



Business Benchmark on
Farm Animal Welfare

The Business Benchmark on Farm Animal Welfare

Farm Animal Welfare Readiness Assessment

Confidentially Benchmarked against BBFAW, the leading global framework for farm animal welfare – helping you prepare for scrutiny from investors, NGOs, regulators and consumers

The Business Benchmark on Farm Animal Welfare (BBFAW) has been designed to help drive higher farm animal welfare standards across the world's leading food businesses. A key tool for the delivery of these objectives is BBFAW's annual Benchmark of global food companies' policies, practices and performance on farm animal welfare.

Who is the assessment for?

The BBFAW Secretariat is frequently approached by companies that are already included in the core BBFAW Benchmark that wish to commission an independent assessment of defined parts of their operations (e.g. a defined country of operation, or a specific subsidiary) as well as by companies not included in the core Benchmark. With BBFAW now moving to a biennial assessment cycle, companies already covered by the core Benchmark can commission an independent assessment in the intervening year to give them a clear, up-to-date view of how their practices and disclosures are progressing without waiting for the next published cycle. This service is also available to companies not currently included in the core Benchmark.

Why commission an assessment?

- Track progress between benchmark cycles – with the core Benchmark now published every two years, an independent assessment lets you see how your practices and disclosures are progressing in the intervening year, rather than waiting to find out at the next cycle.
- Benchmark your performance with confidence – see exactly how you compare to sub-sector peers (retailers, producers, food service companies), using the same criteria applied to the world's leading food companies.
- Identify what matters most – a clear, evidence-based view of your strengths and weaknesses across the five pillars of farm animal welfare management, with practical recommendations for improvement.



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- Formalise your approach – use a globally recognised framework to structure and strengthen your welfare policy, governance and reporting, rather than building an approach from scratch.
- A credible, independent verdict – assessments are conducted and peer-reviewed by experienced assessors trained in the BBFAW methodology, using published information, so results carry the same credibility as the core Benchmark.

What the assessment includes:

- A meeting to understand your animal welfare priorities and drivers for action, together with a briefing on the readiness assessment explaining the methodology, evaluation approach and timeline.
- Protected access to your preliminary results via the BBFAW's online platform, with the ability to provide feedback.
- A preliminary two-page summary of your strengths, weaknesses and areas for improvement.
- Direct liaison with the BBFAW team to discuss preliminary findings before the results are finalised.
- A final management report setting out your farm animal welfare strategy and the objectives for commissioning the assessment, a scorecard benchmarking your performance against the core Benchmark average scores (by pillar) and against selected peer companies, and a summary of key strengths, weaknesses and recommendations. The full question-by-question assessment is also provided.
- An in-depth meeting to discuss the management report and agree priority actions. Where additional support would help – for example, internal training, technical troubleshooting, or briefings for senior management – this can be identified at the meeting and provided by Chronos' animal welfare team (which sits outside the BBFAW Secretariat), subject to a separate fee.

Flexible and confidential

You choose the scope of your assessment (e.g. a single country of operation or subsidiary) and can commission it as a one-off or repeat it over successive years. Your results are shared with you in confidence and are yours to use as an internal management tool or in communication with B2B customers. Your participation is disclosed to the BBFAW funding partner, Compassion in World Farming, unless you request that it remain confidential; your individual scoring is never included in the public report or in core Benchmark averages.

Fee

£4,750 + VAT per assessment (a 2.75% surcharge applies to foreign currency payments).

Contact the BBFAW Secretariat at secretariat@bbfaw.com to discuss scope and timing.



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Frequently Asked Questions

1. Can a company determine the timing of their assessment?

Yes, you are in charge of determining when you would like the assessment to be conducted, for instance, following a website update or publication of a report. The only limitation to timing will be during a core Benchmark year, when we need to avoid the benchmarking period. This will next be October 2027 to March 2028.

2. Is the assessment as robust as a core benchmark assessment?

Yes, the assessment is conducted by experienced BBFAW assessors who have multiple years' experience of assessing companies against the benchmark methodology, and who receive regular training on the assessment and scoring approach.

3. Can the assessment include non-published evidence, such as a draft animal welfare policy?

No. The assessment is conducted on publicly available information only. This ensures a level playing field for all companies assessed, either independently or as part of the core benchmark. That said, companies can use the preliminary meeting with the secretariat to discuss any draft documentation, and seek the secretariat's view on how it might strengthen your company's assessment once published. This might lead to you deciding to defer an assessment until the document is in the public domain.

4. Does a company have an opportunity to review draft assessment results?

Yes. The assessment process includes a company review phase, when companies have the opportunity to check the assessor's interpretation of the evidence assessed and to flag any additional evidence that may have been overlooked.

5. Can I publish the findings?

Companies typically use the findings internally, with their board, or with B2B customers. Companies looking to publish the results are requested to seek prior permission from the BBFAW Secretariat.