



# The Business Benchmark on Farm Animal Welfare

Consultation on  
2021 Benchmark  
19 May 2021

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*The webinar will be starting soon*

# Consultation on 2021 Benchmark



01. Introduction

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03. Increase in weighting of Performance Reporting & Impact section

04. Changes to assessment of Performance Impact questions

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01

# Introduction



# 2021 Consultation Process

In preparation for the 2021 Benchmark company assessments, to be conducted in August and September 2021, BBFAW is inviting comments on the following issues:

- The scope of companies covered by the Benchmark.
- The weighting of the Performance Reporting and Impact Section and changes to the assessment of the Impact questions.
- Revisions to the assessment criteria.
- The usefulness of the Benchmark and associated report.

The consultation will run from 28th April to 28th May 2021.

02

## Company scope



# 2021 Company Scope

The 2021 Benchmark will continue to cover 150 companies.

## Proposed changes:

- **Dunkin' Brands Inc** will be assessed as part of its new parent company, **Inspire Brands**, which is already included in the BBFAW.
- **Asda Stores Ltd** will be assessed under its new parent company, **EG Group**, following its acquisition by EG Group from **Walmart Inc.**

Do you agree with the changes to the companies to be included in the 2021 Benchmark?





03

# Increase in weighting of Performance Reporting & Impact section





# Weighting of Performance Reporting & Impact Section



Proposal: Increase weighting of Performance Reporting and Impact section to 45% (from 35%)

45%

Performance Reporting and Impact

22%

Management Commitment

9%

Innovation and Leadership

24%

Governance and Management



Do you agree with the proposal to increase the weighting of the Performance Reporting and Impact section to 45% in 2021?



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# Changes to the assessment of Performance Impact questions





# Changes to Assessment of Performance Impact Questions

## For the 2021 assessment, we propose:

- Increasing the points available for partial impact reporting which is substantial in scope
- Changing the maximum number of points per question from 5 points to 10 points
- Changing the percentage boundaries for the points awarded for the Impact questions, introducing a new 9 points option, so that the scoring aligns with the reported percentages
- Changing the percentage bracket for full points from 100% to 99-100%

# Changes to Assessment of Performance Impact Questions

Table 1: Current scoring of Q28-37:

Percentage reported	Points
0% [ <i>of laying hens is cage-free, etc.</i> ], or no reported information.	0
1% – 25% [ <i>of laying hens is cage-free, etc.</i> ]	0.5
26 – 50% [ <i>of laying hens is cage-free, etc.</i> ]	1.5
51 – 75% [ <i>of laying hens is cage-free, etc.</i> ]	2.5
76 – 99% [ <i>of laying hens is cage-free, etc.</i> ]	3.5
100% [ <i>of laying hens is cage-free, etc.</i> ]	5

Table 2: Proposed scoring of Q28-37:

Percentage reported	Points
0% [ <i>of laying hens is cage-free, etc.</i> ], or no reported information.	0
1% – 20% [ <i>of laying hens is cage-free, etc.</i> ]	1
21 – 40% [ <i>of laying hens is cage-free, etc.</i> ]	3
41 – 60% [ <i>of laying hens is cage-free, etc.</i> ]	5
61 – 80% [ <i>of laying hens is cage-free, etc.</i> ]	7
81 – 98% [ <i>of laying hens is cage-free, etc.</i> ]	9
99 – 100% [ <i>of laying hens is cage-free, etc.</i> ]	10

Do you agree with the proposal to change the scoring of the Performance Impact questions (Q28-37)?





05

# Revisions to assessment criteria



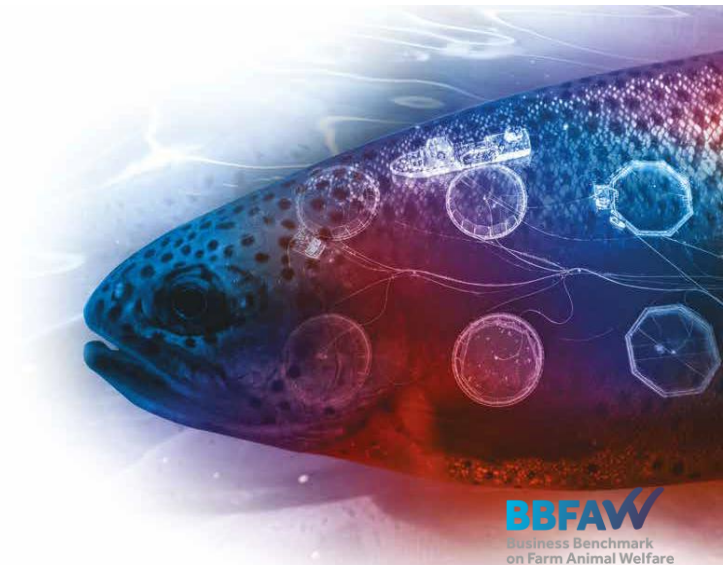
# Revisions to Assessment Criteria

**Q14 and Q27: Focusing these questions on explanations of progress to remove the potential for double scoring within the assessment**

The proposed changes are:

- Focusing Q14 on the explanation of progress against objectives and targets
- Focusing Q27 on the explanation of progress in performance for welfare outcome measures
- Reducing the maximum points available for Q27, from 10 to 5 points

Do you agree with the proposal to focus Q14 and Q27 on explanations of progress, in order to remove the potential for double scoring within the assessment?





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# Feedback on the future evolution of the Benchmark (beyond 2021)



## We are considering removing the potential for double scoring between the Performance Reporting questions (Q20, 22, 23 and 25) and the Impact questions (Q28-34)

The proposed changes are:

- To exclude from Q20 (reporting on close confinement) and Q22 (reporting on routine mutilations) the species (e.g. laying hens, broiler chickens, pigs, dairy cows) covered by the species-specific issues covered by the Impact questions 28-34.  
Q20 and Q22 would therefore focus on the issues and species not otherwise addressed by the Impact questions (e.g. species other than laying hens/pigs/dairy cattle/broiler chickens, or other forms of close confinement and routine mutilations not covered by Q28-34 (e.g. respectively, farrowing crates and castration of pigs)).
- To remove Q23 and Q25 (reporting on pre-slaughter stunning and transport times) as these are more closely mirrored within the Impact questions 36 and 37

Do you agree with the proposal to exclude from Q20 (reporting on close confinement) and Q22 (reporting on routine mutilations) the species-specific issues covered by the Impact questions Q28-34?





Do you agree with the proposal to remove Q23 and Q25 from the assessment, in order to avoid the potential for double-scoring within the assessment?



## New questions addressing responsible corporate lobbying activities

- Proposal to add question(s) to the Innovation and Leadership section of the assessment.
- Questions could focus on company policies on responsible animal welfare lobbying or whether companies disclose their animal welfare-related lobbying.
- We are seeking expressions of interest from food companies willing to participate in further discussions on this proposal.

Do you agree with the proposal to include questions on responsible corporate lobbying?



# How to respond further to the 2021 Consultation by the deadline of 28 May 2021:

- **Written responses:** Template response form available from [www.bbfaw.com/publications](http://www.bbfaw.com/publications).
- **Verbal responses:** Calls between the BBFAW Secretariat and investment-related organisations, food companies and other stakeholders can be scheduled via email: [secretariat@bbfaw.com](mailto:secretariat@bbfaw.com).
- Please contact the secretariat if you would like to participate in further discussion on questions on corporate lobbying.

All comments received will be treated in strict confidence.



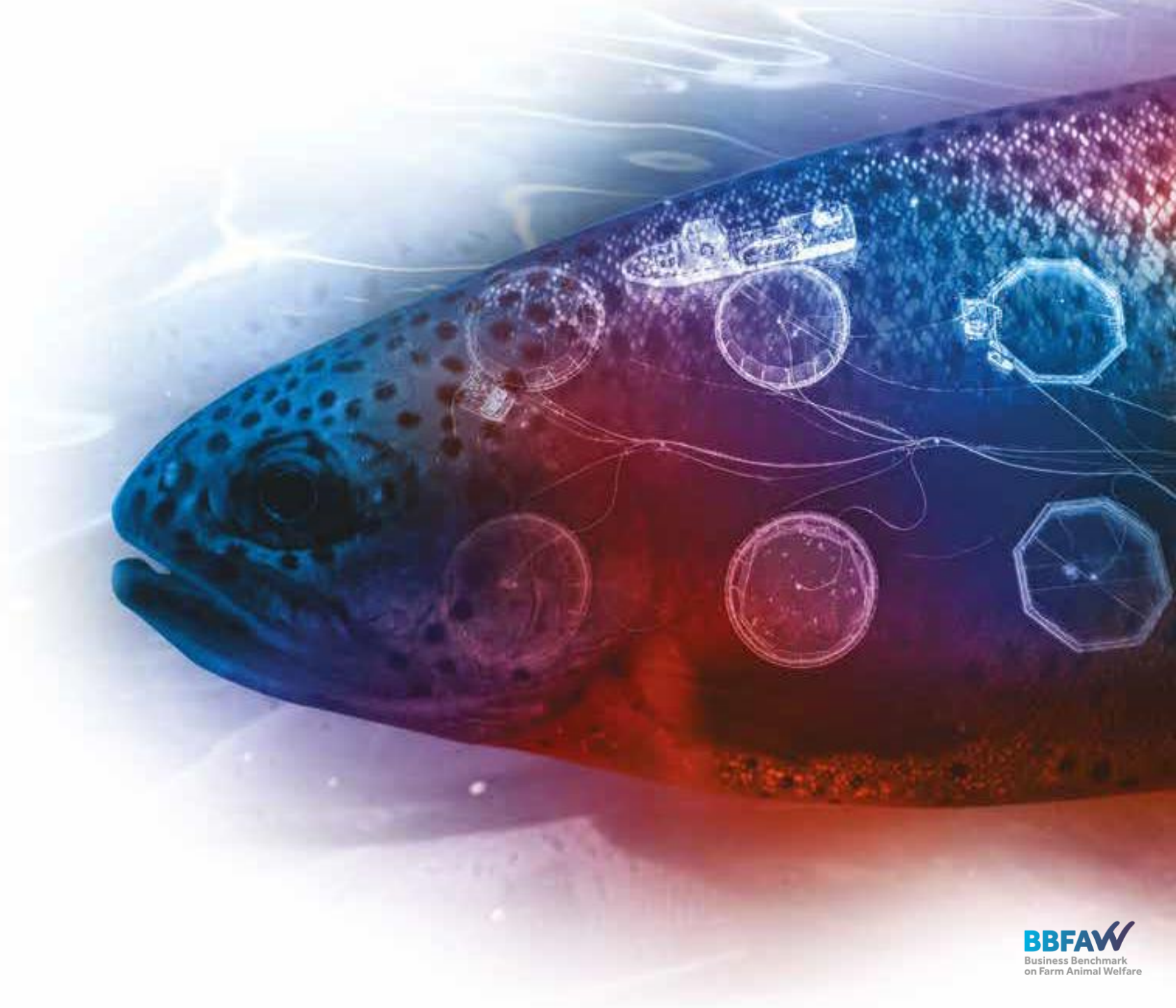


# 2021-22 Timeline



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# Q&A







# Thank you for participating!

For more information visit  
[www.bbfaw.com](http://www.bbfaw.com)

Or email  
[secretariat@bbfaw.com](mailto:secretariat@bbfaw.com)