

**YOUR GLOBAL IMPACT REPORT 2023**  
**ENDURING COMPASSION,  
EXTRAORDINARY PROGRESS**



# 2023: IN TURBULENT TIMES, YOUR COMPASSION ENDURES

**This has been a year of immense challenges. But, thanks to your steadfast kindness and compassion, 2023 also saw historic wins against factory farming and hope for a brighter future for animals, people and our world.**

In 1967, against the odds, one farming family stood up against the suffering of caged and cruelly confined animals. Over 55 years later the movement they founded, Compassion in World Farming, still faces huge challenges against a trillion-dollar global industry, political turmoil, international conflicts and the cost-of-living crisis.

But, despite the tough climate for engaging governments and businesses, Compassion in World Farming's 160-strong staff team and our global community of determined, passionate advocates for animals continue to achieve huge progress.

Millions of people around the world want to see cages banned from farming. We've encouraged companies to back more humane, environmentally sound food systems and helped hundreds of thousands of citizens to speak out for vulnerable animals. Plus, together, we're proving that the well-being of everyone on Earth depends upon ending the biggest cause of animal cruelty.

You know that the vision of a world without factory farming is the only humane, just and sustainable option for our planet. **By standing with Compassion in World Farming, united against the odds, you're securing big victories for animals and making that better future possible. Thank you.**

Philip Lymbery  
Chief Executive,  
Compassion in World Farming International

OUR NUMBERS

2022-2023

**1.54  
MILLION**  
supported our  
campaigns

**87,000  
PEOPLE**  
currently donate to  
enable our work



## GIVING FARMED ANIMALS A VOICE

**During 2022-2023, Compassion in World Farming supporters took 23.2 million actions to speak up for animals and expose the cruelty and environmental and social harm caused by factory farming.**

From writing to politicians and policymakers, to attending protests and spreading the word on social media, you showed those in power that ending farmed animal suffering isn't just morally right but a global imperative.

By backing our urgent appeals and applying your talents to creative fundraising events and sponsored challenges, you fueled the fight against intensive farming around the world.

And, with each generous monthly donation made, our supporters gave Compassion in World Farming's campaigns the constancy and power to drive through every challenge, towards an end to unsustainable and unethical intensive animal farming.

### SMALL BUT MIGHTY

Alongside your advocacy for animals, Compassion in World Farming's small but dedicated media teams underscored your messages to governments, friends and family on the global stage.

In 2022/2023, media coverage of our campaigns hit an estimated **19.5 billion opportunities to be seen or heard.**

We received media coverage in several national publications and media sites including *The Wall Street Journal*, *TIME*, *Newsweek*, Bloomberg, Sentient Media, Pet Age, Food Ingredients First, and The Daily Meal.

Thanks to your support, media highlights included a

potential reach of 222 million for the launch of EggTrack and our work to ban octopus farming achieving a potential audience of almost **2 billion people.**

Thanks to you, people around the world are waking up to the suffering of farmed animals trapped in inhumane conditions; to new threats to intelligent, sensitive creatures like octopuses; and to the terrible environmental impact of these practices.

You've proved that compassionate individuals, working together, can fight factory farming by cutting through the crowds and noise online, on TV and radio and in the press. **You are the voice for farmed animals, and you are making a difference around the world.**



OUR NUMBERS

2022-2023

Total global  
media coverage:  
**19.5 BILLION**  
potential reach  
from 7,192 stories

Online:  
**19.4 BILLION**  
potential reach  
from 6,540 stories

Broadcast:  
**151.1 MILLION**  
reach from 360  
stories

U.S. Social Media:  
**838,000**  
actions

# CHANGING THE LAW, FOR GOOD

**When it comes to banning cruelty and transforming the politics around farmed animal welfare, Compassion in World Farming supporters are a powerful, positive force and won't give up—no matter what is thrown back at us.**

## ENDING THE CAGE AGE

On May 11, 2023, we celebrated a pivotal victory when the U.S. Supreme Court rejected the pork industry's challenge to California's "Proposition 12." Judges upheld California's ban on the production or sale of pork, veal or eggs from caged or crated animals. This vital ruling will help protect millions of animals from the cruelty of cages every year.

And just two months later, New Jersey Governor Phil Murphy officially signed into law a ban on the extreme confinement of breeding pigs and calves raised for veal. New Jersey is now the 11th state to ban gestation crates and the 10th state to ban veal crates.

Following tireless campaigning, lobbying and the support of activists just like you, the European Commission committed to phasing out cages in animal farming across the European Union by 2027. This decision followed a Compassion in World Farming-led coalition of 170 NGOs from across Europe, resulting in 1.4 million signatures to demand change.

An incredible 80% of Members of the European Parliament voted in favor of an end to caged farming, which set a new global standard for farmed animal welfare.

In a shocking U-turn, on September 13, 2023, Commission President Ursula von der Leyen's State of the European Union speech failed to mention this important issue, suggesting the European Commission is to shelve its unprecedented commitment to ban caged farming.

Such disdain for citizens and scientists alike will only make us more determined. **We won't stop until the only cage on a farm—wherever in the world it may be—is an empty cage.**

## BANNING LIVE EXPORTS

2023 brought **four big wins** for the global movement against the unacceptable trade in live farmed animals:

- New Zealand's historic ban on all remaining live exports by sea came into force in April.
- Germany has now banned all live exports of cattle, sheep and goats to non-EU countries.
- The Australian Government committed to phasing out sheep exports by sea.
- And a Brazilian judge banned live cattle exports from all the country's ports.

Meanwhile over **120 organizations, including campaigners in at least 31 countries**, united for Ban Live Exports: International Awareness Day. On June 14, around the world, people took to the streets to help end long-distance suffering on trucks and ships. And, online, **#BanLiveExports had a potential reach of over 41 million views!**

## FOOD POLICY FOR PLANETARY HEALTH

Compassion in World Farming released *More Money More Meat*, a groundbreaking report analyzing the current food consumption patterns by country and how they compare to the EAT-Lancet diet optimized for human and environmental health. As the top meat-consuming country in the world, the U.S. must reduce its total meat and poultry consumption by 82% to meet the planetary health guideline. This is the first science-based national reduction target that can be incorporated into local, state and federal government policy.

Together with our supporters, we took to the streets of Manhattan during Climate Week NYC to tackle industrialized animal agriculture. Artwork commissioned by Compassion in World Farming was on display in Washington Square Park, conveying the urgent need for the nation to reduce its excessive meat and poultry consumption as part of the climate crisis response.

## SAVING OUR ANTIBIOTICS

The misuse of medication to keep animals alive in unhealthy, cruel conditions is rife. And, as a founding member of the Alliance to Save Our Antibiotics, Compassion in World Farming is at the forefront of efforts to stop these vital drugs being used to prop up factory farming.

You've already helped secure legislation that made it illegal for farmers to use antibiotics routinely to prevent disease. And, in 2023, we celebrated major progress in the UK when the Government launched a consultation on strengthening the rules on antibiotic use on farms.

If these proposals lead to changes in legislation, **the routine use of antibiotics would be banned** as well as using antibiotics "to compensate for poor hygiene, inadequate husbandry or poor farm management practices." Such a victory could set a revolutionary global standard into motion.

## SHOALS OF PROGRESS

In 2021, Compassion in World Farming wrote to Hawai'i's governor, David Ige, urging him to withdraw government support of the only U.S. octopus farm. After exposing this cruel and unsustainable operation, with the support of our allies and supporters, Hawai'ian state authorities ordered that the farm close for good earlier this year.

Additionally, the Washington House Agriculture and Natural Resources Committee **advanced a bill that would ban octopus farming** in the state. This first-of-its-kind legislation must still clear several hurdles, but momentum is growing to protect octopuses from inhumane factory farming.

Through Compassion in World Farming's **Rethink Fish** campaign, you're at the forefront of efforts to fix the shocking lack of fish welfare protection in EU legislation.

Alongside WeMove and Essere Animali, last December we handed in over **150,000 signatures** to the European Commission, urging new fish welfare rules. We also published an important scientific report, *Rethinking EU Aquaculture for People, Planet and Animals*, which makes the clear case for more sustainable, higher welfare fish farming. And for the first time, our Supermarket Survey included questions relating to farmed fish.

Compassion in World Farming is also playing a leading role in fighting plans for the world's first commercial octopus farm. We're pressing the local government in the Canary Islands to block the scheme and, alongside our allies, calling for a ban on this cruel and environmentally damaging practice before it can take hold.

### OUR NUMBERS



**OVER 120**  
organizations  
in **31 countries**  
called for a **global**  
live export ban

Our work highlighting  
the cruelty of octopus  
farming was potentially  
seen by almost  
**109 MILLION**  
on Twitter

Media coverage of  
our work to ban  
octopus farming  
reached almost  
**2 BILLION**

# COMPASSION IN FOOD BUSINESS

Over **2.5 billion animals** are now set to benefit each year thanks to your backing of Compassion in World Farming's Food Business team. Together, we're helping more and more companies commit to improving animal welfare and holding them to account for their pledges to move to more sustainable, resilient food systems.

## CHANGING THE LIVES OF CHICKENS

Globally, over **600 businesses** have now promised to move to healthier breeds of chicken, reared in better conditions, by making the Better Chicken Commitment (BCC). And our U.S. Working Group for Broiler Welfare has grown from 7 to 20 companies collaborating to improve the lives of millions of chickens.

We also hold companies to account on their BCC pledges. The latest U.S. ChickenTrack report showed the number of businesses reporting progress against their commitments has **more than tripled**.

## CRACKING PROGRESS FOR HENS

Every year, we track the performance of major food businesses against their growing number of cage-free commitments for egg-laying hens. And the good news is that, despite economic challenges, the sixth annual EggTrack report revealed positive change for animals around the world.

The report showed that 75% of the 232 companies tracked were now reporting progress towards eliminating cages for hens, and on average almost 80% of the eggs used or produced by these companies were from animals living cage-free lives.

Almost **4 million Americans** now have access to cage-free eggs through the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC.) To date, **30 state agencies**, including the District of Columbia, allow WIC recipients to purchase cage-free eggs.

Compassion in World Farming is committed to continue working alongside the WIC program, National WIC Association and major retailers, to ensure income is not a barrier to making food choices that support higher animal welfare.

Meanwhile, eight businesses made new global cage-free pledges—including Pizza Express and Yum! Brands.

## MAKING LABELS COUNT

Corporate progress on animal welfare also depends on giving shoppers clear information about the food they buy so they can choose to avoid factory farming.

For years, Compassion in World Farming has educated citizens on which labels are meaningful and which ones are abused or misleading. During the summer of 2022, following a meeting between Compassion in World Farming and the United States Department of Agriculture (USDA), thousands of activists sent messages to the agency supporting an earlier announcement that the USDA intended to review the label approval process for various animal-raising claims.

In June of this year, the USDA announced the launch of a new initiative aimed at strengthening the requirements for the use of certain animal-raising claims on meat, dairy and egg products. This development marks a significant step forward for animal welfare and provides consumers with more reliable information about the products they choose.

OUR NUMBERS

2022-2023

In the past year:

We helped secure corporate commitments to higher welfare production that are set to benefit more than

**150 MILLION**

animals each year

# TRANSFORMING THE FUTURE OF FOOD

From pollution to the climate crisis, wildlife extinctions to human malnutrition, almost every global challenge has food at its core. But, thanks to you, politicians, businesses and citizens are waking up to the truth that ending factory farming is essential to a healthy future for our planet.

## EXTINCTION OR REGENERATION

In 2023, Compassion in World Farming brought policy makers, business leaders, NGOs, farmers and scientists from around the world together for the Extinction or Regeneration conference, co-hosted with the International Panel of Experts on Sustainable Food Systems (IPES-Food), the Institute of Development Studies and other partners.

Hundreds of delegates took part in London and online. And, thanks to a partnership with the Good Food Fund, hundreds of thousands also joined a translated live stream in China.

Experts on issues as diverse as soil science, food justice, sustainable development and cellular agriculture came together to address the threats posed by our current food system. And they identified diverse solutions, from the financial tools governments can use to make healthy food affordable to disrupting the concentration of power in the food system and moving away from cruel practices towards regenerative farming.

## END.IT

Our groundbreaking campaign calling on global leaders to eliminate factory farming gained significant momentum during 2023.

Following its launch at the COP27 United Nations climate conference in 2022, our petition calling for a transformative UN Global Agreement on food and farming has already gained over **300,000** signatures, with numbers growing every day.

Our END.IT campaign has also secured high-profile backing from Hollywood actors **Brian Cox, Alan Cumming, Steve Coogan** and **Eva Green**. And the compelling case for holding factory farming to account is gaining political traction.

## AVERTING THE NEXT PANDEMIC

Compassion in World Farming also remains at the forefront of efforts to address the disease threats posed by factory farms—where overcrowded, stressful conditions create a perfect breeding ground for dangerous viruses and bacteria.

In 2022, alongside FOUR PAWS, the Born Free Foundation and Proyecto Animales Latino América, we presented World Health Organization officials with almost **600,000 names** of people who want to see an end to factory farming to reduce the risk of future pandemics.

And, in 2023, we stepped up this campaign in the face of the devastating global bird flu crisis. We released a groundbreaking report setting out how the emergence and spread of highly pathogenic bird flu is linked to intensive farming. We are urging international agriculture ministries and the poultry sector to work with the World Organisation for Animal Health and the United Nations Food and Agriculture Organization to introduce key, urgent reforms. This is essential to tackling bird flu, protecting birds and averting the threat of a new human flu pandemic.

OUR NUMBERS

2022-2023

**600,000**

people signed our joint petition to end factory farming to prevent pandemics

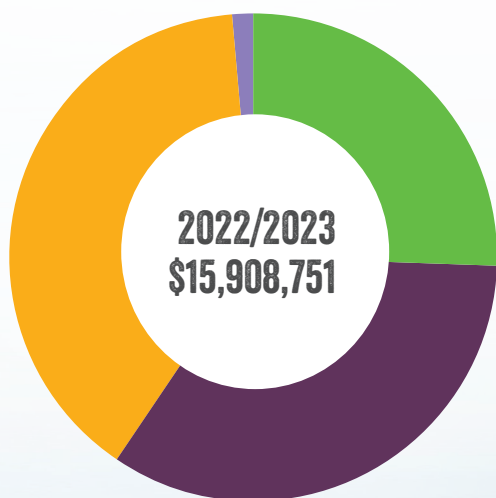
# THANK YOU

Compassion in World Farming's work relies on the generosity of all those who donate to fight factory farming, protect animals and transform the global food system.

Our special thanks to every single individual and organization who made a gift in the last year, and to all those who have remembered Compassion in World Farming in their will.

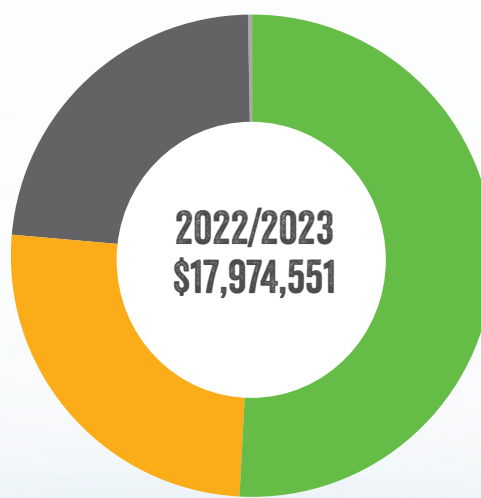
A summary of our income and expenditure for 2022–2023 is shown here.

## GLOBAL INCOME 2022/2023



■ \$6,241,431	Grants & Major Gifts
■ \$5,388,541	Global Individual Giving
■ \$4,083,517	Legacies
■ \$195,262	Investment Income

## GLOBAL EXPENDITURE 2022/2023



■ \$9,161,549.35	Global Campaigning Against Factory Farming
■ \$4,589,770.38	Transforming Global Food Business
■ \$4,180,464.57	Raising Funds
■ \$42,766.77	Investment Management Costs

For more information, our full annual report and audited accounts are available online at [ciwf.org.uk/Annual-Report](https://ciwf.org.uk/Annual-Report) or on request.

## NEW TO COMPASSION IN WORLD FARMING?

**Join us!** You'll receive updates on our latest victories, opportunities to fund the fight to end factory farming and new actions you can take to help give farmed animals a life worth living.

For questions or donations, or to learn about leaving a legacy for future generations of farmed animals, please get in touch:

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