



**GCAW**

Global Coalition for Animal Welfare

## Frequently Asked Questions

### **What is the Global Coalition for Animal Welfare?**

The Global Coalition for Animal Welfare (GCAW) is the world's first food industry-led initiative aimed at advancing animal welfare globally. The global platform unites major companies and animal welfare experts in improving animal welfare standards at scale and in meeting consumer demand for food products from animals reared in systems that promote good welfare.

### **Who are the members of GCAW?**

The founding and current members are:

Aramark Corporation (<http://www.aramark.com>)

Compass Group Plc (<http://www.compass-group.com>)

Elior Group SA (<http://www.eliorgroup.com>)

IKEA Food Services (<http://www.ikea.com>)

Nestlé SA (<http://www.nestle.com>)

Sodexo SA (<http://www.sodexo.com>)

Unilever Plc (<http://www.unilever.com>)

### **What proportion of the industry is involved?**

With combined revenues of EUR 139 billion (USD 165 billion), and serving more than 3.7 billion customers daily, GCAW members represent some of the largest demand-side food companies in the world.

### **Why has this Coalition been established?**

Today, more than 70 billion animals – the majority of which are reared in intensive production systems – are farmed for food annually, and, by 2050, livestock production is expected to double what it was in 2000. Through GCAW, the member companies will combine efforts to collectively address current systemic barriers to change, share best practices and accelerate the development of standards and progress on key welfare issues.

## **What is the GCAW's vision and mission?**

The GCAW's vision is of an animal protein value chain that ensures animal welfare globally, for the benefit of humans and farm animals everywhere.

The GCAW's mission is to develop and implement an action plan on priority animal welfare issues in global food production and increase the availability of food products from animals reared in systems that promote good welfare.

Our mission is applicable to all livestock food products. The main types of animal protein are: poultry (e.g. broiler chicken, turkey, geese, duck), beef, pork, veal, rabbit, fish, egg and dairy products.

## **What are the GCAW's objectives?**

1. Provide a platform for food companies to work more closely with farm animal welfare experts to identify common objectives and drive improvements
2. Prioritize welfare issues and developing roadmaps for industry change while supporting producers in implementing strong animal welfare practices
3. Advance animal welfare knowledge globally through industry insights, bespoke research and partnerships for action.

## **How does the GCAW define animal welfare?**

The GCAW defines animal welfare as a state used to describe how an animal is coping with the conditions in which it lives. An animal is in a good state of welfare if (as indicated by scientific evidence) it is healthy, comfortable, well nourished, safe, able to express innate behavior, and if it is not suffering from unpleasant states such as pain, fear, and distress. Good animal welfare requires disease prevention and veterinary treatment, appropriate shelter, management, nutrition, humane handling and humane slaughter/killing. Animal welfare refers to the state of the animal; the treatment that an animal receives is covered by other terms such as animal care, animal husbandry, and humane treatment<sup>1</sup>.

## **How will the Coalition improve farm animal welfare in the sector?**

By agreeing to work pre-competitively to improve animal welfare, the GCAW members will help to push the entire industry toward responsible husbandry using efficient market mechanisms that create value across the chain, and at a faster pace than would otherwise be possible.

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<sup>1</sup> Article 7.1.1. Terrestrial Animal Health Code. (World Organization for Animal Health (OIE))

### **For how many years will this initiative run?**

The Coalition has been established as a long-term project and collaboration. The initial formalized period is three years.

### **How is the GCAW funded?**

Each member of the GCAW contributes to financing the initiative.

### **How does GCAW manage anti-trust issues between industry peers?**

GCAW and its members adhere to the requirements of UK competition law and equivalent statutes in other jurisdictions. Members commit to ensuring that any knowledge and/or best practices shared shall be directly related and strictly limited to the purpose of the Coalition. At no stage shall the members, expert advisors and/or coalition partners discuss and/or exchange any confidential or commercially sensitive information. This obligation extends to any discussion and/or exchange before, during or after the duration of the Coalition, or in any associated call, discussion or information exchange. Commercially sensitive information includes, but is not limited to, information relating to projects (current/future), prices, production, current and future business strategy, proprietary technical development of participants, costs and revenues, identity of trading partners, trading terms and conditions with third parties, purchasing strategy, terms of supply and supply strategy, trade programs, or distribution strategy.

### **How is GCAW engaging with issue experts?**

The Coalition recognizes the value in working with expert advisors and partners to strengthen its knowledge and technical know-how and to lend credible support to, or endorsement of, its work streams and outputs. The GCAW will focus on building partnerships with suppliers and will work with multi-disciplinary experts from, amongst others, inter-governmental organizations, academics, animal welfare NGOs and multi-stakeholder groups dedicated to animal welfare. Expert advisors may for example assume the role of 'technical advisors' to the Coalition, provide sound technical guidance and support, as well as be invited to participate in selected work programs or to form a formal partnership with the Coalition to help deliver a particular work stream.

### **How is the GCAW organised?**

The Coalition is convened and managed by an independent Secretariat. The Secretariat, in consultation with the members, is responsible for ensuring that the Coalition is well managed and that it conducts its affairs in an honest, transparent and professional manner.

## **Who is the Secretariat?**

Chronos Sustainability Ltd ([www.chronossustainability.com](http://www.chronossustainability.com)) is an international team of professionals with a track record of delivering transformative, systemic change in the social and environmental performance of key industry sectors.

Amongst other projects, Chronos Sustainability provides the secretariat for the Business Benchmark on Farm Animal Welfare (BBFAW), the globally recognised framework for assessing the animal welfare practices and performance of the food industry. It also convenes the Global Investor Collaboration on Farm Animal Welfare and the Global Investor Statement on Farm Animal Welfare. Chronos' track-record with the BBFAW was key to its appointment as the GCAW Secretariat.

## **What specific issues are being addressed by GCAW?**

GCAW has identified five priority work streams: cage-free policies, improved broiler chicken welfare, farmed fish welfare, antimicrobial resistance, and global standards for transportation and slaughter.

## **How did GCAW determine which areas to focus on?**

The Coalition members selected the initial focus areas based on three broad considerations:

- Areas where there are known substantial and current issues and barriers to change.
- Areas where animal welfare issues substantially influence the business of member companies.
- Areas where, through collaboration and through their combined influence, the member companies are able to achieve more to advance improvements and overcome obstacles to high welfare standards.

## **How are the Coalition members actively working to ensure good animal welfare in their own supply chains?**

All the Coalition members see animal welfare as an important business issue, and have comprehensive animal welfare policies that guide their business decisions and define appropriate standards of production in their supply chains. Participating in the GCAW initiative is an important next step as it will help overcome obstacles to change, facilitate and accelerate progress in key areas.

## **In what way is the GCAW able to positively impact production standards?**

The global value chain of animal products is complex and although the GCAW member companies are large and influential players within the food industry, there are still substantial barriers to improving farm animal welfare. By joining efforts to exert influence, prioritize key areas where improvements are needed, and collaborate with global experts on animal welfare, the GCAW will function as a powerful driver and

accelerator for change. Moreover, it will give suppliers more certainty about members' collective plans for the future.

### **What is the Coalition expecting to achieve?**

GCAW aims to publish a collective action agenda for industry change in 2019 which will include detailed objectives and action plans covering five priority issues: cage-free policies, improved broiler chicken welfare, farmed fish welfare, antimicrobial resistance and global standards for transportation and slaughter.

### **How will the GCAW measure its progress?**

The GCAW will publish an annual communication on progress (COP) report. In addition, it will consult with its stakeholders on the progress being made to ensure that it is headed in the right direction.

### **Will the GCAW identify additional projects over time?**

The GCAW evaluates the status of the industry and key developments in animal welfare at its quarterly meetings. It also actively seeks the advice of stakeholders. The GCAW will decide on a project-by-project basis where it can make significant improvements within the industry and assign the necessary resources to projects supporting these improvements.

### **Are more members expected to join the Coalition in the future?**

The GCAW welcomes interest from other companies and organizations involved in promoting the welfare of animals.

### **How is the membership of the GCAW determined?**

Membership of GCAW is open to organizations that share in the GCAW's vision, that are willing to work to achieve its objectives and that are willing to adhere to the principles and commitments set out in the GCAW Prospectus.

### **How do organizations go about becoming a member of GCAW?**

Organizations should first review the membership criteria in the GCAW Prospectus (available to download at [www.gc-animalwelfare.org](http://www.gc-animalwelfare.org) ) and contact the GCAW Secretariat at [secretariat@gc-animalwelfare.org](mailto:secretariat@gc-animalwelfare.org).

Prospective members of GCAW will be contacted by the GCAW Secretariat to discuss the membership criteria and the specific role that they can play within GCAW and its work streams. All prospective members will be reviewed on a case-by-case basis by the GCAW Chair in consultation with the founding members.

## **How does the GCAW relate to national/regional industry bodies and trade associations?**

The GCAW will work closely with national and international associations and industry bodies. We see collaboration with these stakeholders as crucial to the success of improving animal welfare in the global food industry.

## **Does the GCAW have any company affiliations?**

The Coalition is an independent initiative with member companies from the food industry and associate members from allied industries. The GCAW as a collective also consults with global stakeholders who provide an advisory role towards the GCAW work streams.

## **How does the GCAW decide on its associate members?**

GCAW associate members are organizations that have a shared interest in the continued growth, prosperity and sustainability of the animal protein food industry, and share in the GCAW's commitment to improvements in the welfare of animals farmed for food. Associate members must also be willing to work with the GCAW members on projects where they have shared objectives, and be willing and able to work collaboratively, sharing knowledge and expertise to support progress.

The GCAW is open to considering possible new associate members if they feel they are able to support and contribute to the work of the GCAW and can commit to the principles of the GCAW. All prospective associate members will be reviewed on a case-by-case basis by the GCAW Chair in consultation with the founding members.

## **Will the deliberations be limited to members or will external stakeholders have a serious voice?**

The GCAW fully realizes that success will only happen with the cooperation and involvement of other stakeholders at every stage of the decision-making and planning process.

## **What happens if members or associate members do not adhere to the GCAW principles or obligations?**

Failure to adhere to the agreed GCAW principles or the financial and/or resource obligations of the GCAW may result in an organization's membership being terminated.

## **Who do I contact for further information?**

Further information is available by contacting the secretariat by email: [secretariat@gc-animalwelfare.org](mailto:secretariat@gc-animalwelfare.org)