



# The Business Benchmark on Farm Animal Welfare

2020 Benchmark Consultation  
9 July 2020

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*The webinar will be starting soon*



# BBFAW 2020 Consultation



## 01. BBFAW Overview

## 02. 2020 Consultation

- Proposed changes to the 2020 BBFAW criteria:
  - Company scope
  - Focus on Performance Impact questions
  - Evaluation criteria

## 03. 2020 Investor and Company Surveys

## 04. Q&A

01

# BBFAW Benchmark: Overview



# About the BBFAW

**BBFAW** is recognised by investors and companies as the **definitive global benchmark** on farm animal welfare management, performance and disclosure.



It enables stakeholders to understand corporate practice and **drive improvements** in the welfare of animals reared for food.



Supported by **Compassion in World Farming** and **World Animal Protection**.



# The Programme

## Annual Benchmark



**150**  
companies

## Global Investor Statement



**32**  
investor signatories  
(£2.3 trn in AUM)

## Global Investor Collaboration



**30**  
investors  
(£2.3 trn in AUM)

## Investor and Company Engagement



Annual surveys



One-on-one engagements



Technical briefings



02

# 2020 Consultation



# Changes to Company Scope

The 2020 Benchmark will continue to cover 150 companies.

## Proposed changes:

- **Dairy Farmers of America** will be assessed in place of Dean Foods following its acquisition of the majority of the assets of Dean Foods in the wake of its bankruptcy.
- Tulip Ltd will be assessed as part of its new parent company, **JBS SA**, following its acquisition from Danish Crown AmbA.
- **Chuying Agro-Pastoral Group** has been de-listed and we have therefore changed its ownership category from Public to Private.

Do you agree with the changes to the companies to be included in the 2020 Benchmark?





# Revisions to Weighting of Performance Questions

The weighting of the Performance Reporting and Impact section will remain at 35% in 2020.

In 2019, within the Performance Reporting and Impact section:

- Performance reporting questions (Q20-27) were allocated 44% of the scores
- Performance impact questions (Q28-37) were allocated 56% of the scores

**In line with BBFAW's objective to increase focus on performance impact, we propose:**

- Reducing the scores allocated to the performance reporting questions (Q20-27) to 40%.
- Increasing the scores allocated to the performance impact questions (Q28-37) to 60%.

Do you agree with the proposal to adjust the weighting of the performance impact questions in 2020?



# Introduction of Impact Rating

## A new “Impact Rating” to help drive improved performance impact

Focused on the 10 performance impact questions (Q28-37).

This will take the form of a six-tier rating, labelled A-F, using the same percentage boundaries as the Benchmark Tiers 1-6:

Impact Rating	Percentage score achieved from Q28-37
A	>80%
B	62-80%
C	44-61%
D	27-43%
E	11-26%
F	<11%

Impact Ratings will be published in the BBFAW report.

Do you agree with the proposal to introduce an Impact Rating for companies?



# Revisions to Benchmark Evaluation Criteria

## Q4 & Q20: Adding permanent housing of dairy cattle to the examples of close confinement

This affects the questions on close confinement in the Management Commitment and Policy section (Q4) and the Performance Reporting and Impact section (Q20).

- Tethering is already included in the examples of close confinement.
- Significant farm animal welfare concerns result from the permanent housing of dairy cattle.
- There are leading companies in the benchmark which already have policies prohibiting the permanent housing of dairy cows.

Do you agree with the proposal to add an example on close confinement (*permanent housing of dairy cattle*)?



# Revisions to Benchmark Evaluation Criteria

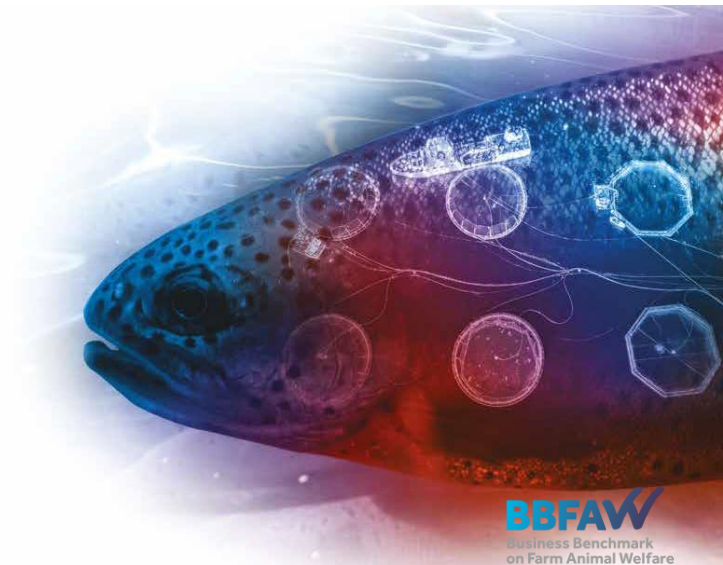
## Q24 & Q36: Exclusion and inclusion of finfish

Finfish are proposed to be **excluded** from Q24, relating to the reporting of the proportion of animals in a company's global supply chain that is ineffectively stunned.

Finfish are proposed to be **included** in Q36 relating to the reporting of the proportion of animals in a company's global supply chain that is pre-slaughter stunned.

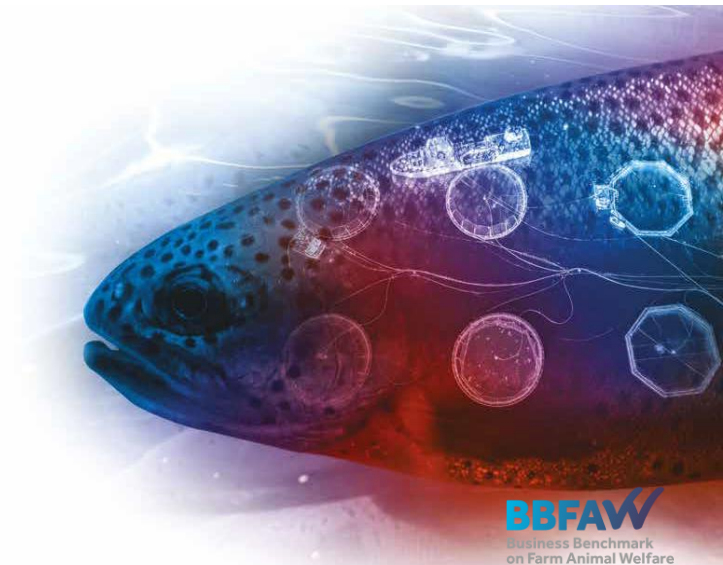
- It is difficult to assess successful pre-slaughter stunning for all finfish due to the high throughput and small size of some fish species.
- Effective pre-slaughter stunning equipment for finfish is now increasingly available.

Do you agree with the proposals to change the scope of Q24 to **exclude** finfish?





Do you agree with the proposals to change the scope of Q36 to **include** finfish?



# Revisions to Benchmark Evaluation Criteria

## Q26: Modifying the scoring relating to welfare outcome measures

The greatest points available (5 points) will be awarded to companies reporting multiple welfare outcome measures for each relevant species, covering all relevant geographies.

In 2019, the greatest number of points were awarded to companies reporting at least one welfare outcome measure per species, covering all relevant species and geographies.

<b>Q26. Does the company report on welfare outcome measures (i.e. measures linked to the physical, emotional and/or behavioural wellbeing of animals)?</b>	
No reporting on welfare outcome measures.	0
The company partially reports on welfare outcome measures, but reporting is limited to certain geographies, species or own-brand products.	1
The company fully reports on one welfare outcome measure per relevant species, covering all relevant geographies and own-brand products.	3
The company fully reports on multiple welfare outcome measure for each relevant species, covering all relevant geographies and own-brand products.	5
<b>(Max Score 5)</b>	

Do you agree with the proposal to modify the scoring of Q26 on welfare outcome measures?



# Revisions to Benchmark Evaluation Criteria

## Q5, 7, 9, 17, 20, 21, 22, 23, 24, 25, 26, 27, 36 and 37: Providing additional clarification of the scope, mostly relating to own-brand products

No substantive changes are proposed to the assessment of these questions. These changes have been proposed to aid comprehension of questions and provide clarity.

The changes are mostly:

- Clarifications as to the inclusion or exclusion of own-brand products within the scope of the question; or
- Additional examples provided within the question rationale.

# How to respond further to the 2020 Consultation by the deadline of 24 July 2020:

- **Written responses:** Template response form available from [www.bbfaw.com/publications](http://www.bbfaw.com/publications).
- **Verbal responses:** Calls between the BBFAW Secretariat and investment-related organisations, food companies and other stakeholders can be scheduled via email: [secretariat@bbfaw.com](mailto:secretariat@bbfaw.com).

All comments received will be treated in strict confidence.



03

# 2020 Investor and Company Surveys



# 2020 Investor and Company Surveys

**We conduct annual surveys of the investor community and of the companies assessed by the Benchmark.**

The aim of the surveys is to:

- Understand the drivers for action on farm animal welfare; and
- Understand the role played by BBFAW in supporting corporate and investor action on farm animal welfare.

Links to the surveys have been circulated. Please respond by **24 July 2020**

# 2020-21 Timeline



June-July 2020

BBFAW Consultation



June-July 2020

BBFAW company  
and investor surveys



July 2020

Investor Collaboration  
Letters to Company  
CEOs



October-November 2020

Company Assessments



March 2021

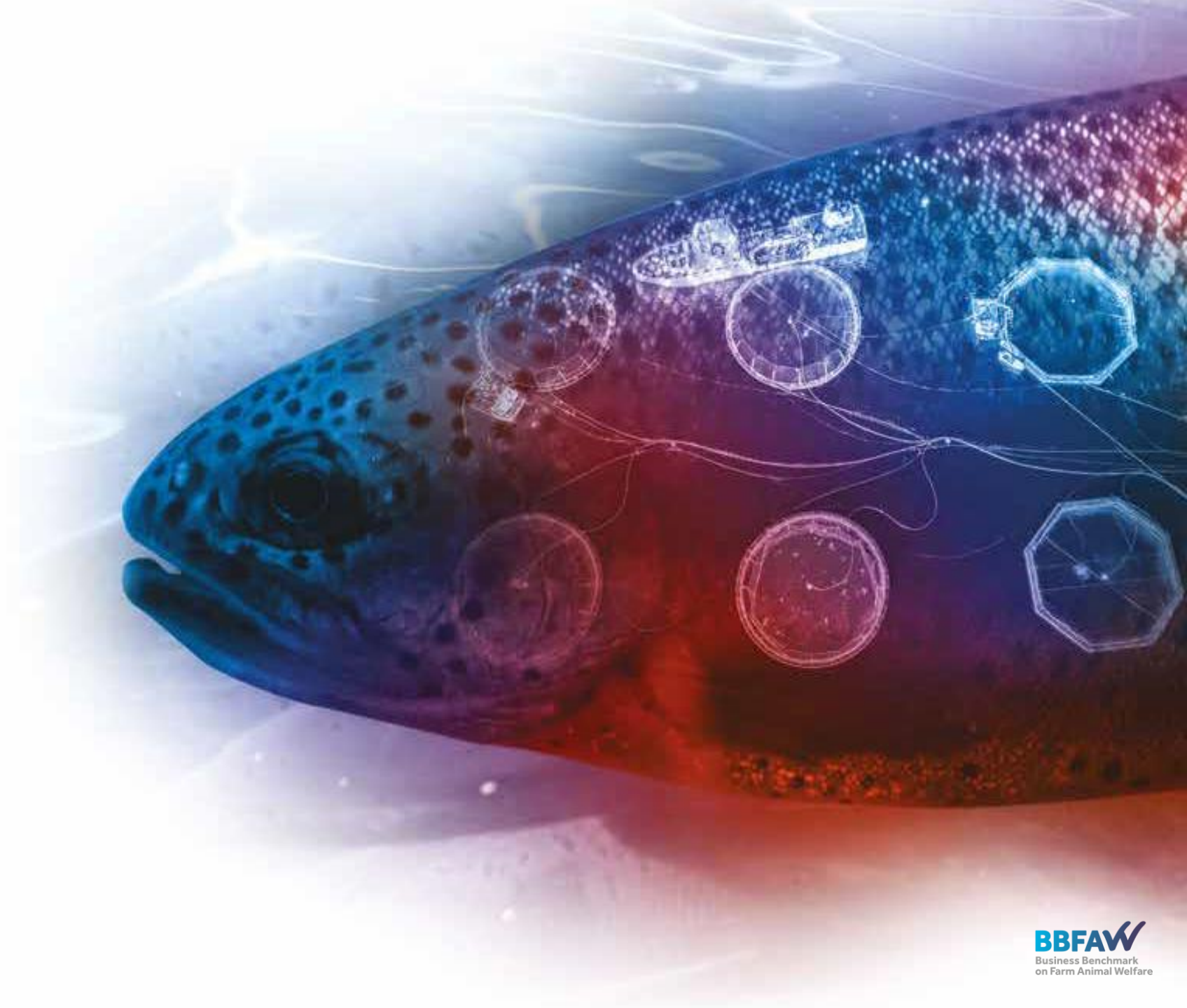
Launch of  
2020 Results





04

Q&A





# Thank you for participating!

For more information visit  
[www.bbfaw.com](http://www.bbfaw.com)

Or email  
[secretariat@bbfaw.com](mailto:secretariat@bbfaw.com)