



## Planet Friendly Award



### Parameters

- For more than 10 years, Compassion's Food Business programme has been pivotal in driving change and raising farm animal welfare standards by working in collaboration with leading food businesses around the world.
- To date, over 2.23 billion animals are set to lead better lives each year from our food industry partners' higher welfare commitments and practices.
- Whilst the transition to higher welfare production systems is important, much more needs to be done to address the current climate, health, and nature crisis.
- Vast and growing scientific evidence calls for a significant **reduction in the overall production and consumption of animal protein** (at least 50% in high consuming areas) and a transformation in the way in which we produce our food, towards a **more resilient and sustainable food system that restores nature and protects animals**.
- We have therefore introduced a new programme of work – [Rethinking Food](#) - designed to rebalance the protein in our food system so that significantly fewer animals are produced and those that are, come from higher welfare systems, increasingly moving towards more regenerative, nature friendly farming.
- The programme complements companies' sustainability and health goals and aims to help develop a more humane and sustainable food system that is fit for the future.
- Compassion's **Planet Friendly Award** celebrates companies that make commitments to meaningful meat (dairy, fish eggs) reduction targets in their supply, within five years. These targets are set at three levels and awards may be given for significant brands at global, regional and national levels:
  - Gold – 25% reduction
  - Silver – 15% reduction
  - Bronze – 10% reduction

If you have reduction strategies in place and are interested in applying for this award, please contact the Food Business team.



## **SPECIAL RECOGNITION**

- We know that companies are already working hard on developing and delivering their ambitions for humane sustainable food production and are beginning to integrate their strategies for people, planet and animals, by adopting a variety of solutions and innovations.
- If you are taking steps to move towards a more humane sustainable food system and are able to demonstrate links to the advancement of animal welfare and a rebalancing of your protein offer which reduces the number of animals in your supply, you may be eligible for a Special Recognition Award, so do get in touch.

Applications are accepted following engagement and discussion with one of our Food Business Managers. We advise early engagement and submission of your application form in advance of the Application Deadline: Friday 8th April 2022.

Winners will be announced at Compassion's Good Farm Animal Welfare Awards ceremony in London on 15th June 2022.