

A photograph of three young piglets standing in a field of tall grass and wildflowers. The piglets are white with pink ears and snouts. In the background, there is a blue corrugated metal structure, possibly a greenhouse or silo, and a line of trees under a bright sky.

# ANIMAL HEALTH AND WELFARE



**CRANSWICK** *plc*

*Great British Taste*



# INTRODUCTION

Cranswick plc recognise that the welfare of farm animals is a fundamental part of the business. We have a strong commitment to embed and maintain high standards of farm animal welfare across our operations and throughout our UK and global supply chains. We are committed to the health and wellbeing of the animals we rear, breed and source from our suppliers.

We expect our producers and suppliers to have the same commitment to farm animal welfare, the development of welfare management systems, and a clear focus on welfare outcome measures. As such, farm animal welfare is incorporated into contractual obligation for Cranswick's entire global meat supply base across all species.

Note: This document is correct at the time of writing.

Suppliers may change from time to time, however, we will always endeavour to ensure our high standards are met.



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# CRANSWICK'S APPROACH TO ANIMAL WELFARE



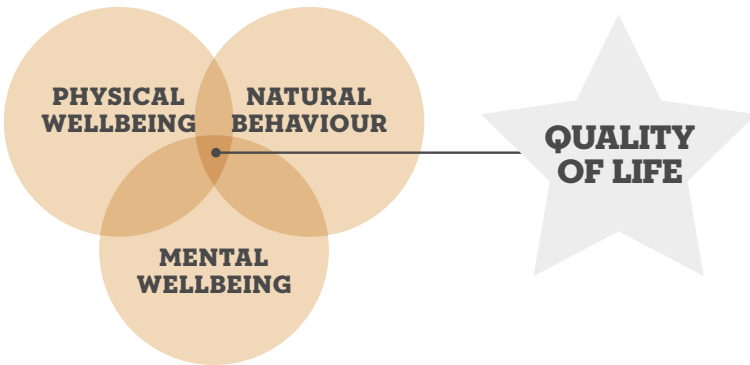
## FIVE FREEDOMS

Cranswick Foods plc are committed to achieving and maintaining the highest possible standards of animal welfare from birth/hatching, rearing and transportation all the way through to slaughter. Throughout our entire supply chain we, and our producers, endorse the 'Five Freedoms' concept promoted by the Farm Animal Welfare Council (FAWC).



## WELLBEING

We acknowledge that farm animals are sentient beings and recognise that good animal welfare encompasses not only good health and physical wellbeing but mental wellbeing and the ability to express species-specific behaviour. We therefore support the concept that farm animals should have the 'Freedom to undergo positive experiences'.



## CRANSWICK'S KEY COMMITMENTS

Our key commitments are that all supplying farms and processing sites will ensure:



COMPLIANCE WITH LEGISLATIVE STANDARDS AND, WHERE POSSIBLE, WE WILL SOURCE FROM PRODUCERS THAT ARE ACCREDITED TO A RECOGNISED WELFARE SCHEME SUCH AS RED TRACTOR OR RSPCA ASSURED.

COMMITMENT TO THE AVOIDANCE OF CONFINEMENT THROUGH ALL SPECIES.

COMMITMENT TO THE AVOIDANCE OF ROUTINE ACTIVITIES SUCH AS TAIL DOCKING, TEETH CLIPPING/GRINDING, CASTRATION OF PIGS, BEAK TRIMMING OF POULTRY AND TAIL DOCKING ON COWS.

COMMITMENT TO PROVIDING AND MAINTAINING LIVING CONDITIONS AND ENVIRONMENTAL ENRICHMENT THAT IS SUITABLE FOR THE SPECIFIC SPECIES.

NO ANIMALS THROUGHOUT THE CRANSWICK SUPPLY BASE ARE SUBJECT TO ANY GENETIC MODIFICATION OR CLONED STOCK.

ALL LIVESTOCK JOURNEY TIMES ARE KEPT TO A MINIMUM AND DO NOT EXCEED EIGHT HOURS.

ALL ANIMALS ARE ADEQUATELY PRE-STUNNED PRIOR TO PROCESS.

ARTIFICIAL OR HORMONAL GROWTH PROMOTING SUBSTANCES ARE NOT USED WHEN REARING ANIMALS.

ANTIBIOTICS, WHEN REQUIRED, ARE USED RESPONSIBLY AND AS SPARINGLY AS POSSIBLE, WITHOUT COMPROMISING ANIMAL WELFARE - A CONCEPT KNOWN AS 'AS LITTLE AS POSSIBLE BUT AS MUCH AS NECESSARY'.

CRANSWICK WILL DEMONSTRATE LEADERSHIP AND INNOVATION IN AREAS SUCH AS WELFARE AND SUSTAINABILITY THROUGHOUT THE SUPPLY CHAIN.

WE WILL ALSO SUPPORT THE ANIMAL WELFARE POLICIES OF OUR CUSTOMERS WHERE WELFARE IS EQUAL TO OR BETTER THAN OUR OWN POLICY.



# GOVERNING AND MANAGING ANIMAL WELFARE

Animal welfare is regarded as a very important part of our business and as such we have a dedicated Agriculture and Welfare Supply Team, who report directly into a Board Director. The board fully support the team in ensuring that our policies are effectively implemented. We are dedicated at all levels to the welfare of all species processed through our factories.



## AGRICULTURE AND WELFARE SUPPLY TEAM

The Agriculture and Welfare Supply Team works closely with the industry and our customers to ensure that high welfare standards are implemented and maintained globally, across all species, both on farm and within the abattoirs. In 2020 we further strengthened our UK Agriculture team to work collaboratively with our suppliers and customers on improving best practice and innovation. Our dedicated agriculture team looks after all species purchased and processed by each Cranswick site. This includes our Continental and Cooked Meats division. The breadth of knowledge and experience of our team enables us to be industry leaders, continue the good work we are doing and ensure our welfare objectives are met.

Cranswick's own farm enterprises (Wold, Wayland, White Rose and Crown) have knowledgeable teams with years of experience between them from directors

through to fieldsmen and administration staff. In addition, we are supporting an initiative to promote the training of apprentices in the farming industry.

We are also committed to engaging and training our agricultural teams throughout the business on best practice and animal welfare.

### CRANSWICK'S FARM ENTERPRISES



## WORKING TOGETHER WITH THE INDUSTRY AND KEEPING UP TO DATE

Representatives from Cranswick attend meetings, presentations and conferences across the UK and Europe, enabling us to keep up-to-date with the latest academic research, innovative ideas and threats to the industry (e.g. AI, ASF, PEDV). This enables us to manage these threats successfully through our Risk Committee.

As an active member of the Agriculture & Horticulture Development Board (AHDB) and the British Meat Processors Association (BMPA), we are able to contribute to the debate and influence the industry's future approach to animal welfare. Our Technical Director is a member of the BMPA Welfare Committee and we also have representation on the Technical Advisory Committee at the BMPA who are responsible for maintaining, developing and enforcing compliance with the various BMPA Quality Assured Pork schemes for pork meat and pork based meat products. In addition, we also have a representative on the Pig Health & Welfare Committee whose aim is to promote a

coordinated and integrated approach to improving pig health and welfare. As well as a representative on the Red Tractor Technical Advisory Council (Pork), together with representatives on both the Red Tractor Governing Board and Technical Advisory Board, which is made up of experts within the sector and are responsible for the on-going maintenance and development of Red Tractor Assurance Standards. Representatives from our own Poultry division are active members of the British Poultry Council (BPC) and have representation on the board as well as the sub committees.

We have recently joined and have a representative on the National Pig Association 'Pig' Board.

We work closely with our supply base in ensuring they are kept up-to-date with the latest industry and retailer codes of practice and information is shared both ways.

## CRANSWICK'S CODE OF PRACTICE - PORK

We expect that all farms within our supply base are working towards a standardised code of practice that not only covers welfare but also sustainability and best practice with regards to antibiotic usage. This code of practice has been developed by our Agriculture Welfare team and benchmarked against recognised independent schemes.



# THE SCOPE OF CRANSWICK'S SUPPLY CHAIN

Whilst Cranswick predominantly process pigs and poultry, we also source a variety of proteins. We insist on the highest standards of animal welfare throughout the supply chain.

Welfare requirements are built into our contracts and technical conditions of our entire species supply base. All our UK producers are members of independently audited and third party assurance schemes such as BMPA Quality Assured Pork, Red Tractor and Lion Code of Practice. When we purchase meat from outside of the UK, we make every endeavour to purchase to an equivalent British welfare standard.

In addition, our own Agriculture & Welfare Supply Team, who report directly into a board director, visit our UK and global supply base to ensure that required welfare standards are being maintained.

## PIGS/PORK



### OUR FARMS

We have expanded the business and now have several of our own pig herds. These are located close to our processing sites in Yorkshire and Norfolk, key eastern production hubs, and this reflects our commitment to avoiding long inter-site transportation times.

### INDEPENDENT UK FARMS

Many of the pigs supplied to Cranswick are reared to higher welfare standards associated with outdoor bred or outdoor reared production methods. Approximately 42% of those processed by our Preston site, and 70% by our site in Norfolk come from outdoor systems managed to the exacting requirements of the RSPCA Assured welfare standard, the balance of those processed are reared indoors in full compliance with the Red Tractor/BMPA Quality Assured Pork (BQAP) welfare standards.

Around 70% of our contracted pigs are sourced within Yorkshire, Lincolnshire and Norfolk, which

are recognised as being some of the best pig breeding areas in the UK.

The pig procurement team have years of experience between them and have built good working relationships with suppliers, be it the farmer/producer direct or marketing groups that pigs are sold through.

### EU - FRESH PORK AND OTHER

We ensure that all our purchased EU pork is, as a minimum, compliant to legislation and therefore comes from sows that are not confined throughout the whole of their gestation period.

The maximum confinement period is 28 days post insemination. Sows are loose housed for the remainder of their gestation period. In 2020 over 95% of the total pork processed from our global supply chain was sourced from farms where sows are not confined at all during the gestation period. This is a 5% increase from the previous year which highlights the work we are doing to promote non-confinement.

## POULTRY



### CHICKEN (MEAT)

#### OWN FULLY INTEGRATED FARMS

Cranswick operates their own, fully integrated, Crown Chicken business - from breeding, rearing and processing fresh chicken for supply into a broad customer base. This includes an efficient feed milling operation which supplies our own poultry business as well as supplying feed to other pig and poultry producers in East Anglia. All contract farmers are required to comply with our own dedicated standards and are subjected to the same auditing protocols.

Following successful trials, we have adopted the NestBorn on-farm hatching system for all of our eggs, which a first for the UK. The eggs are transported to the farms on day 18 following incubation, where the chicks hatch out naturally into the barn. Here the chicks have immediate access to feed and water. This process has significant welfare benefits, and also helps us to reduce our carbon footprint by using less vehicles.

All of our poultry sheds provide environmental enrichments in the form of fresh bales, perches with toys and windows to allow in natural light. LED lighting is installed as standard in our poultry sheds to reduce stress levels.

#### UK & EU BROILER

Cranswick also sources poultry meat from suppliers both in the UK and in Europe. 80% of the poultry meat sourced comes from the UK, which is assured to Red Tractor standards as a minimum. Furthermore, 0.4% of this is being sourced from RSPCA assured farms and farms where the customer requires the birds to be stocked at 30kg/m<sup>2</sup> and a slower growing bird is used. The rest is sourced from the EU where all suppliers and farms must meet EU law as a minimum. 100% of poultry sourced from the EU comes from farms assured to national recognised schemes such as QS and IKB.

Taking into account the number of RSPCA Assured farms and our EU supply base, a total of 1.5% of our chicken (meat) is sourced from farms where the stocking density is 30kg/m<sup>2</sup> and a slower growing bird is used.



## END OF LAY HENS



Cranswick also sources meat from end of lay hens. This comes from the UK and EU. The UK hen meat comes from farms accredited to the Lion Code of Practice as a minimum, this is an independently recognised ISO 17065 farm assurance scheme. In addition to this, around 20% of these birds are from free range or organic farms. The EU hen meat all complies with EU legislation.

## DUCK



Cranswick source duck from the UK, which is assured to Red Tractor standards as a minimum. This ensures the birds are looked after by trained, competent persons who always prioritise the animals health and welfare. Ducks reared indoors must have access to bathing water and to be able to dip their heads under to preen and to allow the birds to toss water onto their feathers for conditioning. This form of bathing ensures good bird health and welfare. The Red Tractor standards ensure that the ducks have sufficient space to move around freely to feed and to exhibit normal behaviour.

## TURKEY



All turkey sourced from the UK is assured to Red Tractor standards as a minimum. Turkey sourced from the EU complies with an approved farm assurance scheme along with our customers own welfare standards. This ensures that the turkey is produced on farms that are managed by trained and competent stockmen.

## EGGS



All liquid egg purchased is from Free Range Farms. This means the hens are free from confinement and can go outdoors. The hens must be provided with nest boxes and adequate perches. Litter must be provided allowing for scratching and dust bathing. They are accredited to the Lion Code of Practice which is recognised as an ISO 17065 Farm Assurance scheme.

# CATTLE



## BEEF

Our beef is sourced from the UK, Ireland and the Netherlands. The cattle comply to Red Tractor standards for the British beef, Bord Bia for the Irish beef and EU legislation for the beef from Germany, Poland and Italy.

Our Continental Foods division source corned beef from the UK, Europe and Brazil. The UK beef complies to Red Tractor standards, the European beef complies to EU law and the Brazilian beef complies to the supplier's own farm schemes as well as meeting our customer's own welfare standards.

We work closely with our beef suppliers in Brazil and can confirm that 100% of the cattle sourced is from areas with no risk of deforestation. This is monitored through traceability exercises and supplier visits.



# DAIRY



All milk, cream, yoghurt and crème fraîche is sourced from suppliers using UK Red Tractor assured farms. Over 80% of our butter suppliers use Red Tractor assured farms or Bord Bia's Sustainable Dairy Assurance scheme for the milk. The remaining 20% use milk from farms which comply to EU and New Zealand legislation.

Over 40% of cheese is sourced from suppliers using Red Tractor assured farms or Bord Bia's Sustainable Dairy Assurance scheme. The remainder of cheese comes from EU and New Zealand suppliers where it will comply with EU legislation.

# OTHER

## LAMB



All lamb sourced is from either the UK or New Zealand. UK farms are Red Tractor assured and the New Zealand farms are assured to the suppliers' own Farm Assurance Programme which was implemented in 1997 and is JAS-ANZ/ISO17065 accredited. This ensures the 'Five Freedoms' are upheld, with farmers committing to maintaining the high standards of animal health and husbandry required. All farms also meet our customers own high welfare standards.

## FISH



All salmon is sourced from RSPCA assured Scottish sea farms, ensuring they are from a sustainable source and that high welfare standards are adhered to. The standards cover all aspects of the fish's lives, including health, diet, environment, care and handling. These require good water quality and careful handling procedures to ensure the health and welfare of the fish.



## AVOIDANCE OF ROUTINE ACTIVITIES SUCH AS TAIL DOCKING

Cranswick is committed to the avoidance of routine activities such as tail docking, teeth clipping, castration of pigs and beak trimming on poultry. We work closely with our UK and global producers and meat suppliers in these areas.

Currently, the proportion of pigs in our global supply base that are not tail docked is 30%. Castration is not permitted on UK farm assured pigs. Whilst castration is permitted on the continent, this would be performed by a trained member of staff under the guidance of a veterinarian. We fully support our European suppliers who are working towards non-castration. We are actively

encouraging all our suppliers to avoid this procedure.

Currently, 70% of European pork purchased originates from farms that do not carry out castration. We foresee that more suppliers will move towards non-castration. For example, one of our main European charcuterie suppliers does not carry out castration. Non-castration of pigs accounts for 84% of our pork global supply base.

2.3% of our laying hens are free from beak trimming. Ducks are free from mutilations. Furthermore, we are happy to report that 100% of our dairy cows are not tail docked.

## AVOIDANCE OF CLOSE CONFINEMENT

Cranswick closely work with all our global suppliers and we are committed to the avoidance of confinement through all species across all geographies. For example, in 2020 over 95% of the total pork processed from our global supply chain was sourced from farms where sows are not confined at all during the gestation period. All our UK pork supply comes from Red Tractor approved farms where it is a requirement not to confine sows during the gestation period.

Furthermore over 45% of pigs from our UK pork supply are reared to higher welfare standards associated with outdoor bred or outdoor reared production methods. Cranswick are also working with UK and EU indoor pig producers, looking at free farrowing systems.

Our White Rose farm business has made a significant investment in building free farrowing units and

consequently just over 8% of our total UK indoor supply is now from farms that have the capability to be free farrowed. This is an increase of 3% from 2019.

100% of all our chicken, duck and turkey sourced is free from confinement, meaning they have enough space to express natural behaviours. Our commitment to avoid close confinement also extends into the ingredients that we purchase; 100% of our egg products are sourced from Free Range farms meaning they are cage free.

We do not source any primal beef from suppliers who use concentrated animal feeding operations (CAFO's). 95% of dairy cows are free from confinement, with our UK dairy supply base being 100% free from confinement.

100% of the salmon we source is RSPCA assured and stocked between 15-17kg/m<sup>3</sup>.

## ENVIRONMENTAL ENRICHMENT

Cranswick recognise that providing animals with suitable, species specific, environmental enrichment can make a huge contribution to improving animals' living conditions. Consequently, Cranswick encourage all suppliers, regardless of the species or location, to provide some form of environmental enrichment.

100% of all UK pigs supplied to Cranswick have permanent access to environmental enrichment in order to satisfy their investigation and manipulation behavioural requirements. Examples of environmental enrichment include straw, wood, objects such as footballs and deformable-plastic pipes. Chains alone are not acceptable. Furthermore, 100% of our pigs from UK higher welfare farms have straw as environmental enrichment. For our European suppliers, 100% of all pigs must have some form of environmental enrichment. A chain alone is acceptable, however, a chain with something manipulable attached is preferred.

100% of all UK chicken (meat) supplied to Cranswick is from birds that have permanent access to environmental enrichment in the form of bales/boxes, perches/platforms and pecking objects from day 7 at the latest. Cranswick's own farms ensure the birds have access to bales, perches and pecking objects from day 1. 100% of our chicken (meat) sourced from the EU is, as a minimum, from birds provided with litter of sufficient quality to allow for scratching and dust bathing.

100% of all UK turkey supplied is provided with environmental enrichment such as perches, and pecking

objects must be provided from day 7 at the latest. 100% of our turkey (meat) sourced from the EU is, as a minimum, from birds provided with litter of sufficient quality to allow for scratching and dust bathing.

Both the UK and EU end of lay hen meat sourced by Cranswick must be from suppliers where the hens have had access to nest boxes, perches and scratching/pecking areas.

100% of laying hens supplying eggs into Cranswick must have access to the outdoors, as well as being provided with nest boxes and perches within the hen house. Litter must also be provided to allow for scratching and dust bathing. 100% of all ducks supplied to Cranswick must have environmental enrichment in the form of bathing water and straw. The water facilities must allow the duck to cover their head and take water up by the beak so that they can shake water over the body without difficulty.

100% of all lambs throughout our entire supply are sourced from farms where the lambs have had access to pasture. Furthermore over 80% of our entire beef and dairy supply will have been sourced from farms where the animals have access to pasture or other forms of environmental enrichment such as brushes for dairy cows. Livestock kept outdoors have access to well-drained lying areas and shelter in the form of hedges, trees and walls to protect from inclement weather.





## CLONING AND GENETIC MODIFICATION

It is a requirement of our producers, and technical conditions of supply contract, that no animals across the Cranswick supply base are subject to any genetic modification. We specify to all our suppliers that we will not use genetically engineered or cloned livestock.

## ANTIBIOTICS

It is also a requirement of our producers and technical conditions of supply contract that our suppliers do not use artificial or hormonal growth promoting substances when rearing animals.

We are working with the industry to ensure that best practice is used on all species from all our suppliers and that antibiotics are only prescribed when absolutely necessary. To ensure the avoidance of growth promoting substances in our supply chain, we actively monitor the reports published by the Veterinary Medicines Directorate. Our objective is the reduction and avoidance of antibiotics for prophylactic use across all our supply base.

The latest figures show that average sales of antibiotics in countries where our pork suppliers are based have reduced by over 31% between 2010 and 2018.

We are also monitoring the use of antibiotics in our own herds and flocks with a view to reducing the amount administered without compromising animal welfare. We recognise the Responsible Use of Medicines in Agriculture (RUMA) target and continue to achieve levels well below the 2020 target. The average antibiotic use across our three pig farming businesses in 2020 was 45mg/pcu and across our poultry farms was 12mg/pcu. These averages are both well below the industry standard of 99mg/pcu for pigs and 25mg/pcu for poultry.

Our own poultry business has not used any critically important antibiotics since 2017.

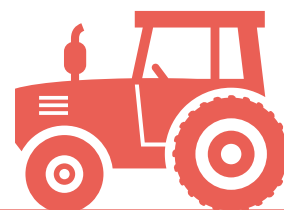
For more information please refer to our Group Antimicrobial Resistance Policy and FIIA Antibiotic policy statement which can both be found on the Cranswick plc website.

## FEED AND ANIMAL DIETS

All species have diets designed specifically for them, taking into account factors such as digestibility, natural diet and stage of their life. Feed can only include materials and additives permitted by EU law, whilst our UK supply base materials and additives must also meet UK law and the Red Tractor scheme standards. Antibiotic or hormonal growth promoters must not be used. The composition of all purchased and home mixed feed must be known, and samples kept.

## CRANSWICK'S OWN MILLS

Cranswick operate two mills that supply feed into Crown Farms as well as other farms in the surrounding areas. There is an in-house nutritionist formulating to ideal protein concept, meaning lower protein levels in diets and reducing emissions of nitrogen (ammonia), thus lowering the risk of respiratory problems. Because Cranswick own the mills that supply feed to their own farms, diets are totally under the control of Crown Farms. This enables them to react to changes of raw materials, again, preventing ammonia emissions and other excessive nutrients in the guts of animals and avoiding negative effects on the animal's health. The close relationship between the mills and the farms allows trial work to be carried out efficiently and effectively.



**FROM 2015-20 OUR PIG FARMS HAVE REDUCED ANTIBIOTIC USAGE BY OVER 60%**

## SOYA AND DEFORESTATION

Cranswick are committed to ensuring that all soya in our supply chain is legal and cultivated in a way that protects against conversion of forest and valuable native vegetation. As a supporter and active member of the UK Round Table on Sustainable Soya (RTSS), we pledge to ensure our supply chain, including our own farms, is made aware of the impact of soya on deforestation. We are also signatories to the Business Statement of Support for the Cerrado Manifesto, which calls for industry, civil society and government to work together to balance sustainable agricultural development and protection of this important natural

ecosystem. To this end we are looking to move toward certified sources of soya and, moreover, continue R&D on alternative protein sources for the future. Timescales are to be confirmed.

We are also members of the Soya Transparency Coalition and within our own farms, in 2020 sourced non-deforested certified soya under a regional mass balance scheme.

For more information please refer to our Group Soya Policy and Group Deforestation Policy which can be found on the Cranswick plc website.



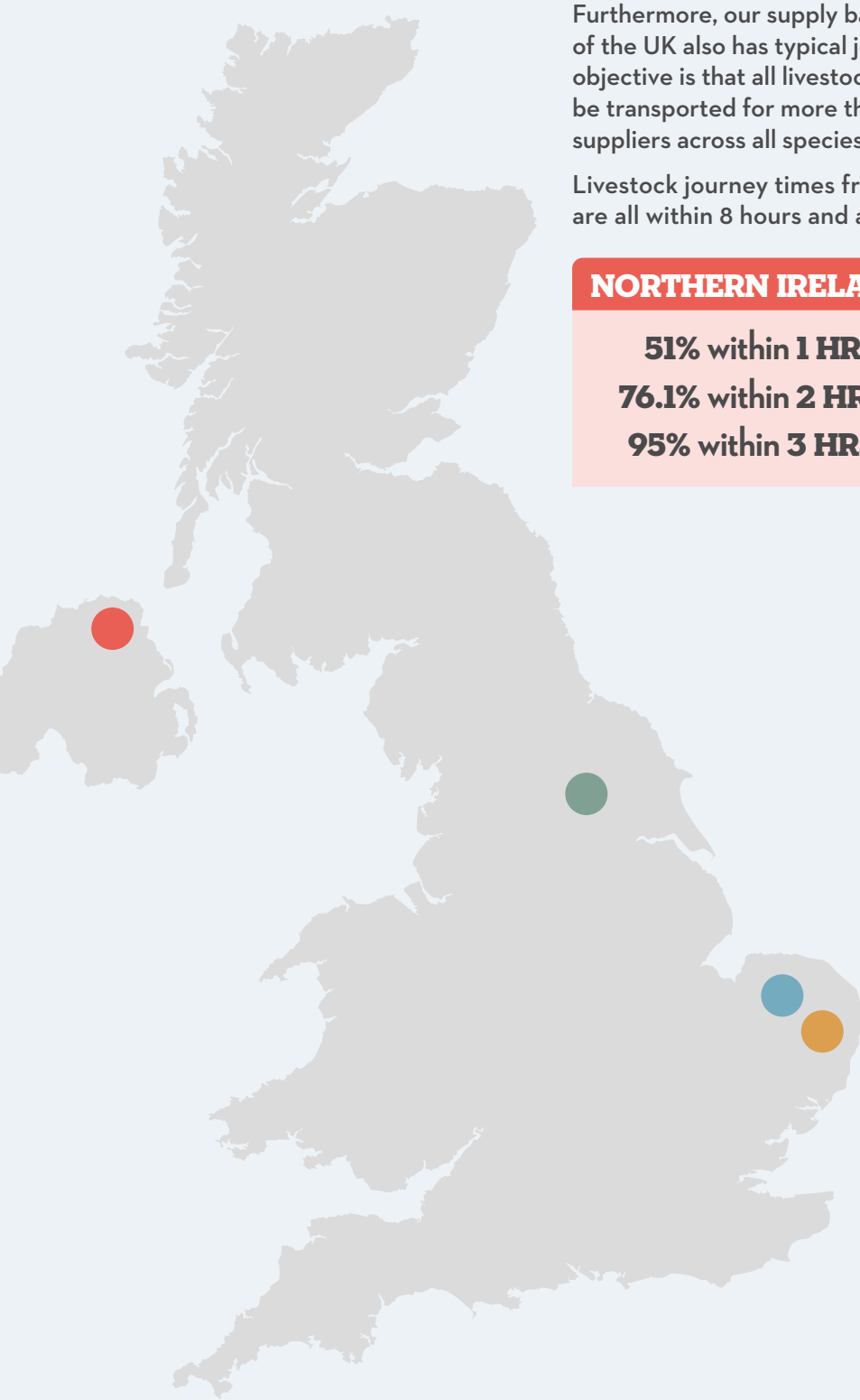


# TRANSPORTATION

All Cranswick sites, along with our UK beef, lamb and poultry suppliers, comply with UK Farm Assurance Scheme standards. Typical journey times are between 3-4 hours.

Furthermore, our supply base covering all species purchased outside of the UK also has typical journey times of between 3-4 hours. Our objective is that all livestock processed by all our suppliers must not be transported for more than 8 hours. This is being achieved by all our suppliers across all species, including dairy cattle, laying hens and fish.

Livestock journey times from the farms to our production facilities are all within 8 hours and are typically:



**NORTHERN IRELAND**

**51% within 1 HR**  
**76.1% within 2 HRS**  
**95% within 3 HRS**

**YORKSHIRE SITE**

**38% within 1 HR**  
**81% within 2 HRS**  
**95% within 3 HRS**

**NORFOLK SITE**

**48% within 1 HR**  
**75% within 2 HRS**  
**82% within 3 HRS**

**CROWN POULTRY**

**100% within 2 HRS**

## OUR PROCESSING SITES

Across all our UK animal processing sites we have our own teams of qualified Animal Welfare Officers (AWO). These have all been independently trained and certified by external organisations such as Bristol University, Livestockwise (pigs) and Poultech (poultry) who run industry recognised welfare courses. In addition to this the poultry farm managers are also independently welfare trained. They are responsible for inspecting the animals as they arrive at site, whilst they are in the lairage and also for ensuring that all animals are handled in the most humane way possible. There is also an independent vet on site monitoring the animal's welfare and inspecting all animals ensuring our welfare standards are met and implemented. All our sites have CCTV which is regularly monitored both by the Cranswick team internally, and externally by independent persons. Footage is kept for

a minimum of 3 months. Animal welfare is an integral part of our business and as such, the importance of welfare forms part of our induction and training for all new staff even if they do not work within the abattoir area.

Good animal welfare in the lairage is an integral part of the business. Consequently, there are both announced and unannounced welfare audits throughout the year. Cranswick also use a consultant to audit and suggest improvements within the lairage, as continuous improvement is key to good animal welfare. There is a team who discuss managing animal welfare, any improvements that can be made, and trials can be discussed and implemented.

## STUNNING

In Cranswick's Technical Condition of Supply contract it is a requirement that all global suppliers ensure all species of animals, including dairy cattle, fin-fish and laying hens, are adequately pre-stunned prior to process.

We require all UK pork to be processed in accordance with the BMPA Quality Assured Pork and Welfare modules, which state that all animals must be stunned prior to slaughter. Our objective is 100% compliance and we can confirm that 100% of all species processed

by our suppliers and subsequently supplied into Cranswick – from both the UK and internationally – are pre-stunned. As part of Cranswick's own factory welfare outcome measures we can report 100% effectiveness of stunning prior to kill, meaning no re-stuns were required.

100% was also achieved in 2019 showing that we continue to maintain our standards. The figure for 2020 accounts for 84% of our global pig supply chain.





# MONITORING AND REPORTING ON PERFORMANCE



## DISEASE

We closely monitor disease outbreaks and potential threats to our UK and global supply chains. These findings are reported quarterly at technical meetings, or sooner if an urgent issue arises. Examples of diseases monitored are PEDV, African Swine Fever, Avian Influenza and Newcastle Disease.

## ANIMAL WELFARE BREACHES

We have a dedicated crisis management team, who, in the event of an industry issue arising, can deal with the situation swiftly and appropriately. Ensuring we retain the confidence of our customers by prompt and effective management. This applies to meat and non-meat (dairy & egg) products. Ultimately, we will cease trading with the supplier if we are not completely satisfied with the outcome.

## CRANSWICK AUDITS

In 2020 over 240 farm and processor audits were conducted both within the UK and internationally. We are happy to confirm that there were no major non-conformances and all minor non-conformances were actioned within an agreed period of time.

In the event of a non-conformance raised during an audit, we investigate the root cause and take appropriate action. Depending on the nature of our findings we will work with our supplier to resolve the issue within an agreed time frame. Ultimately, we will cease trading with the supplier if we are not completely satisfied with the outcome.

## REAL WELFARE OUTCOMES

Real Welfare involves on-farm assessment of pig welfare using a set of five objective and repeatable measures. These assessments are carried out by specially trained veterinary surgeons.

In the UK, Real Welfare outcomes are recorded both on farm and at delivery to the processing unit; these can then be fed back to the supplier to ensure continual improvement with regard to welfare on farm. Welfare outcomes are also monitored at our EU suppliers through audits by our agriculture team on both their farm and processing sites.

## BBFAW

BBFAW is an annual assessment of our business commitment to farm animal welfare. We are ranked in Tier 2 showing that farm animal welfare is integral to our Business. This demonstrates that we are actively managing the business risks and opportunities associated with farm animal welfare.

**BBFAW**  
Business Benchmark  
on Farm Animal Welfare

IN 2020 OUR TEAM CONDUCTED  
**OVER 240 AUDITS**





OBJECTIVES AND TARGETS

We work in partnership with our customers and have a set of farm animal welfare objectives. These are regularly reported to our customers, reviewed and areas for continuous improvement discussed.

Cranswick have also agreed set objectives and targets for the management of farm animal welfare with our major retailers, some of these are published. We are working with our customers in sourcing from suppliers who operate to independent higher welfare standards. The table below shows some of our objectives.

Where our objectives have been met, we continue to check and verify them each year as part of our welfare review.

KPI	TARGET DATE	2014	2015	2016	2017	2018	2019	2020
All animals to be stunned before process including fin-fish.	2012	100%	100%	100%	100%	100%	100%	100%
All eggs to be sourced from free range farms.	2012	100%	100%	100%	100%	100%	100%	100%
Typical transport times to our own processing sites - below 8 hours.	2012	100%	100%	100%	100%	100%	100%	100%
All dairy cows to be free from tethering.	2020	N/A	N/A	95%	95%	95%	95%	97%*
Farm assurance - all suppliers across all species to source from nationally recognised farm assurance schemes.  If no scheme is available, then a trained animal welfare officer will audit and benchmark a selection of farms against a recognised scheme such as Global Gap or an in-house scheme.  Note: All UK pigs are red tractor approved.	EU (Pig) suppliers 2020	88%	92%	100%	100%	100%	100%	100%
	Beef 2017	80%	98%	100%	100%	100%	100%	100%
	Lamb 2014	100%	100%	100%	100%	100%	100%	100%
	Poultry 2020	85%	94%	100%	100%	100%	100%	100%
	Eggs 2016	N/A	N/A	N/A	100%	100%	100%	100%
	Dairy 2025	N/A	N/A	N/A	N/A	90%	90%	94%**
	Fish 2019	N/A	N/A	N/A	N/A	100%	100%	100%

\*Even though there is an improvement of 2%, we have not achieved our target that was set in 2016. We will continue to work with our suppliers and review this target in 2021.

\*\*We have made progress in this area and can show an increase of 4% towards our target.

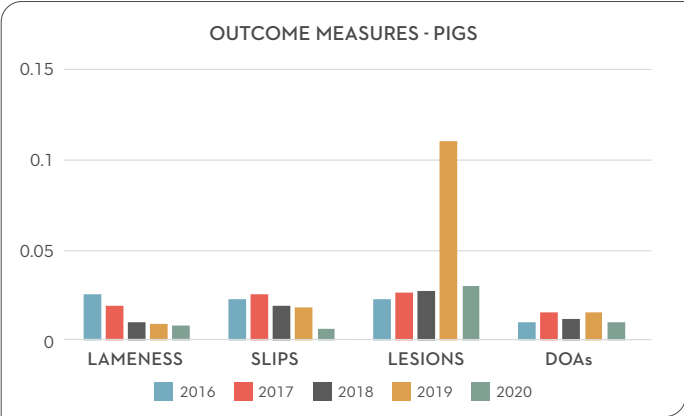
OUTCOME MEASURES

Cranswick record health and welfare outcomes within our factories and on our own farms.

PIGS

The graphs show the trends for Dead on Arrivals, lameness, slips/falls and body lesions, year on year, since 2016 for pigs through our abattoir. Cranswick are always looking for ways to improve performance and relay any issues back to suppliers on the health and welfare of their pigs.

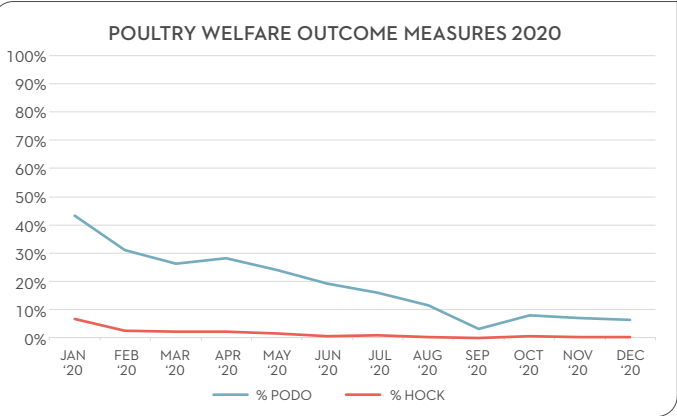
The outcome data for body lesions in 2020 has improved due to the collaborative work our Agri and Welfare team have done both on farm and in the abattoir.



POULTRY

The new poultry site became operational in November 2019. Health and welfare outcome data measures started to be collated in 2020. Key welfare indicators such as pododermatitis, a marking found on the sole of the chicken foot, and hock marking, a mark of the hock on the chicken leg are measured in the factory. Our target is <25% podo and <7% hock marks. This data is communicated back to the Agriculture team as we are always looking to improve health and welfare.

We can show a significant improvement on work done to reduce the incidence of pododermatitis. Hock marks are below our set target and we will continue to monitor these outcome measures.





# PROJECTS AND INNOVATION

We work closely with both our customers and suppliers and run producer groups that look at all aspects of animal welfare throughout the pig and poultry production chains. The Cranswick agricultural team are working on numerous projects looking at rearing systems, breed development, welfare, sustainability, traceability, environment, and ethical standards. Some examples of these are:




## PIG SUSTAINABILITY PROJECT WITH LEEDS UNIVERSITY




### WATER SANITISATION PROJECTS




### NON-CONFINEMENT OF SOWS DURING FARROWING WITH BOTH OUR UK & EU SUPPLY BASE



### FEED TRIALS, LOOKING AT THE USE OF SUPPLEMENTS AND ESSENTIAL OILS TO PROMOTE HEALTH AND WELFARE



### TRIALS TO RESEARCH THE LINK BETWEEN ANIMAL FEED AND EATING QUALITY FOR PORK AND POULTRY



### ON-FARM HATCHING NOW AT 100% COMMERCIAL TRIALS ON BIRDS GROWN TO THE BETTER CHICKEN COMMITMENT STANDARD



### 3D CAMERAS HAVE BEEN INSTALLED IN PIG AND POULTRY FARMS TO MONITOR BEHAVIOUR AND WELFARE




## INDUSTRY BEST PRACTICE GUIDE ON THE USE OF ANTIBIOTICS



## TYPES OF ENRICHMENT AND THEIR EFFECTIVENESS



## TAKING AN ACTIVE PART IN A PROJECT INVOLVING RAPID BLOOD DIAGNOSTICS TO DELIVER PEN SIDE DIAGNOSTIC RESULTS TO IMPROVE BETTER HEALTH AND WELFARE

In addition, since 2019, Cranswick have set up an additional 3 concept farms that will be involved in industry trials and research to enhance farm animal welfare.

Animal welfare doesn't end on farm, within our processing sites we have a team looking at projects and trials to improve animal welfare. Some examples of these are:



## CHANGING THE LIGHTING COLOUR TO BLUE TO CREATE A CALMER ENVIRONMENT



## TRIALS USING DIFFERENT MANIPULABLE MATERIALS IN THE LAIRAGE



# EDUCATING THE WIDER COMMUNITY

We have a number of producers who are involved in educating school children in the importance of animal welfare and the pig industry through farm visits. Cranswick's own Wayland Farms host Open Farm Sundays.

Cranswick also attend agricultural shows to engage producers in promoting higher farm welfare systems to the general public.

Our graduate and apprenticeship schemes also put great emphasis on high welfare standards and it is incorporated into their training programme. Within the business we also have upskilling days and offer pig farm visits where staff members learn about animal welfare.



## RECOGNITION

In 2019 our own Wayland Farms won the Outdoor Producer Award at the National Pig Awards, furthermore a member of the Wayland Farms team won the Chris Brant award, which recognises those who go the 'extra mile' on behalf of the industry.

Also, in 2018, Wayland Farms won the Special Achievement Award in recognition of the work and progress made in responsible use of antibiotics at the National Pig Awards. Furthermore, at the Antibiotic Guardian Awards 2018 they also achieved highly commended in the Agriculture and Food category.

In 2017 our own brand, Woodall's, was awarded the Good Pig Award by Compassion in World Farming. Cranswick also became 'Certified Humane' allowing exports for the US market.

Wayland Farms also won the Training Initiative Award at the 2016 Pig & Poultry Awards, showing we invest in the people looking after our animals and ensuring animal welfare is a main focus.

A member of the agriculture team, who took part in the Cranswick Graduate Scheme after completing a degree at Harper Adams University won the Meat Management Magazine's: Young Manager of the Year award in 2016.

Over the years both Cranswick and our independent suppliers have achieved recognition for their hard work and dedication to animal welfare. Achieving many awards such as Farmers Weekly Pig Farmer of the Year, NPA Producer of the Year, Indoor Producer of the Year, Investor in Training and, Technical Innovation of the Year showing that both ourselves and our suppliers are continuing to meet the high standards expected.

More recently, at the National Pig Awards 2020, Wayland Farms won Pig Producer of the Year and Outdoor Pig Producer of the Year. It was recognised that a holistic approach is taken across the farm base with excellent production figures, a strong focus on pig health, minimal antibiotic use, pig welfare, environmental enhancement, energy efficiency, reducing wastage and staff training and development.

Cranswick have also worked closely with retailers who have subsequently won awards such as Compassion In World Farming Good Pig Award.

ANIMAL WELFARE IS AT THE HEART OF WHAT WE DO.







Find out more here:

**[WWW.CRANSWICK.PLC.UK](http://WWW.CRANSWICK.PLC.UK)**

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