

YOUR IMPACT REVIEW 2021
**AN EXTRAORDINARY YEAR OF
CHANGE, CHALLENGE AND HOPE**



2021: THE YEAR THE WORLD STOOD UP FOR FARM ANIMALS

This has been an extraordinary year for Compassion and the billions of farm animals around the world, who you help us fight to protect. Together we have navigated our way through a global pandemic, whilst never taking our eyes off our mission: ending factory farming and building a sustainable future for all.

Compassion works on-the-ground across the European Union, in the UK, US, China and South Africa, and collaborates with like-minded organisations around the world. **But it is people like you who are the beating heart of our organisation, and of the global movement to end factory farming.**

This year, once again, you've shown remarkable dedication, resourcefulness and generosity in the fight against animal cruelty. And you've demonstrated how **your resolute compassion can transform the future for farm animals.**

During 2020/21, Compassion supporters around the world took **2,489,867 actions to end farm animal suffering and injustice.** You raised vital funds through sponsored activities; backed our appeals or made monthly donations; and lobbied politicians through petitions, emails and letters.

In the face of ongoing challenges to public events, you took to Facebook, Twitter and Instagram – **setting #EndTheCageAge trending** and, on International Awareness Day, giving **#Ban Live Exports a potential reach of over 62 million views.**

And, last but not least, you helped ensure that the call to end factory farming had the chance to be viewed or heard at least **12.7 billion times through TV, radio and press.**

Because you didn't give up and you didn't give in, **every achievement this year is your victory** – for animals, and for a fairer, kinder, healthier world. Thank you for uniting in the face of unprecedented challenges, against factory farming. **Thank you for being the relentless, global voice for farm animals.**



A HUGE VICTORY AGAINST THE CAGE AGE

Caging farm animals behind bars is inhumane and outdated. But, thanks to you, the End of the Cage Age is now a huge step closer.

On 30 June 2021, the European Commission responded to your record-breaking European Citizens' Initiative (ECI), which saw almost **1.4 million people** call for caged farming to be banned.

In June, the Commission announced it will **propose legislation to phase out the use of cages for farm animals across all 27 EU Member States.** This means that every year, **over 300 million** more hens, pigs, calves, rabbits, ducks, geese and quail could live cage-free lives.

Because of you:

- **170 organisations** across Europe came together to deliver the biggest ever ECI for animals
- **More than 140 influential scientists, 10 major food companies, over 100 MEPs,** and even individual European Commissioners, backed your campaign against cages
- We have made history: The European Union is set to **End the Cage Age.**

“During the ECI project, there were so many moments of darkness, sleepless nights filled with quiet doubt. But, together, we persevered. We regrouped, and we pressed ahead. Our strategy worked, and we are bringing about incredible change for farmed animals. It's tangible, it's real, and you made this happen.”

Sean Gifford, Global Director of Campaigns

WHAT NEXT...

- The European Commission is due to put forward legislation against cages by the end of 2023. **We'll hold them to that promise.**
- The Commission will assess the feasibility of banning cages by 2027. Together, we'll engage with Member States and citizens to **prevent the ban being delayed or blocked.**
- **We'll continue to help businesses transform the lives of animals,** and publicly report their progress towards ending the Cage Age through tools like our annual **global EggTrack** report.
- We'll continue to lobby the UK Government to follow EU progress. British farm animals **must not be left behind bars** in post-Brexit legislation.
- We'll keep lobbying the UK Government on trade bills, asking for **subsidies for higher welfare farmers** to counteract lower welfare imports from the US, Canada and Australia, where confining farm animals to barren battery cages is still considered acceptable.

YOU'RE HALTING LIVE EXPORTS

Every year, worldwide, millions of animals are subjected to horrific journeys by land or sea. The result can be exhaustion, dehydration, hunger, stress, trampling, injury, and even death.

But, thanks to intense political lobbying and your relentless campaigning, **both the UK and European Union are taking action against the trade in live animals for slaughter and fattening.**

UK

In December 2020, after months of targeted campaigning, the UK Government began a consultation on plans to ban the export of live animals.

On 8 June 2021, the UK Government published the Animal Welfare (Kept Animals) Bill. If this Bill is passed, **it will ban live exports for fattening and slaughter from or through England, Wales AND Scotland.**

Your unwavering support for our campaign to take the Scottish Government to court to end its export trade in un-weaned calves to Europe culminated in **victory!** It instructed the Animal and Plant Health Agency (APHA) to reject any further applications to export un-weaned calves.

And, in its 2021 election manifesto, the Scottish National Party performed an astonishing U-turn, **pledging to ban live exports.**

EUROPE

In 2020, the European Parliament **voted by an overwhelming majority to create a Committee of Inquiry into the transport of live animals.**

The European Commission also **committed to review the Regulation on the protection of animals during transport.** We are taking your message to the heart of this process. So far, **over 500,000** people have added their voices to a joint petition targeting the Commission's 'fitness check' of EU animal welfare regulations, including live transport.

“ For decades, through public protests, political lobbying and sharing our shocking investigations, Compassion supporters have been at the forefront of the campaign to end UK live exports. Against the odds, you've never given up. And now, you are set to achieve a remarkable Great British live export ban. ”

Dr Nick Palmer, Head of Compassion UK

WHAT NEXT...

Together, we'll build on your victory against British live exports and recent European progress, by stepping up our demands for:

- An immediate ban on the export of live farmed animals for fattening or slaughter outside the European Union.
- An 8-hour limit to live transport journeys within or between Member States.
- A ban on the transport of un-weaned animals within the EU.
- We'll continue to help **global companies switch to humane alternatives** to long-distance animal transport, and we'll recognise those who end live exports in their supply chain.

CAMPAIGN HIGHLIGHTS

RETHINKING FISH

Fish farming is the fastest growing area of industrial animal production, and it causes immeasurable suffering. It is also damaging the environment and wildlife, as sourcing feed for farmed fish is linked to deforestation for soya production, and to the capture of around 500 billion wild fish each year.

CERTIFYING FISH WELFARE

In 2020, Compassion investigated the welfare standards behind the five largest fish certification schemes, and found that fish can lead miserable lives in overcrowded tanks and cages, or endure prolonged, painful deaths.

Over 425,000 emails were sent by Compassion supporters, calling on the schemes to do more to protect animal welfare. If the new requirements to improve welfare standards for fish farming or slaughter announced so far by Global GAP, Friend of the Sea and Best Aquaculture Practices are made mandatory – **over three billion fish** could benefit each year.

INVESTIGATING SALMON FARMS

In March 2021, you helped expose endemic cruelty within the Scottish salmon farming industry. Our shocking undercover footage showed farmed fish with sea lice eating their skin, seaweed growing from open wounds, salmon swimming in dirty, deoxygenated water and dead fish floating among the living in overcrowded, barren cages.

The investigation caused global shockwaves, prompting widespread media coverage and action from campaigners around the world. So far, over **130,000 signatures** have been added to our open letter, urging the Scottish Government to halt the expansion of these underwater factory farms.

REWARDING HUMANE PROGRESS

At our 2021 Good Farm Animal Welfare Awards, we recognised Hilton Seafood UK's innovative, more humane slaughter method for prawns, which will **cut suffering for over 100 million animals in its first year alone.**

EUROPEAN PROGRESS

The European Commission has agreed to publish new Strategic Guidelines on Sustainable Aquaculture. These **guidelines will address fish welfare for the first time** and steer policy and the use of subsidies in the EU until 2030.

The European Parliament's Fisheries Committee is also set to conduct a study on fish welfare. This could represent **an important step towards vital legislation to recognise the needs of fish.**

WHAT NEXT...

- Via direct dialogue and through the Aquatic Animal Alliance, we'll help ensure fish certification schemes make **measurable progress** for fish welfare.
- We'll **keep up the pressure on the Scottish Government** to halt the expansion of their salmon and other underwater factory farms.
- Through public pressure and lobbying, we'll build on our EU lobbying successes, to help **secure national and international legislation** to protect fish.
- Together we'll campaign to **ban the farming of octopus** and other cephalopods in the emerging global markets.
- We'll be working with top UK supermarkets, including Tesco and Morrisons, alongside producers and food service groups, to **improve their fish welfare policies.**



HOLDING FOOD BUSINESSES TO THEIR PROMISES

Over **2.23 billion animals** a year are now set to benefit from your continued commitment to Compassion's Food Business programme. And we don't just help companies commit to higher animal welfare – we also hold them to account.

GOOD FARM ANIMAL WELFARE AWARDS

Our annual business awards are designed to encourage and recognise food companies when they do the right thing for farm animals. The 2021 awards had a special focus on inspiring and innovative sustainable food production.

No fewer than 11 leading food businesses achieved awards including:

- **M&S**, for the rollout of its new higher-welfare Oakham Gold chicken which meets all the criteria of the European Chicken Commitment (ECC).
- **McDonald's UK & Ireland**, for a rotational grazing scheme that is helping to rebuild soil and increase biodiversity.
- Italian manufacturer, **Barilla**, for being entirely **cage-free globally** AND for cutting its carbon footprint by using fewer eggs in its products.
- **Happy Eggs**, who received the **very first Chinese Good Egg Award** for selling only cage-free eggs online.
- **Danone**, for an innovative digital tool that supports regenerative farming by helping to **improve dairy cow welfare**.

ACHIEVING HONEST LABELLING

In the UK, we campaigned for amendments to the Agriculture Bill, seeking method of production labelling. Whilst the amendments were not pushed to a vote, the Government made a **commitment to consult** on this.

IMPROVING CHICKEN WELFARE

In 2017 we united with other NGOs to call for food business commitments to better welfare for meat chickens. Since then, **over 270 European and 200 US companies** have pledged that by 2026 (2024 in the US), they'll rear slower-growing chickens in higher welfare conditions and use humane slaughter methods.

In 2020/21, big names making the commitment included: Burger King, Nando's, Pizza Express, Friday's and Greggs in the UK; KFC, Groupe Schiever, Fleury Michon, E. Leclerc and Groupe Holder in France; Carrefour in Poland, and Subway and HelloFresh across Europe.

In the UK, M&S has become the first retailer to sign a commercial deal that means it will **sell only higher welfare fresh chicken by the autumn of 2022**.

Through our work we estimate that over **1.1 billion chickens** a year will have better lives, thanks to you.

BENCHMARKING PROGRESS FOR ANIMALS

The ninth annual Business Benchmark on Farm Animal Welfare (BBFAW) once again gave investors information on the farm animal welfare policies and performance of 150 global food companies.

BBFAW puts pressure on businesses to raise their standards and, this year, **23 businesses moved up at least one tier**.

WHAT NEXT...

- We'll hold businesses to **account** on progress against their Cage-free egg and Better Chicken Commitments, through our **Global EggTrack** and the inaugural **European ChickenTrack** report.
- We aim to secure **15 more Chinese Good Production Award winners** to benefit hens, chickens and pigs.
- We aim to inspire and support **20 more companies** to make the European Chicken Commitment.
- With your support, we'll help **at least 15 companies improve their next BBFAW score**, to deliver measurable progress for farm animals.
- We'll launch the **2022 Supermarket Survey** to help major retailers identify improvements they can make for farm animals.
- Building on the successful new French labelling scheme for chickens, we'll work to **expand the scheme to other EU countries and species** – starting with pigs.
- We'll keep pressing for the UK Agriculture Bill to include **mandatory method of production labelling** for all meat and dairy products.



TRANSFORMING THE GLOBAL FOOD SYSTEM

As well as being devastating for animals, intensive farming is also a major cause of climate change, environmental damage, and threats to human health.

Our food system is in urgent need of reform and, thanks to your vision of a better future for animals, people and the planet, we're making significant progress towards the goal of a Global Agreement to end factory farming.

LEADING THE CONVERSATION

In December 2020, we grasped the agenda ahead of a year of United Nations summits with a **high-profile, online event** promoting healthier diets and nature-positive, higher welfare farming: 'How to Love Food and Save Nature' was a collaboration with the United Nations Environment Program (UNEP) and the influential EAT forum. It also featured progressive food businesses and introduced the radical Regenerative Organic™ certification scheme, developed with input from CIWF USA.

In 2021, over **25,000 people** attended the online launch of '*Food System Impacts on Biodiversity Loss*'. This report by the renowned scientific policy institute, Chatham House, was produced in partnership with Compassion and UNEP, to highlight how the global food system is threatening 24,000 species at risk of extinction.

The report gained huge **global media coverage**, reaching audiences from the UK to Colombia, Nigeria to China.

THE VOICE FOR CHANGE

In 2021, Compassion's Global CEO, Philip Lymbery, was appointed as a **UN Food Systems Champion**, representing animal welfare organisations in Europe and beyond. Through determined negotiation and persuasion, Philip helped put nature-friendly, higher welfare farming and reduced global meat consumption on the radar for the 2021 UN Food Systems Summit.

SAVING OUR ANTIBIOTICS

Antibiotics are often used routinely on intensive farms to prevent disease in overcrowded conditions. This misuse of medicines contributes to the emergence of drug-resistant bacteria.

As a founding member of the Alliance to Save our Antibiotics, and thanks to campaigners like you, Compassion helped **secure an EU ban, from 2022**, on the routine preventative farm use of antibiotics.

WHAT NEXT...

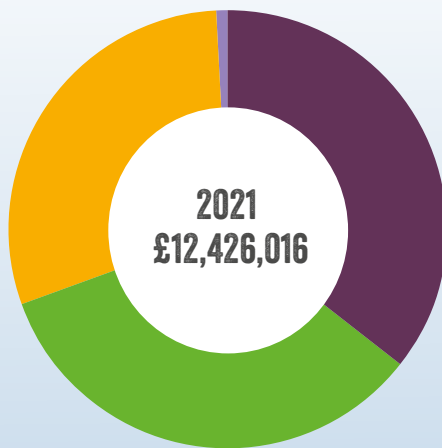
- With your support, we'll continue to develop our relationships with NGO partners and key UN bodies, to **influence policy and planning for food system reform**.
- Through direct dialogue and public campaigning, we'll help ensure the EU's '**Farm to Fork**' strategy meets our goals for animal welfare, reducing antibiotic and pesticide use, and increasing emphasis on organic farming.
- Together, we'll develop and launch a new online platform and coalition campaign to **create a new global movement for a humane, fair, sustainable food system**.
- Through research and reporting, we will ensure the **EU 2022 ban of routine antibiotic use in farming remains on schedule** and is not weakened; and we'll press the **UK Government to commit to taking the same steps**.



THANK YOU

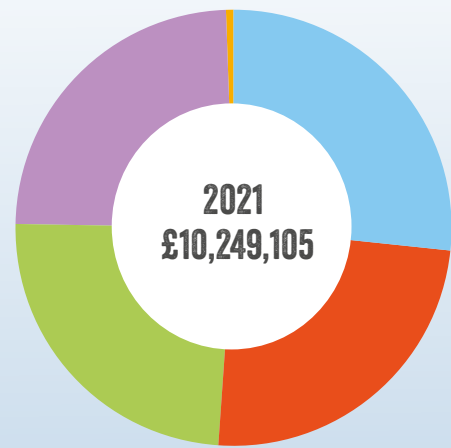
Compassion's work is entirely dependent on the generosity of those who donate to end factory farming, protect animals and transform the global food system. Our thanks go to every single individual and organisation who made a gift in the last year, and to all those who have remembered Compassion in their Will.

GLOBAL INCOME 2021



| | |
|------------|--------------------------|
| £4,433,135 | Global Individual Giving |
| £4,199,027 | Legacies |
| £3,708,119 | Grants & Major Gifts |
| £85,735 | Investment Income |

GLOBAL EXPENDITURE 2021



| | |
|------------|-----------------------------|
| £2,735,975 | Raising Funds |
| £2,503,477 | Food Business |
| £2,494,811 | Averting Farmageddon |
| £2,475,297 | European Legislation |
| £39,545 | Investment Management Costs |

This financial information is intended to give an overview of the charity's income and allocation of resources in the year ending March 2021. Our detailed, audited accounts are available from ciwf.org.uk/Annual-Report or on request.

IF YOU ARE NEW TO COMPASSION, PLEASE JOIN US

You'll receive updates on the latest progress in our campaigns, 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 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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