

Annual Review 2013/14

Inspiring a Global Movement





Since its formation in 1967, Compassion in World Farming has existed to improve the welfare of billions of animals and end factory farming. Every year, nearly 70 billion animals are farmed for meat, milk and eggs – two-thirds of whom will be reared intensively, too often behind the closed doors of factory farms.

The following pages are just a snapshot of what together, we have done during 2013/14 to help end factory farming and prevent animal cruelty.

Thank you, to each and every person who supports our work.

Our Pledge to You

Every penny donated and every minute given to support our work counts. Without our supporters, we would not be able to undertake any of our vital work. We are proud to be working alongside such a growing, committed group of people. Together we are achieving remarkable things.

HOW EACH PENNY IS SPENT

■ **RESEARCH:** All our campaigns are supported by up-to-date scientific evidence and sound research. Our small team of world-class experts ensures that when we speak, people listen.

■ **INVESTIGATIONS:** Our bold investigators ensure we gather first hand evidence to demonstrate the reality of factory farming and bear witness to the suffering of animals.

■ **CAMPAIGNING AND LOBBYING:** We campaign forcefully, but peacefully, to change the hearts and minds of policymakers and governmental agencies worldwide.

■ **INFLUENCING AND ENGAGEMENT:** We engage with the world's biggest food companies to place farm animal welfare at the heart of the food industry. By holding the most powerful food companies to account, we are generating rapid change on a global scale.

■ **EDUCATION AND INSPIRATION:** We believe passionately that the greatest change can come about if we work in harmony with others – harnessing the power of our united voices. We work hard to inspire and mobilise networks of NGOs, companies, farmers and consumers – all in service of a better, more humane food system.

FARMAGEDDON

EXPOSING THE TRUE COST OF FACTORY FARMING

The impact of Compassion's work to end factory farming is far reaching. We believe that by advocating a pioneering approach to farming that benefits animals, this will also benefit people and the planet.

In 2011, Compassion's CEO Philip Lymbery embarked on a journey with political editor and journalist Isabel Oakeshott to investigate and expose the damage factory farming is causing globally, not just to animals, but to the environment and to people's health and livelihoods.



The resulting book, *Farmageddon – The True Cost of Cheap Meat*, was published in January 2014 (Bloomsbury). Since its launch, *Farmageddon* has sold over 16,000 copies, has been reprinted three times, and is being published in ten countries (Australia, Canada, Japan, The Netherlands, New Zealand, Poland, South Africa, Taiwan, the UK and the US).

Through *Farmageddon*, Compassion's message has reached a worldwide audience of more than 350 million people, generating high-profile press and TV coverage across the UK, Europe and Canada; and featuring at renowned literary festivals around the world. Thanks to your support, the hidden cost of factory farming is being laid bare for all to see.

Averting Farmageddon

Some of the issues raised in the book, such as the overuse of antibiotics in industrial farming and the rampant deforestation just to grow crops to feed animals in factory farms, are now being debated like never before.

Compassion co-hosted a ground breaking conference in Brussels with the Greek Presidency of the EU. It was attended by leading politicians, NGOs such as Greenpeace and Friends of the Earth, high-profile academics and speakers (including UN Special Rapporteur on the Right to Food, Dr Olivier De Schutter). The positive show of unity for a more sustainable and humane approach to farming, and the call for major shifts in the way Europe produces its food, was very encouraging.

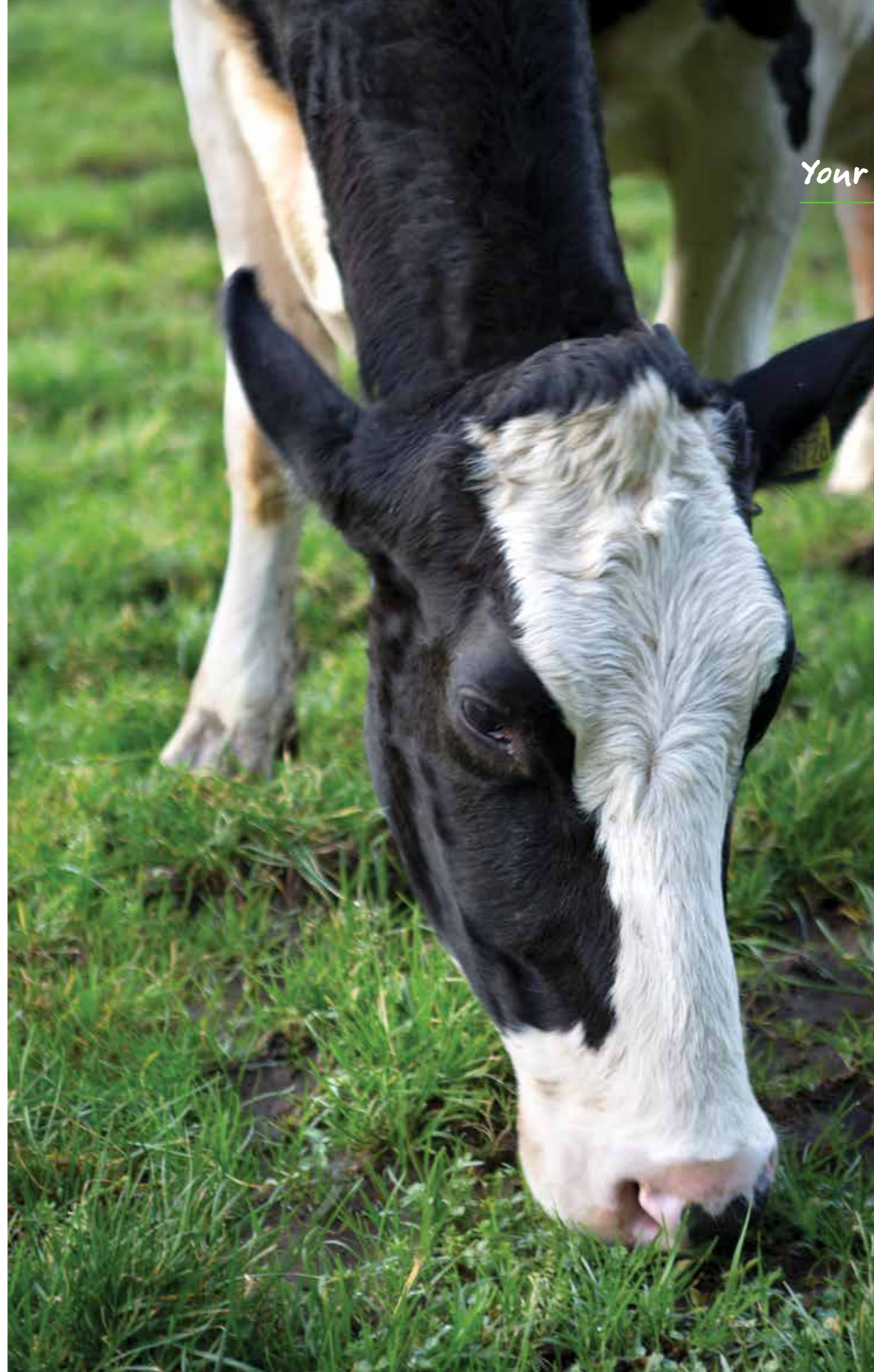
Our investigation into the European Bank for Reconstruction and Development (EBRD) revealed the sheer scale of public money (taxes we have all paid) that is being covertly invested into factory farming. On your behalf, we will continue to challenge the EBRD to stop funding factory farming and only invest in humane, truly sustainable agriculture.

WHAT NEXT?

By marshalling a truly global campaigning movement, we will fight to end factory farming. We will continue to mobilise and campaign alongside some of the world's biggest environmental and sustainable development NGOs to avert farmageddon and change our food system for the better.



© Jim Philipott Photography



Your Compassion Counts

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I am proud that The Jeremy Collier Foundation is the lead funder of the Save Our Antibiotics Alliance, of which Compassion in World Farming is a founding partner.

The Foundation is committed to playing an active role in calling time on factory farming and we are delighted to support Compassion's vital work to this end.

Our investment in the campaign to curb our dependency on the routine use of antibiotics in agriculture is not only about safeguarding antibiotics for future generations, but also to drive industry to adopt more humane conditions for our farm animals.

”

Jeremy Collier

OVER
55,000
PEOPLE SIGNED OUR ONLINE PETITION TARGETING THE EBRD'S BOARD OF GOVERNORS, URGING THEM TO STOP FUNDING FACTORY FARMS

HOPE FOR EUROPE'S PIGS

RECORD-BREAKING CAMPAIGN RESULTS

On 1st January 2014, Compassion celebrated the one-year anniversary of one of our greatest campaigning milestones: the ban throughout Europe on keeping pigs confined to sow stalls throughout pregnancy.

But as the year unfolded, far too many producers simply flouted the law. In many countries, intensive pig producers were continuing to farm without regard for animal welfare or legislation. Our undercover investigators gathered damning evidence that proved beyond doubt that cruel, illegal pig farming was commonplace across Europe.

Project Pig

Compassion's response was Project Pig – a pan-European campaign mobilising citizens across Europe to hold to account all 17 countries guilty of breaking the law.

As our lobbyists targeted the EU Commission and the governments who

were breaking the law, Compassion's campaigners set off on a tour of Europe's capital cities – accompanied by our giant inflatable pig 'Hope' – to mobilise public support and gather signatures for what turned out to be our fastest growing petition ever.

The Results

By the time our team, and Hope, handed the petition to Europe's agriculture ministers, it had been signed by nearly **half a million** people. More than this, 11 of the 17 rogue countries were obeying the law and the EU Commission had finally started legal proceedings against the remaining non-compliant countries. All thanks to Project Pig, Europe's citizens – and to Hope.



WHAT NEXT?

With your support, Compassion will continue to monitor compliance and expose remaining law-breaking nations. We will extend our work to improve the lives of pigs in Europe and further afield. In particular, we will seek to make progress in China, where more than half the world's pigs are farmed.



Your Compassion Counts

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I give £3 per month to Compassion by Direct Debit, I know it doesn't sound much – but times are tough for many of us financially, and especially for me being self-employed, but it all adds up.

I do also collect change, buy raffle tickets and do as much as I can, but I think it helps Compassion to know there is a certain amount of funds they can expect from a monthly gift like this, especially as they rely completely on public donations.

Although I am vegan myself, this is just a personal ethical choice, and I think it's so important to have a charity like Compassion who are dedicated to farm animal welfare and working with farmers, food companies and governments to be the sensible and trustworthy face of farm animal welfare, to help end factory farming and improve the lives of animals who are farmed for food. I am so proud to support such a fantastic charity.

”

Anna Celeste Watson

EVERY SIGNATURE COUNTS

445,715

EU CITIZENS DEMANDED
BETTER LIVES FOR PIGS

THE POWER TO CHANGE BILLIONS OF LIVES

The food industry has huge brand power and can influence millions of consumers to make higher welfare food choices every day. The potential for improving farm animal welfare is vast.

Together, we are mobilising the most powerful and effective international movement for change in our food system.

Since 2007, Compassion's Food Business team has engaged with and influenced leading UK and European food companies in the retail, food service, public and manufacturing sectors to raise welfare standards for millions of farm animals throughout their supply chains.

Rewarding Compassion

To date, over 287 million hens, chickens, pigs, dairy cattle and rabbits are set to benefit as a result of all our award winners' policies and commitments to raising farm animal welfare standards.

Over the past year the growing list of winners included our first award to French supermarket chain, Monoprix; McDonald's for their commitment to improving sows' lives; Jamie Oliver for his company's global work with eggs and chickens – as well as with pigs in the UK. European retailer awards also went to Marks & Spencer, Sainsbury's and Kaufland, a large German supermarket chain.

Going Global

Last year, thanks to the generosity of our supporters, we were able to extend our food industry programmes beyond the UK and Europe.

With over half the world's pigs reared in China and industrial farming taking hold fast, promoting and rewarding more humane pig farming in China has the potential to benefit millions of animals each year. In partnership with China's official International Cooperation Committee on Animal Welfare (ICCAW), Compassion has launched the first ever Good Pig Production Awards which recognise Chinese producers operating without sow stalls and making significant commitments to welfare improvements for pigs.

The USA is one of the largest producers and consumers of farm animal products in the world and, thanks to your support, we have been able to export our food business programme there. We are focusing on the much-overlooked welfare of chickens as well as egg laying hens, with the opportunity to impact many millions of animals.

WHAT NEXT?

We will continue to expand our engagement into the investor community through the Business Benchmark on Farm Animal Welfare. The Business Benchmark has rapidly developed into the core source of information for investors and other stakeholders interested in company policy and practice in farm animal welfare – and is already having a significant impact on company policy.

Compassion is extremely grateful to The Esmée Fairbairn Foundation for its vital support for BBFAW.

BBFAW
Business Benchmark
on Farm Animal Welfare



Your Compassion Counts

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I am extremely proud of Compassion in World Farming and very happy to help. I think Compassion is brilliant for all the work it does; all its success and all to come.

Compassion drew my attention for many reasons. An educated and pragmatic charity, it can be trusted to provide an objective and serious argument. It encourages farmers, the wider agricultural community, consumers, supermarkets, all to improve farm animal welfare, at all levels. Its presence and influence is felt from Ramsgate to Whitehall; Europe to America and beyond.

I'm so happy to be supporting the development of good pig welfare in China, with Compassion leading the way. I cannot stress just how excited I am to be part of this in my small way. This is an absolute passion for me.

”

Linda MacIntyre

MORE THAN
750,000
ANIMALS ARE SET TO
BENEFIT AS A RESULT
OF OUR INAUGURAL
GOOD PIG PRODUCTION
AWARD IN CHINA

FACTORY FARMING:

A GLOBAL FIGHT

“We have to have a global outlook as factory farming is a global problem. So you have the right name: Compassion in World Farming”

Peter Singer
Philosopher and animal welfare advocate

Because of your support, our international presence continues to go from strength to strength. Our team of experts, advocates and campaigners now span the earth – all united against the global problem of factory farming.

The world looks to Europe

In Europe, where so much progress has already been made, our efforts remain focused on turning the tide of opinion against factory farming. With your support, we are working hard to ensure that the animal welfare legislation we fought so hard for is properly enforced – in all 28 countries.

Dutch support for Compassion’s campaigns doubled over the past year – testament to the growing desire for a change in our food system amongst the Dutch public. Our French team continued to raise public awareness about issues caused by factory farming – over 85,000 actions were taken by French citizens in support of our campaigns. And in Italy, our new team has embraced the opportunities of online and social media and mobilised tens of thousands of supporters – as well as securing two Parliamentary Questions on Italy’s illegal pig farming. Finally, we are proud to have opened up operations in Warsaw. Poland is a huge factory farming

‘hotspot’ and agriculture is vital to its economy. With the launch of our new Polish website and a rapidly growing social media presence, our lobbying efforts saw positive developments almost immediately. CIWF Polska became the only animal protection organisation invited to be a member of the President of Poland’s working party on food labelling.

Encouraging signals in South Africa

The Compassion in World Farming team in South Africa continued to gain high profile support, such as constitutional law expert, Professor David Bilchitz, and Archbishop Desmond Tutu. We were thrilled when our Director in South Africa, Louise van der Merwe, also received an award for her “*outstanding contribution and commitment to humane education and environmental awareness in the City of Cape Town*”.

A window of opportunity in China

With over 680 million pigs being reared every year in China, the connection between how farm animals are kept and the quality and safety of food is starting to gain recognition. We estimate that more than 750,000 pigs are already set to benefit from our new industry outreach programme in China.

WHAT NEXT?

We are one of the leanest, most cost-effective global charities who achieve extraordinary things with the resources gifted to us by our supporters. With your ongoing support, we are committed to tackling factory farming worldwide. We will continue to drive Europe to lead the way on public policy and enforcement. We will expand our influence and impact in China, the USA and Africa and work at an intra-governmental level to shift global policy on food and farming.

Your Compassion Counts

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Since the age of ten I have been raising money for all animals in need of protection - from caged bears to overworked horses and farmed puppies.

Two decades ago I was introduced to Compassion by a friend and have been a keen supporter ever since. Most people don't realise that the millions of food animals throughout the world which end up on our dinner tables, desperately need help with the way they are reared, transported and slaughtered. Compassion is one of the few animal welfare charities that addresses these problems from caged hens to long-haul transport.

Fifteen years ago, my husband Martin and I held our first fundraising event for Compassion. Since then we have held two more - attracting the support of a some big-name guests, such as Ricky Gervais, Peter Egan and TV vet Marc Abraham. In total, we have raised around £5,000 to support Compassion's work.

”

Angela Humphery

OUR INTERNET FILM,
SECRETS OF FOOD MARKETING,
WAS SEEN BY OVER

10
MILLION
PEOPLE

FIGHTING A GLOBAL TRADE IN MISERY

Compassion in World Farming has always been opposed to the cruel and unnecessary live export trade and the long distance transport of farm animals, wherever it goes on in the world.

Each year, millions of live farm animals are transported thousands of miles for slaughter or further fattening. This trade is a worldwide phenomenon.

UK & Irish live exports

In the mid 1990s, over 2.5 million animals were transported live from the UK to be fattened and slaughtered in Europe. In recent years, this number has fallen dramatically. However in 2013/14, we estimate that around 50,000 live animals were still being exported from ports in the South East of England.

Compassion and our supporters continue to campaign for a change in the law so that UK ports can legally refuse consignments of live, sentient, animals without fear of legal repercussions.

In November 2013, we took the unprecedented action of projecting larger-than-life images of animal suffering as a result of live transport onto the iconic white cliffs of Dover. This tactic re-ignited huge media interest in live

exports throughout the UK, featuring in more than 40 publications, including the *BBC* and *Daily Mirror* online news.

Despite the challenges, we are proud of the progress we are making. Our complaint to the UK authorities, following proof that Irish transporters were breaking EU law by not allowing sheep their full entitlement to rest periods, was successful. And we were delighted to see the last remaining subsidies to exporters of cattle from Europe removed.

EU to non-EU trade in live animals

Our investigators worked with Animals Australia to document the harrowing reality of animals transported from Europe to the Middle East. We documented journey times and conditions that would have been illegal in the EU; and our campaign to improve conditions in Lebanon's main slaughterhouse, Karantina, resulted in over 130,000 people emailing the Lebanese Agriculture Minister. Because of this pressure, Compassion is now engaged in dialogue with Lebanese authorities.



WHAT NEXT?

We will continue to investigate and expose the trade in live farm animals around the world, and hold to account those who have the power to stop such needless suffering.

Your Compassion Counts

Campaigners Nicola and Nathalie team up to research and lodge formal complaints to help Compassion stop UK live exports. They also join us on marches against the trade, along with Nathalie's cute dog, Lord Chester! They are a force to be reckoned with.

"It's good to know that we can and will make a difference. I have supported Compassion since I was 12 and I am 42 now. It's a long and painful journey but one I will never give up on; we can't give up, we are the animals' only voice."

Nicola

"Compassion exposes the truth and offers real solutions, not just for animals but consumers and farmers too. Without them, factory farming would chug along with the public none the wiser. I support Compassion as vigorously as possible when it comes to ending the cruel, unnecessary live exports trade and exposing what really happens to our animals."

Nathalie

THE NAMES OF
4,190

SUPPORTERS WHO FUNDED OUR FILM AT DOVER WERE PROJECTED ONTO THE WHITE CLIFFS IN THE CREDITS

CHANGING HEARTS & MINDS

Factory farming is one of the most destructive forces the world has ever seen. It is poisoning our planet, swallowing up small family farms and causing untold animal cruelty. Alone, against such powerful vested interests, it is easy to feel powerless to help. But what if you were standing shoulder-to-shoulder with a million other committed, passionate people who also believe in a better food system, who also agree that animals deserve a life worth living?

Through our campaigning, education and outreach programmes, Compassion in World Farming is committed to reaching and mobilising a truly global movement of people all fighting for a better, progressive food system.

Banned, gagged – but never silenced

After Compassion was banned from advertising on commercial British TV, we asked our supporters to help fund an online film that would reveal the truth about factory farming. The resulting film shows how marketing spin is often used to sell factory farmed products to consumers. And it reveals the food industry's secret weapon that powers the systemised cruelty of factory farming. We launched *The Secrets of Food Marketing* online in spring 2014 and almost overnight, it proved an internet sensation. To date, it has been viewed by over 10 million people. It is now the most viewed film we have ever produced. Thank you so much to everyone who helped fund the film.

If you eat food, this matters

We've reported on the ground-breaking book, *Farmageddon*, on page 4. We estimate that the media coverage generated by the book's exposé of factory has reached a worldwide audience of more than 120 million people.

Harnessing food company power

Our team of experts work hard to encourage the major food companies we work with to promote higher welfare food to their customers. We estimate that as a result, last year, the Compassion message reached over 440 million consumers.

A force to be reckoned with

Over the past year, Compassion more than doubled the size of its online movement. At the time of writing, over 600,000 people have engaged with our campaigning and over the past year, our email subscriber list has grown to 444,092 people around the world.

WHAT NEXT?

We believe that reaching and educating future generations is key to success. Our work now extends to China, where half the world's pigs are farmed. Working with local producers, we are sharing knowledge through educational programmes, knowledge transfer and case studies, to show the association between higher welfare standards and the quality and safety of the food they produce.

Your Compassion Counts

“

I've been supporting Compassion for five years, as I'm really passionate about farm animal welfare. I am often in contact with the team to discuss farming issues as I read about them in my journals, and rely on their expertise!

I try to support Compassion financially as much as I can, as these issues are so important.

I'm also a keen member of Campaigners' Corner, the letter-writing group. Improving farm animal welfare is so important, and I try to do as much as I can for them. I've even been known to save a few local sheep during my daily dog walks!

”

Mr J

OUR TEAM DEALT WITH

26,177

SUPPORTER AND PUBLIC
ENQUIRIES, EMAILS, PHONE
CALLS AND LETTERS



WE ARE CHANGING THE CONVERSATION

In 2013/14, Compassion's work directly reached more than 350 million people in 15 countries through media coverage about farming, food and farm animal welfare.



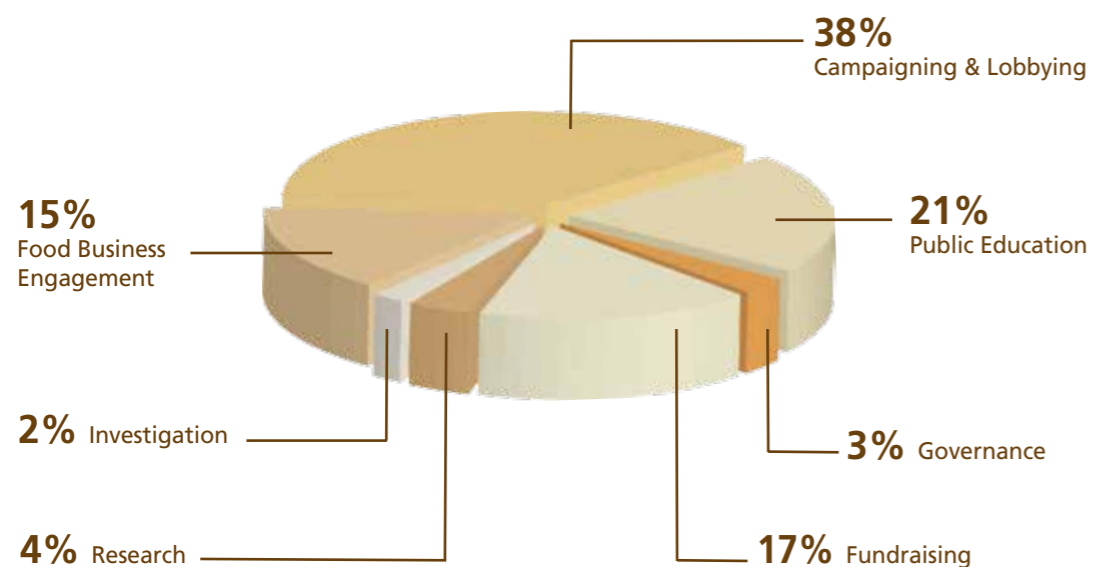
EVERY PENNY COUNTS

As a charity, Compassion in World Farming receives no government funding. Every single penny donated is absolutely vital for our mission to end factory farming.

Without you, we simply could not change the way animals are treated, nor how people think about their food. Thank you for entrusting us to do the right thing for all farm animals now, and in the future.



2013/2014 EXPENDITURE
For every pound we receive, this is how we allocate the pennies:



Your Compassion Counts

“

I first heard of Compassion in World Farming many years ago, when on the TV breakfast news I saw shocking footage of cows being unloaded from a ship in the Lebanon by crane attached to one leg. The same day I phoned CIWF to ask how I could help. I started by donating money; before long I was helping with and organising street collections. I have lost count of the number of letters I have written and petitions I have signed.

My reasons for leaving CIWF a legacy in my will are firstly, that I know that legacy income is vital to charities, and secondly, because I passionately believe in the way in which CIWF goes about effecting change. For a small organisation, they are remarkable in punching well above their weight by engaging with the food industry, linking up with other similar organisations overseas and keeping up with technology in its communication with supporters, the media etc.

I would urge anyone that cares about animal welfare to remember CIWF in their will – there are such vast numbers of farm animals suffering

”

Carolyn Bentley

NOTES FROM THE TRUSTEES

This financial information is intended to give an overview of the charity's allocation of resources and income sources. The full 2013/14 accounts are available on request.

RESERVES AND INVESTMENT POLICIES

Compassion has set a minimum level of reserves of three months' planned operating expenditure. We avoid investing in companies which impact negatively on farm animals and the environment.

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Thank you to every single individual who supports Compassion in World Farming.
Without you, we simply could not achieve so much progress for farm animals.

We work to achieve food and farming systems which respect people, promote animal wellbeing and protect the planet.

We remain indebted to everyone who is helping us achieve our vision of a world where all farm animals are treated with compassion and respect.

Thank You to:

Our **696** volunteers who raised **£60,256.35** at fundraising events and collections

The **444,092** people around the world who subscribe to receive our emails

The **3,043** supporters who have included a gift to Compassion in their Will

The **6,228** new supporters who made their first ever gift to Compassion last year.

We would also like to thank all the individuals, trusts and foundations who supported our work during the year, including our many anonymous donors. We are particularly grateful to the following:

ASPCA, Linda MacIntyre, The Jeremy Collier Foundation, John Mackey, The Eucalyptus Charitable Foundation, The Paragon Trust, Esmée Fairbairn Foundation, The Persula Foundation, Regina Bauer Frankenberg Foundation, The Bernard Sunley Charitable Foundation, JMG Foundation and The Hilary Tangye Charitable Trust.

In memory of Anna Roberts 1926 - 2013

Anna founded Compassion in World Farming with her husband, Peter Roberts, in 1967 and was credited by him as the inspiration for the organisation. Her determination and hard work played a key role in establishing what would become the leading global organisation solely devoted to improving the welfare of farm animals.



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