

A close-up photograph of a pig's face, showing its eye, ear, and snout. The pig is looking towards the camera with a calm expression. The background is dark and out of focus.

Annual REVIEW | 2009/10

TIME FOR CHANGE. TIME FOR CHALLENGE. TIME FOR FRESH THINKING.



Our vision

IS A WORLD WHERE FARM ANIMALS ARE TREATED
WITH COMPASSION AND RESPECT

Our mission

IS TO END FACTORY FARMING AND ADVANCE
THE WELLBEING OF FARM ANIMALS WORLDWIDE

Change does not
come without **challenges**

For more than 40 years, Compassion in World Farming has fought to end what we believe to be the biggest challenge in animal welfare: factory farming. Today, 2 out of every 3 farm animals suffer as a result of intensive factory farming. The time has come to choose a different path for all farm animals, for good.



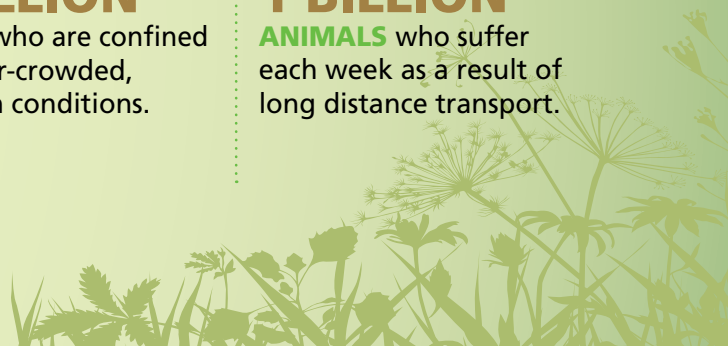
EVERY SINGLE ONE OF THE WORLD'S FACTORY FARMED ANIMALS NEEDS COMPASSION:

THE 3 BILLION LAYING HENS who live in tiny, wire cages.

THE 35 BILLION CHICKENS who suffer behind shed doors.

THE 700 MILLION PIGS who are confined in over-crowded, barren conditions.

THE WORLD'S 1 BILLION ANIMALS who suffer each week as a result of long distance transport.

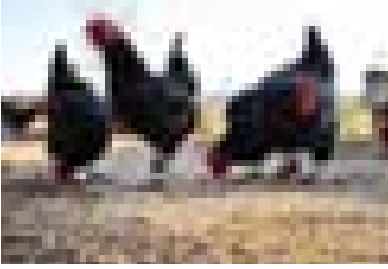


“As we all know, keeping hens in tiny cages all their lives is a scandal. But without Compassion in World Farming, it could possibly be a hidden scandal.”

Martin Hickman, *The Independent*



(Photo © Bas Meelker)



Laying hens do not belong in cages

2009/10 A YEAR OF PROGRESS

Over **20 MILLION** laying hens are set to benefit from the policies of European food companies through our Good Egg Awards.

1 IN 6 UK local authorities commit to using eggs from **CAGE-FREE** hens.

In January 2010, Germany bans barren battery cages – **2 YEARS BEFORE** the 2012 ban is due to come into effect.

In February 2010, following our supporter-led campaign, Europe **REJECTS** Poland's proposal to **DELAY** the 2012 barren battery cage ban.

The image of hens in small, wire cages symbolises all that is wrong with factory farming. Intelligent, sentient beings are crammed into spaces so small they can't carry out the most basic of natural behaviours, such as stretching their wings, foraging or nesting.

The stress of confinement often results in feather pecking and even cannibalism. These 'symptoms' are dealt with by preventative and often painful practices, such as beak trimming.

Such mutilations are unnecessary in well-managed, high-welfare farms.

Compassion's campaign to outlaw the barren battery cage and beak trimming and all its associated cruelty is at a critical stage. From 2011, the practice of beak trimming is due to be banned in the UK and in 2012 the worst kind of barren battery cage will cease to be legal across Europe.


Over **50%**
OF EGGS BOUGHT IN THE UK
now come from hens living cage-free lives

THE CHALLENGES AHEAD

We will **INSPIRE** local authorities across the UK and Europe to join our Cage-free Councils campaign.

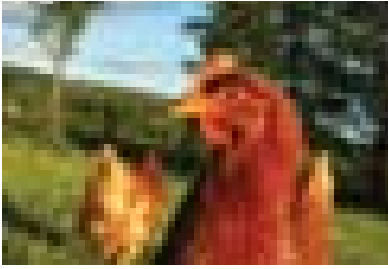
The 2011 UK beak-trimming ban is **UNDER THREAT** of **POSTPONEMENT OR DILUTION**; we will maintain pressure to uphold the ban and raise public awareness about all mutilations of farm animals.

Significant elements of EU agri-industry are still **OPPOSED TO THE 2012 BARREN BATTERY CAGE BAN**; Compassion will remain vigilant and ready to challenge any threat of postponement.



“Compassion in World Farming does a brilliant job of researching the issues and then publicising them in an objective and professional way.”

Mrs Frances Bee, supporter



Chickens do not belong in barren, crowded sheds

2009/10 A YEAR OF PROGRESS

Compassion is a key member of an industry **POULTRY FORUM** to improve chicken welfare standards.

40% of UK MPs sign a parliamentary motion demanding the **HONEST LABELLING** of chicken meat and improved welfare conditions for chickens.

Despite pressure from the chicken farming industry, the UK government **REJECTS** demands to crowd even more chickens into sheds.

Like their ancestors who lived on the edges of dense jungle, chickens like to be outside, near trees which provide shade and cover from predators.

The reality for the 35 billion chickens reared intensively for meat worldwide every year is very different. As many as 50,000 birds can be crammed into a dark, barren shed at any one time. They are deprived of fresh air and sunshine and cannot express their natural behaviours such as roaming and foraging.

Factory farmed chickens are bred to grow quicker and bigger than nature intended, which often leads to pain and suffering. Lameness is common as their legs are too weak to support their oversized bodies; they often suffer ammonia burns from squatting for long periods in their dirty litter; and the strain on their hearts can lead to heart disease and death. Compassion campaigns at all levels for tougher measures to protect chicken welfare.

UK SALES OF HIGHER WELFARE CHICKEN
increase by **47%**

from last year due to increased consumer awareness

THE CHALLENGES AHEAD

We will continue to encourage farmers to **INCREASE** the space given for chickens, to **IMPROVE** the systems that chickens are reared in and to use slower growing, more robust chicken breeds.

Multi-storey cages designed to house even more chickens in a single shed have passed the recommendation stage from the World Organisation for Animal Health (OIE). We will **CAMPAIGN** against any new farming system that further threatens animal welfare.

“The creatures with whom we live and on whom we rely are part of the family of life. Compassion in World Farming reminds us of the need to treat other animals with the care and respect which is their due.”

Sir Crispin Tickell GCMG KCVO, Director of the Policy Foresight Programme,
Oxford University and patron of Compassion in World Farming





Pigs should not suffer cuts, cages & crates

2009/10 A YEAR OF PROGRESS

Our undercover **INVESTIGATION** across 70 European pig farms proves that animal welfare laws are being broken.

Footage from this undercover pig investigation receives media coverage across Europe, stimulating urgent calls for **ENFORCEMENT** of animal welfare laws.

In response to the swine flu pandemic, our report highlighting the risks to **HUMAN HEALTH** from factory farming is comprehensively covered by the media.

Pigs are highly intelligent, social animals that need stimulation and freedom to roam and forage.

For most of the world's 700 million intensively farmed pigs, life is spent indoors in barren conditions and sows are confined in cages during pregnancy and whilst nursing.

In the barren environment of the factory farm, piglets alleviate their boredom and need for foraging by biting fellow piglets' tails. Rather than provide an enriched,

stimulating environment, the factory farm 'solution' is to dock their tails without anaesthetic.

Years of campaigning to improve the lives of pigs have paid off: routine tail docking and teeth clipping is now illegal in Europe; enrichment materials are required for all pigs; and from 2013, sow stalls will be banned (after the first four weeks of pregnancy) within the EU.

AROUND 450,000 UK sows SPEND THEIR PREGNANCY CRATE-FREE thanks to our campaigns

THE CHALLENGES AHEAD

The 2013 ban on narrow crates for pregnant sows is **UNDER THREAT**; we must ensure that it is not **POSTPONED**.

The laws set out in the EU Pigs Directive are being widely **FLOUTED**; we won't stop lobbying - and investigating - until all laws to protect animals are properly **ENFORCED**.

We will work in **PARTNERSHIP** with key players in the food industry to encourage **HUMANE, HIGHER WELFARE** pig farming throughout Europe and beyond.



We are leading a global movement

Creating a sustainable, cruelty-free future does not come without its challenges, or without remarkable commitment and support from likeminded individuals and organisations.

By inspiring new compassionate allies around the world, we are building a movement which will see an end to factory farming by 2050. The year 2009/10 has brought us closer to this goal.

These pages highlight some of what we have accomplished together this year. On behalf of everyone at Compassion in World Farming and the farm animals whose lives you are changing, thank you.



Philip Lymbery
Chief Executive



You are helping Compassion drive the change

Together we are creating a groundswell of change. Consumers are now buying more ethically, businesses are producing and sourcing higher welfare food, and politicians are beginning to listen to public demands. All this means real improvements to the lives of millions of farm animals.



46 FOOD PRODUCERS AND RETAILERS ARE NOW PART OF THE BEYOND CALF EXPORT STAKEHOLDERS FORUM

THE LIVES OF **OVER 20 MILLION HENS** A YEAR WILL BENEFIT AS A RESULT OF THE POLICIES OF OUR **GOOD EGG AWARD WINNERS** UP TO 2009

95 UK AND EUROPEAN COMPANIES BECAME **GOOD EGG** AWARD WINNERS BRINGING THE TOTAL NUMBER TO **170** SINCE THE AWARDS BEGAN IN 2007

36 MORE **UK LOCAL AUTHORITIES** COMMIT TO **CAGE-FREE EGGS**, BRINGING THE TOTAL NUMBER TO **63**

*Our supporters are the backbone of our movement – without their commitment to farm animal welfare, we simply could not maintain such pace of progress towards a more humane world. A **BIG THANK YOU** to....*

...OVER 34,000 SUPPORTERS WHO MADE OUR WORK POSSIBLE THROUGH THEIR **DONATIONS**

...THE 5,500 WONDERFUL PEOPLE WHO MADE THEIR FIRST **GIFT** TO US LAST YEAR

...OVER 2,100 PEOPLE WHO HAVE NOW **PLEGGED** A GIFT TO COMPASSION IN THEIR **WILL**

...OVER 450 VOLUNTEERS WHO HELPED US **RAISE VITAL FUNDING** FOR OUR WORK

...THE 36 CHARITABLE TRUSTS AND FOUNDATIONS THAT GAVE **OVER £450,000** TOWARDS OUR WORK LAST YEAR

...THE TUBNEY CHARITABLE TRUST FOR ONE OF THEIR LARGEST GRANTS TO ANY CHARITY; **£2.34 MILLION** TO FUND HALF OF OUR WORK WITH FOOD COMPANIES OVER THE NEXT FIVE YEARS

Mobilising change for a sustainable and humane future requires energy and commitment. The time and effort generously given by our many supporters and campaigners has been crucial to getting our message heard by politicians and the wider public.

SUPPORTERS BACK OUR CAMPAIGNS BY SENDING ALMOST **90,000** LETTERS, POSTCARDS AND EMAILS **CALLING FOR CHANGE**

WE RESPOND **TO MORE THAN 30,000** PHONE CALLS, LETTERS AND EMAILS

OVER 170,000 PEOPLE HAVE NOW SIGNED THE 'CHICKEN OUT!' PETITION DEMANDING **HIGHER WELFARE FOR CHICKENS**

OUR SUPPORTERS ORGANISE OVER **200 FUNDRAISING EVENTS** ACROSS THE UK

OUR CAMPAIGNS AND WORK ARE REPORTED IN OVER 1,400 PRINTED AND ONLINE ARTICLES

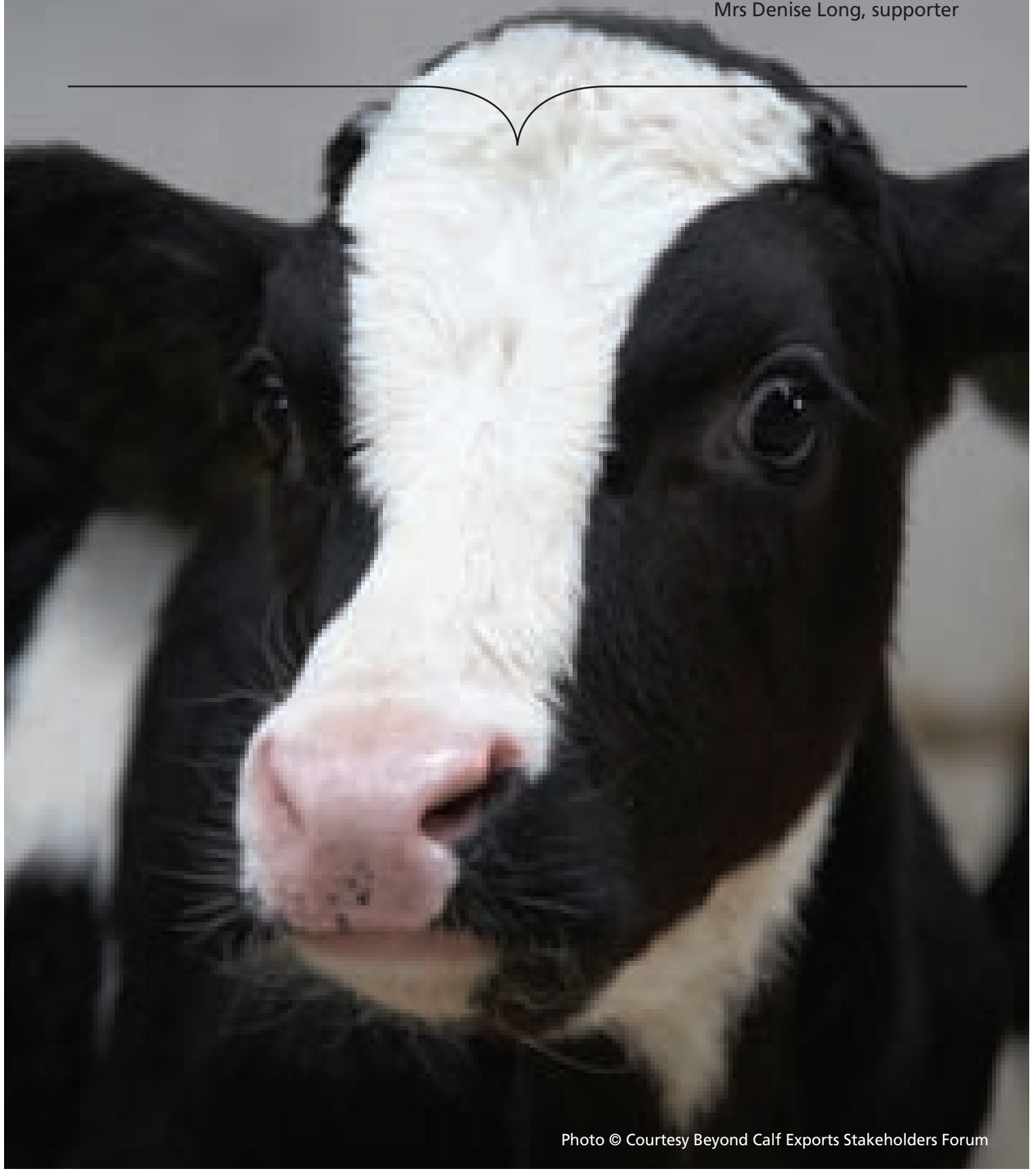
6 NEW LANDMARK REPORTS ARE PRODUCED TO BACK UP OUR **CAMPAIGNING AND LOBBYING WORK**

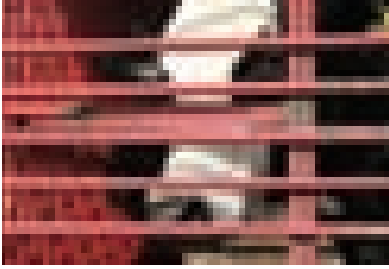
30 HOURS OF **UNDERCOVER** VIDEO EVIDENCE IS FILMED IN **7 COUNTRIES** ACROSS EUROPE

29 FILMS ARE MADE AND PASSED TO **MEDIA AND CAMPAIGNING ORGANISATIONS** AROUND THE WORLD

"I have always admired Compassion in World Farming's informed and committed campaigning."

Mrs Denise Long, supporter





Live transport causes unnecessary suffering

2009/10 A YEAR OF PROGRESS

Our undercover investigators in Europe **EXPOSE** horrendous suffering of horses on **ILLEGALLY-LONG** journeys.

We **TRAIN** a network of **INVESTIGATORS** to monitor and document the horse trade. They expose the long transport routes from breeding farms in Eastern Europe to fattening farms and slaughter facilities in Southern Europe.

After a swift and hard-hitting campaign, a passenger ferry company agrees **NOT TO TRANSPORT** livestock between Portsmouth and France.

In its first year, our Beyond Calf Export Stakeholders Forum makes a difference to the lives of **61,000** UK male dairy calves. These calves are not sent to the continent or shot at birth.

Every year, around six million calves, pigs, sheep, horses and cattle are transported long distances across Europe.

Young male dairy calves, who are considered 'waste products' by the dairy industry, are particularly susceptible to suffering on the long journeys across Europe to be reared on veal farms.

Long journeys cause physical and psychological suffering. Loaded

onto vehicles in their hundreds, even thousands, they often have little or no room to lie down - for as long as 70 hours in some instances. Some even die from dehydration, starvation and heat stress. It is a terrifying experience.

We are committed to ending the unethical and unnecessary long distance transport of live animals.

46 food producers
AND RETAILERS
play key roles in our Beyond Calf Stakeholders Forum

THE CHALLENGES AHEAD

We will continue working **IN PARTNERSHIP** to develop humane and viable **ALTERNATIVES** so that male dairy calves have a life worth living.

Strict **ENFORCEMENT** of existing laws to protect animal welfare is a priority. We will continue to go undercover and expose the suffering on Europe's live transport routes.

We are **COMMITTED** to lobbying Europe for legislation that **ENFORCES** an **8-hour limit** on journey times when transporting live animals, including horses.

“Compassion in World Farming, although small in itself, is able to achieve real change for farm animals. This is something to be proud of but also something to build on in the coming years. It’s the combination of companies and Compassion which makes the right recipe for progress.”

Willem-Jan Laan, Director of Global External Affairs, Unilever





Animal welfare should be at the heart of the food industry

2009/10 A YEAR OF PROGRESS

Another **95** companies across Europe go cage-free and receive our **GOOD EGG AWARD**.

Over **20 MILLION HENS** a year are set to benefit as a result of the policies of all our Good Egg Award winners up to 2009.

1.1 MILLION hens are set to benefit from Unilever's decision to use cage-free eggs on products sold outside the EU.

The six largest supermarkets in the UK account for **80%** of the money spent on groceries. They have unparalleled influence over the lives of our farm animals. That's why it's so important we work directly with such companies to bring an end to the cruelty of factory farming.

To make sure we continue the pace of improvements to farm animal welfare made by supermarkets and other sectors of the food industry, we have created a specialist food business team.

Working positively and collaboratively, we are inspiring the food industry to put farm animal welfare at the heart of their business. We are demonstrating that offering higher welfare food to shoppers and diners can be both ethical and profitable.

During the last three years, our Good Egg Awards have brought about great change for hens. Our campaigns to improve animal welfare are making a difference to the way food businesses operate and consumers shop.

170 companies
NOW SOURCE ONLY CAGE-FREE EGGS
thanks to our work with the food industry

THE CHALLENGES AHEAD

We will continue to champion clear and **HONEST LABELLING** on all food.

We will **STRENGTHEN** our influence in Europe by **PARTNERING** with new major European food companies.

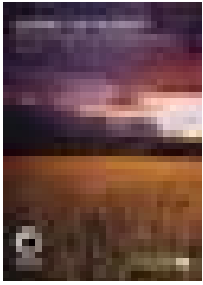
Our Good Chicken Award will be **ROLLED OUT** in Europe and our new **GOOD FARM ANIMAL WELFARE AWARDS** are being **LAUNCHED** in the UK.

We will continue to **SEEK FUNDING PARTNERS** to deliver our ambitious Food Business Programme.

"There is no justification, economic or otherwise, for the abusive practice of confining animals in spaces barely larger than the volume of their bodies. Animals with more space are healthier, and they are no less productive. Industrial confinement is cruel and senseless and will turn out to be, we hope, a relatively short-lived anomaly in modern farming."

The New York Times editorial, July 2010





Beyond factory farming

2009/10 A YEAR OF PROGRESS

Our **LANDMARK REPORTS** *Eating the Planet* and *Beyond Factory Farming*, highlights factory farming as a major contributor to the problems facing our planet.

We make our case against factory farming at the United Nation's major **CLIMATE CHANGE SUMMIT** in Copenhagen.

Our **EMERGENCY** campaign against Britain's first '**MEGA DAIRY**' sparks media and public debate.

Compassion has always campaigned against factory farming. We know the misery it inflicts on animals. But increasingly it's becoming clear that it is also environmentally unsustainable.

With its high demand for our planet's precious resources – including land, water, and fossil fuels – factory farming is the wrong model for feeding the world.

Our *Beyond Factory Farming* campaign has been challenging the assumptions that allow factory farming to be deemed an acceptable method of farming animals. We need to lead the debate on creating a humane and sustainable farming future.

40 billion
ANIMALS ARE FARMED
INTENSIVELY EACH YEAR

THE CHALLENGES AHEAD

We will continue our campaign against the proliferation of planning applications for US-style '**MEGA DAIRIES**'.

Our research will play a leading role in ending the **ROUTINE** use of antibiotics in animal farming.

Our campaign to achieve **SUSTAINABLE** consumption will **CHALLENGE** the West's over-consumption of meat and **INSPIRE** consumers to choose welfare-friendly animal products.

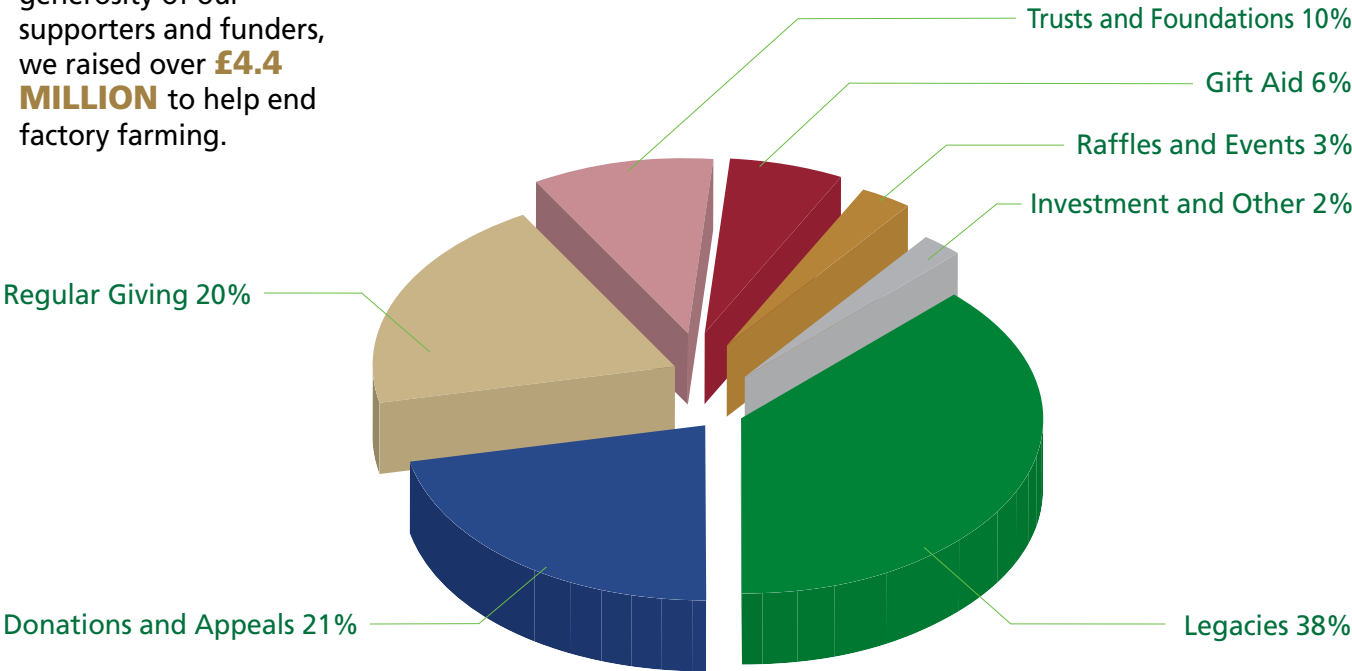
The Common Agricultural Policy (CAP), which influences how Europe farms, is due for **REVIEW**. We will lobby **VIGOROUSLY** for CAP policies to promote welfare-friendly farming.

“Because Compassion in World Farming campaigns legally, peacefully and through facts, I know my legacy will be spent wisely and effectively.”

Ms Joyce Smith, supporter and legacy pledger

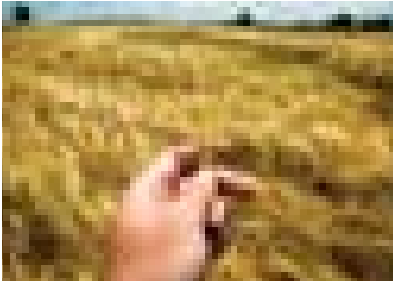
**2009/10
INCOME**

Thanks to the continued generosity of our supporters and funders, we raised over **£4.4 MILLION** to help end factory farming.



**ALMOST 40% OF OUR INCOME
THIS YEAR CAME FROM GIFTS LEFT TO US IN WILLS**

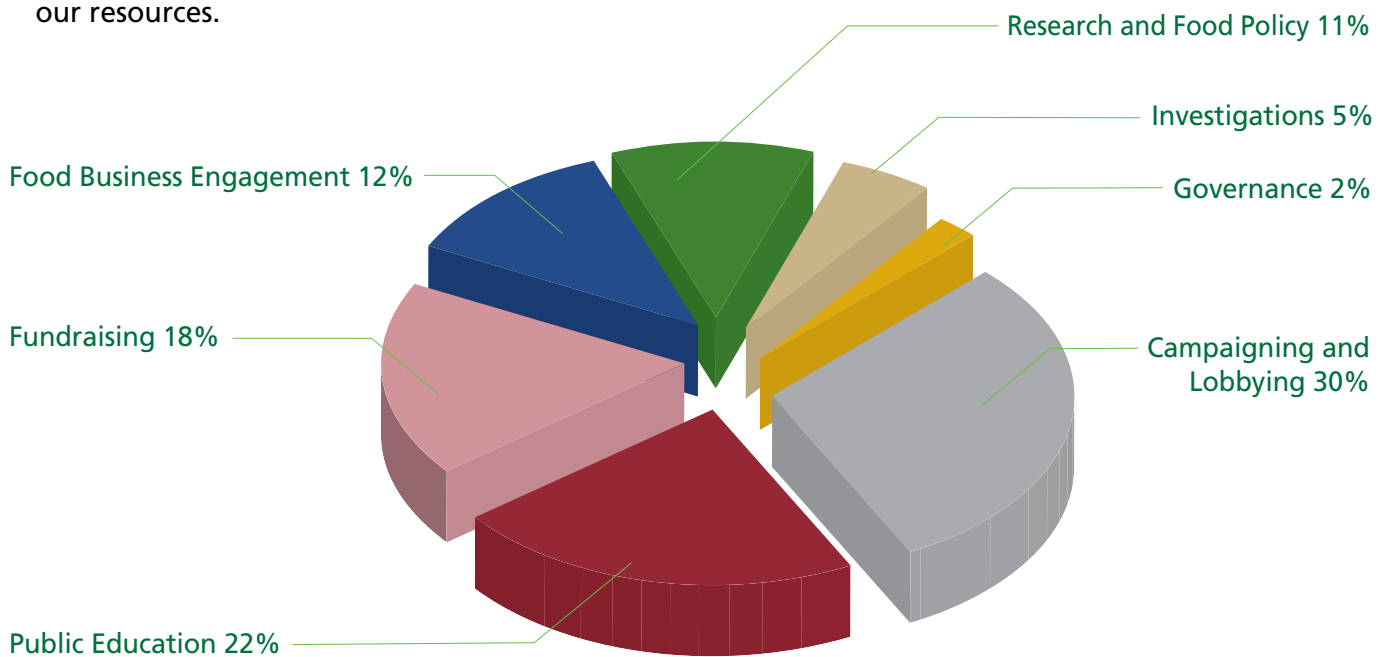
We are extremely grateful to all those that have pledged to support us in this way.



Our finances at a glance

2009/10 EXPENDITURE

This is how we allocated our resources.



Reserves and Investment Policy

Compassion in World Farming maintains unrestricted reserves to the equivalent of four months' operating expenditure. We avoid investing in companies which impact negatively on animals.



“Compassion in World Farming punches well above its weight. Pound for pound, I think they contribute more to the cause of animal welfare than any other group I’ve ever met.”

John Webster, Emeritus Professor, Bristol University Veterinary School

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