

THE COMPASSION IN WORLD FARMING GUIDE TO

Good Food Shopping



Good for farm animals. **Good** for you.

COMPASSION
in world farming 

INTRODUCTION

This guide will help you choose **good** food.

We think **good** food comes from animals who've had a **good** life.

It doesn't have to cost the earth. That's why we've included options for anyone on a tighter budget.

Good for farm animals. **Good** for you.

GOOD LABELS



Soil Association is organic and has the **highest welfare** standards.



RSPCA Freedom Food – **higher welfare** indoor and outdoor standards.

Good if you're on a budget.



LABELS TO BE WARY OF

Red Tractor

does not guarantee higher-welfare standards and can be found on factory farmed products. Green grass and animals grazing in fields can appear on produce from animals that have been reared indoors.



Words that DO NOT always mean higher-welfare:

Farm assured, farm fresh, locally sourced, produced to high animal welfare standards.

GOOD PORK

Free-range or organic

pigs have led a more natural life, free to roam outdoors.

Outdoor reared

sows are free-range and piglets are born and reared outside.

Good on a budget: RSPCA Freedom Food

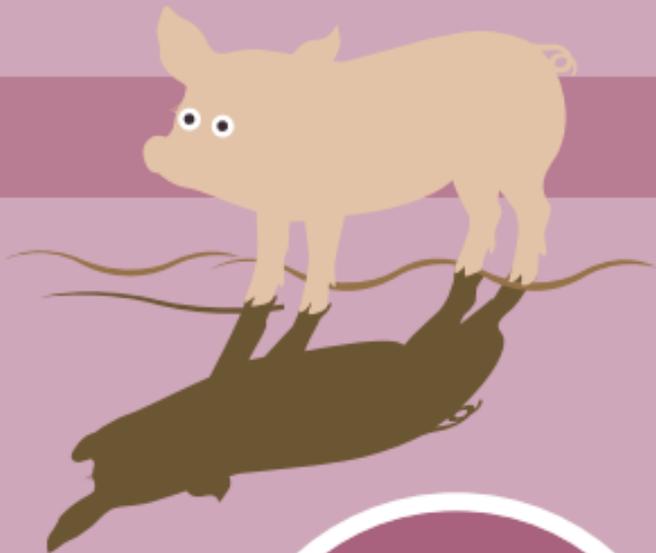
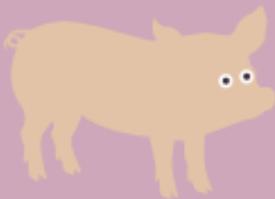
pigs have deep straw bedding and are not tail docked.



Outdoor bred

sows are free-range and piglets have been born outside.

British sows are not confined in stalls and piglets are not castrated.



GOOD POULTRY

Free-range or organic

birds have led a more natural life, free to roam outdoors.

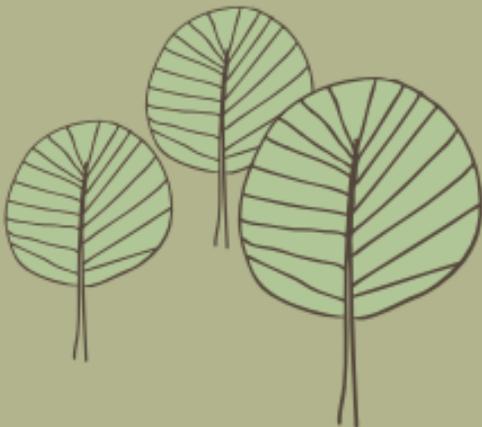
Good on a budget:

Higher-welfare indoor, such as RSPCA Freedom Food. Birds live indoors but in better environments and are often from slower-growing breeds.



Good poultry ingredients:

Look for **higher-welfare** chicken, duck and turkey ingredient in sandwiches and ready meals.



GOOD EGGS

Free-range or organic

hens have a more natural life free to roam outdoors. If the hens have tree-cover, even better.

Good on a budget:



Buy barn. Hens are indoors but are not in cages and are free to move about.

Good egg ingredients:

Look for cage-free egg ingredient in everything from cakes to mayonnaise.



GOOD DAIRY

Soil Association Organic

cows have good access to pasture and under Soil Association rules farmers are not allowed to export male dairy calves.

Good on a budget:



Own label milk from Asda, M&S, Sainsbury's, Tesco & Waitrose. These supermarkets are taking care to rear on their male dairy calves in the UK.

huge quantities of milk. To produce milk, calves are born each year. Male calves are usually shot at birth or exported to continental veal farms.

Did you know?

Standard dairy cows can live permanently indoors and suffer from being bred to produce



GOOD BEEF, LAMB & VEAL

Organic cattle and sheep are given guaranteed access to pasture.

British veal calves are not exported to the continent and are given straw bedding, more space and a better diet.

Dairy beef:

An option with welfare and environmental benefits. Ask your supermarket which beef products are from their dairy herd.

Good on a budget:

Most supermarkets have good basic standards for own label beef and lamb.



GOOD FISH

Buy wild fish from sustainable stocks and preferably line-caught.

Look for the Marine Stewardship Council logo.

Did you know?

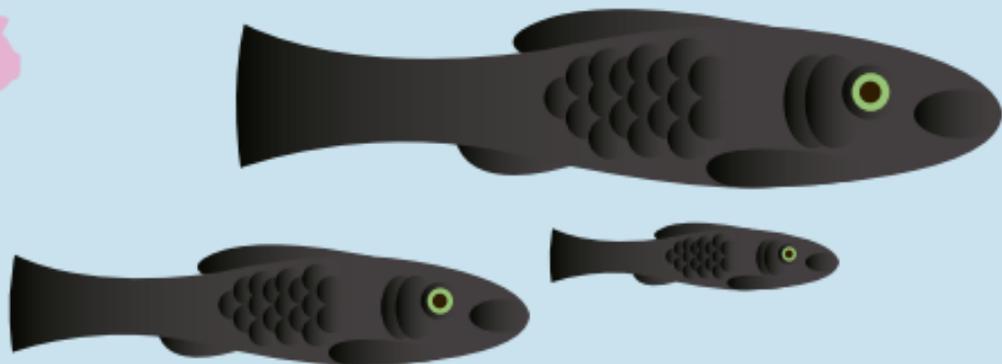
Farmed fish are kept in crowded sea-cages or tanks and can be fed 3 times their weight in wild fish.

If you do buy farmed fish buy organic.

Fish live in less crowded conditions and their feed is more sustainably sourced.

Good on a budget:

RSPCA Freedom Food.





WINNER

Waitrose

WHAT'S GOOD?

- EGGS ALL EGGS & OWN LABEL EGG INGREDIENT.
- CHICKEN ALL FRESH, FROZEN & INGREDIENT.
- DUCK ALL FRESH & FROZEN.
- TURKEY ALL OWN LABEL FRESH & FROZEN.
- PORK ALL OWN LABEL PORK, BACON & SAUSAGE.
- MILK ALL OWN LABEL MILK.
- VEAL ALL BRITISH.

ALSO LOOK IN STORE FOR OWN LABEL PRODUCTS THAT ARE RSPCA FREEDOM FOOD, FREE-RANGE OR ORGANIC.





GOOD EGG
AWARD

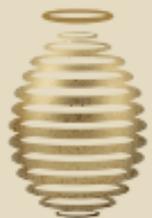
WINNER

MARKS & SPENCER

WHAT'S GOOD?

EGGS	ALL EGGS & INGREDIENT.
CHICKEN	ALL FRESH & FROZEN.
DUCK	ALL FRESH & FROZEN.
TURKEY	ALL FRESH & FROZEN.
MILK	ALL MILK.
VEAL	ALL BRITISH.

ALSO LOOK IN STORE FOR PRODUCTS THAT
ARE RSPCA FREEDOM FOOD, FREE-RANGE
OR ORGANIC.



GOOD EGG
AWARD

WINNER

The **co-operative** food

**WHAT'S GOOD?*

EGGS ALL EGGS.

CHICKEN ALL FRESH, FROZEN,
BREADED & READY-TO-EAT.

DUCK ALL OWN LABEL FRESH & FROZEN.

ALSO LOOK IN STORE FOR OWN LABEL
PRODUCTS THAT ARE RSPCA FREEDOM
FOOD, FREE-RANGE OR ORGANIC.

SOMERFIELD HAS BEEN BOUGHT BY THE
CO-OP AND PRODUCTS ARE BEING BROUGHT
IN LINE WITH CO-OP STANDARDS.





GOOD EGG
AWARD

WINNER

Sainsbury's

WHAT'S GOOD?

EGGS

ALL EGGS.

ALL FREE-RANGE HENS
HAVE TREE-COVER.

MILK

ALL OWN LABEL MILK.

VEAL

ALL BRITISH.

ALSO LOOK IN STORE FOR OWN LABEL
PRODUCTS THAT ARE RSPCA FREEDOM
FOOD, FREE-RANGE OR ORGANIC.

**
WHAT'S
GOOD?
**

M

MORRISONS

DUCK

ALL OWN LABEL
FRESH & FROZEN.

ALSO LOOK IN STORE FOR
OWN LABEL PRODUCTS THAT
ARE RSPCA FREEDOM
FOOD, FREE-RANGE
OR ORGANIC.

ASDA

MILK

ALL OWN LABEL MILK.

ALSO LOOK IN STORE FOR
OWN LABEL PRODUCTS THAT
ARE RSPCA FREEDOM FOOD,
FREE-RANGE OR ORGANIC.



TESCO

DUCK

ALL OWN LABEL
FRESH & FROZEN

MILK

ALL OWN LABEL MILK.

ALSO LOOK IN STORE FOR
OWN LABEL PRODUCTS THAT
ARE RSPCA FREEDOM FOOD,
FREE-RANGE OR ORGANIC.



ciwf.org

Visit ciwf.org/yourfood for more information and video clips of different systems.

Compassion in World Farming is the leading farm animal welfare charity.
We are dedicated to improving the lives of farm animals worldwide.



For more copies contact us on 01483 521953 or email supporters@ciwf.org

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