

## MEDIA RELEASE

### **OPENINVEST JOINS THE BBFAW GLOBAL INVESTOR COLLABORATION ON FARM ANIMAL WELFARE**

12th May 2021

[OpenInvest](#), a Public Benefit Corporation enabling increased values-based customisation for clients' investment products, has signed the BBFAW Global Investor Collaboration on Farm Animal Welfare. As a signatory of the Investor Collaboration, OpenInvest will participate in an annual engagement to improve animal welfare management practices amongst BBFAW's 150 global companies.

OpenInvest's inclusion of [animal welfare](#) as one of its core causes indicates the increasing importance of the issue to the North American public. OpenInvest will also incorporate BBFAW tier ranking data on its investment platform to provide clients the opportunity to make their voices heard through investment decision making.

The Investor Collaboration is now supported by 31 institutional investors<sup>1</sup> representing £1.9 trillion in assets under management.

Josh Levin, Co-Founder and Chief Strategy Officer at OpenInvest commented: "You don't have to be vegetarian or vegan to expect that animals be treated humanely. For the first time, through OpenInvest's new Support Animal Welfare Cause, it's easy for investors to reflect these principles in their investment portfolios. The Cause rewards companies who support best practices and innovation, while avoiding companies who ignore animal suffering. We are thankful for BBFAW's instrumental research on farm animal welfare management practices and performance, covering 150 of the world's most significant food companies. BBFAW's work, combined with OpenInvest's technology, allows everyone to support investment in companies prioritizing the welfare of our farm animal friends."

Dr Rory Sullivan, Expert Advisor to BBFAW commented: "Investors have a key role to play in supporting food businesses to ensure food safety and product quality, and to ensure the resilience of their supply chains. Improving standards of farm animal welfare is central to these efforts. We are delighted that OpenInvest is lending its support to the Global Investor Statement on Farm Animal Welfare."

<sup>1</sup> The participants are: Aberdeen Standard Investments, ACTIAM, AMP Capital Ethical Leaders Fund, Australian Ethical Investments, Aviva Investors, Bâtirente, BMO Global Asset Management, BNP Paribas Investment Partners, Boston Trust Walden, Brunel Pension Partnership, Candriam, Castlefield Investment Partners LLP, CCLA, the Central Finance Board of the Methodist Church, Coller Capital, EdenTree Investment Management, Epworth Investment Management, Ethical Partners Funds Management, Hexavest, Karner Blue Capital, KBI Global Investors, NEI Investments, OpenInvest, Rathbone Greenbank Investments, Robeco, Le Regroupement pour la responsabilité sociale des entreprises, Simplicity AB, Sonen Capital, The Sustainability Group of Loring, Wolcott & Coolidge Trust, Trillium Asset Management and Triodos Investment Management.

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More information on the Business Benchmark on Farm Animal Welfare programme can be found at [www.bbfaw.com](http://www.bbfaw.com)

## NOTES TO EDITORS

1. The Business Benchmark on Farm Animal Welfare (BBFAW) is the globally recognised investor framework for assessing the quality of companies' practices, processes and performance on farm animal welfare.
2. The Business Benchmark on Farm Animal Welfare, founded in 2012, is supported by its founding partners the leading animal welfare organisations, Compassion in World Farming and World Animal Protection.
3. BBFAW provides an annual, independent assessment of farm animal welfare management and performance in global food companies. It enables investors, companies, NGOs and other stakeholders to understand corporate practice and performance on farm animal welfare. More information on the programme can be found at [bbfaw.com](https://bbfaw.com)
4. Through the annual benchmark, extensive engagement programmes with investors and with companies, and the production of guidance and other materials for companies and investors, BBFAW has driven higher farm animal welfare standards across the world's leading food businesses
5. BBFAW maintains the [Global Investor Statement on Farm Animal Welfare](#) and convenes the [Global Investor Collaboration on Farm Animal Welfare](#), a collaborative engagement between major institutional investors and food companies on the issue of farm animal welfare. In addition, BBFAW manages extensive engagement programmes with companies and with investors and provides practical guidance and tools for companies and for investors on key animal welfare issues.

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