



Animal Welfare.
Worldwide.

Live Kinder for Farmed Animals



#LiveKinder 



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Executive Summary

About **FOUR PAWS**

FOUR PAWS is *the* global animal welfare organisation for animals under direct human influence, which reveals suffering, rescues animals in need and protects them. Founded by Heli Dungler in Vienna in 1988, the organisation focuses on companion animals including stray dogs and cats, farm animals and wild animals kept in inappropriate conditions as well as in disaster and conflict zones. With sustainable campaigns and projects, FOUR PAWS provides rapid help and long-term protection for suffering animals.

Why do we need a kinder future?

The year 2020 has been a time to step back and re-evaluate our priorities as a nation. The global pandemic has caused struggle and loss at a global scale, and it is clear that we must do everything in our power to avoid future similar catastrophes.

The number of land animals killed for food in the UK is currently at an all-time high at approximately 1.1 billion¹. This growing demand has changed the way we farm animals. We now rely heavily on factory farms to produce animal products for both the food and textile industries. However, these farms are breeding grounds for viruses, and flu strains similar to those that caused the swine flu pandemic have been found in factory farms as recently as June 2020².

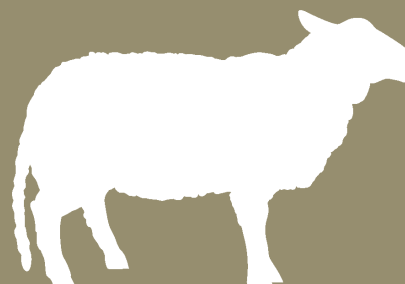
*‘The year 2020 has been
a time to step back and
re-evaluate our priorities
as a nation.’*

It is no surprise that this has led to a compromise in animal welfare. Animals are held in tight spaces with little room to move, in order to fulfil the huge demand for animal products in both food and clothing. In some cases, the UK has made great progress and banned some of the cruellest practices like fur farming, but as a country we are still supporting this cruelty by continuing to import and sell fur nationwide.

Keeping animals in intensive factory farms is also causing critical damage to the environment. Factory farms produce harmful gases contributing to climate change and releasing large volumes of waste materials causing water and soil pollution.

All the while, we are continuing to put our own health in danger by consuming products that have been proven to increase our risk of various diseases and using public money to support some of the cruellest farming practices.

Looking ahead to the next ten years, we believe that a kinder future for animals, humans and the planet is possible - but only if we work together. By making change in each of the sectors listed in this report, we can ensure a well-rounded approach that will achieve a better world for all beings. We can all #LiveKinder.



We are calling on the UK Government to:

- Ban applications for new 'megafarms'
- Close down or repurpose the 789 'megafarms' that already exist in the UK
- Commit to end factory farming in the UK by 2030
- Declare a commitment to achieve a 50% reduction in meat and dairy consumption in the UK by 2030 in The National Food Strategy and any food procurement policy
- Impose a combined health and environmental meat tax in order to drive down meat consumption by 50% by 2030 to allow for factory farm closures
- Use the funds gained from the meat tax to support sustainable plant-based agriculture
- Support a Fur Free Britain and secure a ban on the sale of fur in the UK

We are calling on the food industry to:

- Diversify their product range to decrease their meat and fish offerings and implement marketing strategies that encourage increased consumption of plant-based food
- Set long-term strategies to reduce animal products and set concrete commitments towards reducing meat as part of their policy / Corporate Social Responsibility (CSR), where the reduction of meat is not replaced with an increase of fish

We are calling on the UK public to:

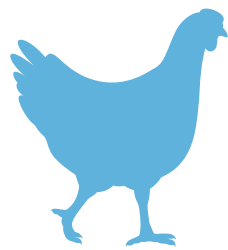
- Reduce, refine and replace animal products with plant-based alternatives, in food and fashion, as much as possible to help reach an overall UK reduction target of 50%

We are calling on public institutions to:

- Reduce animal-derived products by 50% and incorporate more plant-based menu options
- Where animal-derived products are used, to source these from higher welfare conditions
- Develop and publish a transparent and effectively enforced food policy which guarantees animal welfare is considered in future sourcing decisions

We are calling on the fashion industry to:

- Commit to end the sale of fur and exotic skins
- Commit to end the sale of mulesed wool from Merino lambs
- Reduce animal products in the textile industry and increase use of sustainable, animal-free alternatives
- Support the development of certain animal welfare standards that meet FOUR PAWS' criteria
- Develop and publish a transparent animal welfare policy which guarantees animal welfare is considered in future sourcing decisions



How you can support a kinder world

We are currently at a turning point where it is critical that commitments are made now and worked towards over the coming years. We must set these wheels in motion to create the world we want to see, and to be leaders inspiring other countries to follow. If you would like to work with us or learn more about any of our recommendations, please contact us at office@four-paws.org.uk.

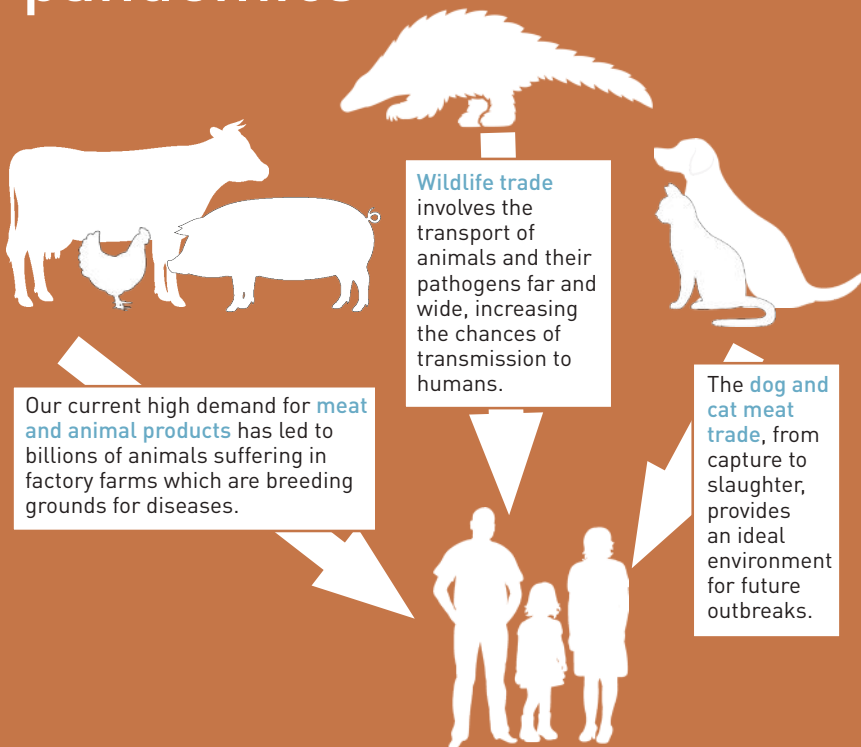
Introduction - the problem

Three in four of the world's new or emerging infectious diseases are zoonotic, which means that they originate from animals and are then passed on to humans. Of the 1.1 billion animals who are currently killed for food every year in the UK approximately 70% are currently confined to factory farms³. Keeping animals in this type of intensive confinement has been responsible for numerous pandemic outbreaks throughout history, for example bird flu - once a very rare disease among chickens, but now

responsible for more serious outbreaks in the past 15 years than in the entire 20th century⁴.

Factory farming provides viruses with the perfect conditions to spread as high numbers of animals are usually confined in small spaces, and being genetically similar it means that a disease can easily pass from one animal to the next. It is clear we cannot tackle the risk of the next pandemic without drastically changing our current farming system.

The origin of pandemics



The welfare of farmed animals

Animals used for food

Animals living on factory farms usually live out their short lives in dirty and cramped conditions, where they are often unable to perform their natural behaviours.

Castrations and tail-docking often take place without anaesthetic and the young animals suffer stress and anxiety, often having been taken away from their mothers too early, before they are then sent for slaughter usually much earlier than their natural average lifespan. For example, the average lifespan of a pig is 10-15 years, but they are usually sent to slaughter at around just six months of life.

Other issues those raised in these conditions face include genetically or chemically enhanced growth speeds, poor overall welfare, lack of positive enrichment, cost-cutting treatments, and the gassing of tens of millions of male chicks on egg-laying farms.

Animals used for fashion

Although we consider ourselves a nation of animal-lovers, animals used for fashion is another serious concern. Every year approximately 100 million animals are bred and killed on intensive fur farms alone⁵, and although fur farms were banned in the UK in 2002, we are still supporting this cruel product by continuing to sell fur throughout the country, which will continue until we secure a fur import and sales ban.

Fashion brands and the UK Government must step up and stop supporting cruel farm animal mutilation practices and increase the use of animal-free, sustainable materials in their products.



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The rise of 'megafarms'

The face of British farming is changing, with the number of intensive farms having risen by a quarter since 2011. Many of these farms fit the description of a 'megafarm'. The latest 2017 figures from *The Bureau of Investigative Journalism* show there are 789 'megafarms' in the UK, most of which house poultry – with the largest housing a staggering 1.7 million chickens⁶. 'Megafarms' are classed as such if they meet one of the following US criteria for a Concentrated Animal Feeding Operation (CAFO), where a facility must have at least:

- 125,000 broiler chickens (chickens raised for meat),
- 82,000 laying hens (hens which produce eggs) or pullets (chickens used for breeding),
- 2,500 pigs,
- 700 dairy cattle, or
- 1,000 beef cattle

Protecting public health

Factory farms are breeding ground for viruses with high numbers of genetically similar animals living in close confinement. Both avian influenza and swine flu originated from factory farms, and new flu strains that have the potential to cause the next pandemic are discovered regularly.

In addition, the *World Health Organisation* has classed processed meat (such as bacon, hot dogs and sausages) as carcinogenic⁷, putting it in the same category as tobacco in terms of damage to our health. High consumption of animal products is also linked to a higher risk of coronary heart disease, stroke, heart failure, and death related to heart and circulatory disease⁸, costing human lives and putting more strain on the National Health Service. It is in our power to reduce our consumption of animal products, and in turn protect the health of our nation.

A climate emergency

Globally, the livestock industry generates 14.5% of our total global greenhouse gas emissions⁹. It is the second-highest source of emissions and amounts to more than the entire transport sector (all the world's cars, trucks, ships, and aeroplanes combined).

On top of that, animal agriculture is the leading contributor to biodiversity loss, acid rain, coral reef degeneration, deforestation and water pollution¹⁰. Over 37% of methane emissions come from factory farming¹¹, a major contributor to water pollution as the vast amounts of animal waste produced by factory-farmed animals can pollute waterways and cause 'dead zones' where very few species can survive.

When land is used to raise animals instead of crops, precious water and soil quality is lost, trees are cut down to clear the land for feed production, and factory farms and untreated animal waste pollutes rivers and streams. The world's cattle alone consume more food than the caloric needs of the entire human population – a huge waste of energy.

Every meal counts

What we eat matters. Every meal has the power to shape the future. Cut the meat, make a difference.

12.29 kg of CO₂



per kg of beef, equivalent to driving 96 km by car.

4.15 kg of CO₂



per kg of pork, equivalent to driving 32.5 km by car.

1.66 kg of CO₂

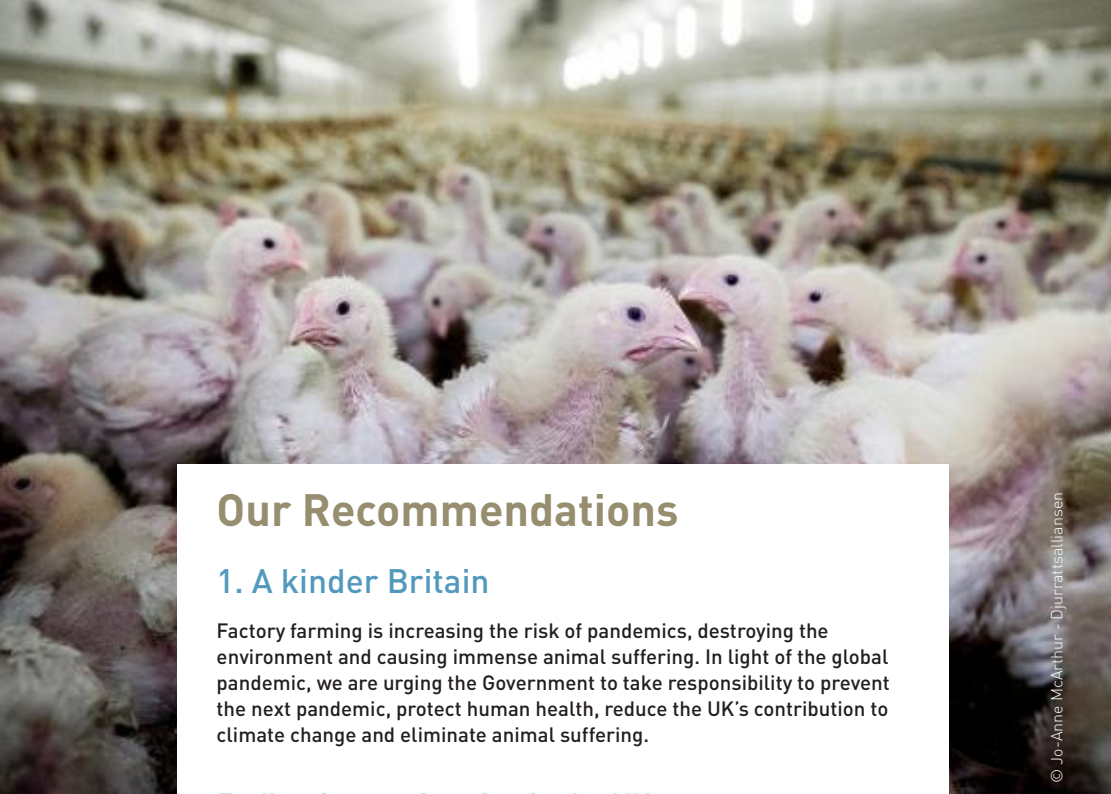


per kg of tofu, equivalent to driving 13 km by car.

1.38kg of CO₂



per kg of vegetables, equivalent to driving 11 km by car.



Our Recommendations

1. A kinder Britain

Factory farming is increasing the risk of pandemics, destroying the environment and causing immense animal suffering. In light of the global pandemic, we are urging the Government to take responsibility to prevent the next pandemic, protect human health, reduce the UK's contribution to climate change and eliminate animal suffering.

Ending factory farming in the UK

In the UK, millions of animals are suffering in intensive farms, where they have little room to move around or perform their natural behaviours.

We know that various pandemics have also originated from factory farms, including bird flu and swine flu, causing a real and serious threat to public health. In addition, factory farms are causing catastrophic damage to the environment.

'Megafarms' are large factory farms and with numbers continuing to rise in the UK we have serious concerns for the future of our planet, our health and the welfare of animals. **We must take action to stop this growing trend and implement a more sustainable way to feed the country.**

We are calling on the UK Government to:

- Ban applications for new 'megafarms'
- Close down or repurpose the 789 'megafarms' that already exist in the UK
- Commit to end factory farming in the UK by 2030. This can be achieved with a phase out of the systems that already exist, starting by abolishing the systems that cause the most animal suffering, e.g. sow crates, cages, indoor dairy farms.

Driving down meat consumption

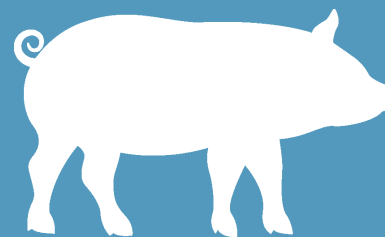
Although the number of people in the UK living a vegan lifestyle is currently at a record high, with over 600,000 vegans recorded in 2019¹², there are still more animals being killed for food than ever before (likely due to overall population growth).

One way we can work towards changing this is by implementing a tax on animal products. According to scientists at the University of Oxford, a 'meat tax' could prevent almost 6,000 deaths per year and save over £700 million in healthcare costs in the UK¹³.

FOUR PAWS UK propose a combined health, environmental and animal welfare tax, starting with meat and then eventually developing to include all animal products (including eggs and dairy). The funds gained from this tax can go towards supporting **sustainable farming systems and plant-based agriculture** - providing jobs, community support and technological innovation. This would make plant-based food more accessible to the public and cost effective, benefiting those in low-income communities.

We are calling on the UK Government to:

- **Declare a commitment to achieve a 50% reduction in meat and dairy consumption in the UK by 2030 in The National Food Strategy and any food procurement policy**
- **Impose a combined health, environmental and animal welfare tax on meat in order to drive down meat consumption by 50% by 2030 to allow for factory farm closures.**





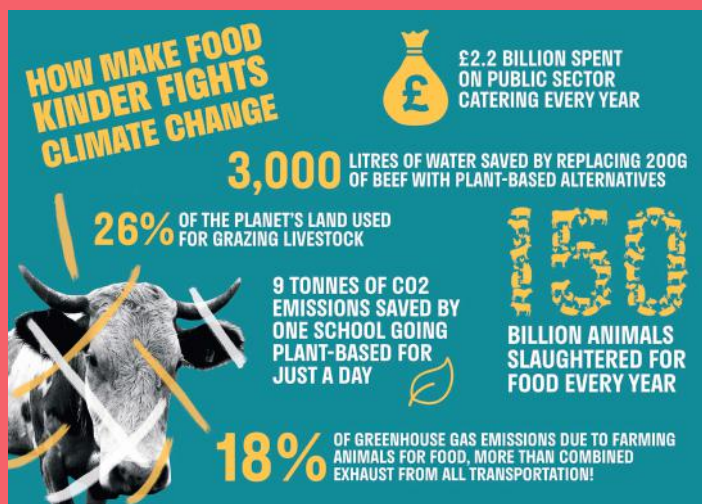
KINDER TO:
 ✓ **ANIMALS**
 ✓ **THE ENVIRONMENT**
 ✓ **OUR HEALTH**

2. A kinder public sector

Right now, public institutions such as schools, care homes, and libraries, as well as local authorities across England are serving high volumes of animal products and are failing to make animal welfare a priority in food procurement.

Is public money paying for animal cruelty?

With £2.2 billion currently spent on food procurement in the public sector¹⁴, FOUR PAWS UK are calling on local authorities, through our Make Food Kinder campaign, to reduce meat and animal products and exclude the worst animal cruelty in the food served at public institutions. In 2019, we ranked each responsive local authority and published the results at MakeFoodKinder.co.uk. Sadly, it was found that the majority of local authorities are likely to be supporting the lowest standards in animal welfare, such as eggs from caged laying hens, and procuring high volume of animal products.



Combatting climate change

A staggering 68% of District, County, Unitary and Metropolitan Councils have declared a 'Climate Emergency' to date¹⁵, but few have taken steps to address this in the food procurement process.

We believe that meat reduction targets and the incorporation of more plant-based meal options are a sure way to honour their commitments to combat climate change at the local level.

Reduce meat, reduce costs

We understand that budget is an important concern for local authorities. Staple plant-based food items can be significantly cheaper than animal-based food items, and money saved can allow institutions to invest in higher welfare animal products.

PLANT-BASED PROTEIN VS. ANIMAL-BASED PROTEIN*

NUTRITION (PER 100G)	PLANT-BASED PROTEIN			ANIMAL-BASED PROTEIN		
	RED LENTILS	YELLOW SPLIT PEAS	BLACK EYED BEANS	BEEF	PORK	CHICKEN
CALORIES	96KCAL	142KCAL	127KCAL	171KCAL	225KCAL	106KCAL
PROTEIN	7.3G	10.7G	8.8G	20.3G	19.9G	24G
SATURATED FAT	0.1G	0.2G	0.2G	4.2G	5.9G	0.3G
FAT	0.8G	1G	0.7G	10G	16.1G	1.1G
CARBOHYDRATE	11.7G	14.4G	18.2G	0G	0G	0G
SUGARS	0.1G	1.1G	1G	0G	0G	0G
FIBRE	6.1G	16.2G	6.5G	0G	0G	0G
PRICE (PER 100G)	18P	11P	22P	£1.33	74P	76P

HOW MAKE FOOD KINDER SAVES ON BUDGET

PLANT-BASED PROTEIN

- 😊 **High in fibre** - we should aim to eat 30g per day. Eating plenty of fibre is associated with a lower risk of heart disease, stroke, type 2 diabetes and bowel cancer
- 😊 **Did you know?** One portion (80g) of pulses or beans counts towards your five a day
- 😊 **Low cost** - red lentils are four times cheaper than pork and chicken

ANIMAL-BASED PROTEIN

- 😞 **Higher in saturated fat** - pork contains almost 30 times more saturated fat than black eyed beans
- 😞 **Increased risk** - Eating too much red and processed meat can increase your risk of bowel cancer
- 😞 **High cost** - beef is over 10 times more expensive than yellow split peas

Healthy eating

By incorporating more plant-based alternatives into menus, we can also work to create a healthier nation. Our Canteen Guide also offers a variety of healthy recipes which show how simple switches can be achieved to create nutritious and inspiring plant-based meals in public sector canteens.

You can find a copy of this guide at www.four-paws.org.uk.

We are calling on public institutions to:

- Reduce animal-derived products by 50% and incorporate more plant-based menu options
- Where animal-derived products are used, to source higher welfare products
- Develop and publish a transparent and effectively enforced food policy which guarantees animal welfare is considered in future sourcing decisions



3. A kinder food industry

With billions of animals being farmed globally in cruel keeping conditions, contributing to the climate crisis, deforestation and environmental degradation, it is time for the food industry to put sustainable food strategies on their agenda, and become progressive planet-savvy pioneers.

The Atlas Challenge

FOUR PAWS is urging companies in the food industry to champion meat reduction and increase plant-based food and innovative products as part of our Atlas Challenge campaign.

Some companies are stepping up their sustainability efforts, collaborating with their suppliers and fine-tuning their business models. However, not enough is being done to implement strategies to reduce or replace the amount of meat and fish in their portfolios. Nor are they increasing their innovative plant-based meat or fish substitutes to encourage a more plant-based diet under animal welfare, climate and environmental policies.

With meat and fish production contributing to the climate and farmed animal crisis, industries hold a powerful key to deciding the fate of billions of animals and the planet.

FACTS



Food systems contribute 21–37 % of global greenhouse gases (GHG), and are significant contributors to deforestation, biodiversity loss and declining water tables



14.5 % of global GHG emissions are caused by livestock farming



Meat products have larger carbon footprints per calorie than grain or vegetable products



Animal agriculture is a leading source of carbon-dioxide, nitrous oxide and methane emissions; the top three greenhouse gasses



77 % of agricultural land is used for livestock, and 23 % for crops



Land-use-changes to gain cropland for feed production and grazing land are major reasons for deforestation



Every 4 lbs of beef you eat contributes to as much global warming as flying from New York to London

We are calling on the food industry to:

- Diversify their product range to decrease their meat and fish offerings and implement marketing strategies that encourage an increased consumption of plant-based and innovative plant-based foods
- Set long-term strategies to reduce animal products and set concrete commitments towards reducing meat as part of their policy / Corporate Social Responsibility (CSR), where the reduction of meat is not replaced with an increase of fish





4. A kinder fashion industry

The UK still supports some of the cruellest farming practices, and imports and produces high volumes of animal-based materials - leading to ongoing animal suffering in the textile industry.

Fur

Over 140 million animals are killed for their fur every year¹⁶, the majority spending their short lives in cramped, filthy cages. Although fur farms are banned in the UK, we are still selling fur nationwide. We are calling for a #FurFreeBritain.

Down Feathers

Millions of geese and ducks suffer painful 'live plucking' to supply down feathers for clothing and bedding, while subsidising the cruel foie gras industry so many of us are against.

Exotic Skins

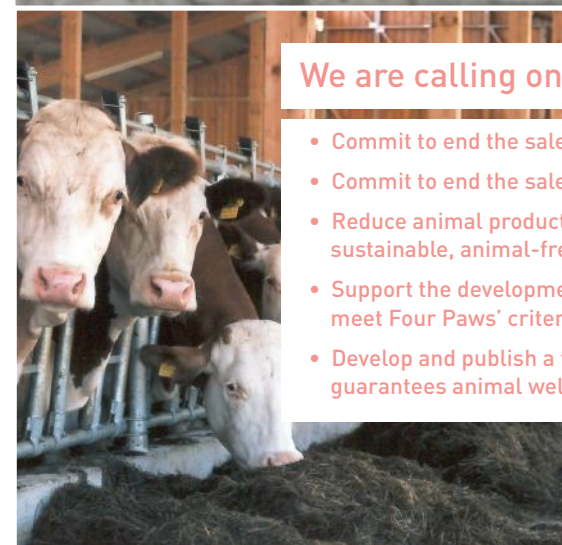
Alligators, crocodiles, pythons and ostriches are among many wild animals killed for their skins to make accessories including handbags and watch straps. No animal should have to die for the sake of fashion.

Angora & Mohair

Both of these fibres are considered 'luxury' wools, but angora rabbits and angora goats suffer greatly during the wool collection process. We can opt to choose animal-friendly alternatives that do not cause such harm to animals.

Mulesing

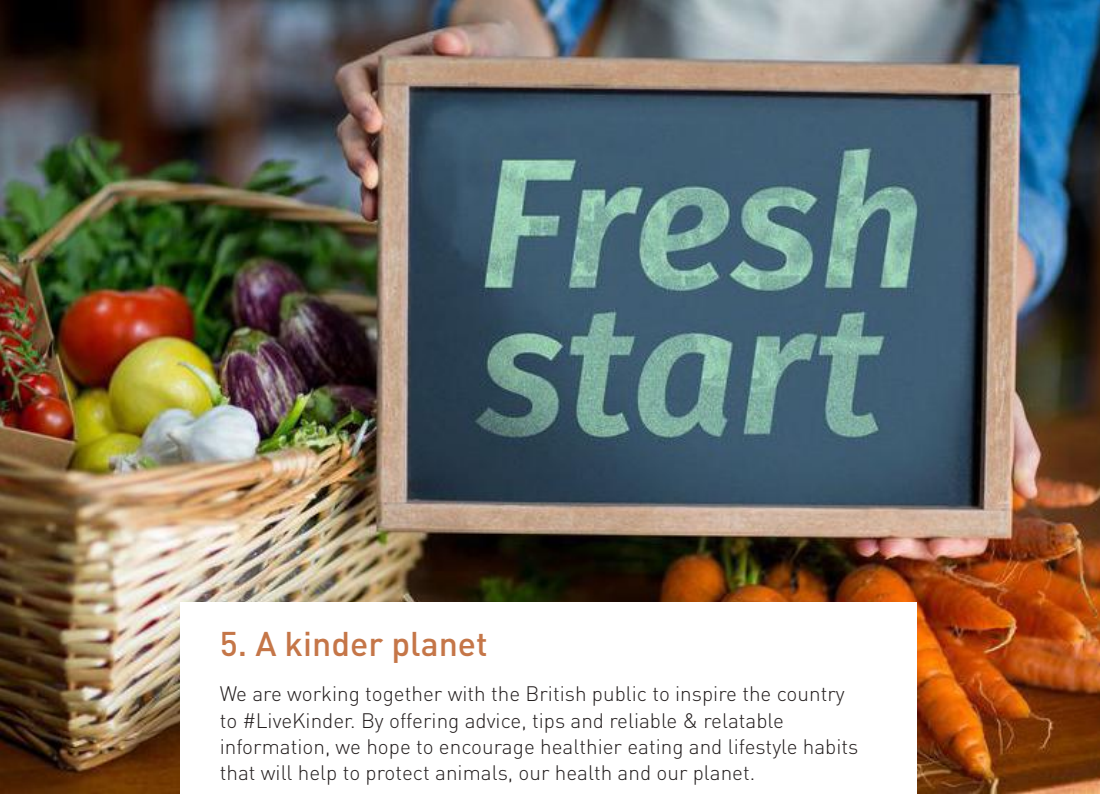
Mulesing is where skin from the buttocks of lambs is removed (without anaesthesia or pain relief) in order to prevent flystrike in their skin folds. This is common practice in Australia, where 90% of the world's apparel wool comes from and in which around 10 million lambs are mulesed every year¹⁷.



We are calling on the fashion industry to:

- Commit to end the sale of fur and exotic skins
- Commit to end the sale of mulesed wool from Merino lambs
- Reduce animal products in the textile industry and increase use of sustainable, animal-free alternatives
- Support the development of certain animal welfare standards that meet Four Paws' criteria
- Develop and publish a transparent animal welfare policy which guarantees animal welfare is considered in future sourcing decisions

#Wear it Kind



5. A kinder planet

We are working together with the British public to inspire the country to #LiveKinder. By offering advice, tips and reliable & relatable information, we hope to encourage healthier eating and lifestyle habits that will help to protect animals, our health and our planet.

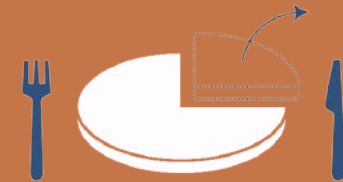
Working to achieve the UK's Sustainable Development Goals

Imposing a target to reduce meat consumption in the UK by 50% will not only help animals and public health, but also allow the UK to meet some of the UN's Sustainable Development Goals (SDG) that we as a country committed to, including:

- SDG2 - Zero Hunger: End hunger, achieve food security, improved nutrition and promote sustainable agriculture
- SDG3 - Good health and well-being: good welfare in animals increases resistance to zoonotic diseases
- SDG8 - Decent work & Economic growth: Sustainable livestock systems can create economic value, incentives improve animal welfare
- SDG11 - Sustainable cities and communities
- SDG12 - Responsible consumption and production; ensure sustainable production and consumption patterns
- SDG13 - Climate action: reduce meat consumption and eliminate intensive livestock systems to combat climate change
- SDG15 - Life on land: promote sustainable use of terrestrial ecosystems

Reduce

Animal-based products



Refine

Food choices which promote higher animal welfare standards

Replace

Animal-based products with plant-based alternatives



The 3Rs Principle

'By following the 3 R's principle of Refine, Reduce, Replace – we can all work towards a kinder future in our daily lifestyles, by making small changes that can add up to create a big impact.'

We are calling on the British public to:

- Reduce, refine and replace animal products with plant-based alternatives, in food and fashion, as much as possible to help reach an overall UK target of 50% reduction of animal products
- If choosing animal products, opt for products with responsible standards and brands that are not supporting the worst farming practices

Conclusion

To create a kinder world, we must work together to ensure a well-rounded approach that will achieve a better world for all beings. To achieve this,

The UK Government must... put in place a commitment to end factory farming and a target to decrease consumption of animal products in the UK, whilst ensuring that the UK is no longer supporting some of the cruellest practices that cause animal suffering, by taking action such as banning the sale of fur.

The public sector must... reduce animal products in public institutions, and where animal products are used, these should be sourced from higher welfare conditions.

The food industry must... diversify their range of plant-based options and set targets to decrease animal products.

The fashion industry must... commit to end sales of the cruellest products and reduce animal derived materials, while increasing sustainable, animal-free alternatives.

The British public must... reduce animal products in both food and clothing as much as possible, and opt for higher welfare where animal products are used.

By working together, we can all **#LiveKinder** – kinder in what we eat, kinder in what we do and kinder in the way we treat animals and the planet.

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