

## GOOD FARM ANIMAL WELFARE AWARDS 2016

### - WINNERS INFORMATION -



#### Aldi Nord

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Current - Whole eggs;**

**Commitment - Egg product**

Simplicity, responsibility, reliability: these traditional trading values of honest business have been the foundation for the sustained success of ALDI Nord for over 100 years.

The aim of the animal welfare commitment of ALDI Nord is the further development of animal welfare standards when manufacturing their products. ALDI Nord is receiving the Good Egg Award for their policy to only sell cage-free whole eggs and their commitment to ensuring only cage-free eggs in their liquid egg supply chain.



#### Aramark

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Commitment**

Aramark delivers experiences that enrich and nourish people's lives through innovative services in food, facilities management, and uniforms. United by a passion to serve, our 270,000 employees make a meaningful difference each day for millions of people in 21 countries around the world.

Our mission to enrich and nourish lives means providing safe, nutritious, quality food is core to who we are. We know that sourcing the food and products we use in our business in a responsible way impacts not only our local and global economies, but also impacts our health and the environment. We think about our impact with every purchase we make and we work with many partners to source products that are both environmentally and socially responsible. We purchase local, seasonal, responsibly raised, grown and sourced products whenever we can.



**Bel Portugal**

**Award Name: Good Dairy Commendation**

**Award Category: Liquid milk**

**Policy Status: Current**

Bel Portugal is the Portuguese subsidiary of French multinational Groupe Bel, a leading cheese manufacturer. Bel Portugal is the Portuguese market leader for cheese, with major brands such as Limiano, Terra Nostra, La Vache qui Rit and MiniBabyBel, and a turnover of 120 million euros.

In January 2015, under the Azorean dairy brand Terra Nostra, Bel Portugal launched a unique partnership programme with milk producers in the Azores – the Happy Cows Milk Programme.

The Happy Cows Milk Programme guarantees cows spend 365 days a year on pasture with fresh grass as their main food source. Animal welfare is a key part of the Programme and we take it very seriously. We aim to become the Portuguese leader in dairy welfare and are working closely with Portuguese academic experts in dairy welfare and environmental impact.



**Capestone Organic**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Current**

Capestone Organic Poultry Ltd is located in the heart of the Pembrokeshire Coast National Park and has a long and rich heritage that dates back to 1826. Today the business is run by Justin Scale, the 5<sup>th</sup> generation of the Scale Family.

An award-winning fully integrated organic free-range poultry farm, Capestone rear, produce and process all their own poultry on site. As one of the largest organic poultry producers in the UK, Capestone remains committed to its sustainability plans, high animal welfare and it's personal and professional service. Keeping Capestone's strong core values at the heart of its development, the company constantly strives to be as ethical and environmentally friendly as possible.



**Clarence Court**

**Award Name: Good Egg Award - Quail**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

Clarence Court produces a range of speciality eggs, including heritage breed hen, duck, goose and quail eggs available in national retailers throughout the UK. Clarence Court has previously been awarded a Good Egg Award for its hens' eggs in 2011.



**Compass Group**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs;  
Egg product**

**Policy Status: Commitment**

Contract caterers, Compass Group USA, first made a commitment to eliminating the confinement of farm animals in 2007 when we moved our shell egg purchases to cage-free.

We serve more than 8 ½ million meals every day in settings from corporate cafés to hospitals, schools to colleges and universities, and from an arena to a cultural arts center. To meet an ever-growing interest in health, wellness and humane practices we've also developed menus and offerings that respect guests who choose diets based upon consumption of more fruits, vegetables and grains rather than animal protein through our Menus of Change, Veg Revolution and Rooted, a robust plant-forward offering at corporate cafés and colleges and universities.



**COOK Trading Ltd**

**Award Name: Good Pig Award**

**Award Category: Fresh pork**

**Policy Status: Current**

COOK sells frozen food made using the same ingredients and techniques that a good cook would use at home. We have 84 stores up and down the UK and also have concessions in over 400 food retailers. COOK has previously been awarded a Good Egg Award in 2011.



**Coop Switzerland**

**Award Name: Good Rabbit Award**

**Award Category: Breeding does; Fresh and frozen rabbit**

**Policy Status: Current**

Coop operates over 800 supermarkets in Switzerland and employs almost 80,000 people. Coop attaches great importance to animal welfare, and is committed to around 40 animal welfare projects. The Good Rabbit Award highlights their commitment to ensuring products of the highest standards in animal welfare are provided to their customers.



**Ecoterra**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

Ecoterra was founded in 2011 with the purpose of changing the industrialized agricultural production processes and the development of agro-ecosystems.

Our hens graze on irrigated pastures and have a diet based on grains and green plants. Our meadows are not treated with herbicides or pesticides, so part of their diet is based on vegetable matter and insects that coexist within our agro-ecosystem.



**Ella's Kitchen**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Current**

Set up in 2006 by Ella's Dad Paul Lindley, Ella's Kitchen is the number one bestselling organic baby food brand in the UK. Ella's Kitchen are always focused on growing our business sustainably and have recently launched their long term sustainable sourcing strategy called 'Our Dream' which states all their materials and services will be ethically and sustainably sourced by 2024.



**Five Guys**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Current**

Five Guys originated in Virginia, where they opened their first carry-out burger joint in 1986. USA Five Guys moved to the UK in 2013 and has opened 46 UK locations in this time. Five Guys are committed to sustainable sourcing and using free range eggs for our UK operations is just part of our agenda to source ethically and sustainably.



**Fumagalli Industria Alimentari**

**Award Name: Good Pig Award**

**Award Category: Breeding sows and gilts; Bacon, gammon and sausage; Cured/cooked hams and sliced meats**

**Policy Status: Commitment**

Fumagalli is a leading Italian pig manufacturer, producing famous Italian delicacies such as Parma ham. Their whole supply chain is managed directly by the company thus guaranteeing quality, traceability, and higher welfare standards.

Following their 2015 Good Sow Commendation, Fumagalli continues to lead the way when it comes to improving the welfare of Italian pigs. Fumagalli's production is exported all over the world, supplying many retailers, such as Waitrose through Winterbotham Darby. Their commitment to animal welfare is now extending to fattening pigs, for which they are receiving a full Good Pig Award this year.



**Gourmet Burger Kitchen**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Current**

Back in 2001, the first Gourmet Burger Kitchen (GBK) opened in Battersea South London, bringing the concept of 'gourmet burgers' to London. Now with over 70 restaurants across the UK, GBK pride themselves on serving a variety of handcrafted burgers, combining 100% prime beef with the freshest ingredients and burger sauces made from scratch every day in each GBK kitchen. GBK are proud that 100% of their whole eggs served & used in their restaurants come from free-range hens.



**Greene King**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Commitment**

Pub retailer Greene King is committed to the principle of animal health and welfare standards in the sourcing of meat and dairy products used within their retail businesses. Their customers expect high standards of health and welfare for livestock and as a business Greene King believe they have a responsibility to work closely with their suppliers to ensure animals within their supply chain have a 'life worth living'.



**ÇA VA MIEUX**  
QUAND C'EST *Moelleux*

**Harry's**

**Award Name: Good Egg Award**

**Award Category: Egg product**

**Policy Status: Commitment**

Launched in 1970 in France, Harry's brand is part of the Barilla Group, and is leader in the soft bread market and an important player in the morning goods market. Today the Barilla Group is a world leader in the market for pasta, as well as a European leader for ready-made pasta sauces and bakery products. With the development of the 'Good for you, Good for the planet' sustainability programme, animal welfare became one of the key elements of Barilla's corporate policy. As part of this programme, the Group started to phase out caged eggs in 2011 and this move by French brand Harry's means that Barilla is now going 100% cage-free in its European operations.



**Jumbo Supermarkten B.V**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Commitment**

Jumbo is the second largest retailer in the Netherlands and has a tradition with sustainability. With over 580 stores selling more than 32,000 products, the family owned business owes its success to an effective formula: 'The lowest price, the greatest range, the best service'.

Jumbo have been involved with GLOBAL G.A.P – the worldwide standard that assures good animal practice - and they work closely with the Dutch Animal Protection Foundation and their "Better Life" mark. Recently they developed their own 'New Standard Chicken' which assures that 100% of the fresh chicken sold in all their stores comes from higher welfare farming systems.



**Kani-Swiss**

**Award Name: Good Rabbit Award**

**Award Category: Breeding does; Fresh and frozen rabbit; Further processed and ingredient**

**Policy Status: Current**

Kani-Swiss GmbH has been working on higher welfare rabbit breeding in Switzerland since the early 1990's. Their group housing system designed for does is unique and in many ways a world 'first' in rabbit welfare. Kani-Swiss are proud to receive the Good Rabbit Award. This affords them the strength and energy to work for the rabbits and their wellbeing. They are aware that the process will never be completed and so continually strive for improving animal welfare. This award inspires their visions and ideas for what they will implement in terms of animal welfare in the coming years.



**KLM Royal Dutch Airlines**

**Award Name: Good Dairy Commendation**

**Award Category: Liquid milk**

**Policy Status: Current**

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 their most recent award, the Good Dairy Commendation which complements their 2013 Good Chicken Award and 2015 Good Egg Awards.



**Madeo Tenuta Corone**

**Award Name: Good Sow Commendation**

**Award Category: Breeding sows and gilts**

**Policy Status: Current**

Pig producer Madeo Tenuta Corone was founded in 1984. Starting from seven pigs, the Madeo family began a journey which lasted over 20 years using a native breed in danger of extinction, the Black Pig of Calabria. Their farms are located in the Calabria region, in the South of Italy, and today they rear around 3000 pigs each year.

Over the years they have implemented higher welfare standards for their sows, which are reared outdoors throughout their entire lives including during farrowing. Thanks to the cooperation with their UK partner Winterbotham Darby, the company's commitment is now recognised with a Good Sow Commendation.



**Marcos**

**Award Name: Good Sow Commendation**

**Award Category: Cured/cooked hams and sliced meats**

**Policy Status: Commitment**

Marcos is located in the province of Salamanca, in a little village called Sotoserrano in Spain. The farmers that work with Marcos raise Iberian pigs by the traditional process, Iberico Bellota Free Range as well as Iberico Cebo Campo Free Range.

Marcos is developing and improving the traditional processes to better the welfare and quality of life for the pigs which they believe will have a direct impact on the quality of the finished product in addition to sustainability and environmental benefits. Thanks to the cooperation with their UK partner Winterbotham Darby, the company's commitment is now recognised with a Good Sow Commendation.



**McDonald's UK**

**Award Name: Best Marketing Award**

**McDonald's Australia & New Zealand**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Commitment**

One of the world's most recognisable brands, McDonalds is committed to improving animal welfare across its categories and has secured two Good Egg Awards for the UK's commitment to only use free-range eggs across its menu. In addition to this, it has also collected a Good Sow Commendation for its commitment to use higher welfare pork throughout the UK.

McDonald's has proudly run its UK business for over 40 years and currently operates over 1,250 restaurants, serving more than 3.5 million customers every day. The Agriculture and Marketing teams work closely together to maximize the opportunity to promote and communicate their sustainable sourcing and welfare credentials across multiple channels.

In addition to the UK's Best Marketing Award, this year McDonald's Australia and New Zealand both receive a Good Egg Award for their commitment to only serve free-range whole eggs in their stores.

# MIGROS

## Migros

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Current**

Migros is the largest retailer in Switzerland, with around 580 supermarkets. Farm animal welfare has always been an integral part of Migros' sustainability strategy. This year Migros receives a Good Chicken Award for introducing strict Swiss animal welfare standards to all Migros chicken meat producers outside Switzerland, leading to important developments in animal welfare for poultry beyond Switzerland.



## Mitchells & Butlers Plc

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Commitment**

Mitchells & Butlers welcomes millions of guests serving around 140 million meals a year making the group one of the largest on-trade caterers in the UK. Its portfolio of successful brands includes Harvester, Toby Carvery, All Bar One, Browns, O'Neill's and Ember Inns.

Mitchells & Butlers regard welfare of all livestock as a matter of utmost importance. As part of the business's ongoing commitment to provide quality food, produced in a sustainable and ethical manner, Mitchells & Butlers are advancing their Sourcing Policy. Mitchells & Butlers aims to serve only free range shell eggs across all of its brands by December 2017.

# MONOPRIX

## Monoprix

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

Monoprix is France's leading retailer, with a presence in more than 250 French cities via six different chains. With a 25-year-long track record in sustainable development, Monoprix's ambition is to allow its customers to consume better and to reduce its environmental footprint. Monoprix aims to help its customers move to more responsible consumption, combining quality, pleasure and efficiency with respect for the environment and social equity.



**Plukon Food Group**

**Award Name: Best Innovation Award**

Plukon Food Group produces and markets poultry meat and meal concepts. Plukon supply the top end of the food and snacks industry worldwide and their chicken products can be found primarily in the Dutch, German and Belgian food retail sector. By continuously investing in knowledge and innovation Plukon go to great lengths to produce healthy, responsible and above all delicious products. Plukon is market leader in the Netherlands in animal welfare concepts such as organic, free range and retail concepts.

**Pret A Manger UK**

**Award Name: Good Egg Award**

**Award Category: Egg Product**

**Policy Status: Current**



**Award Name: Good Dairy Award**

**Award Category: Liquid Milk**

**Policy Status: Current**

**Pret A Manger US**

**Award Name: Good Egg Award**

**Award Category: Egg Product**

**Policy Status: Commitment**

In 1986, high street sandwich chain Pret A Manger opened the doors of its very first shop. Today there are over 411 Prets worldwide serving around 500,000 customers every day.

Pret are committed to constantly improving farm animal welfare and promoting environmental stewardship, demonstrated through numerous Good Farm Animal Welfare Awards for their UK operations (Good Egg Award for whole/shell egg 2008, Good Chicken Award 2010, Good Pig Award 2012). 2016 sees Pret securing a Good Dairy Award for the liquid milk used in all UK stores and a Good Egg Award recognising their policy to use only cage free egg ingredient (as well as cage-free shell eggs) throughout their UK and US operations.



## Primavera

**Award Name: Good Pig Award**

**Award Category: Pork; Bacon, gammon and sausage; Cured/cooked hams and sliced meats**

**Policy Status: Commitment**

Primavera has been the first Italian organic manufacturer of salami since 1996. Their activities cover all the operations from birth to slaughter, guaranteeing respect for animals and the environment along the supply chain, as well as quality of the final products.

Primavera pays particular attention to the quality of the animals' life and nutrition, giving great importance to outdoor access and manipulable material. This year Primavera is celebrating its first 20 years of activity, and is glad to further celebrate this milestone with a 2016 Good Pig Award in recognition of Primavera's commitment to sow and pig welfare.



## procuratio GmbH

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

procuratio GmbH is a privately owned service company with a specialised focus on supplying food to hospitals and nursing homes in Germany. They work to offer the best possible quality food to patients and residents and are pleased to have the Good Egg Award recognising their commitment to laying hen welfare.



## Rachel's

**Award Name: Good Dairy Award**

**Award Category: Butter and cream; Liquid milk; Yoghurt/ice-cream/other dairy deserts**

**Policy Status: Current**

At Rachel's we are passionate about making utterly delicious dairy produce. All our products are made using the finest organic ingredients, the very best organic milk and nothing else. Our pool of direct supply farmers recognise the importance of looking after their stock and producing milk sustainably in a manner and conditions that consumers expect.



**real,-**

**Award Name: Good Rabbit Award**

**Award Category: Breeding does; Fresh and frozen rabbit**

**Policy Status: Commitment**

real,- is a sales-line of the METRO GROUP. The company operates 293 hypermarkets in Germany. real,- stands for diverse brand products, a high degree of freshness and an attractive price-performance ratio. With a comprehensive range of environmentally friendly and socially responsible products, real,- offers customers the opportunity to purchase sustainable products. Having won a Good Rabbit Commendation in 2015 for their higher welfare standards for meat rabbits and real,- are now receiving the full Good Rabbit Award for their commitment to moving to group doe housing.



**Rema 100**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

REMA 1000 is the largest retailer in Norway offering customers a selection of good quality groceries at the lowest prices. They are the first retailer in Norway to end the sale of caged whole eggs in all their stores. They firmly believe that animals who have had a better life will produce better quality food and this inspires them to keep working on animal welfare.



**René Meyer**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken; Frozen chicken; Ingredient**

**Policy Status: Commitment**

René Meyer is a family-owned business located in the heart of Alsace in north-eastern France. In partnership with the region's farmers the company has committed to modernise its farms so that its entire broiler production meets the Good Chicken Award criteria by the end of 2017.



**REWE Group**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs and Egg product**

**Policy Status: Current**



**Award Name: Good Rabbit Commendation**

**Award Category: Fresh rabbit**



**Policy Status: Commitment**

REWE Group is one of the leading trade and tourism groups in Europe with more than 15,000 stores. In Germany they retail as REWE supermarket and Penny and have been involved in many different activities to further animal welfare. The Group's engagement ranges from projects under its own sustainability label PRO PLANET such as ending beak trimming to co-founding the "Initiative Tierwohl" together with other retailers. REWE Supermarket and Penny only sell cage-free whole eggs and use only cage-free egg ingredients across all own brand products. Furthering their commitment to animal welfare, by mid-2016 they will be selling 100% higher welfare fresh rabbit meat.



**Schiever**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Current**



Schiever is a French retail outlet with 10 chains and 160 stores. Schiever has a particular focus on the manufacturing and farming systems used for the products on offer in its stores. Schiever's bi1 stores offer a number of higher welfare products; their poultry is free-range, slaughtered at 82 days and fed an exclusively plant-based diet.



**Tchibo**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs; Egg product**

**Policy Status: Current Policy**

As a family-owned company Tchibo sees it as their obligation to take responsibility for their actions and consider their impact on people and the environment. Animal welfare is a substantial part of that. Ending the use of eggs from caged hens for their food assortment in Germany is another step on the way towards a 100% sustainable business.



**Terrena Nouvelle Agriculture**

**Award Name: Good Chicken Award**

**Award Category: Fresh chicken**

**Policy Status: Commitment**

Terrena is one of France's major agricultural and food cooperatives. They are committed to developing an innovative model of Ecologically Intensive Agriculture which supports farmers to produce more and better with fewer non-renewable inputs whilst re-establishing trust between farmers and consumers by deploying its *Nouvelle Agriculture* strategy. Created in 2008, La Nouvelle Agriculture® promotes an innovative and transparent model of agricultural production which guarantees the origin and quality of products and aims to create the best possible value for money for consumers.

Over the past 8 years, Terrena has invested over 20 million euros into innovative solutions which are more respectful of the ecosystem and of animal welfare. These solutions have been tested and validated on-farm by some 100 Forward-Looking Farmers and adopted by 3,000 farmers, who use them on a daily basis.



**The happy egg Co. (US)**

**Award Name: Good Egg Award**

**Award Category: Whole/shell eggs**

**Policy Status: Current**

At the happy egg co. we are spreading happiness by making humanely-raised eggs available to everyone and our commitment to hen welfare is the core of our business. We raise our hens in a true free range environment, with over 8 acres of open pasture to run, perch, and play. Paired with care from expert family farmers, our hens are able to exhibit their natural behaviors and live more contented lives.



**Whole Foods/GAP**

**Award Name: Special Recognition Award**

At Whole Foods Market, we seek out the finest natural and organic foods available, maintain strict quality standards in the industry, and have an unshakeable commitment to animal welfare, sustainable agriculture, our customers and local communities, promoting health, and creating win-win partnerships with our suppliers. Simply put, we're a mission-driven company that aims to set the standards of excellence for food retailers.

Global Animal Partnership (GAP) is the creator for North America's most comprehensive farm animal welfare standards, with a 5-Step® Rating Program.

In a market-leading move, GAP has committed to replace 100% of fast-growing chicken breeds with slower-growing breeds over the next 8 years for all levels of its 5-step Rating Program in the USA. The new standard also stipulates lower stocking density and provision of enrichment. This rating programme is the standard used by Whole Foods Market, which has committed to implementing the new chicken standard for all its fresh & frozen chicken by 2024. The support of Whole Foods Market was critical in enabling GAP's pledge; the ripples of this move will however be felt far beyond Whole Food Market's own shelves.