

YOUR GLOBAL IMPACT REVIEW 2022
REMARKABLE PROGRESS
IN EXCEPTIONAL TIMES



2022: A YEAR THE WORLD NEEDED COMPASSION

This has been a year of unprecedented global challenges, but it has also been a year of hope and progress for farmed animals. Together, we've taken huge strides towards a sustainable food system, free from cruel farming.

Compassion in World Farming International works on-the-ground across four continents, and collaborates with like-minded individuals and organisations around the world. This means we're acutely aware of the continuing effects of the COVID-19 pandemic, natural disasters, and of the cost-of-living crisis, that continue to impact so many communities.

As an international charity, our campaigns have also been directly affected by the war in Ukraine. Since the start of the invasion, we've been doing all we can to support team members in the country and the wider region, whose lives, families, friends and animals have been impacted by this unfolding tragedy.

But 2022 has also been a big year in the fight against farmed animal suffering. Your unwavering determination to speak out for the voiceless is inspirational, and your continued support for Compassion's work is overwhelming.

Crucially, you've helped to highlight the links between animal welfare with other global challenges – from climate change and food poverty to the threat of future pandemics. In every case, fundamental reform of our farming system is urgently needed, and you are spearheading the movement for change.

Together, we are showing governments, food companies, and citizens that the wellbeing of people and the Earth depends upon ending the world's biggest cause of animal cruelty.

We stand united by our hope and desire for a future without factory farming, and your message is being heard. THANK YOU.



INDIVIDUAL COMPASSION, GLOBAL ACTION

This year, once again, you've shown how individuals around the world, united by compassion, can work together to transform the future for farm animals.

During 2021/2022, Compassion supporters took 3,243,056 actions against the cruelty and injustice of factory farming:

- You lobbied politicians and policymakers with petitions, emails, letters, public protests and rallies
- You backed urgent appeals and put your creativity and courage to the test through fundraising events and sponsored challenges
- You gave Compassion's campaigns vital tenacity and strength through generous monthly donations.

And whether face-to-face or online, Compassion supporters **spread the word for farmed animals reaching MILLIONS:**

- You continued to take Facebook, Twitter and Instagram by storm. During the 2022 International Awareness Day alone, 37,000 tweets gave #BanLiveExports a potential reach of over 41 million views.
- You helped ensure that the call to end farmed animal suffering could be viewed or heard more than 26 billion times globally through TV, radio and press.

There is no doubt that any worldwide goal needs a worldwide movement of passionate people behind it. And, in 2022, you've truly demonstrated the strength of the grassroots **commitment to ending factory farming.**

Every victory for animals proves that this crucial fight is in very good hands: YOURS.



YOU ARE A POWERFUL FORCE FOR CHANGE

Governments and policymakers can have a huge impact – good or bad – on the lives of farmed animals. But they don't make their decisions in a vacuum and, throughout 2022, you've helped convince those in power to act against cruel farming.

ENDING THE CAGE AGE

This year, we stepped up the campaign to protect your historic EU victory against caged farming.

After the European Commission announced, in June 2021, that it would propose legislation to **phase out caged farming for 300 million animals a year**, the factory farming industry began intense lobbying against a cage ban.

So, we commissioned a report which showed farmers could get funding to move away from cages; and released a **shocking new investigation** into the suffering of caged pigs to build public pressure against this cruelty.

With your support, we intensified our national campaigns to End the Cage Age:

- **CIWF France** took the lead in **joint legal action** prompted by a political U-turn on pledges against caged farming
- **CIWF Italia** united with other influential NGOs to persuade the national Government to back an EU-wide cage ban
- And, following a **109,000-signature petition** calling for the UK to follow the EU's lead, the UK Government **confirmed it would launch a consultation on banning cages for hens**.

In January 2022, we **celebrated the enactment of California's 'Proposition 12', banning the production and sale of food from caged animals**; and in August, we welcomed a scientific opinion from the European Food Safety Authority that sent a very strong message that pigs must go cage free.



BANNING LIVE EXPORTS

Early in 2022, a **900,000-signature petition** led by Compassion, Four Paws and WeMove brought the huge citizen movement against live animal exports to the fore.

Then, over **130 organisations across 45 countries** united for Ban Live Exports: International Awareness Day. And, in the UK, a Great British live export ban remains on the cards, after the Animal Welfare (Kept Animals) Bill was carried over to the 2022-2023 Parliamentary session.

Meanwhile, the European Commission is **re-examining EU live transport rules**, and MEPs can be in no doubt that their electorate demands an end to this cruel, needless trade.

SAVING OUR ANTIBIOTICS

On 28 January 2022, new EU legislation – that you helped secure – came into force: it's now **illegal for EU farmers to use antibiotics routinely** to prevent disease in healthy groups of animals, or to compensate for poor husbandry or hygiene. This represents major progress in the fight to stop vital medicines being misused to prop-up unhealthy, inhumane factory farming.

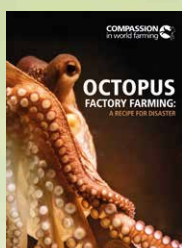
YOU DID IT! THE ANIMAL SENTIENCE ACT

In April, a five-year, hard-fought campaign led by Compassion supporters achieved its goal: **recognition in UK law that animals can experience pain, suffering and joy.**

The Animal Welfare (Sentience) Act will reinstate vital protection for animals that was lost after Brexit. It also goes further than EU legislation by establishing an independent Animal Sentience Committee to scrutinise Government policies.

The Act will acknowledge the ability of vertebrate animals, plus lobsters, octopuses and crabs, to think and feel. A huge breakthrough in the battle to protect their welfare.

RETHINKING FISH... AND OCTOPUSES!



Following our investigation exposing endemic cruelty in Scottish salmon farming, we submitted an open letter to the Scottish Government, signed by over 130,000 people, calling for a moratorium on expansion of this industry.

Plus, after our ground-breaking report on octopus factory farming achieved a **2.5 billion potential reach** in the media, we stepped up pressure against plans for the world's first commercial octopus farm in Spain.

And, with the European Commission reviewing farmed animal legislation, **over 50,000 people have already signed our petition** calling for stronger rules to protect the welfare of around one billion farmed fish each year.

WHAT NEXT...

With your support:

- We'll continue to hold the European Commission to its commitment to draft legislation to phase out caged farming; and we'll keep pressing for the consultations promised by UK and Scottish Governments on ending farmed animal cages.
- We'll maintain pressure on the new UK Government to keep the promises made by the previous Government – in particular the Animal Welfare (Kept Animals) Bill – to demand progress through Parliament and a Great British ban on live export.
- We'll step up our campaign to ensure the UK Government delivers a promised consultation on mandatory animal welfare labelling of meat and dairy products.
- We'll continue to press the UK Government for legislation that bans the routine use of antibiotics in animals.
- We'll campaign to ensure that the UK Government delivers on plans to use the Better Chicken Commitment as a basis for farm subsidies.
- We'll continue to help build the grassroots movement for farmed animals in Japan, Indonesia and South Korea through our Asia regranting programme.
- In the face of a new legal challenge from pork producers, Compassion USA will continue fighting, alongside other animal welfare organisations, to ensure California's ban on caged farming is upheld.

TRANSFORMING FOOD BUSINESS

Over **2.5 billion animals** a year are now set to benefit from your backing for Compassion's Food Business programme. Together, we're helping companies commit to ditching factory farming, and holding them to account for their higher welfare pledges.

AWARDING GLOBAL PROGRESS

Our annual Good Farm Animal Welfare Awards encourage and recognise food companies when they do the right thing for farm animals. The 2022 Awards featured a host of 'firsts' and a truly global reach:

- **27 Awards** were presented for policies that are set to benefit over **138 million animals** each year
- Compass Group (UK & Ireland) received the **first full Planet Friendly Award** for committing to reduce animal-sourced protein by 25% by 2025
- Carrefour became the **first major retailer in Brazil** to be awarded for driving better standards for hens
- Our **first Award in Thailand** recognised the sustainable farming work of Hilltribe Organics
- ZOO GROUP became the **first Chinese coffee chain** to win a Good Egg Award
- Retail chain Shunrakuzen and leading egg producer Huevos Guillén received the **first Good Egg Awards in Japan and Spain** respectively
- And Domino's received our **prestigious Cage Free Award** for working to remove ALL cages for ALL species throughout their European supply chain.

CHANGING THE LIVES OF CHICKENS

Over 300 companies in Europe, and more than 200 in the USA, have now promised to introduce higher welfare standards for chickens.

The Better Chicken Commitment (BCC) requires businesses to move to healthier breeds, reared in better conditions, by 2026 (Europe) and 2024 (US), and

Compassion worked directly with dozens of major food businesses to secure their pledges.

Meanwhile, our annual EggTrack and ChickenTrack reports – which update on companies' progress towards higher welfare standards – help drive progress towards compliance with corporate commitments.

BENCHMARKS WITH IMPACT

The animal welfare standards of **29 retailers across 10 countries** were assessed in our 2022 Supermarket Survey. This in-depth analysis explores all aspects of companies' supply chains, and each supermarket receives detailed recommendations to help improve the lives of millions of farmed animals.

We also saw the launch of the **tenth annual Business Benchmark on Farm Animal Welfare (BBFAW)**, supported by Compassion and our new partner, Four Paws.

BBFAW provides information for investors by tracking the animal welfare policies and performance of **150 global food companies**. With your backing, it's been instrumental in driving corporate change across the EU, Asia, China and the USA. And this year, for the first time, **over 80% of the businesses tracked had formal animal welfare policies.**

WHAT NEXT...

With your support, we'll continue to:

- Seek cage-free egg commitments from major food companies across Europe, China and Asia.
- Secure more Better Chicken Commitments in Europe and the US, to improve the lives of millions more animals.
- Facilitate and hold businesses to account on their cage-free and Better Chicken commitments.
- Support the expansion of the successful French 'Association Etiquette Bien-Être Animal' chicken welfare labelling scheme to products from pigs, hens and rabbits.
- Push fish welfare up the global corporate agenda by seeking higher welfare fish rearing and humane slaughter policies from influential food businesses.
- Engage with food companies to reduce the reliance on animal sourced foods, and encourage the development of regenerative, welfare friendly farming.



LEADING A FOOD REVOLUTION

Recognition is growing that intensive farming and high meat consumption are a threat to human health and the environment, as well as being devastating for animals. We need to transform our food system – and you are leading the way.

A MOMENTOUS WIN

Vital links between animal welfare and environmental crises are set to be formally recognised at a global level, after **93 countries adopted an historic resolution** at the fifth United Nations Environment Assembly.

Compassion campaigners played a key role in securing this call for a UN Environment Programme report. The aim is to build understanding of how improving animal welfare can help stop biodiversity loss, restore ecosystems, and reduce climate change, pollution and the risk of future pandemics.

A GROUND-BREAKING EXPOSÉ



August 2022 saw the launch of *Sixty Harvests Left*: a crucial new weapon in our fight to end industrialised animal farming.

Taking its title from a chilling UN warning about the state of the world's soils, this book by Compassion's global CEO reveals how the mega-farms, cages and chemical dependency of 'Big Ag' jeopardise the air we breathe, the water we drink and the nature we treasure.

It also spotlights the pioneers who're battling to revitalise our landscapes and explores **how we can secure a thriving future for wildlife, farmed animals, people and the soils our lives are built on.**

A UNIQUE PRESENCE

In 2022 we stepped up the call for a reduction in global meat consumption by sending our 'meat reduction map', and international petition, to the leaders of countries and regions with high meat consumption.

And, during the COP27 climate summit in Sharm El-Sheikh, Egypt, we launched our most ambitious global campaign to date. Alongside partner organisations, we're calling for a United Nations Agreement to transform the food system and deliver the 'End of the Line for Factory Farming'.

HOPE FROM FARM TO FORK

In May 2022, the citizen-led Conference on the Future of Europe closed with a report to the EU Presidency, **calling for a shift to more sustainable diets and higher animal welfare.**

This followed the European Parliament's adoption, in late 2021, of a **Farm to Fork Strategy for a 'fair, healthy and environmentally friendly food system'**. Compassion lobbied hard for this outcome, which should pave the way for higher animal welfare standards.

A GLOBAL VISION

With your support:

Compassion's aim is to drive global consensus that our farming has to change.

We're seeking international commitments – including a **United Nations Agreement** – to achieve a nature-positive, humane, better food system for animals, people and the planet. This goal is ambitious but, with your vision and support, we know it's achievable.

In 2023, our **'Extinction or Regeneration'** conference will bring together influential policy makers, scientists and cultural figures to explore answers to climate and animal welfare crises.

We'll build a powerful movement of organisations and citizens behind the 'End of the Line' campaign for UN action against factory farming; and we'll press major financial institutions to support higher welfare food production.

And, with each campaign we win to outlaw animal cruelty, each big food company that commits to cutting meat consumption, together, **we'll lay further foundations for a better future – for animals, people and our planet.**



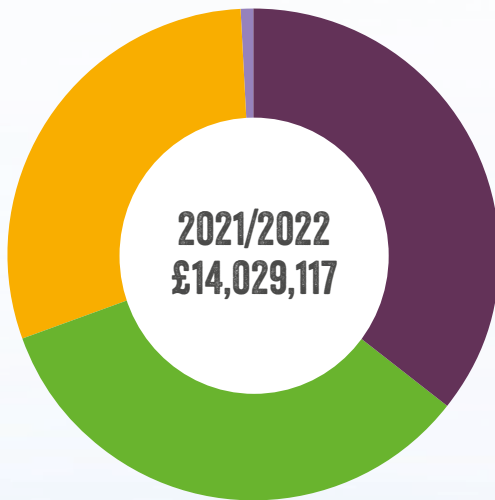
THANK YOU

Compassion's work is dependent on the generosity of those who donate and take action to fight factory farming, protect animals and transform the global food system.

Our thanks to every single individual and organisation who made a gift in the last year, and to all those who have remembered Compassion in their Will.

A summary of our income and expenditure for 2021/2022 is shown here.

GLOBAL INCOME 2021/2022



■ £5,942,139	Major gifts and grants
■ £4,435,923	Individual giving
■ £3,568,617	Legacies
■ £82,438	Investment income

GLOBAL EXPENDITURE 2021/2022



■ £5,552,327	Global campaigning against factory farming
■ £2,894,547	Transforming global food business
■ £3,146,568	Raising funds
■ £34,628	Investment management costs

For more information, our full Annual Report and audited Accounts are available online at ciwf.org.uk/Annual-Report or on request.

NEW TO COMPASSION? PLEASE JOIN US!

You'll receive updates on the latest campaign progress, opportunities to help fund the global movement, and be amongst the first to hear about new actions you can take to help give farm animals a life worth living.

To see how you can act against factory farming, 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.uk/Impact

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COMPASSION
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