

**TOGETHER WE ARE  
CHANGING LIVES FOR  
FARM ANIMALS  
WORLDWIDE**



**IMPACT REPORT  
2017-2018**

# TOGETHER, WE WILL END FACTORY FARMING

Intensive farming is the world's biggest cause of animal cruelty. It is also devastating the environment, our wildlife, and human health.

**OUR VISION...** is a world where farm animals are treated with compassion and respect.

**OUR MISSION...** is to end factory farming.

**Together, we're thinking BIG, to forge a future where all food is produced humanely and sustainably.** You are pushing the boundaries – in politics, in food businesses, in the minds of consumers – to show that farm animals should not, and need not, suffer. **Thank you.**

## STOPPING THE MACHINE

Factory farming cages, overcrowds and mutilates. It abuses billions of farm animals every year.

It is also linked to the demise of farmland birds, bees, butterflies, and iconic wild animals – from South African penguins to Sumatran elephants and Brazilian jaguars. This systematic devastation of wildlife was exposed by your global **investigation**, *Dead Zone: Where the Wild Things Were*, published in the UK, US, Canada, Australia, India, South Africa and Italy throughout 2017.

This investigation inspired a hard-hitting new Compassion campaign to **STOPTHEMACHINE**. Launched in May 2017 at London's Natural History Museum, STOPTHEMACHINE targets politicians and policy makers, and includes an exhibition that has since toured key European cities and venues, including the European Parliament.

The investigation also provided the opportunity to bring together conservationists, environmentalists and animal welfare campaigners at our landmark **Extinction and Livestock conference**, co-hosted by WWF. One of the conference's key objectives was to launch Compassion's call for a United Nations Global Agreement for humane and sustainable farming.



## NEXT STEPS **We will:**

- Champion a humane, sustainable future for food across the UK and Europe.
- Step up our work with intergovernmental policy makers, and other NGOs, towards UN action to tackle the animal welfare, environmental and human health impacts of factory farming.
- Mobilise citizens around the world to speak out against the intensive farming machine.
- **Our five-year goal:** Policy measures by key governments, food companies and influential bodies to encourage the consumption of less, and better, meat, fish, milk and eggs.



## ENDING THE CAGE AGE

Since March 2017 we have built on your immense achievement of a historic European Parliament vote against cages for farmed rabbits.

A cross-party group of MEPs is now focusing on caged farming, and we have secured a coalition of over 140 charities and NGOs behind our European Citizens' Initiative to End the Cage Age. The aim: to secure over 1 million signatures and force the European Commission to consider a ban on cages for all farm animals.

In the UK, the wholesale review of legislation leading up to Brexit has also opened up opportunities to press for an end to cage farming. Behind the scenes, and through public campaigns, we are making a cage-free future one of our key demands for the future of UK farming.

## SAVING OUR ANTIBIOTICS

As a founder member of the Alliance to Save our Antibiotics, Compassion has continued to focus on ending the misuse of drugs that props-up factory farming.

In November 2017, we published a solutions-led report, providing practical steps for supermarkets and farmers to help achieve a reduction in the use of antibiotics in farming. And, after years of lobbying, we secured an important clause in a proposed new EU regulation that will ban the routine preventive antibiotic treatment of farm animals.

## STOP LIVE TRANSPORT

Our Stop Live Transport International Awareness Day in June 2018 was the biggest to date: joined by 60 organisations in 35 countries, across 6 continents. You really showed the world the scale of opposition to long distance animal transport.

In the UK, a petition against live exports on the government's website hit the magic 100,000 mark – and the issue was debated in Parliament. Thanks to your campaigning, the Department for Environment, Food and Rural Affairs has indicated they are considering a ban on live exports for slaughter.

## MORE HIGHLIGHTS

- **November 2017:** Compassion brought together food businesses, farming bodies and NGOs to discuss the labelling of meat and dairy products. A significant step forward in our campaign to give consumers the whole truth about how animals are reared.
- **December 2017:** Of course animals can feel pain and joy! You persuaded the UK government to commit to recognise the sentience of animals in national law after Brexit.
- **February 2018:** CIWF France won a court battle initiated by the pig industry. A huge victory in defence of our right to expose the truth and ask consumers to avoid factory farm cruelty.
- **May 2018:** After persistent campaigning by organisations including Compassion, legislation came into force to make CCTV compulsory in English slaughterhouses.



## NEXT STEPS

We will:

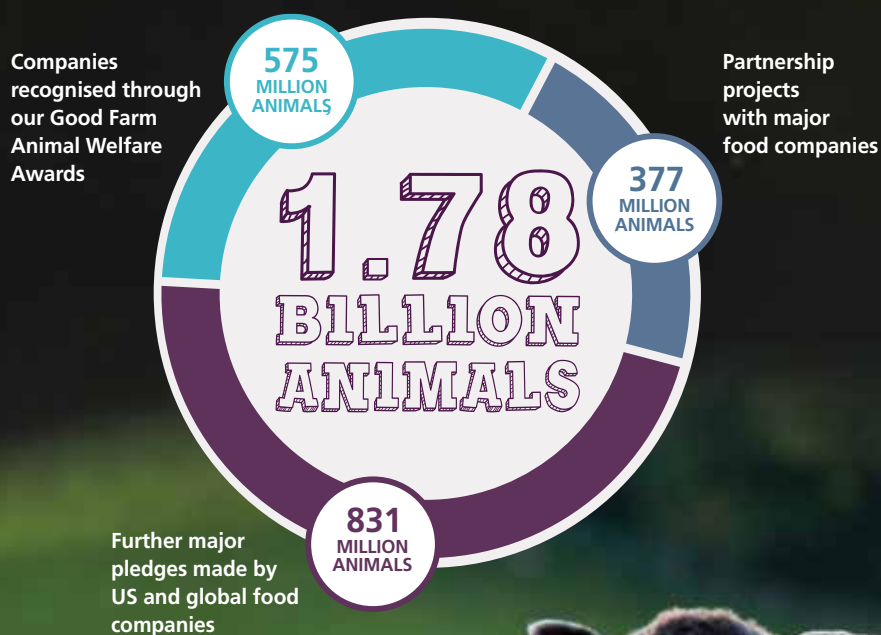
- Inspire citizens in 28 countries across Europe to join the fight to End the Cage Age.
- Step up the campaign for honest labelling of all meat and dairy products. Method of production labels on eggs have proven this can spark a surge in higher welfare choices.
- Keep up the pressure for new EU controls on antibiotic use to lead to fundamental changes in animal welfare.
- Ensure proper legal protection for the UK's farm animals after Brexit, and convince the British government to introduce a complete ban on live exports for slaughter AND fattening.
- **Our five-year goal:** Measurable progress towards a global agreement between politicians and policy makers to end factory farming.

# HARNESSING THE POWER OF FOOD BUSINESS

Thanks to your support, since the launch of our pioneering Good Egg Award in 2007, Compassion has built a unique, internationally-respected programme that is convincing the world's biggest food companies to step away from factory farming.

The latest Good Farm Animal Welfare Awards reached across Europe, China and the USA, with over 50 companies making higher welfare commitments for a total of 209 million hens, pigs, chickens, cows and rabbits.

When combined with previous award winners, other partnership projects and, more recently, a groundswell of other corporate pledges, our work with food businesses is now set to benefit **OVER 1.78 BILLION** animals every year.



Our partnership work on the **Business Benchmark on**



**Farm Animal Welfare (BBFAW)** also continues to shine a light on corporate efforts and reporting on animal welfare. BBFAW is a guide for major investors, who can in turn influence corporate policy, and the sixth annual Report was launched in February 2018 at the London Stock Exchange.

The report revealed that nearly half of the benchmarked companies now have explicit board or senior management oversight of farm animal welfare, and that almost three quarters have published formal improvement objectives. This year, the restaurant and catering sector saw the biggest improvements – but retailers, including M&S and Waitrose, dominated the top tier.



## NEXT STEPS

We will:

- Increase our efforts to convince more companies to act on the welfare of chickens – including moving away from fast growing breeds that suffer poor welfare.
- Protect a cage-free future for millions of hens through our EggTrack programme, which will hold companies to account on their higher-welfare commitments.
- Persuade major food companies to adopt higher welfare policies across their entire product ranges, including committing to end the use of cages for all farm animals.
- **Our five-year goal:** A further 1.5 billion farm animals set to benefit from better welfare due to corporate and government commitments.



# TOGETHER WE ARE LEADING THE WAY FOR FARM ANIMALS

In 2017/18, around half a million Compassion supporters took action to end animal cruelty – from signing petitions and emailing politicians, to campaigning on the streets and running, cycling or even baking for a better life for farm animals.



During 2017/18, you also helped to create over **5 BILLION** opportunities for people to hear the compassionate message. In the press, online, through TV and radio, you are revealing the truth about factory farming and signalling the way to a higher welfare future.



# THANK YOU

The commitment, support and participation of people like you makes Compassion in World Farming a powerful force for change. You are breaking down barriers and opening eyes. You are convincing governments, companies and citizens to take action against cruelty to farm animals.

## TOGETHER, WE WILL END FACTORY FARMING



- 27.4% Legacies
- 28.5% Regular giving & donations
- 36.3% Grants & major gifts
- 4.1% Gift Aid
- 3.7% Other

Income includes grants which will be invested over multiple years in specific programmes, including End the Cage Age.

## HOW YOUR SUPPORT WAS INVESTED 2017/18

**28% Stop the Machine** – Campaigning for global action to end factory farming and reduce overall meat consumption

**23.8% European & UK Campaigning** – To drive improvements in legislation and full enforcement of existing laws that protect farm animals from needless suffering

**26.2% Food Business** – To harness the power of the global food industry and achieve rapid improvements for millions of animals

**22% Fundraising & Investment Management** – To fund our international programmes and grow the global movement against factory farming.

Fundraising expenditure includes strategic reinvestment to grow sustainable funding for our Stop the Machine, European & UK Campaigning and Food Business programmes.

This information is intended to give an overview of the charity's allocation of resources in the year ending March 2018. Our detailed, audited accounts are available on request.

Our thanks to all those who have remembered Compassion in their Will, and to every individual and organisation who has donated or added their voice to help end factory farming.

**TOGETHER, WE MUST KEEP PUSHING THE BOUNDARIES.  
FOR THE SAKE OF FARM ANIMALS, THE PLANET, AND PEOPLE**

If you are new to Compassion, please join us. To make a donation, set up a regular gift, or find out how to leave a legacy that will benefit farm animals in years to come, call +44 (0) 1483 521 950, email [supporters@ciwf.org](mailto:supporters@ciwf.org) or visit [ciwf.org/progress](http://ciwf.org/progress)

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