

THE COMPASSIONATE SHOPPING

GUIDE

THEIR LIVES - YOUR CHOICE



Where you shop and what you buy matters to millions of farm animals worldwide - they're counting on you to make the **compassionate** choice!

COMPASSION
in world farming
ciwf.org



SMALL DECISIONS **BIG**

YOUR SHOPPING LIST IS YOUR VOTING CARD - IT CAN MAKE A DIFFERENCE TO MILLIONS OF ANIMALS.

RESULTS

BUY ORGANIC OR FREE-RANGE

Free-range means animals can go outdoors. Organic can offer animals higher welfare – access to grass, longer life and more time with their mothers. The Soil Association organic logo provides the highest standards.



Soil Association

SHOP AROUND

Not happy with what your supermarket is doing? Find a more compassionate supermarket or shop around for higher welfare products.

VOICE YOUR CONCERNS

Stores only sell what their customers want so use comment cards and ask them to raise their farm animal welfare standards.

SPREAD THE WORD

Tell others how to shop compassionately using this guide.

MARKS & SPENCER



WINNER

OF THE COMPASSIONATE
SUPERMARKET AWARDS



M&S CHAMPIONS HIGH-WELFARE FOOD AND RAISES THE STANDARD FOR OTHER SUPERMARKETS. ANIMAL WELFARE IS AT THE HEART OF THEIR BUSINESS.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- All dairy produce: cows have access to pasture and farmers are encouraged to rear male calves for beef or veal
- All veal: British and higher welfare
- All eggs and products containing egg: free-range
- All fresh chicken: free-range, organic or indoor with higher welfare
- All fresh pork: stall and crate-free and outdoor bred, outdoor reared in 2008
- All fresh duck: free-range

Waitrose

2ND

IN THE COMPASSIONATE SUPERMARKET AWARDS

ALSO LEADING THE WAY, WAITROSE HAS A STRONG TRACK RECORD ON ANIMAL WELFARE AND CONTINUES TO MAKE EXCELLENT ADVANCES.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- All own-label fresh pork, bacon, sausages: stall and crate-free for all its pigs. Piglets are born outdoors and reared on straw. Waitrose free-range and organic pigs spend their lives outdoors
- All eggs: cage-free
- All own-label products containing egg: fresh and frozen products are free-range. All products free-range from 2009
- All own-label fresh chicken: free-range, organic or indoor with higher welfare
- All own-label duck: free-range with water to swim in

COMMITTED TO IMPROVING ANIMAL WELFARE, THE CO-OP SHOWS THAT ANIMAL-FRIENDLY PRODUCTS CAN BE SOLD AT AFFORDABLE PRICES.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- All own-label fresh chicken: British, free-range, organic or indoor with higher welfare from 2008
- All own-label eggs: free-range
- All own-label products containing egg: free-range from 2010
- All own-label fresh duck: less intensive, meets RSPCA Freedom Food standard

Sainsbury's



WINNER

MOST IMPROVED SUPERMARKET
AND BEST VOLUME RETAILER



SAINSBURY'S HAS MADE GREAT STRIDES IN ANIMAL WELFARE AND WAS THE FIRST OF THE BIG FOUR UK SUPERMARKETS TO COMMIT TO GOING CAGE-FREE ON ALL SHELL EGGS AND EGGS IN ALL OWN-LABEL PRODUCTS BY 2012.

It shows what can be achieved when a big supermarket takes animal welfare seriously.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- Woodland Eggs: tree cover improves hen welfare, encouraging birds to range fully outdoors
- Taste The Difference, Supernaturals, Not Just for Vegetarians, Sainsbury's coffee shops and restaurants: all use free-range eggs
- Sainsbury's Kids range: cage-free eggs from 2008



IN THE COMPASSIONATE SUPERMARKET AWARDS

THE BIGGEST UK SUPERMARKET, TESCO CAN CHANGE THE LIVES OF BILLIONS OF FARM ANIMALS WHEN IT IMPROVES WELFARE. IT IS STRONG ON ENSURING POLICIES BECOME REALITY THROUGH RIGOROUS AUDITING.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- All dairy produce: from 2008 Tesco male calves stay in the UK, many going to Tesco's high-welfare rearing units. A huge improvement for farm animal welfare
- Willow Farm Chicken: indoor with higher welfare
- Tesco Finest Outdoor Reared and Outdoor Bred pork: crate-free and reared outdoors or on straw
- Tesco Finest and Tesco vegetarian ranges: most use free-range eggs - check the label



IN THE COMPASSIONATE SUPERMARKET AWARDS

MORRISONS IS DEVELOPING ITS STANDARDS AND IS STARTING TO TAKE ITS CUSTOMERS' CONCERNS ABOUT ANIMAL WELFARE SERIOUSLY.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
Transport & Slaughter	★★★★★

Look out for...

- The Best range: all free-range eggs
- All own-label eggs: Morrisons is one of only two 'big-four' UK supermarkets to take action on eggs by committing to being 100% cage-free in all own-label shell eggs by 2010



Somerfield



ASDA
part of the **WAL-MART** family

SOMERFIELD AND ASDA ARE LAGGING BEHIND OTHER SUPERMARKETS ON ANIMAL WELFARE. ASDA REFUSED TO PROVIDE INFORMATION IN 2007 SO ITS SCORES ARE FROM OUR 2005 SURVEY. SHOP MORE COMPASSIONATELY AT SOMERFIELD AND ASDA BY BUYING FREE-RANGE OR ORGANIC PRODUCTS.

Eggs	★★★★★
Chicken	★★★★★
Turkey & Duck	★★★★★
Pigs	★★★★★
Beef & Lamb	★★★★★
Dairy & Veal	★★★★★
Farmed Fish	★★★★★
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Transport & Slaughter	★★★★★

THE COMPASSIONATE SHOPPING GUIDE

COMPASSION IN WORLD FARMING SCORED SUPERMARKETS' ANIMAL WELFARE STANDARDS USING RESPECTED SCIENTIFIC RESEARCH. THIS GUIDE IS BASED ON THE RESULTS. USE IT TO HELP YOU DECIDE WHERE YOU CHOOSE TO SHOP AND WHAT YOU CHOOSE TO BUY.

STAY INFORMED FOR MORE DETAILS ABOUT SUPERMARKETS AND ANIMAL WELFARE AND TO KEEP UP TO DATE WITH THE LATEST NEWS ON SUPERMARKETS' HIGHER WELFARE PRODUCTS VISIT:

CIWF.ORG.UK/SUPERMARKETS



BEST: MARKS & SPENCER

WORST: SOMERFIELD

EGGS



BUY ORGANIC OR FREE-RANGE Ideally hens have tree cover e.g. Sainsbury's Woodland Eggs.

OTHERWISE BUY BARN - hens are indoors but not confined in cages.

DON'T BUY EGGS FROM CAGED HENS
They're the cheapest because hens live in small wire cages, unable to move properly or flap their wings.

DON'T FORGET EGG INGREDIENT: Cakes, quiches, mayonnaise etc. all use eggs so, unless it says it's cage-free, it probably isn't.

Download our egg shopping guide:
ciwf.org/eggs

BEST: **MARKS & SPENCER**

WORST: **ASDA (2005)**



CHICKEN



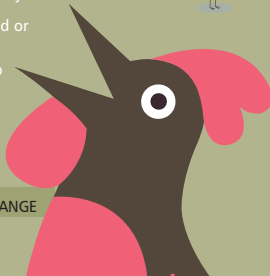
BUY ORGANIC OR FREE-RANGE If buying indoor birds buy higher welfare: they're slower-growing in enriched environments with more space e.g. RSPCA Freedom Food or Tesco Willow Farm Chicken.

DON'T BUY CHEAP CHICKENS! They're bred to grow so quickly their bones, heart and lungs often can't keep pace, causing crippling lameness or heart failure. Intensive farms can cram 50,000 chickens in one shed.

DON'T FORGET CHICKEN INGREDIENT: Sandwiches, ready-meals etc. all use chicken so unless it says it's free-range it probably isn't.

DUCK & TURKEY **BUY ORGANIC OR FREE-RANGE**

Look for ducks given enough water for at least dipping their heads or preferably swimming.



BEST: **MARKS & SPENCER**

WORST: **CO-OP/SOMERFIELD**

DAIRY & VEAL



Dairy cows are bred for maximum milk production, often suffering mastitis, lameness and living just three years. Calves born every year are usually taken away at one-day old. Male dairy calves, seen as unprofitable for beef, are often exported on long journeys to continental veal farms or shot at birth.

BUY BRITISH AND ORGANIC Organic cows have pasture and longer with their calves. Soil Association, M&S and Tesco (from 2008) own-label standards don't allow calf exports.

British veal calves get more space, bedding and better food than those exported to the continent. If it doesn't say British veal, don't buy it!

BEST: **WAITROSE**

WORST: **SOMERFIELD**



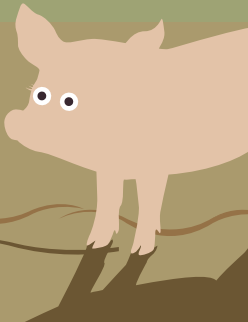
PORK & BACON

BUY OUTDOOR BRED & REARED Sows naturally build nests but are often confined in sow stalls during pregnancy and narrow farrowing crates to give birth - unable to even turn around.

Outdoor bred: No sow stalls or farrowing crates. Piglets are born outdoors.

Outdoor reared: Growing pigs spend most of their lives outside. For pigs reared indoors look for deep straw bedded systems.

IF IT'S NOT BRITISH, BEWARE! Sow stalls are banned in the UK, but are still used across most of Europe and piglets are often routinely castrated without anaesthetic. The Red Tractor logo and the Quality Standard Mark ban castration.





BEEF & LAMB



BUY BRITISH AND ORGANIC Soil Association organic cattle and lambs have access to pasture. Unless the label says 'organic', 'grass-fed' or 'access to pasture', animals may have been reared intensively indoors.

FISH



BUY SUSTAINABLE OR ORGANIC Only buy fish from sustainable stocks. Look for the Marine Stewardship Council logo.

If you do buy farmed fish, buy Freedom Food, organic, or Soil Association organic for higher welfare standards.



MSC10430 www.msc.org

COMPASSION IN WORLD FARMING IS THE LEADING FARM ANIMAL WELFARE CHARITY DEDICATED TO IMPROVING THE LIVES OF BILLIONS OF FARMED ANIMALS WORLDWIDE.

OUR VISION is a world where farm animals are treated with compassion and respect and where cruel factory farming practices end.



To find out more visit CIWF.ORG

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