

Quarterly Impact Report

July - September 2017



Dear Friends,

Thanks to your support over the past few months, the world is changing rapidly for farm animals. **What a quarter it's been!**

Our Food Business team has been hard at work with major food companies like **Perdue** and **Campbell** to improve the lives of broiler chickens. **EggTrack**, the annual progress tracker for cage-free egg commitments, released its first report. And we joined our headquarters in London for the first **Extinction and Livestock Conference**, bringing together experts from around the world to find solutions to the devastating effects of factory farming on wildlife.

Whether we're working behind the scenes with companies like **Knorr**, or amplifying the voice of **supporters like you** to publicly demand better from companies like **Moe's Southwest Grill**, the result is truly powerful: **meaningful animal welfare policy changes affecting countless farm animals.**

Thank you so much for being a driver of change in our shared journey to **end factory farming.**

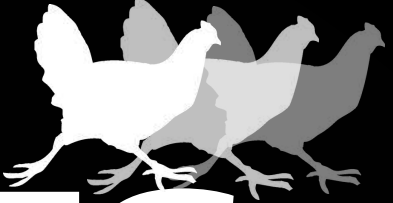
For the animals,

Rachel Dreskin

Head of US Food Business



PERDUE



CHANGES THE GAME

Perdue Farms commits to supplying higher welfare chicken

Perdue Farms, **the fourth largest chicken producer in the US**, **announced** they will meet higher welfare chicken criteria for any interested customers.

To date, over **60 major food companies** have pledged to align with Global Animal Partnership (GAP) broiler chicken standards by 2024.

“With Perdue’s commitment to meet demand for higher welfare chicken, transformation of the market is **unstoppable**,” said Leah Garces, US Executive Director of Compassion in World Farming. “Now that the supply of better chicken is guaranteed, there are **no more excuses** for food companies attempting to delay the inevitable. It’s the **right thing to do** for the birds—and given the direction of the market, it’s the right thing to do for any business looking to stay relevant in the future.”

We applaud Perdue’s commitment to addressing the need for chicken that meets higher animal welfare criteria, and look forward to working with them as they progress on this journey.

**A GROUNDBREAKING COMMITMENT
FOR CHICKENS! GET THE DETAILS HERE.**

FOOD BUSINESS

Change is happening faster than ever before

KNORR SCORES!

Knorr, a brand best known for its soups, sauces, and bouillon cubes, **announced** improved animal welfare standards for **chickens, pigs, and cows** raised in the US and Canada.

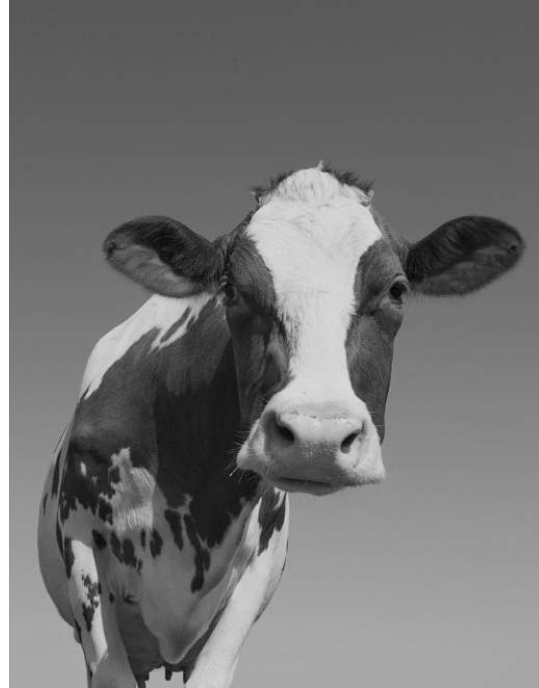
Knorr is owned by global manufacturing giant **Unilever**, a long-standing partner of Compassion in World Farming. While Knorr comprises most of Unilever's chicken sourcing, Unilever will meet all of the chicken standards listed in the announcement **across its entire brand**.

We thank Unilever and Knorr for making animal welfare a top priority!

CAMPBELL'S COMMITS TO HIGHER WELFARE + TRANSPARENCY

CIWF is proud to partner with **Campbell's** on their first ever comprehensive animal welfare **policy**. Notably, Campbell's commits to improving the lives of chickens raised for meat by offering more space, natural light, enrichments, and healthier breed genetics.

Campbell's is not only committing to improve animal welfare, but also to **transparently report** on their progress to meet their goals on time, a crucial step towards ensuring **consumer trust** as we work towards a reformed food system.



FIRST ANNUAL REPORT IS IN!



CIWF released the [first report from EggTrack](#), our annual progress tracker to ensure food businesses can and will stick to their commitments to switch to **100% cage-free eggs**, on or ahead of schedule.

We applaud Noodles & Company, Shake Shack, Hormel, and Whole Foods Market for achieving a 100% cage-free egg supply, as well as the many other companies holding themselves transparently accountable to their consumers for their cage-free egg goals.

FOOD LEADERS COME TOGETHER FOR CHICKENS

This summer, CIWF held its second annual **Better Chicken Leadership Forum**! Fifty attendees representing breeders, producers, manufacturers, food service companies, restaurant chains, and retailers came together to discuss the transition to better genetics and living conditions for all chickens.



PUBLIC ENGAGEMENT



Mobilizing support online and on the ground

YOU DID IT! MAJOR PROGRESS FROM MOE'S

After a Compassion USA campaign, **Moe's Southwest Grill** announced a commitment to improve the lives of chickens! Our campaign featured a Wonder Woman parody video in which a league of **Mighty Moms** fight for justice, demanding to know where their food comes from and telling Moe's to step up for chickens and consumers alike. Moe's joins other food leaders like Subway and Burger King in making commitments to offer chickens **more space, healthier genetics, natural light, and enrichments.**



A global call for a better food future

Plant Based News sat down with **Leah Garces, US Executive Director of CIWF**, to discuss factory farming, building bridges with the so-called opposition, and shifting the world to an increasingly plant-based diet.

Garces says, "Imagine the meat manufacturers **reducing their animal farming** in favor of plant-based, because it's lucrative. This is actually happening. Cargill, one of the largest meat manufacturers in the world, just invested in Memphis Meats, which is a lab meat company. And Tyson just invested 5% in Beyond Meat. And once we win them over, for whatever reason, then **the system really starts to change.**"

"WE NEED, BY 2050, FOR THE PLANET TO EAT 50% FEWER ANIMALS THAN TODAY'S LEVELS."

[WATCH THE FULL INTERVIEW HERE!](#)

JUL
-SEPT
2017

HIGHLIGHTS

EXTINCTION & LIVESTOCK CONFERENCE 2017

Leah Garces speaks in London alongside
Jim Perdue

**“WE SEE OUR ROLE
AS A CRITICAL
FRONT...WE ANSWER
TO THE CHICKENS.”**

- Leah Garces

In a groundbreaking event at **CIWF's international conference on Extinction and Livestock** in London, we sat down for a first-of-its-kind conversation with **Perdue Farms CEO Jim Perdue**. The discussion was moderated by renowned author and journalist **Maryn McKenna**, who recently published her new book, *Big Chicken*, which chronicles how overuse of antibiotics changed our food system for the worse.

The topic of conversation was **“Partnering for Higher Welfare,”** and focused on CIWF and Perdue's unlikely journey from staunch adversaries to working together to improve the lives of chickens.

Renowned speakers from across the globe discussed solutions to some of our planet's most pressing problems, including **conservation, biodiversity, land and water use, climate change, and food security**. High-profile presenters included: food activist **Raj Patel**; author **Dr. Carl Safina**; bee expert **Professor Dave Goulson**; environmentalist **Tony Juniper**; naturalist **Chris Darwin**, and more.

At an event hosted by British acting legend and CIWF patron **Joanna Lumley**, guests were served samples of the **Beyond Burger**—currently only available in the US—in its UK debut, along with a range of innovative plant-based foods.

**“IF YOU CAN GET A
BIG COMPANY LIKE
US TO START
CHANGING, IT GETS
THE ATTENTION OF
OUR COMPETITORS.”**

- Jim Perdue

Compassion supporters applaud progress for chickens!

HERE'S WHAT PEOPLE ARE SAYING ABOUT BETTER CHICKEN COMMITMENTS FROM COMPANIES LIKE PERDUE FARMS AND CAMPBELL'S:

“Great news! I hope more companies will step up.”

“I am massively impressed with the work that the CIWF Business Team is doing in the States to gain commitment from businesses to improve animal welfare.”

“Thrilled to hear this news. This is wonderful progress!”

“Well done. You are doing some great work!”