



Compassion in World Farming
Tel: +44 (0) 1483 521 952
+44 (0) 7771 926005

NEW GOOD FARM ANIMAL WELFARE AWARDS LAUNCHED BY BILL ODDIE

Legendary wildlife enthusiast, actor and author, Bill Oddie hosted the launch of Compassion in World Farming's new Good Farm Animal Welfare Awards at St Paul's Cathedral last night (14th July).

Around 30 award winners received their awards at the landmark venue and are set to benefit over 174 million animals with their policies. The winners included Waitrose for Most Compassionate Supermarket, with Compass Group clients Coca Cola and the Met Office among the winners of Good Egg Awards and The Cooperative Food, Battersea Cats and Dogs Home, Marks & Spencer and Sainsbury's among Good Chicken Award winners.*

In previous years, Compassion presented only Good Egg Awards. This year for the first time, the ceremony congratulated organisations in three categories, The Good Egg Award, The Good Chicken Award and The Supermarket Awards.

Rowen West-Henzell, Head of Food Business said: 'We were thrilled to have so many great companies winning awards and making such a positive difference to millions of farm animals every year.'

Marc Abraham (aka Marc the Vet), Juliet Johns (Professional Model), Paul Merrett (Celebrity Chef) and Caroline Bretherton (Food Writer) presented the awards alongside our host Bill Oddie. A host of celebrities and high profile supporters attended the event. Compassion in World Farming patron Joanna Lumley OBE also sent her regards to guests in a short film.

Leading actor Richard E. Grant said "Congratulations to all the Compassion in World Farming Good Farm Animal Welfare winners. The decisions you have made towards better food sourcing are leading the way to better welfare standards for animals. Long may it continue."

-ENDS-

For further information on the Awards or the Food Business Team, please contact Caroline Burkie on 01483 521952 or 07771 926005 (out of office hours) or email caroline.burkie@ciwf.org.uk

Notes to Editors

Compassion in World Farming's Food Business Team:

- Compassion in World Farming's Food Business Team engages with Europe's leading food companies, inspiring progress through prestigious awards and supporting products and initiatives which represent tangible benefits for farm animals. We also encourage higher-welfare food purchasing in the public sector.
- The Food Business Team's new dedicated website, [compassioninfoodbusiness.org](http://www.compassioninfoodbusiness.org), will launch on the evening of 14 July. Please check the site for news, more about what we do and details of the awards. If you would like more information about the Food Business Team before the new site launches please visit http://www.ciwf.org.uk/your_food/food_business_team.aspx
- Compassion in World Farming's Food Business Team 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.

About the Good Farm Animal Welfare Awards 2010

- The Good Farm Animal Welfare Awards 2010 were given in three categories: The Good Egg Awards (rewarding organisations who make the commitment to source cage-free eggs); The Good Chicken Awards (rewarding organisations who make the commitment to source higher welfare chicken) and the Supermarket Awards (based on the results of our Supermarket Survey 2007-2009)
- Steve McIvor, Director of Compassion's Food Business Team said: "The awards are a vital tool that allow us to engage and converse with organisations under the banner of recognition and celebration which is a very successful in helping us forge strong relationships."

Harbour and Jones

- Catering at the Good Farm Animal Welfare Awards 2010 was provided by 2009 Compassion in World Farming Good Egg Award winner, Harbour & Jones.
- Harbour & Jones, is a highly respected boutique caterer, supplying restaurant and hospitality services to some of London and the South East's most prestigious venues including The Royal Society, RADA and St Paul's Cathedral. Harbour & Jones provide imaginative food backed up with a clear set of values that includes a policy of ethical sourcing, sustainability and seasonality.
At the Good Farm Animal Welfare Awards 2010, Harbour & Jones provided an extensive canapé menu including specially created free-range egg delicacies. For more information on Harbour & Jones please visit www.harbourandjones.com
For press information on Harbour & Jones please contact Ben Groom at Roche Communications tel: 0207 436 1111 email: ben@rochecom.com

2010 Winners

GOOD EGG AWARDS

Sodexo Prestige

Scottish Government / Sodexo

Garrets

Leith's QEII

Metropolitan Police

Westmorland

Pride Catering

Accent Catering

Met Office / Compass

Coca Cola / Compass

NUS Services

Pieminster

Superquinn

Battersea Dogs Home

GOOD CHICKEN AWARDS

The Cooperative Food

Sainsbury's

Waitrose

M&S

Pret A Manger

Garrets Ltd

Virgin Trains

Higgidy Pies

Pieminster

Battersea Dogs Home

SUPERMARKET AWARDS

Waitrose (Most Compassionate Supermarket)

Morrisons (Most Improved Supermarket)

Sainsbury's (Best Volume Supermarket)

