

AN EXTRAORDINARY YEAR

GLOBAL IMPACT REPORT 2019-2020



In these extraordinary and challenging times, your commitment to ending factory farming has been overwhelming.

In the past year, the impacts of intensive agriculture on farm animals, wildlife and natural habitats have all made international headlines. COVID-19 has also brought into sharp focus how our treatment of animals affects our own wellbeing.

Meanwhile – despite the huge personal pressures caused by the pandemic, and restrictions on campaigning and fundraising events – **activists, donors and volunteers around the world have come together** in powerful new ways to:

- **End farming practices** that cause animals pain and suffering,
- **Change consumer attitudes** about the food they choose, and
- **Transform the food system** for a humane and sustainable future.

In the face of unprecedented challenges, **we have united to make major progress** against the world's biggest cause of animal cruelty. **Thank you.**

Philip Lymbery
Global CEO, Compassion in World Farming International

AVERTING FARMAGEDDON

For the sake of animals, people and our planet, **global action is needed** to end factory farming and reduce overall meat consumption in favour of regenerative agriculture.

In the past year, we **reached national and international leaders** through UN Summits and Political Forums, and conferences in the EU, US, Africa and China. As a result, several countries have expressed interest in supporting a Global Agreement to end factory farming.

In collaboration with two other animal protection organisations, we launched the Farm Animal Minimum Standards Initiative. **This powerful new tool helps guide the investment decisions of financial institutions**, in turn influencing food companies to improve animal welfare.

And we formed a **unique partnership with the United Nations Environment Programme**, to identify changes to agriculture and food systems that would reverse their serious, negative impacts on global biodiversity.

WHAT NEXT >>

- With your support, we will expand our relationships with United Nations bodies and publish our report with the UN Environment Programme on agriculture and biodiversity.
- We'll build on our strong response to the COVID-19 pandemic, demonstrating the urgent need to transform our food system to protect animals and human health.
- We will lobby influential national and international banks to stop funding cruel, destructive factory farms.
- We'll develop relationships with major NGOs and prepare the ground for a visionary, collaborative, global campaign to deliver a regenerative, compassionate future for our food.



UNITING FOR FARM ANIMALS

END THE CAGE AGE



Our European Citizens' Initiative (ECI) against caged farming closed in September 2019. 170 organisations across 28 countries secured **1,397,113 verified signatures – the largest ever ECI for animals.**

The European Parliament will now vote on the ECI, and the European Commission must respond to this **record-breaking movement** against cage cruelty.

Meanwhile, the Slovakian government and egg industry **committed to ending caged egg farming**, Michigan became the **fifth US state to ban cages for hens**, and we worked with the British Egg Industry Council on new barn egg standards. The British Lion Quality Mark will now go beyond EU law and **prohibit 'Combi Cages'**.

RETHINK FISH



At our first food industry Fish Forum we launched flagship reports on fish sentience and welfare. And, at our high-profile European Parliament exhibition, **MEPs called for new laws to protect fish.**

We also developed an international campaign for higher animal welfare within the top five fish certification schemes. Over **400,000** emails have been sent – and four schemes are **set to review their welfare standards.**

SAVE OUR ANTIBIOTICS

Through the Alliance to Save our Antibiotics, we monitored progress towards the **2022 EU ban** on the routine, preventative use of antibiotics on farms. We also **campaigning for equivalent UK legislation**, to help stop the spread of antibiotic-resistant bacteria and end the misuse of vital drugs to prop-up cruel farming systems.

BAN LIVE EXPORTS

When COVID-19 prevented protests at parliaments and ports on Ban Live Exports: International Awareness Day, **100 organisations in 36 countries took the internet by storm** – and #BanLiveExports reached more than **13 million views.**

In February, generous donations delivered a **high-impact campaign against UK live exports** across London's stations, streets and newspapers.

We also launched a Judicial Review of live calf exports from Scotland and, following your overwhelming pressure, **the Scottish Government halted this appalling trade.**

HONEST LABELLING

Our campaign for clear meat and dairy labels saw significant progress:

- Lidl became the **first British retailer to test 'method of production' labels** to help shoppers understand how chickens have been treated.
- In Italy we campaigned to **prevent the introduction of misleading labels** – especially on Parma Ham.
- Alongside leading retailer, Casino, and two NGOs, we launched France's **first welfare labelling scheme.** The *Association Étiquette Bien-Être Animal* has now been joined by other major companies and will cover **80 million animals** a year.

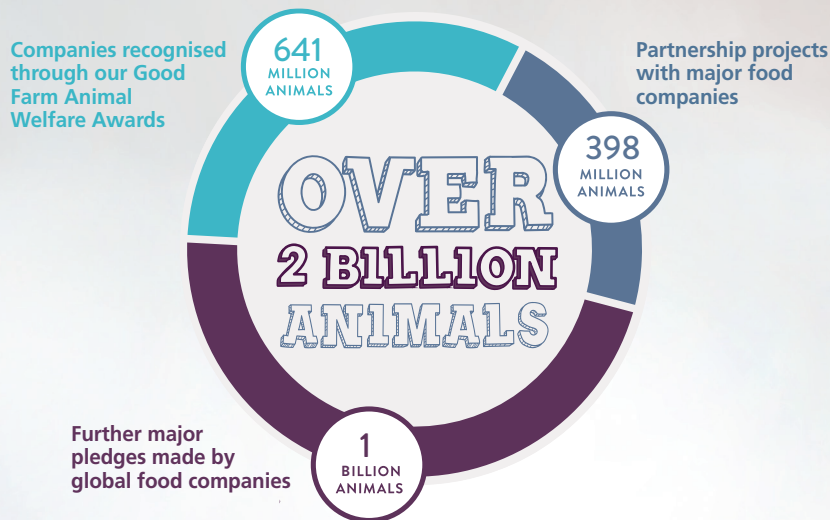
WHAT NEXT >>

- Together, we'll lobby MEPs to vote in favour of the End the Cage Age ECI, and step up pressure on the European Commission for legislation against cages.
- We'll keep pressing for bans on caged farming in individual EU nations and the UK.
- Building on our Scottish success, we'll grow support for a ban on live exports from the EU, and hold the UK Government to account on its promise to end this trade.
- We'll drive forward honest labelling in France, Italy and the UK, and continue to lobby fish assurance schemes as they review their welfare policies.
- We'll ensure the EU ban on routine antibiotic use is not weakened or delayed.
- Together, we'll make sure the UK Government fulfils its pledge to recognise animal sentience in law, and defend animal welfare standards in UK trade deals.



TRANSFORMING FOOD BUSINESS

Thanks to you, our Food Business programme has achieved remarkable progress. Across Europe, the US, China and beyond, over 2 billion animals a year are now set to benefit.



Compassion's **GOOD FARM ANIMAL WELFARE AWARDS** continue to help companies move away from factory farming. The 2020 Awards saw **28 million animals** set to benefit each year. They included **Good Pig Production Awards** for six Chinese companies and recognition for Coop UK for committing to **end ALL caged farming** in their supply chain.

After companies pledge to use higher welfare eggs by 2026 or earlier, our annual **EGGTRACK** reports their progress. Last year, in Europe, **23 more businesses** committed to go cage free and **72% of all companies reported progress**. Meanwhile, 40% of US companies reported progress, **up dramatically** from just 27% the previous year.

We also shine a spotlight on the policies and practices of food companies through the **BUSINESS BENCHMARK ON FARM ANIMAL WELFARE**. This partnership project is designed to show investors which big businesses are taking animal welfare seriously. This year, an unprecedented **30 companies moved up the ranking system** – showing how guiding business finance can help to **drive up animal welfare standards**.

2019/20 saw **BETTER CHICKEN COMMITMENTS** from **five major French retailers**, huge catering companies **Compass Group** and **API Restauration**, and **KFC**. This latter pledge to rear slower-growing chickens in better conditions covers the UK, Ireland, Netherlands, Belgium, Sweden and Germany. It will benefit **72 million animals** every year.

Finally, a record-breaking **28 European retailers** were assessed on their animal welfare standards in our 2019 **SUPERMARKET SURVEY**, and the UK's Waitrose & Partners received our prestigious **Best Retailer Award**. We also met with every company to provide feedback and **drive future improvements in the welfare of farm animals**.

WHAT NEXT>>

- In 2020/21 we aim, with your support, to secure new business policies and commitments to improve the lives of at least 300 million more animals a year.
- Following the publication, in October 2020, of the first ever global EggTrack report, we'll continue to take a holistic, worldwide approach to holding companies accountable for their cage free egg commitments.
- We'll support moves towards cage free and higher welfare farming of hens, chickens and fish through industry forums, providing advice and sharing best practice.
- By helping to improve animal welfare reporting, policies and practices, we want at least 15 companies to move up the rankings in the next Business Benchmark on Farm Animal Welfare.
- We'll launch a unique new programme to help companies reduce their use of meat, fish and dairy products – encouraging regenerative agriculture that restores nature and biodiversity.



A GLOBAL MOVEMENT

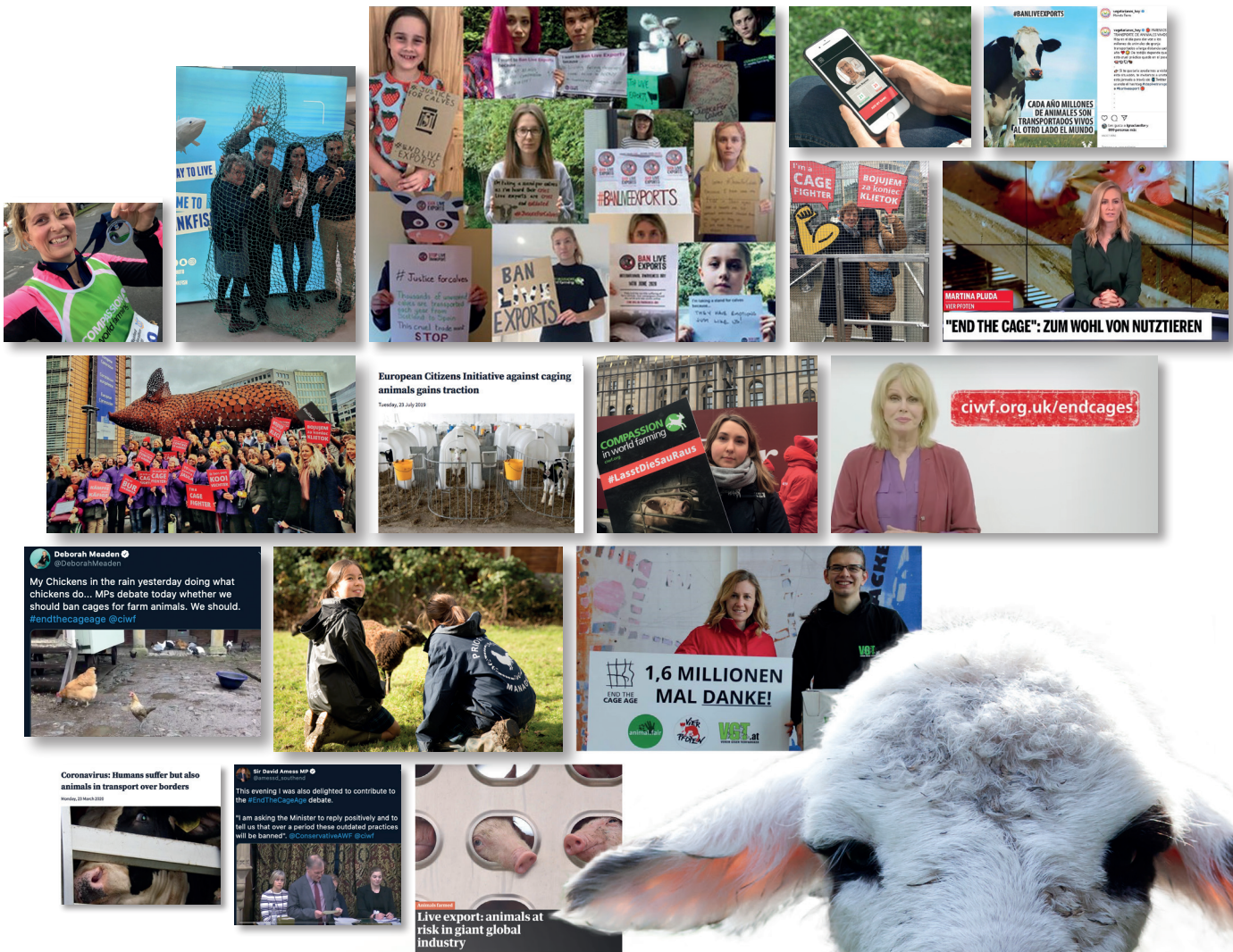
Compassion in World Farming International works on-the-ground across the European Union, in the UK, US, China and South Africa; and collaborates with like-minded individuals and organisations around the world.

This year **we have been overwhelmed by how many people have reached out** and, despite the barriers of lockdowns and social distancing, helped to **transform the world for farm animals**.

During 2019/20, Compassion supporters around the world took **2,256,991 actions** to end farm animal cruelty. You **raised vital funds** through sponsored activities; **backed our appeals** or made **monthly donations**; and **lobbied politicians** through **petitions, emails and letters**.

You took Facebook, Twitter and Instagram by storm, and helped ensure the call to end factory farming had the chance to be viewed or heard at least **8 BILLION** times through **TV, radio and press**. During the ECI signature collection period, Compassion achieved coverage almost every single day.

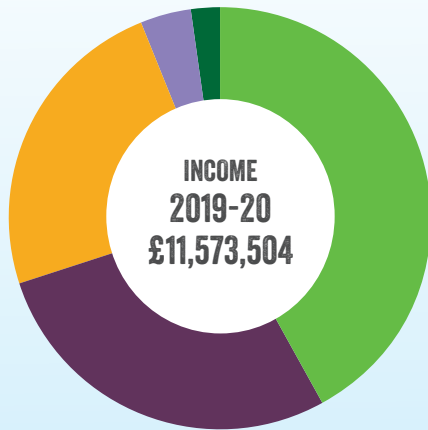
Thank you for uniting, whatever the challenges, to be the global voice for farm animals.



THANK YOU

Wherever you are and whatever you do for farm animals, you are part of a powerful, global movement. Your compassion is helping communities, companies and nations to take action against factory farming – for the sake of animals, people and our planet.

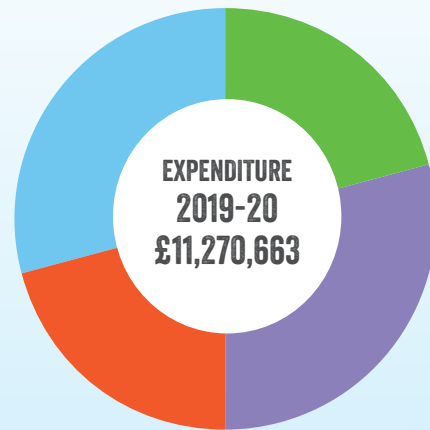
STANDING UNITED FOR FARM ANIMALS



- 42% Grants & Major Gifts
- 28% Regular Giving & Donations
- 24% Legacies
- 4% Gift Aid
- 2% Other

This financial information is intended to give an overview of the charity's allocation of resources in the year ending March 2020. Our detailed, audited accounts are available from ciwf.org.uk/Annual-Report or on request.

HOW YOUR SUPPORT WAS INVESTED



- 21% **Averting Farmageddon**
Global action to transform the future for animals, people and the planet
- 29% **European & UK Campaigns**
To transform legislation and policies for farm animals
- 21% **Food Business**
Harnessing the power of the food industry to improve the lives of animals
- 29% **Fundraising & Investment Management**
To support our work and grow the global movement against factory farming

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

IF YOU ARE NEW TO COMPASSION, PLEASE JOIN US

To find out more about our work, make a donation or regular gift, or learn about leaving a legacy for future generations of farm animals:

EMAIL supporters@ciwf.org **CALL** +44 (0)1483 521 953 **VISIT** ciwf.org/Impact

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