



## Working to transform the lives of billions of farm animals

Over 70 billion animals are farmed for food every year, the majority of which are reared in overcrowded and barren conditions or in cages which prevent them moving freely or behaving naturally. Farm animals are often selected to grow unnaturally fast or to produce extremely high yields of meat, milk or eggs, causing many health problems, lifelong pain and distress. To manage them in such unnatural conditions, many are mutilated without pain relief, sometimes causing permanent pain. Many are also transported long distances and slaughtered inhumanely. This means that the farming of animals for food is probably the biggest source of avoidable animal suffering in the world today.

World Animal Protection wants every farm – small, medium and large-scale – to be designed around the needs of animals. We believe that the food industry has a responsibility to phase out the worst production methods and practices, replacing them with humane alternatives. To achieve lasting change for animals we are:

- **Building** a vibrant global public movement, increasing pressure on food companies to ensure higher welfare farming for millions of chickens, hens, pigs and cattle.
- **Collaborating** with leading food producers in global, regional and national markets to develop sustainable farming practices that promote the welfare of farm animals.
- **Influencing** the international food policy landscape, persuading leaders that farm-animal welfare is a vital part of a healthy future for people and our planet.

### Farm animal welfare matters

Better welfare isn't just good for animals, it can benefit people too. If animals are healthy and productive, this can protect farmers' livelihoods, helping communities thrive and grow. The food industry benefits from healthy and productive animals as poor animal welfare can create unnecessary business costs, inefficiencies and decreasing productivity. Around one billion of the world's poorest people depend on animals for food and financial security. Good animal welfare practices improve the productivity and survival of their animals, helping to reduce hunger and poverty in the developing world.

### Developing sustainable, high welfare solutions

World Animal Protection collaborates with the public, producers, food companies, governments and intergovernmental organisations to improve farm-animal welfare through better practice, standards and regulation. We look for evidence-based, sustainable solutions that are practical and economically viable. Our expertise and collaborative approach enables us to demonstrate how good animal welfare results in many wide-ranging economic, environmental and social benefits.

### Helping farmers and companies benefit from animal welfare improvements

World Animal Protection works with the global food industry to improve farm-animal welfare. We see that animal welfare can be integrated into all farming systems and value continuous improvement. The positive steps that many food companies are now taking include moving away from animal-confinement systems (for example, cages for pregnant sows, known as sow stalls, and barren battery cages for hens); ensuring good management, handling and feeding practices; and ending mutilations (for example, the tail docking of pigs).

World Animal Protection has a strong track record in designing and delivering innovative and sustainable solutions. We help businesses by providing technical expertise; specialist guidance on welfare priorities; and championing industry members who demonstrate leadership in animal welfare. In 2014, we began working in partnership with Nestlé to support the development and implementation of farm-animal welfare standards as part of their global responsible-sourcing programme. And we are also working with BRF, a top-10 global food company, to improve the welfare of the many millions of pigs and chickens it produces every year.

### **Campaigning for farm animals across the world**

We campaign for better farm-animal policies and practices in every continent, including:

**Promoting high welfare pig farming in China**, the world's largest pork producer, where 600 million pigs are reared for food every year. Working with progressive pork producing companies, we are developing high-welfare pig farming, and will champion these solutions to promote the benefits of animal welfare improvements to the industry, government and public. We also host visits from Chinese government and food company representatives to see high welfare pig farming in Europe.

**Campaigning for better dairy cow welfare in India**, the largest dairy-producing country in the world. We have worked with the National Dairy Research Institute (NDRI) to develop and release the first ever set of animal-welfare guidelines for dairy cows in the country. These have been translated into local languages to support our work promoting best practice to Indian dairy farmers so that we can improve the lives of 50 million cows and buffalo currently kept in intensive or other poor conditions.

**Developing high-welfare poultry farming in the Middle East**, where we are collaborating with the Dubai Municipality to provide expert technical animal welfare advice to steer the development of high-welfare commercial poultry farming, so that chickens reared for meat and egg-laying hens have better lives. We will publicise the impact and commercial viability of these high welfare farms so that they influence the future of commercial poultry farming elsewhere in the region.

**Supporting the growth of high-welfare beef cattle farming in Colombia** by working in partnership with a range of international and national organisations, including the UN's Food and Agriculture Organisation (FAO). We have supported beef and dairy farming technical assessments, demonstrating how animal welfare goes hand in hand with economic and environmental gains. We are now using the same principles to build animal-welfare indicators into the farming assessments for pigs.

**Improving the treatment of millions of animals in slaughterhouses in Brazil and China**, through our Humane Slaughter Training programme. Our training results in practical changes to the slaughter process which benefits business through economic gains, improved health and safety, and staff motivation. In 2015, more than 80 million chickens, 7.2 million pigs and 480,000 beef cattle have experienced much less stress and suffering as a result of this practical training.