



Good Farm Animal Welfare Awards 2015

Winners' details

-English-

GOOD RABBIT AWARD WINNERS

BreFood GMBH

GERMANY

BreFood is a supplier to well-known food retail chains and wholesale companies in Europe. Animal welfare as a core part of BreFood's business model; having worked closely with their producers in Germany and in China, as well as NGOs, they developed a higher welfare standard for all the meat rabbits in their supply chain and are working on finding such a system for their does. They are previous winners of our Rabbit Innovation Award for their work on their Chinese supply chain and we are delighted to be able to give them a full **Good Rabbit Award** for their commitment to keep both meat rabbits and does in higher welfare systems.

Colruyt

BELGIUM

Colruyt is the number one retailer in Belgium, with over 200 stores. The value retailer has been working to improve farm animal welfare across its supply chain for several years, and already received a Good Egg Award in 2007 for its decision to sell only cage-free eggs in all its Belgian stores. This year, they receive a **Good Rabbit Commendation** for extending their cage-free policy to their own brand rabbit meat supply, ensuring that all meat rabbits are reared to higher welfare standards.

Kaufland

GERMANY

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 have won a number of our awards in the past. As winners of the Best Retailer Innovation Award in 2013 for their work on rabbit welfare, it makes sense that they should be one of our first winners of a **Good Rabbit Commendation**.

Real

GERMANY

Real is a chain of 300 supermarkets across Germany with sales of 8.4bn Euros. They sell every type of everyday product under one roof, and are part of the Metro Group. In 2013, in order to offer social and ecologically compatible products, Metro Group expanded their activities for sustainable procurement and Real added products bearing the new label "Für mehr Tierschutz" ("For more animal protection") to its assortment in nearly 200 Real supermarkets.

Real was awarded with a Good Egg Award for their whole eggs in 2009. Today Real receive a **Good Rabbit Commendation**, demonstrating their commitment across species.

Terrena Nouvelle Agriculture

FRANCE

The leading French cooperative Terrena includes over 22,000 producers and is committed to improve farm animal welfare across its animal productions as part of its Nouvelle Agriculture ("New Agriculture") initiative. For the last two years, Terrena rabbit producers have been trialing an innovative cage-free model and the company is now committing to move all their meat rabbit production towards these higher welfare standards within the next five years. As a result, Terrena becomes the very first producer group in France to be awarded with a **Good Rabbit Commendation**.

GOOD EGG AWARD WINNERS

Aunt Bessie's

GLOBAL

Started in Yorkshire, where William Jackson first opened his original shop in 1851, the William Jackson Food Group is a sixth-generation family business. Their Aunt Bessie's brand is one of the fastest growing food brands in the UK, with a focus on sustainable sourcing. As well as its famous Yorkshire puddings and roast potatoes, the range also includes a growing selection of family favourites, including traditional stuffing and dumplings and nostalgic desserts. Aunt Bessie's is a 2014 winner, and now formally receives a **Good Egg Award** for its commitment to use only cage-free eggs across its recipes.

BIO vom BERG

AUSTRIA

BIO vom BERG is the only independent producer brand in Central Europe of organic mountain products. They supply well-known retailers in the region and they know all their producers personally. We are proud to award them our **Good Egg Award** for their use of only organic eggs, ensuring hens have a life cage-free and outside enjoying the mountain air!

Colruyt

BELGIUM AND FRANCE

Colruyt is the number one retailer in Belgium, with over 200 stores. The value retailer has been working to improve farm animal welfare across its supply chain for several years, and already received a Good Egg Award in 2007 for its decision to sell only cage-free eggs in all its Belgian stores. This year, they receive another **Good Egg Award** for their commitment to go a step further and to have all their own brand products sold in Belgium and France made with cage-free eggs.

Colruyt

FRANCE

Colruyt is the number 1 retailer in Belgium with over 200 stores and also have a strong presence in France where it owns over 60 stores. The value retailer has been working to improve farm animal welfare across its supply chain for several years, and already received a Good Egg Award in 2007 for its decision to sell only cage-free eggs in all its Belgian stores. This year, they receive another **Good Egg Award** for extending this cage-free policy to all shell eggs sold in their French stores.

Coop Sweden

SWEDEN

Coop Sweden has approximately 670 stores and is the only cooperative supermarket chain in the country, with a total of 3.4 million members owning the Coop. They are the second leading retailer in Sweden and have a big focus on driving sustainability, including making organic food affordable for all, and by doing so have increased sales of organic by 40% in 2014. Coop Sweden are our first Swedish retailer to receive a **Good Egg Award** for their commitment to sell only cage-free whole eggs in all their stores.

Ferrero

EU

Ferrero is a world leading manufacturer of chocolate and confectionery. The high quality of the products offered by Ferrero is based on a careful selection of the raw materials and a strong corporate commitment to sustainability and social responsibility, summarised in its vision of "sharing values to create value". Ferrero now receives a **Good Egg Award** for their policy to be 100% cage-free for their egg supply across Europe.

Garrets

EU

Garrets are the leading marine catering management company who provide on-board catering services to ship owners and managers. They won both the Good Egg and Chicken Awards in 2010 for their UK market and have now further committed to improving welfare standards in their egg supply, which is why they receive a **Good Egg Award** this year for their decision to be cage-free in their entire European operations. This has proven to be a challenging move for Garrets as they themselves had to make the case for cage-free eggs to their clients. They have succeeded in this and continue to strive to use more sustainably sourced products within their catering.

Group Schiever

FRANCE

Schiever is a retail group who owns over 160 supermarkets in the East of France. As part of their commitment to improve farm animal welfare in their supply chain, they now sell only cage-free eggs in all their retail stores ATAC, Bi1 and Maximarché, and receive a **Good Egg Award** for this policy.

Irma

DENMARK

The Danish supermarket chain Irma started as a small grocery store selling eggs in Copenhagen and is the second oldest groceries chain in the world. Now with over 70 stores, it is very fitting to be recognising them with a **Good Egg Award** as the first retailer in Denmark committing to ensuring their ingredients will only use eggs from birds in cage-free systems.

Kaufland

GERMANY

Kaufland is a leading German retailer with over 1000 supermarkets in Germany and Eastern Europe. The supermarket chain has a significant commitment to farm animal welfare and have won a number of our awards in the past. They previously won our Good Egg Award 2010 for stopping the sale of caged shell eggs in store and now receive a **Good Egg Award** for their commitment to ending the use of caged systems in their ingredients.

KLM

EU

KLM is the core of the KLM Group, which further includes the wholly-owned subsidiaries KLM Cityhopper, transavia.com and Martinair. They have taken the initiative to set the standard for an integrated approach to Corporate Social Responsibility in the airline sector. Their in-flight booklets on the food served in-flight have raised awareness of sustainable and ethical sourcing for a whole range of products, as well as increasing their transparency to customers. KLM were previously awarded the Good Chicken Award in 2013 and have further improved the welfare of animals in their egg supply chain, so they receive a **Good Egg Award** this year.

Kvickly

DENMARK

The first Kvickly supermarket opened in Denmark in 1961 and since then the discount retailer with a large selection of items was named, by the Danish Ministry of Health, as the easiest place in Denmark to buy healthy food. In line with their ethos 'Vi tager ansvar' meaning 'we take responsibility' this everyday discount retailer has stopped the sale of caged eggs in all of their 81 stores in Denmark, which is why they receive a **Good Egg Award** this year.

McDonald's

UK & THE NETHERLANDS

McDonald's is the world's largest chain of quick service restaurants. The company is committed to improving animal welfare in all regions and already received a Good Egg Award for its policy to source cage-free eggs across its European operations. This year, McDonald's UK and McDonald's Netherlands both receive an additional **Good Egg Award** for their decision to source exclusively free range egg ingredients in all their restaurants. In 2008, McDonald's launched its Range Enrichment programme in the UK to increase laying hens' use of the range by planting trees to provide canopy cover. All producers were initially required to plant 5% tree cover and in 2014 this was increased to 20%.

Migros

SWITZERLAND

Migros was founded in 1925 and is Switzerland's largest retail company and largest private employer. Besides the different retail businesses Migros owns over 15 industries where a large part of their foodstuffs are produced. Migros continues to run as a cooperative society and a large part of the Swiss population are members of the Migros cooperative – around 2 million of Switzerland's total population of 8 million. Migros ensures that ecological, ethnic and social issues are addressed within its supply chain and includes strong policies for ensuring the welfare of farm animals cross species. The decision to go cage-free both for their whole eggs and egg products was made in 2011, and we are pleased to recognise Migros with a **Good Egg Award** this year.

Pret A Manger

US

Since first opening their doors in 1986 in the UK, Pret has been on a mission to create fresh, healthy and natural food in each of their quick service restaurants. Pret has since developed a global presence, and is now operating in over 350 shops worldwide. Pret has taken a leadership role in the UK with regard to animal welfare, and is extending their commitments in a growing segment of their business, the US market. Pret currently sources only cage-free whole eggs for all of their US stores. Notably, Pret is the first restaurant chain in the US to receive a **Good Egg Award**.

Qizini

THE NETHERLANDS

Qizini is a growing convenience product manufacturer since 1997, with an ethos of being the friendly food company. There are four cornerstones to their sustainability policy: using sustainable products, fighting food waste, reducing climate impact and keeping in mind that people matter. By being awarded a **Good Egg Award**, they are certainly on their way to fulfilling their sustainability aims. They have committed to reaching our award criteria for eggs by 2019 but their 'Love Range' already meets the criteria.

Real

GERMANY

Real is a chain of 300 hypermarkets across Germany with sales of 8.4b Euros. They sell every type of everyday product under one roof, and are part of the Metro Group. In 2013, in order to offer social and ecologically compatible products, Metro Group expanded their activities for sustainable procurement and Real added products bearing the new label "Für mehr Tierschutz" ("For more animal protection") to its assortment in nearly 200 Real hypermarkets.

Real was awarded with a Good Egg Award for their whole eggs in 2009. They are now helping to drive transparency in labelling by detailing the farming method on egg products, with 85% of products already displaying the farming method. Real receives a **Good Egg Award** for their commitment to be cage-free within products.

St Michel

FRANCE

St Michel is a well-known French brand of biscuits, made with natural and simple ingredients. The company decided to start working on farm animal welfare as part of its sustainability agenda, starting by sourcing free-range eggs for their range "Cocottes". This year they have decided to go a step further and have committed to use only free-range eggs across all biscuit ranges, which is why they receive a **Good Egg Award**.

Whole Foods Market

GLOBAL

Whole Foods Market is the first US-based retailer to receive a **Good Egg Award** for sourcing only cage-free eggs for both their whole eggs and egg ingredients. This policy extends to their UK and Canadian stores as well, and we are proud to recognize this as a global achievement. This policy demonstrates just one of the ways in which Whole Foods Market is taking a leadership role in regard to farm animal welfare.

GOOD CHICKEN AWARD WINNERS

Gran Selezione Pollo dal Piemonte (ValVerde)

ITALY

ValVerde is an Italian family-owned manufacturing company which has been farming broilers for more than three generations. ValVerde started to prove its commitment to animal welfare last year by committing to meet the Good Chicken Award criteria across their entire offer, and it is now taking a step further in addressing animal welfare concerns through its new brand Gran Selezione, for which they now receive a second **Good Chicken Award**. Besides lower stocking density and environmental enrichment, ValVerde's Gran Selezione brand is further improving the life of broilers by using slower growing breeds.

Qizini

THE NETHERLANDS

Qizini is a growing convenience product manufacturer since 1997 with an ethos of being the friendly food company. There are four cornerstones to their sustainability policy: using sustainable products, fighting food waste, reducing climate impact and keeping in mind that people matter. By being awarded a **Good Chicken Award** they are certainly on their way to fulfilling their sustainability aims. They have committed to reaching our award criteria for chicken by 2019 but their 'Love Range' already meets the criteria. Qizini truly have started making an impact in the convenience food sector and improving conditions for chickens.

Whole Foods Market

UK

Whole Foods Market was founded in Austin, Texas, when four local businesspeople decided the natural foods industry was ready for a supermarket format. The original Whole Foods Market opened in 1980 with a staff of only 19 people. It was an immediate success. At the time, there were less than half a dozen natural food supermarkets in the United States. Since then they have crossed the waters and have 9 stores in the UK. Their philosophy hasn't changed and they sell only free range chicken from birds that are slower growing, can roam outside and have more space, which is why they receive a **Good Chicken Award**.

WIESENHOF Privathof – Geflügel

GERMANY

In three generations, Wiesenhof went from being a small general store to Germany's leading poultry brand and a well-known name in the poultry industry. In 2011 they launched the brand Privathof, which is certified by Deutsche Tierschutzbund as 'Für Mehr Tierschutz' meaning 'more animal welfare'. With the Privathof brand, they ensure higher welfare standards for chickens, having developed the brand with scientists from the Institute for Animal Welfare, Animal Husbandry and Animal Hygiene of the Ludwig Maximilian University of Munich, as well as with experts from various animal welfare organisations. Through this chicken brand, they ensure birds are slower growing, have more space, and barns are enriched with perches and straw bales, which is why they receive a **Good Chicken Award**.

GOOD DAIRY AWARD WINNERS

Blade Farming

UK

Blade Farming is part of the ABP Food Group, one of Europe's leading food processors processing approximately one million cattle a year. Blade Farming is unique in the UK and they have pioneered the only truly integrated beef supply chain. With numbers in excess of 20,000 head of cattle in operation, they are one of the largest beef farming operations in the UK, with the demand for beef produced through the Blade operation increasing year on year. Blade Farming receive a **Good Calf Commendation** for ensuring that their calf rearing operations are higher welfare.

Jamie Oliver Group

UK

The Jamie Oliver Group restaurant business has operations globally, including Brazil, Canada and Australia and includes Jamie's Italian, Barbecoa - the barbecue chain, and Recipease - the cooking school, to name a few. Jamie Oliver himself continues to be a positive force for change on a global level as a chef, campaigner and ambassador. Last year Jamie gave his endorsement to the Milan Protocol which helps raise awareness about the urgency of taking action to tackle the challenges involved in making the global food system truly sustainable. He has also recently set up a global campaign called 'Food Revolution Day' to put compulsory practical food education on the school curriculum. The Jamie Oliver Group have previously been recognised with a Good Egg, Good Chicken and Good Pig Award, and now receive a **Good Dairy Award** for their commitment to source higher welfare milk across their UK restaurants.

McDonald's

FRANCE

McDonald's is the world's largest chain of quick service restaurants. The company is committed to improving animal welfare in all regions and already received a Good Egg Award for its policy to source cage-free eggs across its European operations. This year, McDonald's France receive a **Good Dairy Commendation** for their policy to source milk from farms where cows have access to pasture and where key welfare indicators are monitored, for all the dairy desserts (milk shakes, ice creams, yoghurts) sold in their French restaurants.

GOOD PIG AWARD WINNERS

Denhay

UK

Denhay Farms Ltd was established in 1952 in the West Country in the UK. One of their brands – 'Denhay' produces dry cured bacon and gammon using only pork from outdoor bred British herds that are RSPCA Freedom Food accredited. Denhay can be found in Sainsbury's and Waitrose stores and online with Ocado. Denhay receive a **Good Pig Award** for their higher welfare sourcing policies.

Dingley Dell Pork

UK

Dingley Dell Pork is a third generation pig farm in the UK. Historically, pigs were kept inside but on coming home to the business 23 years ago, brothers Mark and Paul embarked on the family's first outdoor production site. Their driver to start the outdoor production was not just about animal welfare but also the opportunity to respond to ten years of low pork prices by securing a stronger position in the supply chain and creating the higher welfare Dingley brand. Dingley supply food service, retail and catering butchers, local hotels and restaurants. By having slaughter, processing and manufacturing partners Dingley Dell are able to supply a range of fresh pork and cured products to top chefs and food businesses in the UK, Channel Islands, Belgium, Macau, Hong Kong, Singapore and Dubai. For their commitment to rear both meat pigs and sows under higher welfare standards, they win a **Good Pig Award** this year.

Fumagalli Industria Alimentari

ITALY

Fumagalli is a leading Italian pig manufacturer, whose whole supply chain, from the genetics of the animals to the finished products, is managed directly by the company. Fumagalli's production is exported all over the world, supplying retailers such as Waitrose in the UK through Winterbotham Darby. The high importance that the company has always given to animal welfare is now acknowledged by Compassion with a **Good Sow Commendation**, which recognises Fumagalli's commitment to improve the welfare of sows in their supply chain.

Whole Foods Market

US

Whole Foods Market is the first US company to receive a **Good Sow Commendation** for their fresh pork. Whole Foods Market prohibits sows from ever being kept in crates at any point in their lives and sows must be kept in enriched environments in order for the pork to be sold in stores. We applaud them for maintaining a leadership position and for their continued commitment to animal welfare and transparency within their supply chain.

Whole Foods Market

UK

Whole Foods Market have nine stores in the UK. They sell only higher welfare, free range pork in store, which is why they receive a **Good Pig Award**.

RETAILER AWARDS - 2015 WINNERS

Waitrose

UK

Waitrose makes sure they know where their food comes from, how it's been produced and what it contains. So it is no surprise that Waitrose should be our winner for the **Best Retailer Award** in 2015. The British supermarket chain is the UK's largest employee-owned retailer with over 320 stores across the country. Waitrose achieved outstanding scores on farm animal welfare covering pigs, dairy cows and calves, laying hens and broilers, as well as their general overall approach to farm animal welfare looking at research, communication and policy. Their constant aspiration to be the best and to do what is right for animals and for their consumers makes them true leaders in Europe.

Coop

SWITZERLAND

The Coop Group operates in the retail, wholesale and production sectors. In total, the Coop Group has around 2,000 retail outlets in Switzerland and 115 cash & carry markets in Switzerland and other European countries. Coop Switzerland has been leading the way on farm animal welfare for many years, thanks to its strong policies and commitments to improve welfare standards across its supply chain. Coop Switzerland is also involved in many research projects, investigating innovative solutions to address the most pressing animal welfare issues. They receive the **Best Retailer Innovation Award** this year for their impressive work looking at a dual purpose breed of chickens where both males and females can be reared respectively for meat and egg production. By doing so, they are tackling one of the most controversial issue in the laying hen industry, which is the disposal of male chicks at birth.

Colruyt

BELGIUM

Colruyt is the number one retailer in Belgium, with over 200 stores. The value retailer has been working to improve farm animal welfare across its supply chain for several years, with strong policies already in place such as their cage-free egg and higher welfare rabbit sourcing policies, as well as their decision to ban castration for all pigs in their supply chain. They have also demonstrated excellent transparency and innovative ways to raise awareness on those animal welfare issues amongst their consumers, which is why they are awarded this year with the **Best Retailer Marketing Award**.

SPECIAL RECOGNITION AWARD WINNER 2015**Knorr****GLOBAL**

With products sold in more than 87 countries worldwide and annual sales topping €4 billion, Knorr is Unilever's largest brand, with great tasting products including iconic bouillon cubes and soups at its heart. The brand is passionate about bringing quality from 'farm to fork' and has ambitious commitments to source 100% of Knorr's raw agricultural materials sustainably by 2020, as part of Unilever's Sustainable Living Plan.

With progress in sustainably sourced vegetables, herbs and spices well underway, Knorr is now expanding its commitments to its meat ingredients most commonly associated with its bouillon stock products. Compassion have been working closely with Knorr since 2013 to develop a global meat standard to transform and uphold animal welfare practices across their supply chain. Knorr want to be proud of the care and regard they place in their treatment of animals, in the same way they care about the livelihoods of their farmers and the attention and care tended to all their crops. By speaking to consumers, Knorr found that people increasingly seek reassurance about where their meat comes from and how animals have been treated – and ultimately that they believe this helps deliver a better quality product. This **Special Recognition Award** therefore commends the determination, leadership and clear commitment that Knorr have made in starting this long journey to improve animal welfare on such a large, global scale.