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**Companies from Across Europe Celebrate at
Compassion in World Farming's Annual Good Farm Animal Welfare Awards**

Compassion in World Farming celebrated a number of 'firsts' at its European Good Farm Animal Welfare Awards in Paris on 30 October.

The event itself was a first, with the usually separate UK and European events combined into one prestigious affair, but more importantly SPA Food became the very first Polish company to be awarded a Good Chicken Award, a particularly commendable achievement in the Food Service sector, and Monoprix was the first major French retailer to receive a Good Egg Commendation, while Globus was the first German retailer to receive a Good Chicken Award. Among the companies keeping the flag flying for Britain was Jamie Oliver who achieved a hat-trick, earning a Good Chicken Award, a Good Egg Award and a Good Pig Award.

In 2013 Compassion has placed a huge focus on Europe with new offices opened in Italy and Poland and its Food Business team determined to expand their programme further into Europe, concentrating on leading European companies. The success of all this work was evident at the Good Farm Animal Welfare Awards where a whole host of European businesses, many of which have a global presence and won awards for their global operations, were recognised for the first time for their commitment to improving welfare standards, across all sectors of the food industry – food service, manufacture and retail.

Dr Tracey Jones, Director of Food Business at Compassion, said: *"It has been an exciting year for Compassion's Food Business team, working in new areas and expanding our programme further into Europe. The Awards demonstrate the headway we have already made and while there is still a long way to go, it's great to see such a growing interest in farm animal welfare in an increasing number of countries."*

Compassion awards smaller businesses and public sector organisations on a rolling basis throughout the year for the part they play in producing and sourcing higher welfare food. The Awards ceremony has become an opportunity to focus on the biggest players in the food industry. These are the companies that can have the most impact on farm animal welfare standards due to their consumer reach and the scale of their operations. Although it can take more time for them to commit to introduce welfare improvements, when they do make positive changes the scale is vast and millions of animals can benefit.

One award can encourage a company to try for another - success breeds success and many of the awards this year built on previous ones. McDonald's UK had previously received a Good Egg Award but this year has been presented with a Good Sow Commendation for addressing the welfare needs of sows in its supply chain. Unilever is a prime example of where one brand's adoption of higher welfare in the past (e.g. Hellmann's Good Egg Award in 2008) has set an example and spread to another brand in its portfolio (i.e. Unox 2013 Good Calf Commendation), while IKEA's adoption of higher welfare commitments in one region (e.g. IKEA Finland 2012 Good Chicken Award), is taken on by another (i.e. IKEA Italy 2013 Good Sow Commendation) with the ultimate aim of animal welfare standards being adopted globally.

Dr Jones added: *"It's really great to see a company expanding the scope of its welfare policy to more brands or more markets year after year – that's really what we want to see happening and what we are working towards. The longer the Good Farm Animal Welfare Awards continue, the more I expect to see the 'ripple' effect across the food industry, spreading the higher welfare message globally and creating an all important market shift towards higher welfare food."*

In total 28 Awards were presented at this year's ceremony, hosted by food journalist and presenter of BBC Radio 4's 'The Food Programme', Sheila Dillon.

She said: *“I have been impressed by the diversity of the companies that have been awarded and by the range of countries from which they come. From Poland to Germany, France to Italy, Denmark to England it shows that big businesses across Europe are turning in favour of better farm animal welfare. This has been largely driven by Compassion. I admire the work they do on behalf of animals in the farming system, and their emotions and beliefs about the importance of those animals are never allowed to skew the argument. The Awards help to demonstrate that it is possible to show compassion towards the animals we eat, while accepting the realities of the food industry and the need to be commercially viable.”*

Dr Jones concluded: *“We have been impressed by the calibre of entries for this year’s awards and have been pleased with the range of companies from across Europe who have been recognised for their work. This is just the tip of the iceberg, however, and we will continue to engage with those companies that are keen to embrace higher animal welfare standards, and realise that this is not just an ethical issue but a commercially viable thing to do, as well as something that more and more consumers are demanding.”*

The [Awards](#) were presented across five different categories: Good Egg Award, Good Chicken Award, Good Dairy Award, Good Pig Award and the [Retailer Awards](#).

Over 337 million farm animals are now set to benefit each year as a result of all our Good Farm Animal Welfare Award winners’ policies.

Highlights on some of the Winners:

Good Egg Award winners

Gü Puds - Gü's founder came up with the idea for a top-notch chocolate pudding brand when he was working in Belgium and fell in love with the local patisseries and their chocolate. Today it’s estimated that a Gü pud is eaten somewhere in the world every 2 seconds. Gü Puds, which are now part of Noble Foods received a Good Egg Award for their commitment to using only free-range eggs by 2014.

Iglo Foods Group is a market leading frozen foods business in Europe, both in terms of sales and brand recognition. Brands include Bird's Eye and Findus (in Italy) and they produce, market and distribute products in 11 countries. Iglo were awarded a global Good Egg Award for being cage-free across all their products since January 2013.

Kaufland restaurants - Kaufland is a leading German retailer with over 1,000 supermarkets in Germany and Eastern Europe. The supermarket chain has a significant commitment to farm animal welfare and already won a Good Egg Award in 2010 due to its decision to sell only cage-free eggs. They have won a further Good Egg Award this year for using only cage-free eggs in all of their in-store cafeterias and staff restaurants.

Globus SB Warenhaus Holding GmbH & Co.KG (Globus) has evolved over the years into one of the leading trading companies in Germany. They are one of the few large, independent family-owned groups in German retail. Having received a Good Egg Award from Compassion in 2009 for going cage-free on their whole eggs, Globus was again recognised this year for their commitment to go cage-free in their own-label products and bakeries. They also received a Good Chicken Award at this year's awards, the first retailer in Germany to do so for their commitment to source higher welfare chicken.

Monoprix - leading city centre supermarket chain, Monoprix is present in 200 cities in France, with over 450 stores. As part of its sustainable and ethical purchasing policy, Monoprix has taken the decision to sell only free-range eggs under its own brand label. Monoprix is the very first retailer in France to have taken such a decision and as such was the first to be awarded with a Good Egg Commendation by Compassion. (NB: Supermarket retailers are eligible for a 'Commendation Award' if they satisfy the awards criteria on their own-label shell eggs.)

Good Chicken Award winners

Johma Foodservice - Dutch company, Johma Foodservice supplies salads and food solutions for the foodservice and retail markets. Their products can be found in various locations including educational institutions, corporate catering, party catering, food on the go and speciality shops. Johma support higher welfare farming practices by only using chicken that meets the Dutch **1-star Beter Leven** higher welfare standard, as well as free-range eggs across their entire product range.

KLM - The Air France KLM Group strives to set corporate social responsibility standards in the airline industry. KLM Royal Dutch Airlines prefers to use ethical products in the food it serves which is reflected in its decision to use only higher welfare fresh chicken on all of its Western European flights, thus earning them a Good Chicken Award at this year's awards.

SPA Food is a leading Polish manufacturer of chicken products. They have demonstrated leadership in the field of animal welfare by committing to use only higher welfare chicken across their entire product offer, a particularly commendable achievement in the Food Service sector. SPA Food is the first Polish company to be awarded a Good Chicken Award for raising the baseline standards of broiler welfare and thereby making higher welfare chicken more widely available across Europe.

Good Dairy Award - a company is only awarded a full Good Dairy Award if they meet the criteria set by Compassion for both dairy cows and calves. This year, Compassion awarded two companies with a **Good Dairy Commendation** for the work they do with dairy cows and one **Good Calf Commendation** for work undertaken to improve the quality of life for calves.

Unox was founded in 1937 and became part of Unilever in 2001. The range continues to expand and currently includes products such as Knaks (tinned sausages), soup and smoked sausage. Having already received a Good Chicken Award in 2012, the Good Calf Commendation presented at this year's awards recognises Unox for their commitment to use only higher welfare beef in their supply chain by 2018.

Philadelphia - The iconic Philadelphia brand dates back to a New York Dairy in 1872 and Mondelēz International now sells Philadelphia in over 80 countries worldwide. Philadelphia is made with fresh milk from farms where the welfare of animals is a priority. They have been recognised with a Good Dairy Commendation for their work in the UK, Ireland, Belgium, Netherlands and Luxembourg, to ensure the dairy cows that contribute so much to this great brand have outdoor grazing and the best welfare conditions possible.

Campina is one of the world's largest dairy co-operatives with 14,132 member dairy farms in the Netherlands, Germany and Belgium. They have a quality and sustainability programme in place called 'Foqus Planet' which includes clear criteria for animal welfare and offers a premium for the outdoor grazing of dairy cows, resulting in the Campina brand being recognised with a Good Dairy Commendation.

Good Pig Award winners

Chipotle is an American fast food chain, operating more than 1,300 restaurants across the US as well as four in London and one in Paris, all serving a simple but successful Mexican menu. The chain is often praised for its 'Food with Integrity' approach to the sourcing of its raw ingredients which are, as often as possible, sustainably grown and naturally raised with respect for the animals, the land and the farmers who produce them. This year Chipotle won a Good Pig Award for ensuring all pork served in its French restaurants is sourced from higher welfare systems.

Brookfield Farm specialises in higher welfare veal, pork and beef, born and reared in the West Country in the UK. The brand focuses on animal contentment and wellbeing, provenance and supporting and developing sustainable livestock initiatives within local agricultural communities. Brookfield Farm received a Good Calf Commendation in 2011 for its veal and this year its pork was recognised with a Good Pig Award.

A Good Sow Commendation is awarded to companies which have met the Compassion criteria set for sows only, not for meat pigs. If both criteria are met, that is when a full Good Pig Award is presented:

McDonald's is the world's largest chain of quick service restaurants. Previous commitments to improve animal welfare within their supply chain include a move to using cage-free whole and shell eggs across Europe. **McDonalds UK** has now taken a further step to address the welfare needs of sows in their supply chain. They have been awarded a Good Sow Commendation for not confining their sows in gestation or farrowing crates and providing them with manipulable material and bedding throughout their lives.

IKEA has always been committed to serve high quality food which is also safe, healthy and sustainable. Animal welfare is a very important part of their sustainability programme, and a leading factor in deciding what animal produce is sourced. This year **IKEA Italy** received a Good Sow Commendation for its commitment to source its ham from higher welfare systems.

Tradition de Vendée is a French family-owned business which sells charcuterie products to retailers' traditional butcher counters. The company sources its pig meat exclusively from local free-range farms with higher welfare standards. For its strong commitments to the welfare of its sows, Tradition de Vendée won a Good Sow Commendation.

Primavera was founded in 1996 and was one of the first Italian organic pork brands. Its activities cover all operations from birth to slaughter, thus guaranteeing higher animal and environmental welfare throughout its supply chain. A Good Sow Commendation was presented to Primavera for addressing the welfare needs of sows and the use of free-farrowing systems.

Antonius - The Danish Crown group is an international food producer with brands sold across the world. Their Antonius brand was created in 1976 and named after the pig's patron saint, St Anthony. The Antonius concept focuses on the quality of the meat, and therefore animal welfare, as they believe the two are inextricably linked. The pigs have more space and generally more is done to ensure the animals' well-being. In addition, from 2017 the company has committed to ensure all sows are loose-housed throughout their entire gestation period. Compassion was delighted to present the Danish brand Antonius with a Good Sow Commendation.

Den Go'e Gris - Another Danish Crown brand, which translates as 'Good ol Pig', is also characterised by the well-being of its animals and quality of its meat. They were recognised with a Good Sow Commendation as they share the short and long-term commitments to improving the lives of the sows on its farms alongside its sister brand, Antonius, so that by 2017 all sows must be loose-housed throughout the entire gestation period and are provided with bedding and manipulable materials throughout life.

The Winner of Three Good Farm Animal Welfare Awards

Jamie Oliver is a phenomenon in the world of food. He is one of the world's best-loved television personalities and one of Britain's most famous exports. He combines his professional enthusiasm for good food with good causes, helping to raise public awareness on issues such as animal welfare. Jamie Oliver won a global Good Egg Award for using only cage-free eggs exclusively in his all of his retail and foodservice outlets; a global Good Chicken Award for sourcing only higher welfare chicken across all his retail and foodservice outlets; and a Good Pig Award for using only higher welfare pork, bacon and sausage in his UK-based retail and foodservice outlets.

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Photographs from the Awards Ceremony will be available for download from 31st October using the following link: [GFAWA 2013 Photographs](#).

For further information on the Good Animal Welfare Awards run by Compassion in World Farming, please contact:

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Compassion is recognised as the leading international farm animal welfare charity. It was founded in 1967 by Peter Roberts, a British dairy farmer, who became concerned about the development of intensive factory farming.

Compassion in World Farming's Food Business Team:

- Compassion in World Farming's Food Business Team engages with Europe's leading food companies, inspiring progress through prestigious awards and supporting products and initiatives which represent tangible benefits for farm animals. We also encourage higher-welfare food purchasing in the public sector.
- To find out more about the work of the Food Business team, visit www.compassioninfoodbusiness.com.
- Compassion in World Farming's Food Business Team is generously supported by The Tubney Charitable Trust; a grant making charity seeking to support activities that have a long term, sustainable, positive impact on the biodiversity of the UK and on the welfare of farmed animals in the UK and internationally.

Full list of 2013 Winners (see separate release)

Good Egg Award

Kaufland Restaurants (Retailer) (Germany)
Gü Puds (Manufacturer) (Global)
Iglo Foods Group (Manufacturer) (Global)
Globus SB Warenhaus Holding GmbH & Co.KG (Retailer) (Germany)
Jamie Oliver (Food Service) (Global)
Johma Foodservice (Food Service) (The Netherlands)

Good Egg Commendation

Monoprix (Retailer) (France)

Good Chicken Award

KLM Royal Dutch Airlines (Food Service) (Western Europe)
SPA Food (Food Service) (Poland)
Johma Foodservice (Food Service) (The Netherlands)
Globus SB Warenhaus Holding GmbH & co.KG (Retailer) (Germany)
Jamie Oliver (Food Service) (Global)

Good Dairy Award

Good Dairy Commendation

Philadelphia (Manufacturer) (UK, Ireland, Belgium, The Netherlands, Luxembourg)
Campina (Manufacturer) (The Netherlands)

Good Calf Commendation

Unox (Manufacturer) (The Netherlands)

Good Pig Award

Chipotle Mexican Grill (Food Service) (France)
Brookfield Farm (SME) (UK)
Jamie Oliver (Food Service) (UK)

Good Sow Commendation

McDonald's (Food Service) (UK)
IKEA Italia Retail (Food Service) (Italy)
SARL Cousin – Tradition de Vendée (SME) (France)
PRIMAVERA (SME) (Italy)
Antonius (SME) (Denmark)
Den Go'e Gris (SME) (Denmark)

Retailer Awards

Best Retailer Innovation Award – Kaufland (Germany)
Best Retailer Marketing Award – Sainsbury's (UK)
Best Retailer Award – Marks & Spencer (UK)
Best Performing Retailer – Marks & Spencer (UK)