



The Business Benchmark on Farm Animal Welfare 2018 Company Survey

INTRODUCTION

Welcome to the BBFAW Company Survey.

Each year we invite companies evaluated by the BBFAW to provide feedback on their use of the BBFAW as a change tool, and we ask for your suggestions on how we can improve the benchmark. Your comments and suggestions are extremely helpful to the ongoing development of the BBFAW.

We estimate that the survey should take no more than 5 minutes to complete. Any information provided will be treated in the strictest confidence and will not be used without your express permission.

Please complete the survey by 31 July 2018.

If you have any questions, please contact us at secretariat@bbfaw.com.

Thank you for your time.



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YOUR ACTIVITIES

* 1. Is your company paying more or less attention to farm animal welfare than in previous years?

- More
- Less
- About the Same

Please describe the main changes in your approach

2. What are your company's top three priorities on farm animal welfare?

1	
2	
3	



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DRIVERS AND BARRIERS

3. What are the main drivers that influence your approach to farm animal welfare? [please tick all that apply]

- Farm animal welfare as a business opportunity
- Farm animal welfare as a business risk
- Customer interest
- Regulatory pressures
- The Business Benchmark on Farm Animal Welfare
- Media interest
- Food quality and safety
- Nutrition and health
- NGO pressure
- Peer pressure
- Cost pressures
- Investor interest

Other – please explain:

4. If you view the Business Benchmark on Farm Animal Welfare as one of the drivers (previous question), in what way has it influenced your approach to farm animal welfare? [please tick all that apply]

- It enables us to compare our approach against our industry peers
- It provides a clear set of expectations
- It helps us to understand what good practice looks like
- It helps us to improve our farm animal welfare reporting
- It attracts senior management attention
- It raises the profile of animal welfare through our organisation
- It enables us to respond to questions asked by customers
- It raises our profile on farm animal welfare
- It helps us to improve our farm animal welfare management processes
- It enables us to respond to questions asked by investors
- It enables us to respond to questions asked by the media
- It provides us with access to technical support and expertise from Compassion in World Farming (CIWF)
- It provides us with access to technical support and expertise from World Animal Protection

Other – please explain:

5. What are the key barriers to your company adopting higher standards of farm animal welfare?
[please tick all that apply]

- Lack of customer or client interest
- Lack of customer or client willingness to pay for higher farm animal welfare
- Competing management priorities
- Lack of company resources to invest in higher welfare standards
- Lack of interest on the part of suppliers or business partners to commit to/ invest in higher welfare standards
- Lack of internal knowledge and expertise
- The absence or lack of awareness of, a compelling business case for adopting higher welfare standards
- Risk of criticism for adopting different standards across the business (e.g. adopting higher standards solely in one product line or for a particular species)
- Lack of evidence that our competitors are investing in higher welfare
- Lack of evidence that our competitors are benefiting from higher welfare

Other – please explain:



6. What do you see as emerging themes relating to farm animal welfare that companies should be paying attention to in the coming years?

7. Are there any suggestions you would like to make on how we could make the Benchmark more relevant to companies such as yours?

Yes

No

If yes, please explain

8. Do you have any other comments you would like to make, either in relation to the questions in this survey or about BBFAW more generally?

Yes

No

If yes, please explain



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YOUR DETAILS

Please note that your responses will not be directly attributed to you.

We would, however, like to include your company's name in the list of respondents.

Please note that by providing your email address, you are giving permission for the BBFAW secretariat to hold your details on our secure database and to contact you from time to time.

* 9. Please provide the following information

Your name	<input type="text"/>
Your role/job title	<input type="text"/>
Your organisation	<input type="text"/>
Country	<input type="text"/>
Your email address	<input type="text"/>

* 10. Are you interested in arranging a meeting or call with BBFAW's Corporate Engagement Manager?

- Yes
- No