

COMPASSION IN WORLD FARMING BRAND INSIGHT

OUR ESSENCE & CORE BELIEF:

Farm animals should not, and need not, suffer

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OUR VISION:

Our vision is a world where farm animals are treated with compassion and respect

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THE PROBLEM:

Factory farming is the single biggest cause of animal cruelty on the planet

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OUR MISSION:

Our mission is to end factory farming

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ASPIRATION/FOCUS

What we will focus on and achieve

Our success will ultimately be measured in terms of animal welfare impact.

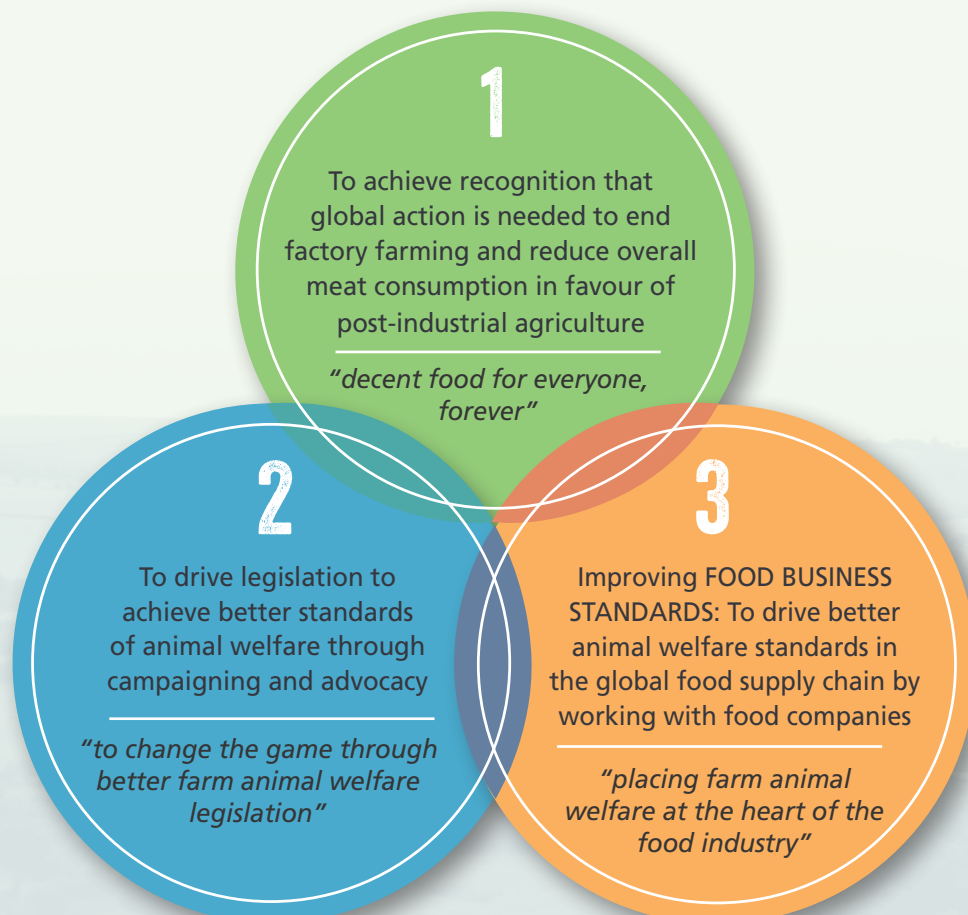
This impact measurement will be based on both numbers of animals leading better lives and the level to which fewer animals are being used in the system.

We will demonstrate that we have made progress on our mission by achieving the following:

- We will show that ending factory farming is key to humane and sustainable food
- We will push for a Global Agreement to end factory farming in favour of post-industrial agriculture
- We will convince intergovernmental agencies, such as the United Nations institutions, to support humane and sustainable food and farming policies
- We will strengthen legislation and enforcement on farm animal welfare, with a particular focus on Europe and the UK
- We will persuade governments to adopt policies which incorporate the true cost of factory farming in the price of food
- We will persuade food companies to adopt higher-welfare products across their entire product ranges
- We will encourage policies to reduce meat (including fish), milk and egg consumption in favour of protein diversification from plant-based alternatives
- We will support producers who champion higher-welfare livestock practices
- We will enable consumers to make higher-welfare food choices through better information and honest labelling.

HOW IT WORKS TODAY

Our 3 strategic change goals



BRAND POSITIONING

What makes us different?

We are the leading specialist organisation for farm animal welfare worldwide.

We are different to other organisations in the animal welfare sector because of the following combination of factors:

- We were founded by a dairy farmer
- We are the major advocacy organisation focusing on farm animal welfare
- We have an increasing worldwide presence
- We engage with the food industry and facilitate progress
- We strive to be at the leading edge of active, vibrant campaigning for farm animals
- We campaign at intergovernmental level, such as the United Nations, World Bank and International Finance Corporation (IFC)
- We have the largest concentration of professional people devoted to farm animal welfare advocacy in the world
- We are independent.

Our approach

- We are an animal welfare society
- We strive to achieve the greatest impact for animal welfare
- We are passionate pragmatists, campaigning against cruelty
- We are relentlessly focused on ending factory farming
- We engage with all of the issues affected by factory farming, including the environment, pollution, human health, and threats to wildlife, as well as cruelty and sentience, in order to gain greatest leverage for change. In this way, we place animal welfare and factory farming as integral to wider and pressing policy issues facing society.
- We see political reform as driving change and consolidating changes in attitudes and behaviours
- We work with specialist organisations in these related fields where our objectives coincide
- We campaign at national and global level, being active where we can gain greatest influence; Europe, the USA, China, India, South America and South Africa
- We aim to gain maximum influence with intergovernmental agencies, including the United Nations (based in Geneva, Nairobi, New York, Rome and Vienna), and key regional and national governments
- We work with governments to develop subsidies and tax measures that favour post-industrial agriculture, as well as outlawing the worst systems and practices
- We value the essential contributions of our staff, trustees, volunteers, supporters and all we engage with, acting with integrity, compassion and fairness
- We aim to convert, rather than coerce, food companies to the need for change
- We celebrate those companies who make real progress for animal welfare, but we do not run an assurance scheme or endorse individual livestock products
- We persuade food companies to switch to higher welfare alternatives to battery eggs, factory farmed meat etc. and thereby create the market for cage-free, pasture-fed, free range and organic produce
- We see factory farming as driving over-consumption of meat which in turn drives more factory farming
- We therefore recommend reducing global consumption of meat, dairy and eggs, consuming more plants and only humanely-produced animal products
- We provide information to allow consumers to make informed choices and do not promote animals or their products as food
- We strive to unite the broadest possible movement of supporters, regardless of personal dietary choices, to bring about change
- We are strategically focused on reducing as much animal suffering as possible, remaining nimble enough to seize opportunities, and seeking to grow our organisation only in ways that deliver greater impact
- We aim to devote 80% of our resources to priority programmes; the remaining 20% on tackling issues of a reactive or country-specific nature
- We aim for a more transparent economic environment, whereby the true cost of production is reflected in the price of the food
- We champion pioneers of the new sustainable food culture, such as pasture-fed livestock producers, free-range dairy, cell-culture meat technologies and the development of alternative plant-based sources of protein.

BRAND TRUTHS

History

In the 1960s, British dairy farmer Peter Roberts became horrified by the direction livestock farming was heading.

Appalled by the cages and crates that had started to become common-place, Peter took his concerns to the established animal charities of the day. When he saw how reluctant others were to act, Peter called a small meeting around his kitchen table. At that meeting, with a few visionary friends, he took the bold step of founding Compassion in World Farming. Since its

formation in 1967, Compassion in World Farming has existed to improve the welfare of billions of animals and end factory farming. Factory farming was already a broken system in the 1960s, but in the drive for ever increased yields and productivity today, society is pushing farm animals even harder, shaving margins ever closer and cutting corners whenever no-one is looking.

Brand personality

What it feels like to engage with us:

We are:

- Determined
- Direct, but non-aggressive
- Engaging
- Passionate
- Focused

Our tone of voice is:

- Knowledgeable
- Forthright
- Change-driven
- Authoritative (we speak with gravitas)
- Clear
- Good-natured
- We follow in the footsteps of our founder and dairy farmer, Peter Roberts

Brand values

Championing animal sentience

All farm animals are sentient beings and can experience joy and wellbeing, as well as pain and suffering

Promoting compassion

All farm animals should be treated with compassion and respect

Advancing humane and sustainable food

We advocate a pioneering approach to food that benefits farm animals, and thereby people and the planet too

Focusing on impact

Our objectives-led campaigns aim to achieve the greatest impact for farm animals

Acting with integrity

We communicate honestly and in a principled manner

Factual and science-based

Our work is backed by scientific evidence, sound research and best practice

Accountable

We make efficient and measurable use of resources, reporting openly on our work

For Compassion's Visual Guidelines, visit ciwf.org.uk/brand

