

1st August 2011

Factory Farming Facts

Factory Farming Facts is an exciting new video project from Compassion in World Farming that has launched today, Monday 1st August 2011.

Compassion has produced five short films that will be featured on [A Compassionate World](#), a blogsite within [Compassion in World Farming's website](#) in which Chief Executive Philip Lymbery explains why factory farming:

1. Causes more animal cruelty
2. Threatens our food
3. Keeps people hungry
4. Risks our health
5.and how we can end factory farming by 2050

It only takes a few minutes to watch each film and they will be released on a weekly basis. These include brief scenes of chickens in battery cages and pregnant sows in stalls but there is no shocking footage taken inside a slaughterhouse or of horrific animal cruelty.

Philip Lymbery said: "I want to have a big conversation about factory farming. But I need you to join me to make this happen. Start by watching our first film. Then, share it with your family, friends and colleagues. Together we can make a difference for farmed animals."

-Ends-

Notes to Editors:

For further information, images or to arrange interviews contact Lara Richardson on 01483 521952 or 07771 926005 (out of office hours) or email lara.richardson@ciwf.org

Compassion in World Farming was founded over 40 years ago in 1967 by a British farmer who became horrified by the development of modern, intensive factory farming. Today we campaign peacefully to end all cruel factory farming practices. We believe that the biggest cause of animal cruelty on the planet deserves a focused, specialised approach – so we only work on farm animal welfare.