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OUR FOOD BUSINESS TEAM


'Our aim is to place farm animal welfare at the heart of the food industry.'

Steve McIvor - Director of Food Business

Since it was established in 2007, Compassion in World Farming's Food Business Team has pioneered a unique partnership approach to its work with the European food industry – with great results. Some of the world's top food companies are on board and millions of farm animals have already benefitted.

We engage with Europe's leading food companies, inspiring progress through prestigious [awards](#) and supporting products and initiatives which represent tangible benefits for farm animals. We also encourage higher-welfare food purchasing in the public sector.

Based in the UK, the team also has staff working with food companies in Germany, France and Italy. Outside Europe, we work with other like-minded animal welfare organisations to carry out similar work with the food industry.

On 09 November 2009, [the team announced](#)  42KB) a £2.34 million funding grant from The Tubney Charitable Trust. This marks a significant step towards a larger funding appeal, designed to support the team's work over the next five years.



McDonald's Europe

"Having worked with Compassion in World Farming for a number of years I can say that it has been a truly productive relationship. We highly value their expertise and insight and they continually push and challenge us, but they also publicly recognise companies like ours when they feel we are doing a good job."

Keith Kenny - Senior Director McDonald's Supply Chain Europe

"Although Compassion in World Farming's ultimate goal is to improve animal welfare, they recognise that this is best achieved by working with external partners and understanding their issues and concerns. The partnership has been challenging and constructive and ultimately helped to achieve the goals of both organisations and of course the objective of the brand - that of good (best) quality ingredients."



Anne Heughan, External Affairs Director, Unilever

What we offer

- ★ Advice and consultancy on farm animal welfare
- ★ Partnership on standards development, marketing and communications
- ★ Awards for higher welfare policies
- ★ Access to a wide network of contacts & business opportunities

Contact us

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