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the EASY WAY TO SHOP COMPASSIONATELY

Choosing food that's higher welfare isn't always easy. Food labels can be very confusing, with so many farm assurance schemes and descriptions that are far from clear.

55% of people say that existing labels don't help them to identify welfare-friendly products.

Eurobarometer research study (270)

So we decided to help make it easier for people to make higher-welfare choices when they shop.

Our researchers have compiled an in-depth analysis¹ of the most common UK food standard labels to reveal what they mean for animal welfare (you can find a list of these labels on page 3). We also surveyed thousands of our supporters and they told us what would be helpful when it comes to higher-welfare shopping.

The result is this handy Compassionate Food Guide.

¹ This analysis was compiled by Compassion in World Farming in association with OneKind for our 2012 report 'Farm Assurance Schemes & Animal Welfare: How the standards compare'.

For the full report, please visit: ciwf.org.uk/standards

For the nutrition information contained in this guide, please visit: ciwf.org.uk/nutrition

For a full up-to-date list of all our Good Farm Animal Welfare Award Winners, please visit: compassioninfoodbusiness.com



HOW MUCH ANIMAL WELFARE CAN YOU GET FOR YOUR BUDGET?

We know shopping for higher welfare food can be more expensive, so this guide not only shows you which food labels are better for animals but how much better they are. That way you can make an informed choice about animal welfare that suits your budget.

HERE'S HOW IT WORKS >>

Inside this guide, you'll find clear explanations of seven key farm assurance schemes along with at-a-glance sliding scales to show how their minimum required standards measure up for farm animal welfare.

We have also included information about some terms you may find on labels and some of the companies we have awarded for high standards of animal welfare.

Simply find the page with the type of product you want to buy and you will see which shopping choices provide the best welfare for farm animals.

The Assurance Schemes

100 PTS

75 PTS

50 PTS

25 PTS

> HIGHER ANIMAL WELFARE POTENTIAL >

ABOUT THE LABELS

Soil Association: the UK's leading organic organisation, with certification inspectors nationwide.

Scottish Organic Producers Association (SOPA): Scotland's largest organic certification body.

RSPCA Freedom Food (RSPCA FF): the only UK farm assurance scheme that focuses solely on improving the welfare of farm animals reared for food.

Quality Meat Scotland (QMS): the public body responsible for helping the Scottish red meat sector improve its efficiency and profitability and maximise its contribution to Scotland's economy.

Code of Good Practice for Scottish Finfish Aquaculture (CoGP): the trade association for the farmed fish industry in Scotland.

British Lion Quality Code of Practice: an organisation set up to focus on the food safety for eggs, including compulsory vaccinations against salmonella, as well as on-farm and packing station hygiene controls.

Red Tractor Farm Assurance: the umbrella industry scheme for pig, beef, lamb, dairy, chicken and turkey producers who market their products under the 'Red Tractor' logo. The scheme covers a large proportion of British producers and a range of issues from health to traceability.

OTHER TERMS TO LOOK OUT FOR

Organic provides the highest potential standards of animal welfare. Organic farms don't use chemical fertilisers or pesticides and the animals can go outside for part, or all, of their lives.

Free-range animals can go outside for at least part of their lives. A varied environment allows them to be more active and exhibit more of their natural behaviours.

Higher-welfare indoors means the animals can't go outdoors, but they do have a better quality of life than in intensive factory farms.



The following terms **DO NOT** always mean higher-welfare: farm assured, farm fresh, locally sourced, produced to high animal welfare standards.

CAN'T FIND SOME OF THE LABELS?

If you can't find the higher-welfare products you're after why not ask the supermarket or shop manager? That way they'll know what consumers really want and may consider stocking more higher-welfare food.

WHAT'S 'GOOD ANIMAL WELFARE'?

Good farm animal welfare includes physical and mental wellbeing and the ability to behave naturally. A way to measure this is against the 'Five Freedoms' defined by the Farm Animal Welfare Council:

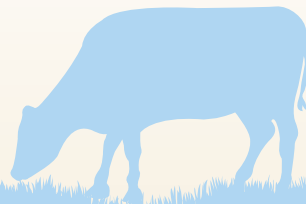
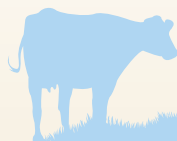
- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury or disease
- Freedom to express normal behaviour
- Freedom from fear and distress

ON A BUDGET?

You can choose higher-welfare meat and dairy products without spending more from your shopping budget. Consider eating meat less often and select better welfare products when you do.

[DAIRY]

Organic schemes or RSPCA Freedom Food are the better choice for animal welfare when it comes to buying dairy products. As you can see, Soil Association assured organic milk scores a massive 54 points more than Red Tractor assured milk, and for only around 10p extra a pint!



What does it mean?

Organic and RSPCA Freedom Food assured milk - the cows have access to pasture in the grass-growing season and they are less crowded when inside.

Shopper's tip

Don't forget to check the label on your cheese and yogurt too - if it says organic or RSPCA Freedom Food, these indicate better standards for the cows.

Dairy products from goats and sheep are likely to come from zero-grazed systems, where animals are kept permanently indoors. If you buy these products, make sure the label says organic and, ideally, that they're from the UK where organic requirements for pasture-access are properly enforced.

Thumbs up

Congratulations to Waitrose, Yeo Valley, Ben & Jerry's, Green & Black's and Philadelphia, who are some of the companies recognised in our Good Dairy programme.

Winners promote dairy cow welfare by ensuring access to pasture in the grass-growing season and by implementing an active program for improving dairy cow health and wellbeing.

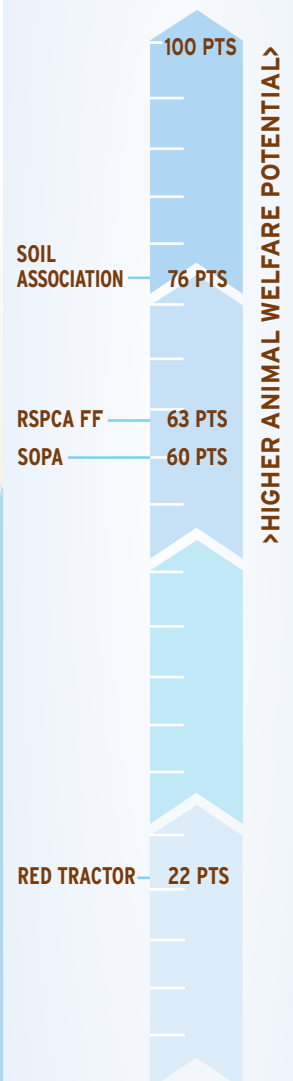
Did you know?

Milk production per cow has roughly doubled in the past 45 years, leading to a range of welfare problems. Organic farmers are increasingly keeping breeds of cows which produce moderate amounts of milk and are less likely to suffer health problems. Research studies show that organic cows suffer less from lameness than cows kept permanently indoors.

Your health

Milk from pasture-grazed cows is higher in good omega-3 fatty acids than milk from cows with limited or no access to pasture.

The Assurance Schemes



See page 3 for the full assurance scheme names

[EGGS]

Many eggs are still produced from caged hens. But you don't have to break your budget to dramatically improve the lives of laying hens. Spend a few pence more on an RSPCA Freedom Food egg and the life the hen leads could be greatly improved. Go further, by buying organic eggs, and the hens are likely to have an even better quality of life.

Thumbs up

The Co-operative Food, Waitrose, and M&S only sell organic and free-range whole eggs and use free-range in all their own-brand products. Sainsbury's also uses only organic, free-range and barn eggs. Pret A Manger, McDonald's, Starbucks and Subway are among the fast food chains that only use cage-free eggs in the UK.

Your health

Free-range eggs often contain more good omega-3 fatty acids and antioxidants than eggs from caged hens and are a rich source of vitamin E.

What does it mean?

Barn and aviary systems - the hens are kept indoors but they can move around and have enough space to do natural things like peck, scratch, flap their wings and lay their eggs in a nest box.

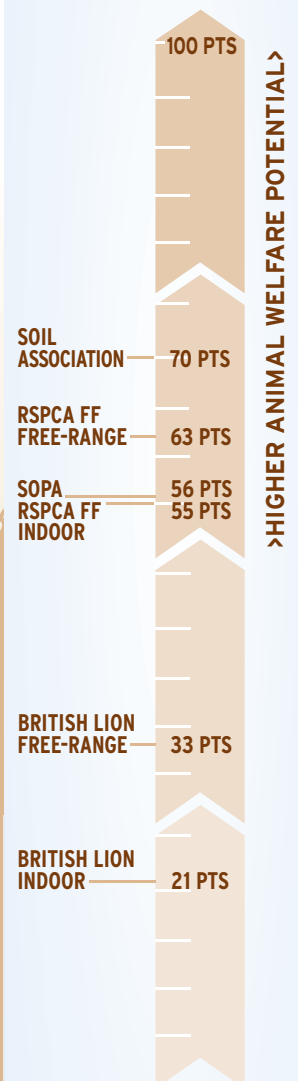
Free-range and organic systems - the hens live in sheds but can also go outside during daylight hours, where they often have trees and shrubs for shelter. Organic hens are also limited to smaller flocks, given extra space both indoors and out, and their beaks are not usually trimmed.

All eggs must be stamped with a code to specify the method of production. Look at the first number in the code on the egg. 0=Organic, 1=Free-range, 2=Barn, 3=Caged.

Did you know?

Barren battery cages were made illegal in the EU from January 2012. However, bigger, 'enriched cages' are still permitted. These cages provide slightly more space per bird, a nest area and a low perch. But they still don't provide enough space for hens to behave naturally, dust-bathe properly, run or fly up to a high perch.

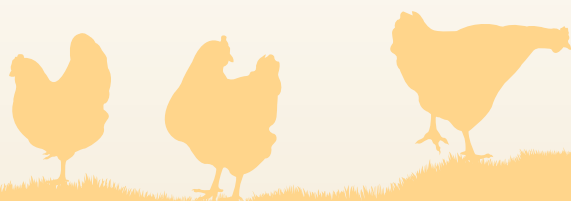
The Assurance Schemes



See page 3 for the full assurance scheme names

[CHICKEN]

Invest a little more in the chicken you choose and you can make a BIG difference to their life. As you can see, for chicken raised indoors, Red Tractor indoor scores 24 points less than RSPCA Freedom Food indoor. An RSPCA Freedom Food chicken costs around an extra £2, but you can be assured it's been raised in a higher-welfare environment.



What does it mean?

Higher-welfare indoor systems - the chickens are kept indoors with more space, natural light and enrichments like straw bales and perches.

RSPCA Freedom Food indoor - has the same requirements as other higher-welfare indoor systems but uses a breed that grows more slowly than intensively reared chickens, which is better for their wellbeing.

Free-range - the chickens also live indoors but they have more space and can go outdoors during the day. RSPCA Freedom Food free-range ensures the birds are of slower growing breeds too.

Organic - these are usually slower growing breeds that live around twice as long as intensively reared chickens. They live in small flocks and go outside during the day.

Thumbs up

Waitrose, Jamie Oliver, Pret A Manger, National Trust, The Black Farmer, Higgidy Pies and Pie Minister are some of our winners of Compassion's Good Chicken Award.

Winners promote good chicken welfare by providing more space, natural light and opportunities for the animals to express their natural behaviour.



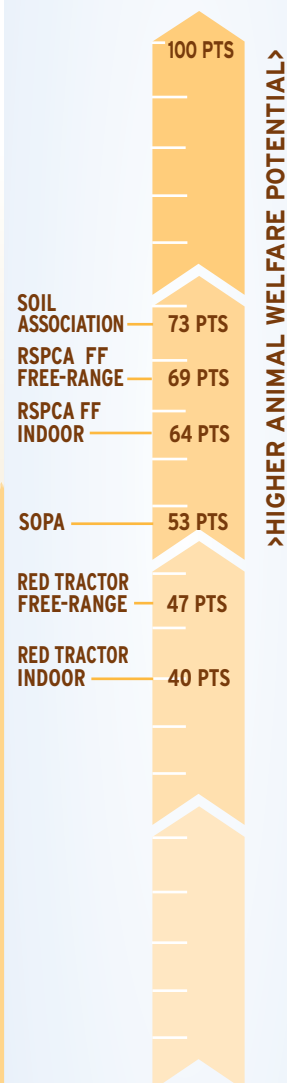
Did you know?

Chickens most commonly found on our supermarket shelves are bred and fed to reach their slaughter weight in less than six weeks. Free-range chickens will usually be slaughtered at eight weeks and organic at around twelve weeks.

Your health

Free-range and organic chicken contains up to 50% less fat than intensively reared chicken meat.

The Assurance Schemes



See page 3 for the full assurance scheme names

PORK BACON & SAUSAGES

Organic or free-range is your best choice. But if you can't find them when you're shopping, consider choosing RSPCA Freedom Food, outdoor reared or outdoor bred. RSPCA Freedom Food pork scores 29 more points than standard Red Tractor and it's a good choice if you find organic is too expensive.



What does it mean?

Outdoor bred – the pigs are born in systems with outdoor space, then brought indoors for fattening after weaning, while the mother continues to live outdoors.

Outdoor reared – the pigs are born in systems with outdoor space and spend around half their life outdoors.

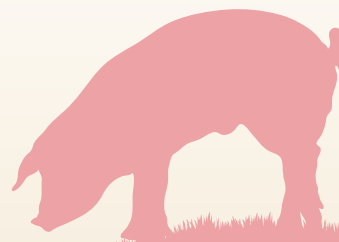
Organic or free-range – the pigs are born and reared in systems with space where they can roam outdoors.

Thumbs up

M&S and **Waitrose** are just two of the winners of our Good Pig Award. All of **Waitrose's** own-brand pork and **M&S** fresh pork comes from pigs that are bred outdoors at the very least. **Sainsbury's** 'Taste the Difference' range of pork products is also outdoor bred.

Your health

Free-range pig meat is richer in vitamin E and iron than meat from pigs intensively farmed indoors.

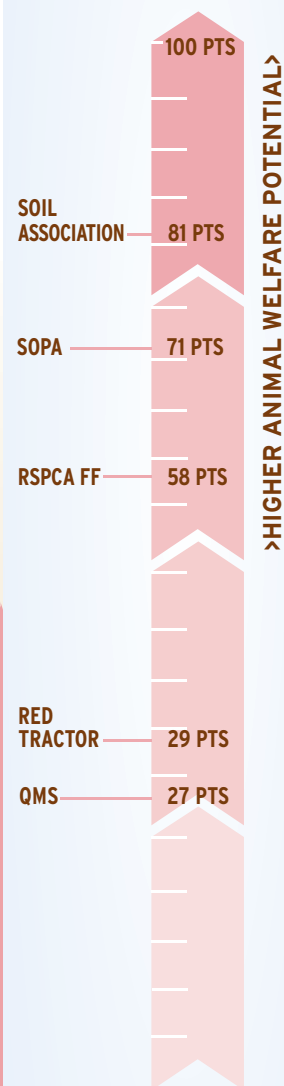


Did you know?

Castration of male pigs is prohibited by all assurance schemes. UK welfare laws banned the use of sow stalls in 1999 and similar legislation has applied across the EU since 2013 (except during the first four weeks of pregnancy).

Pigs are inquisitive animals and need materials for rooting. Intensive systems don't provide the varied environment that they need.

The Assurance Schemes



See page 3 for the full assurance scheme names

[BEEF]

It's better to choose organic or RSPCA Freedom Food beef whenever you can. Farm assurance schemes like Red Tractor permit permanent indoor housing on slatted floors. Have a look and you'll see that RSPCA Freedom Food scores 40 more points than Red Tractor for animal welfare.



What does it mean?

Pasture reared - this is the ideal way to raise cattle as they have access to the outdoors throughout the grass-growing season whenever weather conditions allow. This enables them to express natural behaviours such as grazing, exploring and exercising.

Thumbs up

Winners of our Good Dairy Award and Good Calf Commendation ensure their dairy calves are reared in higher-welfare systems for veal and beef.

Shopper's tip

Look for beef labelled pasture reared to ensure the animals have access to pasture during the grazing season.

Your health

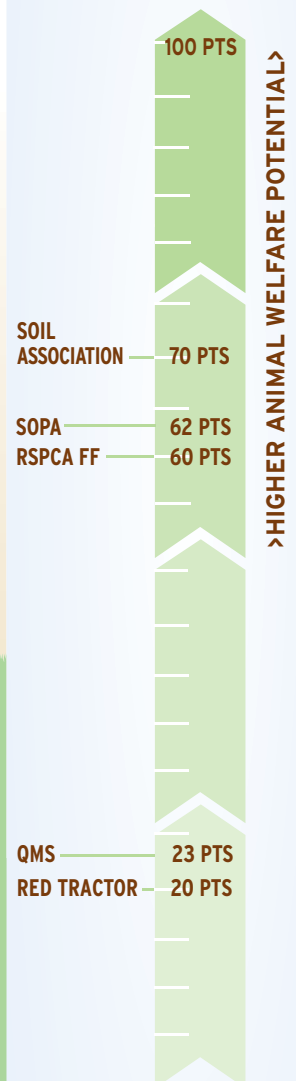
Beef raised on pasture has 25-50% less fat and more vitamin E and beta-carotene than intensively reared beef.



Did you know?

When British calves are housed indoors they are given bedding such as straw. Most British beef herds also have access to pasture in the grass-growing season. If you buy beef, please make sure it is British and has access to pasture.

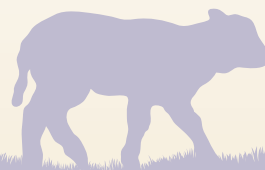
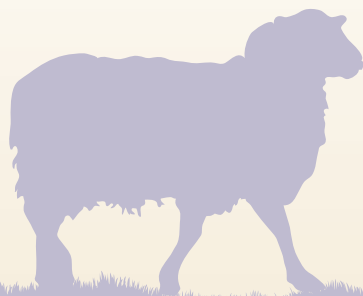
The Assurance Schemes



See page 3 for the full assurance scheme names



Sheep usually spend more time in the great outdoors than most other farm animals. Even so, modern sheep farming isn't without its welfare issues. Red Tractor only scores 19 points for sheep welfare, while RSPCA Freedom Food scores 56 points.



Did you know?

Around 50,000 lambs and sheep are exported by road and sea from Britain every year.

We import more than 115,500 tonnes of lamb every year. Much of this is from New Zealand and Australia. This supplements the market when lamb is out-of-season here.

If you buy lamb reared in the UK when it is available, you will be supporting our sheep farmers and this will potentially help to lower the number of live exports of lambs from the UK.

Thumbs up

Waitrose, The Co-operative Food, and M&S all make sure their own-brand lamb comes from animals that graze on pasture.

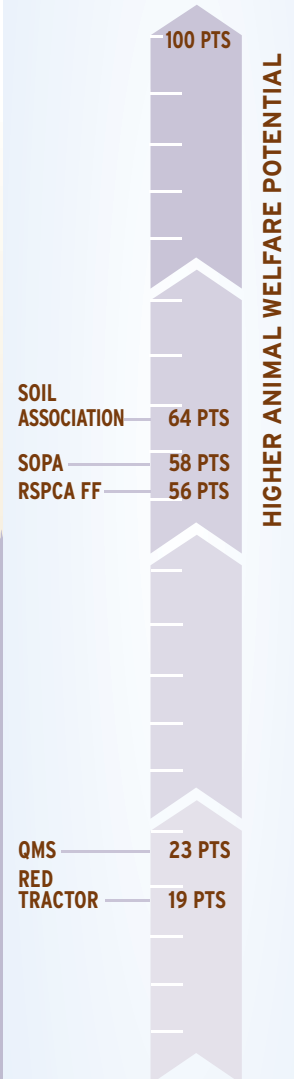
Your health

Compared to intensively-reared lamb, pasture-reared lamb has a higher proportion of good omega-3 fatty acids and a lower ratio of omega-6 to omega-3 fatty acids (which could reduce the risk of many chronic diseases).

What does it mean?

Organic - requires access to pasture in the grass-growing season. Journey times are limited to eight hours.

The Assurance Schemes



See page 3 for the full assurance scheme names

TURKEY

Soil Association organic is the best choice for turkey - scoring 39 more points than Red Tractor indoor. RSPCA Freedom Food indoor and free-range options are also a good choice and way ahead of Red Tractor's indoor and free-range options.



What does it mean?

RSPCA Freedom Food indoor - although the turkeys spend their lives inside they have more space to move, straw bales and perches to sit on and enrichment materials to peck at.

Free-range and RSPCA Freedom Food free-range - the turkeys also live in sheds but they can go outdoors during the day. They usually grow more slowly than intensively farmed turkeys too.

Organic and higher welfare free-range - these are usually slower growing breeds. They live in small flocks and go outside during the day, where there are trees and shrubs for shelter.

Thumbs up

Most of **Waitrose's** own-brand turkeys are free-range and their lower cost **Essential** turkeys are reared in barns with natural light, fresh air and straw bales.

The Co-operative Food's own-brand turkeys and turkey crowns are reared to their higher-welfare standard which gives the birds more room to move than turkeys reared in intensive systems. They also have natural light and straw bales to peck and perch on.



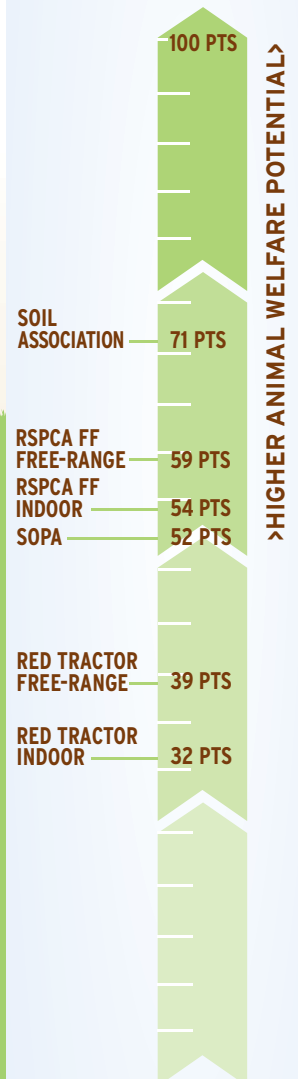
Did you know?

Turkeys are naturally very inquisitive animals and explore their environment by pecking objects around them. Intensive systems don't provide the varied environment that they need.

Shopper's tip

Look out for slow growing traditional breeds such as Norfolk Black, Black Wing Bronze and Cambridge Bronze.

The Assurance Schemes



See page 3 for the full assurance scheme names

SALMON

It's best to choose wild salmon if you can - if it's sustainably caught. It has had a better life and it's better for you. Check the label to find out if the fish has been sustainably caught. If you do buy farmed fish, Soil Association organic or RSPCA Freedom Food are your most welfare-friendly choices.

Thumbs up

All of the Co-operative Food's fresh and smoked salmon is **RSPCA Freedom Food** approved. All of M&S's farmed salmon is **RSPCA Freedom Food** approved.

Your health

Watching the calories? Wild salmon has up to 60% less fat than farmed salmon.

Did you know?

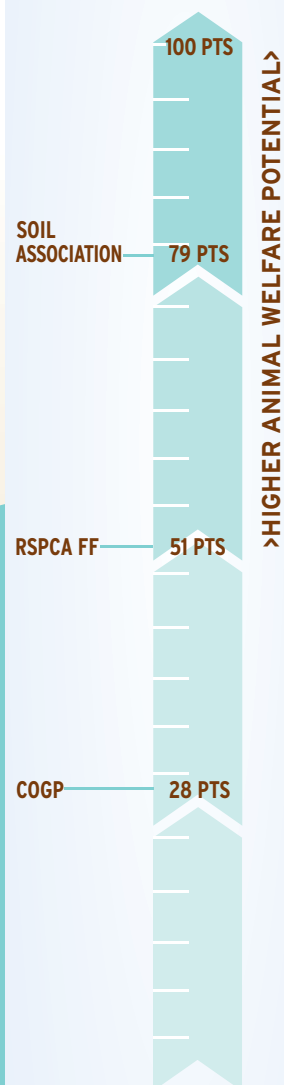
In crowded sea cages many farmed salmon can prematurely die from hazards like poor water quality and predator attacks.

Farmed salmon are usually fed on wild fish. Around three times the weight of the salmon has to be caught to feed it over its lifetime. This is unsustainable and has an impact on our declining fish stocks.

Shopper's tip

If you choose farmed fish go for organic or RSPCA Freedom Food, as the welfare standards are much higher.

The Assurance Schemes



See page 3 for the full assurance scheme names



Compassion in World Farming exists to end factory farming and advance the wellbeing of farm animals worldwide.

We work tirelessly to improve the lives of farm animals through advocacy, campaigning, lobbying for legislative change and through positive engagement with the global food industry.

This Compassionate Food Guide is part of our work to raise the standards of commercial farming and to give shoppers, like you, information to help you make informed choices when you shop.

Please support our vital work to make life better for farm animals by giving a donation today.

Thank you for caring
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I see the link between good animal welfare and good food all the time. You see the difference on the plate, you taste the difference, and you feel the difference in your body. And I think, in the UK, consumers are waking up to their power. We are beginning to understand that the way we shop will change farming, will change the landscape around us. And if we make good decisions, it'll really change things for the better, including animal welfare.

”

Hugh Fearnley-Whittingstall

To find out more about protecting farm animals from unnecessary suffering, please visit ciwf.org.uk