

**IMPACT REPORT
2016-2017**

**MORE THAN
1 BILLION
FARM ANIMALS**

**ARE SET TO BENEFIT
BECAUSE OF YOU**

COMPASSION
in world farming



WHAT WE DO, TOGETHER

Factory farming causes immense animal suffering – and drives the world's resources, environment and wildlife into the ground.

With your vision, involvement and support, we want to change the game and spark a new era in agriculture and farm animal welfare.

By working together, we can pioneer abundant, sustainable food that is free from animal cruelty – now and for generations to come.

Thank you for coming with us.

AVERTING FARMAGEDDON

Changing the game starts with recognition of the problem. As well as the suffering caused by caging and crowding animals, factory farming is deeply damaging to public health, the environment and our ability to feed a growing world population. It is also a big driver of extinction, particularly due to the unnecessary use of vast areas of land for growing animal feed, which wipes out wildlife in its wake.

Our work to alert the world to the perils of this 'farmageddon' is having a global impact.

Two ground-breaking investigations have now been published around the world: ***Farmageddon: The true cost of cheap meat*** and ***Dead Zone: Where the wild things were***, reached an audience of **hundreds of millions**.

Whilst it is often claimed that the UK has the highest standards of animal welfare world-wide, around 70% of the UK's farm animals are kept in factory farms every year.

In 2017, we published the **first ever** UK factory farm map. The media coverage this generated has helped open eyes and reach new audiences who were previously unaware of the scale of the problem on their doorstep.



NEXT STEPS

We will:

- Continue to show that ending factory farming is key to humane and sustainable food.
- Push for a global agreement to end factory farming.
- Convince intergovernmental agencies, such as the United Nations institutions, to support humane and sustainable farming policies.
- Encourage policies to reduce meat (including fish), milk and egg consumption in favour of protein diversification from plant-based alternatives.

ENDING THE CAGE AGE

In March 2017, **MEPs backed Compassion's call to End the Cage Age** for Europe's factory farmed rabbits. Following two shocking undercover investigations, sustained public campaigning around Europe, and a **600,000-signature petition**, the European Parliament **voted to call for legal protection** for these vulnerable animals – including a phase out of rabbit cages.

We now have the best chance of securing legislation to improve farm animal welfare in over a decade. All thanks to you.

SAVING OUR ANTIBIOTICS

In 2017, the Alliance to Save our Antibiotics (of which Compassion is a founding partner) was **recognised with a prestigious award** for its outstanding work to reduce the threat of antimicrobial resistance to human health.

Since 2016, the Alliance has gained **extensive media** coverage in over 30 countries, with a potential reach of over **1 billion**. Its ground-breaking study and shocking investigation that exposed the levels of antibiotic-resistant bacteria in supermarket meat made **front page news** in the *Daily Mail*, and prompted articles in *The Guardian*, *The Telegraph* and *The Independent*.

Thanks to you, the European Parliament has now supported the ending of routine, preventative use of antibiotics on farms.

THE CAGE-FREE HIGH STREET: FROM DREAM TO REALITY

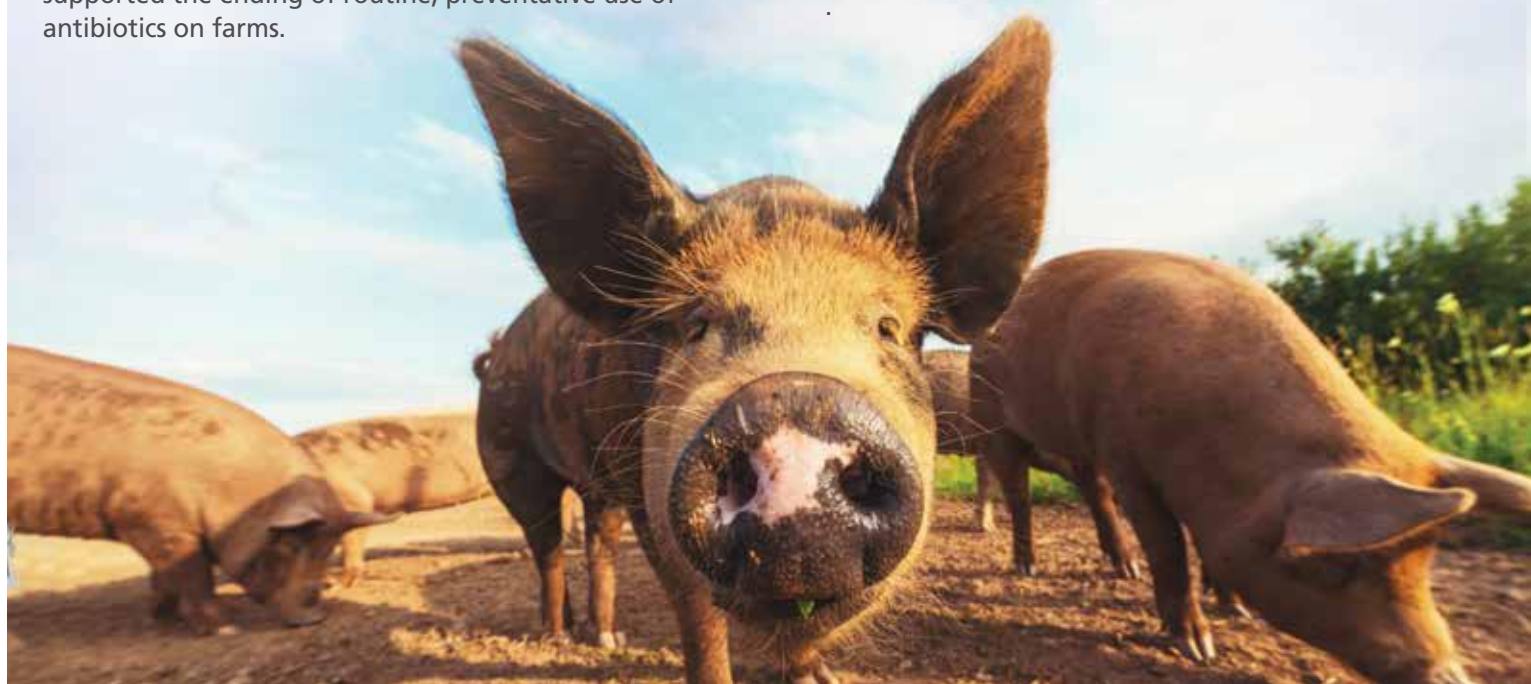
Thanks to your letters, tweets and emails spreading the word about cage cruelty in UK town centres, huge high street names pledged to join the **cage-free revolution**. Frankie & Bennie's, Caffè Nero, Café Rouge, Pizza Express, Krispy Kreme, Wagamama and TGI Fridays all publicised their cage-free policies or commitments to go completely cage-free on eggs – **a major victory for hens**.

ENDING LONG DISTANCE ANIMAL TRANSPORT

In 2016 and 2017, our global days of action inspired more than **100 events in over 30 countries**, uniting a **global movement** against the cruelty of long distance live animal transport.

We successfully lobbied the European Parliament to **reject** a call from the Committee on Agriculture for an increase in live animal exports.

Our distressing investigation into the transport trade between Europe and Turkey featured on BBC News, with Compassion taking part in a live studio debate.



NEXT STEPS

We will:

- Campaign to strengthen legislation and enforcement on farm animal welfare, with a particular focus on Europe and the UK.
- Launch a major European Citizens' Initiative to END THE CAGE AGE for all animals in Europe.
- Continue to push for a ban on the routine use of antibiotics – a practice that is propping-up cruel factory farming.
- Continue to expose the suffering of animals during long distance transport; and press for enforcement of existing animal protection legislation.

TRANSFORMING THE GLOBAL FOOD INDUSTRY

Engaging with and harnessing the power of big business is the fastest way to make the biggest impact to the greatest number of farm animals. 2017 marked the 10th anniversary of Compassion's pioneering Food Business programme, and we have witnessed unprecedented progress in the UK, Europe, the USA and China. In fact, **over 1 billion farm animals are set to lead happier lives every year.**

Companies recognised through our Good Farm Animal Welfare Awards

442
MILLION
ANIMALS

1.09
BILLION
ANIMALS

337
MILLION
ANIMALS

Partnership projects with major food companies

Further major pledges made by US and Global Food companies

270
MILLION
ANIMALS



Our first-ever

CAGE-FREE AWARD

went to 5 companies who took the history-making step of pledging to end the use of ALL cages across ALL species in their supply chains.

In 2017, we launched

"EGGTRACK" in the USA – an online tool that tracks the progress being made by the big names who have committed to going cage free.

Market forces resulted in over **200 major US food companies**, including McDonald's and Walmart, making **100% CAGE-FREE EGG COMMITMENTS**

99 global food companies were evaluated in our latest annual **BUSINESS BENCHMARK ON ANIMAL WELFARE**

26 companies improved their ranking and Compassion worked with 15 of them to achieve this.

In the past 2 years more than

1.1 BILLION consumers have seen our animal welfare messages through our food business media and public awareness campaigns.

NEXT STEPS

We will:

- Persuade food companies to adopt higher-welfare policies across their entire product ranges.
- Support producers who champion higher-welfare livestock practices.
- Enable consumers to make a positive choice to buy higher-welfare food by providing better information and honest labelling.

TOGETHER WE ARE CHANGING THE CONVERSATION

Since 2016, you have helped to create over **14 BILLION** opportunities for people to hear the compassionate message.



YOUR VOICE IS CHANGING MILLIONS OF LIVES

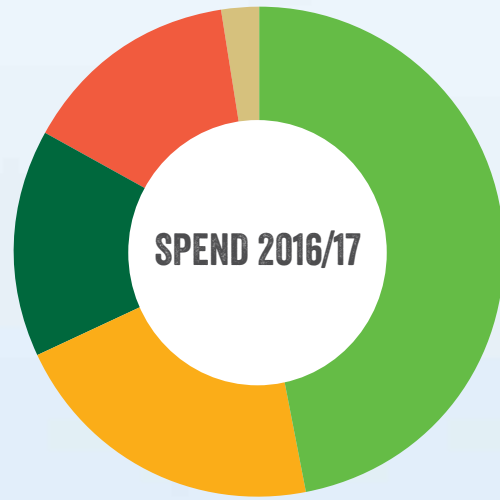
In 2016/17, over **789,000** people worldwide have taken compassionate action for farm animals.



THANK YOU

Over the past 50 years, people like you have built Compassion in World Farming's reputation for getting things done. Your determination and dedication is bringing better lives to animals and people. Thanks to you – and Compassion's relentless focus on ending factory farming – governments, companies, and citizens are taking notice.

Together we are changing the lives of billions. Together, we can, and will, make factory farming history.



HOW YOUR SUPPORT WAS INVESTED 2016/17

This information is intended to give an overview of the charity's allocation of resources in the year ending March 2017. Our detailed, audited accounts are available on request.

■ 47.2%	Research, Investigations & Campaigning	■ 14.9%	Fundraising
■ 21.1%	Food Business Engagement	■ 14.5%	Public Education
		■ 2.3%	Governance

Our thanks to everyone who stands up for farm animals, including:

A Team Foundation, Animal Welfare Trust, Jeremy Collier Foundation and Collier Capital, Esmée Fairbairn Foundation, Regina Bauer Frankenberg Foundation, Honey's Real Dog Food, JMG Foundation, Dr Mary Martineau, Open Philanthropy Project, Sir Peter O'Sullivan Charitable Trust, Persula Foundation, and our many anonymous funders and donors.

TOGETHER WE MUST BE RELENTLESS

Momentum is building towards a compassionate and regenerative food system. We must seize this moment. Your continued support will end factory farming – for the sake of animals, humanity and the planet.

NEW TO COMPASSION? To make a donation, set up a regular gift, or find out how to leave a legacy that will benefit farm animals today, and in years to come, call +44 (0) 1483 521 950, email supporters@ciwf.org or visit ciwf.org/progress



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