

**RETAIL RELEASE – EMBARGO 31 OCTOBER 2013**

**Top European Retailers Announced at Compassion in World Farming's  
European Good Farm Animal Welfare Awards**

British retail giants Marks & Spencer and Sainsbury's were joined on stage by German retailer Kaufland to receive a prestigious Retailer Award from Compassion in World Farming at its European Good Farm Animal Welfare Awards held in Paris on 30 October.

M&S scooped not one but two accolades being named Best Retailer and Best Performing Retailer; Sainsbury's was presented with the Best Retailer Marketing Award while Kaufland was awarded the Best Retailer Innovation Award.

The Retailer Awards are celebrated as part of the Good Farm Animal Welfare Awards every other year as this coincides with Compassion's biennial Supermarket Survey from which automatic entry to the awards is ensured. For the first time this year, Compassion invited continental European retailers to participate in the survey, enabling them to benchmark their farm animal welfare policies and performance against their industry peers.

Dr Tracey Jones, Director of Food Business at Compassion, in World Farming said: *"Opening up the Survey to other European companies has been interesting. It's often perceived that in the UK animal welfare is a more mature issue and while UK retailers still came top in many of the Retailer Award categories, there was stiff competition from their European counterparts which was great to see. It is Compassion's intention to engage with as many of the big retailers and manufacturers as possible since working with the giants of the food industry will affect the biggest change and impact the lives of millions of farm animals."*

The Good Farm Animal Welfare Awards are divided into five categories: Good Egg Award, Good Chicken Award, Good Dairy Award, Good Pig Award and the Retailer Awards. All awards were presented to the winners 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."*

### **The Retailer Awards**

#### **Best Retailer Award and Best Performing Retailer Award – Marks & Spencer**

Marks & Spencer won both categories for receiving the highest overall scores of all five surveys that comprise the Supermarket Survey which marks and rates a company's policies, performance and overall approach to farm animal welfare for key species such as broiler chickens, laying hens, pigs and dairy cattle, and for welfare performance in the areas of: housing, environmental enrichment, treatments and procedures, breed, slaughter and transport and welfare outcome measurement.

M&S has worked with Compassion for over a decade and it ensures that all the same animal welfare standards are applied across its entire estate, be it for its 600 UK-based stores or its 400 international stores.

Higher animal welfare is firmly embedded into M&S's Plan A Commitment - to become the most sustainable retailer by 2015. An element of Plan A is their 'Farming for the Future' programme where the three 'E's' apply:

- Environment
- Efficiency
- Ethics

Higher animal welfare is a key part of the company's ethical responsibilities and as such M&S regularly and continuously audits the companies they work with to ensure the welfare standards they have been promised and committed to are maintained.

Mark Atherton-Ranson, Agriculture Sourcing & Animal Welfare Manager, Marks & Spencer said: *“M&S has got a great track record in delivering high standards of animal welfare and we only work with suppliers who share our welfare commitments. Introducing higher welfare standards can present some big challenges but each of them gives us great opportunities to move animal welfare forward and deliver to customers what they expect from us. Marks & Spencer has worked with Compassion for over a decade and the Supermarket Survey has been an integral tool in allowing us to further develop our animal welfare policies and to make sure that we are delivering high standards of welfare to our customers.”*

Dr Jones concluded: “We have had an outstanding relationship with M&S for over 10 years. Their enthusiasm and determination to embrace higher farm animal welfare has helped drive the animal welfare message and bring more, higher welfare products onto the high street. We are delighted that M&S remain so committed to higher animal welfare and would like to thank them for their work over the last decade and look forward to continuing our productive relationship in the future.”

### **Best Retailer Marketing Award – Sainsbury’s**

The winner for this Award was based on the highest scores obtained in the marketing and communications sections of the Supermarket Survey which was further assessed by an expert panel.

Ultimately, Sainsbury’s walked away with the prize because “They appeared to us as the retailer with the best examples of promoting animal welfare to the consumer, and having the greatest impact on consumer purchasing habits, especially by offering year-round promotions and clear marketing on higher welfare products,” explained Dr Jones of Compassion.

Sainsbury’s uses a number of different mechanisms to promote higher welfare products to their customers, such as always including a higher welfare option in their annual promotional offers and through their online customer communications activities.

In addition, Sainsbury’s support the RSPCA’s Farm Animal Week through an extensive range of methods: shelf barkers, on-pack communications, car park posters, social media and across their consumer-facing website. They also donate 5p from selected Freedom Food products sold during Farm Animal Week to the RSPCA.

Farm animal welfare is a continual marketing focus for Sainsbury's with year-round promotions and communication on higher welfare products encouraging more people to switch from a standard product to a higher welfare offer.

Sue Lockhart, Head of Agriculture, Sainsbury's, said: "We are really delighted to have won the Best Retailer Marketing Award. As a business we are committed to higher farm animal welfare standards and work hard to communicate this to our customers. This recognition from Compassion will help us to further strengthen our welfare credentials and messages, helping us to encourage more consumers to try higher welfare products in their weekly shop."

### **Best Retailer Innovation Award – Kaufland**

Kaufland is a leading German retailer owning more than 1,100 stores with their main operating country being Germany (approx. 630 stores) and additional presence in Eastern Europe (approx. 480 stores).

Kaufland was the clear winner in the Best Retailer Innovation Award category thanks to their work on introducing higher welfare standards for farmed rabbits throughout their supply chain. Rabbits are the second most farmed species in Europe, yet there is no legislation in place to protect their welfare and barren-caged housing is widespread. With no regulatory framework in place, Kaufland decided to develop its own higher welfare standards for rabbits.

In 2009, Kaufland started a pilot, cage-free rabbit farm in partnership with 'The Bauer Company' and by working together they have introduced key welfare improvements to give their rabbits:

- More space to move around in open pens
- More social interaction through group housing
- Soft flooring to prevent injury
- Hay racks for a high-fibre diet
- Environmental enrichment and natural light, that allow the rabbits to express their natural behaviours such as hopping, hiding and gnawing

In January 2011, Kaufland stopped the sale of conventional rabbit meat in Germany completely. Today, all fresh rabbit meat sold in Kaufland's German stores has been reared to these higher welfare standards, while their frozen rabbit meat is produced under the 'Four Paws' certified higher welfare standard in China. Through its work with its suppliers and its commitment to higher welfare rabbit farming, Kaufland is benefiting over 500,000 rabbits per year.

Hergen Blase, Head of CSR Department at Kaufland, said: “Within the responsible design of our product range, we promote higher welfare farming systems and contribute to the enhancement of existing farming standards. We are very happy and proud to receive this award – it is also a signal that our commitment to animal welfare is the right way forward.”

Dr Jones of Compassion added: *“Kaufland has been responsible for a completely new and unique set of standards, successfully working in partnership with their supplier to achieve them. They have clearly demonstrated that higher welfare indoor rabbit production is viable on a commercial scale and is accessible to mainstream shoppers. We congratulate them for leading the way and hope that other retailers follow their fine example.”*

Finally Kaufland, as well as winning the Best Retailer Innovation Award, was also presented with a Good Egg Award for using only cage-free eggs in all their public and staff restaurants in Germany.

Other retailers recognised at this year’s Good Farm Animal Welfare Awards include Monoprix, who became the first French retailer to be awarded a Good Egg Commendation for its decision to sell only free-range eggs under its own brand. Globus was the first German retailer to receive a Good Chicken Award for its commitment to source only higher welfare chicken and they received a second Good Egg Award for their commitment to go cage-free on their own label products and their bakeries.

***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.***

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

For further information on the Good Farm 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](http://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)**

#### **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)

#### **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)