

## MEDIA RELEASE DRAFT

### **BUSINESS BENCHMARK ON FARM ANIMAL WELFARE PREPARES FOR A NEW DECADE OF ANIMAL WELFARE IMPROVEMENT**

**London, 24 May 2021:** The Business Benchmark on Farm Animal Welfare (BBFAW), the leading global measure of policy commitment, performance, and disclosure on animal welfare in food companies has launched its annual consultation with long-term founding partner, Compassion in World Farming and new supporting partner, FOUR PAWS. The consultation runs until 28 May and has been shared with the 150 companies in the benchmark as well as being publicly available [online](#).

The BBFAW aims to help drive higher farm animal welfare standards across the world's leading food businesses. Its annual benchmark of global food companies' policies and practices on farm animal welfare was first published in 2012 and is a key tool for investors concerned with environmental social and governance (ESG) factors in an investment context.

2021 is the inaugural benchmark cycle for new partner FOUR PAWS, the global animal welfare organisation for animals under direct human influence, who will contribute to the deep animal welfare expertise of founding partner, Compassion in World Farming.

The Benchmark's 2021 consultation will help to position the benchmark for the next decade, and is seeking comments on the following proposals:

- To keep the scope of companies covered by the benchmark at 150 but with some minor amendments to reflect ownership changes involving two companies (Asda and Dunkin' Brands).
- To increase the weighting of the Performance Reporting and Impact Section from 35% of the total score available to 45%.
- To increase the points available for partial impact reporting.

- To modify the focus of specific questions to mitigate the potential for double scoring.

Nicky Amos, Executive Director of the Business Benchmark on Farm Animal Welfare, said: *“Transparent delivery of meaningful and measurable good welfare is crucially important in helping stakeholders manage risks associated with poor welfare standards, and harness the opportunities of those companies at the vanguard of change.”*

*As we gear up for our tenth BBFAW cycle, we look back proudly at the changes it has driven so far, and we look to the next decade to ensure that the BBFAW continues to challenge corporate behaviour to deliver positive welfare impacts on the ground. Our annual consultation provides stakeholders with an opportunity to help shape the Benchmark for the future and we look forward to the valuable feedback it will provide.”*

Joseph Pfabigan, CEO, FOUR PAWS, said: *“Our vision is a world where humans treat animals with respect, empathy and understanding. We have followed the BBFAW since its launch and have been impressed by the change it has realised so far. The next decade is critical for the welfare of farm animals everywhere in the world. FOUR PAWS is delighted to have joined at such a pivotal time and to have the opportunity, together with Compassion in World Farming, to prepare the benchmark for a doubling down on material actions and outcomes. We hope that companies and other stakeholders will take the time to share their views in the consultation, so we can deliver the most effective benchmark that is fit for a future that farm animals deserve.”*

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## NOTES TO EDITORS

### **ABOUT THE BBFAW**

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. In addition, 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.
2. The Business Benchmark on Farm Animal Welfare, founded in 2012, was supported by its founding partners, Compassion in World Farming and World Animal Protection up to and including the 2020 assesment. In 2021, FOUR PAWS was announced as a new supporting partner alongside founding partner, Compassion in World Farming.
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 [www.bbfaw.com](http://www.bbfaw.com).
3. 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.

Further information on BBFAW, including the 2021 assesment report is available at [www.BBFAW.com](http://www.BBFAW.com)