

YOUR **GREAT BIG**
GLOBAL IMPACT
REPORT 2018/2019

COMPASSION
in world farming 

Factory farming is the single biggest cause of animal cruelty on the planet. Besides the devastating impact it has on billions of farm animals, it is threatening human health, wildlife and the climate. Solving a problem on this scale needs a lot of powerful people – like you.

YOU'RE IN GOOD COMPANY

Compassion in World Farming works on the ground in 12 European countries, in China, the US and South Africa; and with like-minded individuals and organisations around the world. So, wherever you live:

- You are transforming legislation, corporate policies and public opinion;
 - You are part of a global movement to end factory farming and fight the climate emergency;
 - And you are changing the future for farm animals.
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EAT LESS, EAT BETTER

Many recent expert reports have highlighted the urgent need to stabilise the climate and stop wildlife declines. Compassion has seized on these opportunities to show that, as well as causing terrible cruelty, intensive animal farming:

- Wastes resources – over a third of the world's crops are used for animal feed;
- Threatens human health through the misuse of antibiotics to prop up unhealthy farming systems;
- Is a major contributor to the climate emergency and devastation of global wildlife populations.

Our core message is that the global diet must include more plant-based foods and reduced meat (including fish), egg and dairy consumption. Plus, of course, all animal products must come from higher welfare farms.

This year, we presented our vision to policymakers around the world, including the United Nations in New York and the UN Environment Assembly in Nairobi. Our ultimate goal is to unite world leaders behind a Global Agreement to replace factory farming with a humane and sustainable food system.

Your support is so important in this campaign to deliver unified, worldwide political action, for the sake of animals, people and the planet.



WHAT NEXT?

- Achieving a Global Agreement to transform our food system will need a collaborative approach. We'll rally other charities and international organisations to act on the animal welfare, environmental and human health impacts of factory farming.
- We will build connections with key governments, and grow support amongst influential food companies and individuals. When big business and social leaders take action, policy makers will feel the pressure to back the 'eat less, eat better' message.

POWER IN NUMBERS

END THE CAGE AGE

In September 2018 Compassion launched the European Citizens' Initiative (ECI) to End the Cage Age for farm animals. The aim: one million signatures in 12 months.

- **170 organisations** united in an unprecedented pan-European Network;
- More than **1.6 MILLION** signatures were collected;
- Together we achieved the most successful animal welfare ECI ever.

To date, a phenomenal **399,426** signatures have also been collected across two petitions to End the Cage Age in the UK.

Meanwhile, Compassion helped persuade Californian voters to pass the strongest farmed animal protection law in the US: cages and crates will be banned for hens, pregnant pigs and calves raised for veal.

HONEST LABELLING

Compassion helped the French supermarket giant, Casino, to create the first animal welfare labelling scheme in France, giving consumers clear information on how animals are farmed.

This groundbreaking scheme has already been adopted by other companies. By the end of 2019, welfare-labelled chicken will be available in all French supermarkets.

STOP LIVE TRANSPORT

- In 2018, **ONE MILLION** signatures against live exports, collected by Compassion, 38 Degrees, Avaaz and SumOfUs, were delivered to the UK Government.
- In June 2019, a global movement came together for over **180 events in 43 countries** on the fourth annual Stop Live Transport International Day of Action.
- In 2019, the **UK's two biggest political parties signalled action on live exports**. The Conservative Party announced they would introduce proposals to control this trade, and the Labour Party backed a ban on exports for slaughter and fattening.

ALLIANCE TO SAVE OUR ANTIBIOTICS

In October 2018 we celebrated a landmark victory for your campaigning, when the EU adopted a ban on the routine preventative use of antibiotics for farm animals.

This ban will help safeguard public health, stop antibiotics being used to prop up intensive farming, and could pave the way for transformative improvements in animal welfare.

RETHINK FISH

In 2018 Compassion launched the innovative Rethink Fish campaign, with compelling films and a hard-hitting undercover investigation. The campaign featured on BBC TV, in major newspapers across Europe, and in a TEDx talk, and achieved a social media reach alone of **23 million**.

More than **60,000** letters have since been sent to Agricultural Ministers, demanding action on the inhumane slaughter of farmed fish. And, at a European Parliament event, MEPs called for an end to the suffering of billions of animals in underwater factory farms.

WHAT NEXT?

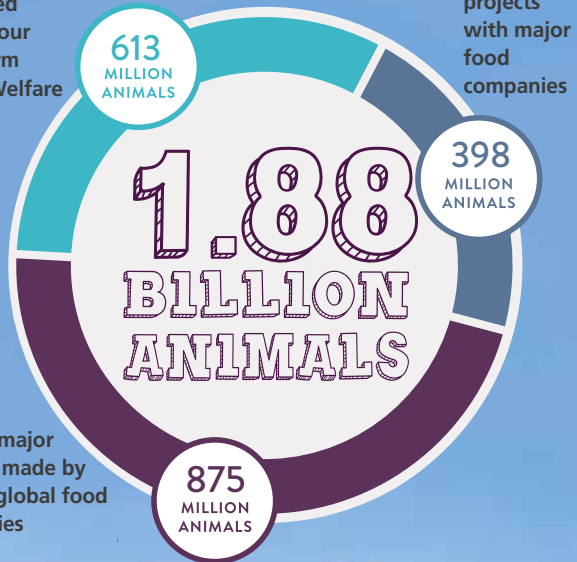
- After submitting the ECI and UK End the Cage Age signatures, we'll continue to build support for a ban on cages among MEPs and national governments.
- We will target our campaign to end live animal exports towards the new European Commission and new UK Government.
- We will press for species-specific EU legislation to protect the welfare of fish.
- We'll campaign for a UK ban on routine preventative antibiotic use on farms.
- By encouraging further retailer progress, we'll show politicians the public demand for honest labelling of meat and dairy products.
- We will ensure proper legal protection for the UK's farm animals after Brexit, including recognition that animals can suffer and feel pain and joy.



BIG BUSINESSES, BIG CHANGES

Since 2007, our Food Business team has worked with over a thousand companies, helping to improve their animal welfare practices. So far, your support has delivered commitments that will bring better lives to over **1.88 billion** farm animals every year.

Companies recognised through our Good Farm Animal Welfare Awards



Tracking Promises: Compassion's work isn't done when a company makes a higher welfare commitment. In 2018 we launched European EggTrack to hold companies to account on progress towards their cage free egg commitments.

Progress in China: Thanks to you, Compassion's impact in the world's most populous country continues to grow. Our engagement with Chinese companies has so far helped secure higher welfare policies set to benefit **over 283 million** farm animals every year.

Because money talks: The seventh annual Business Benchmark on Farm Animal Welfare was launched in February 2019. This partnership project is a guide for investors on the policies, practices and performance of 150 major food businesses. Over two thirds of these companies now have formal improvement objectives for farm animal welfare.

Protecting chickens Together, we are working to improve the living conditions of chickens farmed for meat, and stop the suffering caused by breeding for fast growth.

- In 2018, our 'Shamesbury's' campaign called out major UK retailer, Sainsbury's, for renegeing on their commitment to stock only higher welfare fresh chicken;

- Since then, we have been integral in securing 22 higher welfare chicken commitments from major US and European food businesses.

- Amongst the latest big companies to make the Better Chicken Commitment are Waitrose, KFC, and five leading French retailers, including Intermarché.

- Big chicken companies – including the USA's largest, Tyson – are also investing in alternative meat-free products: important news as we champion our 'eat less, eat better' vision.

WHAT NEXT?

- We will encourage more companies to move to cage free eggs and ensure that any new systems truly deliver good welfare for hens.
- We will work with businesses to help implement their Better Chicken Commitments, and hold them accountable for their promises to these animals.
- We will continue to help transform millions more lives through the Good Farm Animal Welfare Awards – working towards corporate pledges to benefit cows, pigs, hens, chickens, turkeys and rabbits.
- We will build on our influence with major food companies to spread the 'eat less, eat better' message: encouraging businesses to promote reduced consumption of meat, dairy and eggs.



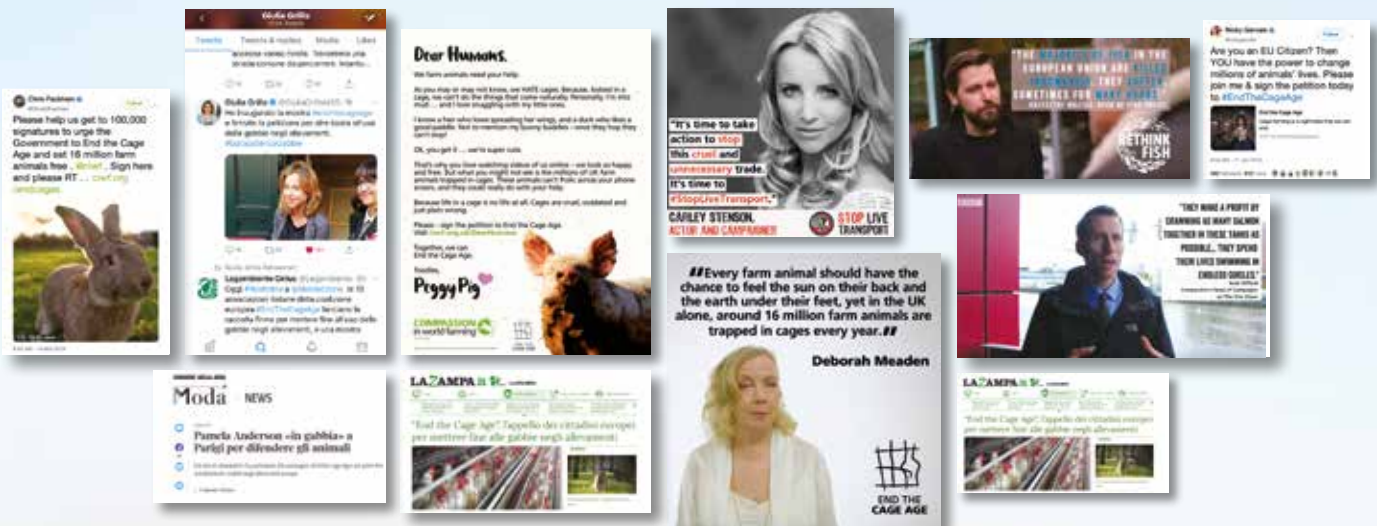
UNITED FOR FARM ANIMALS

During 2018/19, Compassion supporters around the world took **3,810,832** actions to end animal cruelty – from signing petitions and emailing politicians, to campaigning on the streets and running, trekking or even baking for a better life for farm animals.



YOUR GLOBAL VOICE

During 2018/19, you helped to create opportunities for people to hear the compassionate message over **11 BILLION** times. In the press, online, through social media, TV and radio, you are part of a powerful, worldwide movement to end factory farm cruelty.



A BIG THANK YOU

You are leading a global movement against factory farming.
You are changing hearts and minds in communities, companies and parliaments.
The power of your compassion is giving farm animals a life worth living.

STANDING TOGETHER FOR FARM ANIMALS



- **31.1%** Legacies
- **36.8%** Regular giving & donations
- **23.8%** Grants & major gifts
- **4.7%** Gift Aid
- **3.6%** Other

Income includes grants received to fund specific programmes over multiple years.

This financial information is intended to give an overview of the charity's allocation of resources in the year ending March 2019. Our detailed, audited accounts are available on request.

HOW YOUR SUPPORT WAS INVESTED 2018/19

29.5% European & UK Campaigns

To drive improvements in legislation and full enforcement of existing laws to protect all farm animals from cruelty.

25.8% Global Campaigns

To achieve global recognition that action is needed to end factory farming and deliver a regenerative, 'eat less, eat better' food system.

21.7% Food Business

To harness the power of the global food industry to achieve rapid improvements in the lives of millions of animals.

23% Fundraising & Investment Management

To fund our work and grow the global movement against factory farming. This expenditure includes strategic reinvestment to increase sustainable funding for our campaigns and Food Business programme.

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

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 for future generations of farm animals, call +44 (0) 1483 521 950, email supporters@ciwf.org or visit ciwf.org/Impact

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