three years from early 2008. Its operational capacity will then be reduced and the Trust will cease sometime thereafter.

The Trust does not accept unsolicited applications.

For more information, visit the Trust's website at www.tubney.org.uk

▪ **Compassion in World Farming**

Compassion in World Farming is based in the UK and has representatives in Germany, Italy, France, the Netherlands, China, South Africa and Australia. Compassion co-ordinates a network of 34 animal welfare groups in 27 European countries.

Following a process of brand re-positioning to broaden appeal and reach new audiences, the charity recruited in excess of 7,000 new donors in the 2008/9 financial year, proving that despite challenging economic circumstances, the cause of farm animal welfare is one that can inspire new support.

In line with other UK animal welfare charities, Compassion's income is primarily derived from voluntary donations and gifts from its supporter file. Compassion receives no government funding.

Compassion has had a profound impact on farm animal welfare by engaging directly with food companies. By working with the food industry they have demonstrated that it is possible to make rapid and wide-reaching improvements to the lives of animals reared to produce food.

The charity is seeking funding of £4.7m to expand activities and aims to build on previous engagement work to raise farm animal welfare standards in partnership with the food industry in the UK and EU.

▪ **The Food Business Team**

Since it was established three years ago, Compassion's Food Business Team has pioneered initiatives which work with the European food industry to drive continuous improvement for millions of farm animals.

It engages with Europe's leading food companies, inspiring progress through prestigious awards and support for products and initiatives with tangible benefits for farm animals.

The team also works with other NGOs like Sustain and the Food for Life Partnership to encourage higher-welfare food purchasing in the public sector.

Although based in the UK, the team has dedicated staff working in Germany, France and Italy. It also works with leading welfare organisations to engage with food companies outside Europe and has partnered with RSPCA Australia who will be launching the Good Egg Awards this year.

- **About the Good Egg Awards**

Compassion in World Farming's Good Egg Awards, which were introduced in 2007 to celebrate food companies and public sector bodies for sourcing cage-free eggs, have been well-received. So far an estimated 20 million hens will live cage-free every year as a direct result of the Good Egg Award winners' policies. Over 180 food companies have been recognised by the Awards to date.