

Global NGO 'Compassion in the World Farming' proposes strategies to reform animal farming

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A comprehensive three-year strategy by the global NGO, 'Compassion in World Farming' calls for far-reaching food and farm reforms as part of a global movement. Factory farming is the largest cause of cruelty on earth, driving all three crises, like climate, hunger and wildlife crises and it will be too late without action within this decade.

A new online platform has been launched by an international animal welfare environmental charity to engage individuals, organisations, and forward-looking businesses in calling on world leaders to urgently transform our food system. The aim is to build a powerful voice across a broad range of sectors – including health, social justice, the environment, food business, conservation, and animal welfare. The initiative is assuring better lives for animals farmed now and influencing policy makers and funders to embrace climate- and nature-friendly farming.

Founded in 1967 by a British dairy farmer to control the intensive factory farming, Compassion is an global campaigning NGO with headquarters in the UK, and playing vital role across Europe, in the US, China and South Africa.

Ground-breaking investigations and campaigns expose factory farming's true cost and hold those with the power to affect change to account. Its work with thousands of food businesses achieves game-changing welfare and sustainability commitments giving billions of animals lives worth living.

The new strategy is broken down into three overarching goals which build on the significant successes Compassion has achieved in recent years, including an historic commitment from the European Union to ban cages for farmed animals by 2027.

These goals are:

- to achieve a global shift from factory farming to regenerative farming that works with nature and animals
- to reduce human reliance on animal products, including by eating less meat, fish, and dairy; and
- to raise a global awareness that good animal welfare is essential for sustainable climate and nature-friendly food.

To achieve these goals, Compassion will focus on the four main actors that hold the key to achieving the goals: governments, corporates, the United Nations and the finance sector.

It will continue to run powerful global campaigns and engage with global and national bodies that have the power to drive change, including the UN, the EU, and governments around the world.

Engagement with leading and forward-thinking food businesses will continue to help achieve these goals by demanding higher animal welfare and planet-friendly practices in food production.

Another important focus will be influencing financial institutions to shift investments away from factory farming towards nature-friendly and animal-positive farming, as well as the production of alternative proteins like grains, pulses, and cultivated meat.