

## HAPPY, HEALTHY COWS PRODUCE THE HIGHEST QUALITY MILK!



### COMPANY BACKGROUND

An American dairyman William Lawrence first produced cream cheese in 1872, and distributed the brand in foil wrappers from 1880 under the name of the Empire Company. He called it **Philadelphia** after the city which was considered at the time to be the home of top quality food.

**Mondelēz International** now sells Philadelphia in over 80 countries worldwide and it is one of the most famous soft white cheese brands in the world.

### WORKING TOWARDS THE GOOD DAIRY COMMENDATION

Philadelphia is made with fresh milk from farms where the welfare of animals is a priority. They firmly believe giving dairy cows a better quality of life, with access to pasture grazing and higher welfare conditions, produces better quality milk – and tastier cream cheese for its iconic brand.

In 2013, Compassion presented Philadelphia with a [Good Dairy Commendation](#) for its higher welfare policy for the dairy cows in its supply chain across the UK, Ireland, Belgium, the Netherlands and Luxembourg. This was the result of a huge team effort, working over 2.5 years to find the right supply to meet their sustainability and animal welfare requirements.

The higher welfare milk in these regions is sourced through FrieslandCampina whose [‘Fokus planet’ programme](#) includes a requirement for all its member dairy farmers to provide dairy cows with outdoor grazing and carry out welfare outcome assessments, for which they are awarded a premium.

## COMMUNICATING WITH CONSUMERS

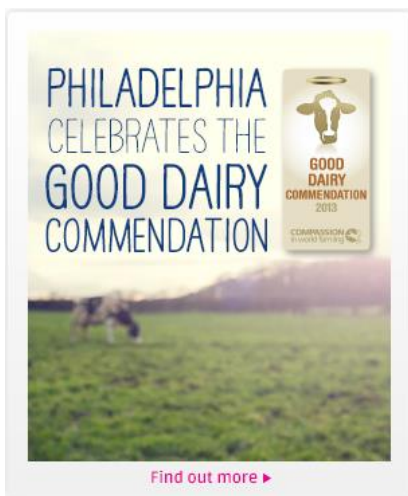
To celebrate their Good Dairy Commendation, Philadelphia embarked on an overarching marketing campaign to communicate the high quality milk in their famous Philadelphia cream cheese.

Chef and campaigner Valentine Warner joined the team to create a collection of delicious meals using Philadelphia products, which were featured in Sainsbury's magazine.

Philadelphia also produced a special foil for their packaging promoting their award and the high quality milk that goes into their cream cheese.



Other promotional activities included direct mail, press, social media, website banners – in different languages across the UK, Ireland and the Benelux region – **reaching an estimated 14 million consumers.**



## GOOD DAIRY STARTS WITH PASTURE

Compassion in World Farming firmly believes that all dairy cows should have access to pasture grazing, at least during the grass-growing season and where possible throughout the year. This not only provides them with their natural fibrous feed, but also gives them comfort when lying, and opportunities to exercise and socialise.

Philadelphia recognises that higher welfare standards for cows - including giving them access to graze outdoors - is the right thing to do. By introducing higher welfare standards within their supply chain they have clearly demonstrated that it is possible to provide pasture access and assess welfare outcomes in dairy cattle, at scale.

By promoting their Good Dairy Commendation - and the high quality milk used in their products – they have communicated to their customers that happy cows produce better quality milk – and ultimately better cream cheese.

## BUSINESS BENEFITS

As a well-known, global brand, Philadelphia feel that they have a responsibility to lead the agenda – when big companies raise the importance of animal welfare standards and food quality, it raises the bar for all the other big companies in the marketplace.

A Mondelez International spokesperson said at the time of receiving their award: *“At Philadelphia we believe food should amplify the joy of life, that’s why we constantly work on the quality of our product to make it more delicious and respect for the environment plays a key role in this.*

*“Philadelphia is made with fresh milk from farms that we know and trust. The welfare of animals is a priority for Philadelphia and we are actively working with our milk suppliers to ensure the highest standards. We believe that happy and healthy cows produce the highest quality milk, and the highest quality milk means the best tasting Philadelphia cream cheese.”*

## WORKING FOR WELFARE ACROSS THE SUPPLY CHAIN

Compassion has been working with Mondelez International for many years to help them introduce higher welfare standards across their supply chain.

In 2008, their Crème Egg brand received a Good Egg Award for their commitment to use only cage-free eggs. This was closely followed by their Green & Black’s ice-cream brand receiving a Good Dairy Award in 2011 for their higher welfare commitments for dairy cows.

In addition, Mondelez International [recently announced](#) that it will fully transition to using only cage-free eggs in the United States and Canada by 2020, and in Europe by 2025.

FrieslandCampina’s ‘Campina’ milk brand that supplies Philadelphia’s higher welfare milk in the Benelux region also received a Good Dairy Commendation in 2013, benefiting around 60,000 dairy cows each year.

We continue to work in close partnership with Mondelez International, to expand their higher welfare commitments out to other regions, brands and species. We are also working closely with Philadelphia to extend their Good Dairy Commendation commitments to other regions in the near future.

---

Compassion's Food Business team offers free, objective advice and consultancy from a team of staff who work across the whole of the food industry. To find out more about how we can help you improve your animal welfare standards, please contact one of the [Food Business team](#) or visit: [www.compassioninfoodbusiness.com](http://www.compassioninfoodbusiness.com)