

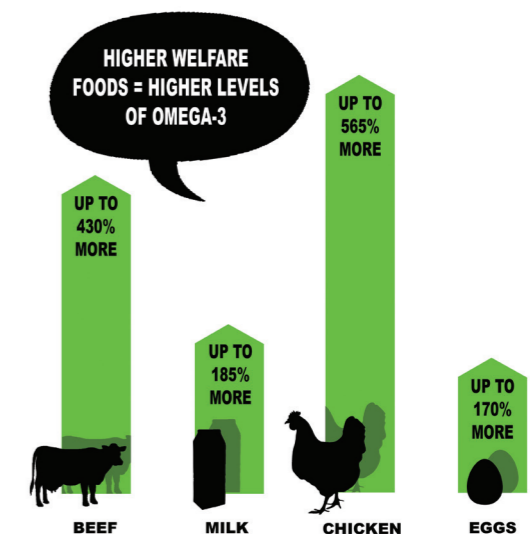
HIGHER WELFARE ANIMALS PRODUCE MORE NUTRITIOUS FOODS

As the world's leading organisation for farm animal welfare, Compassion in World Farming works to achieve a whole food system that is truly kind: kind to animals, kind to the environment and kind to consumer health.

Our new nutrition report reveals that meat, dairy and eggs from higher welfare farming often contain higher levels of key nutrients and less fat than animal products from factory farm systems. Most of the studies we reviewed found statistically significant differences in the levels of key nutrients and we think this compelling evidence is of utmost importance to consumers, decision makers and the food industry alike.

HIGHER WELFARE FARMING INCLUDES ORGANIC, FREE-RANGE AND PASTURE-BASED SYSTEMS AND USE OF SLOWER GROWING BREEDS.

When buying higher welfare products, look out for **organic and RSPCA Freedom Food** labels. To find out more, please visit www.ciwf.org/nutrition



HIGHER WELFARE ANIMAL PRODUCTS CONTAIN A FAR GREATER PROPORTION OF OMEGA-3 IN THE FAT THAN IN THE FACTORY FARM ALTERNATIVE

Here are four of Compassion's key findings:



Photo © Getty images

HIGHER WELFARE = LOWER FAT CONTENT

By opting for higher welfare animal products rather than factory farmed ones, consumers could significantly reduce their dietary intake of fat, including saturated fat:

- **Free-range & organic chicken** – up to 50% less fat
- **Slower-growing chicken** – up to 65% less fat
- **Pasture-reared beef** – 25% - 50% less fat

Obesity and its related health problems are on the rise. It is known to contribute to cancer and heart disease – the world's biggest killers – driving many consumers to choose healthier foods. Compassion's new report, therefore, could have profound implications for both consumer health and the way animal products are marketed to health-conscious consumers.



HIGHER WELFARE = HIGHER LEVELS OF OMEGA 3

Modern diets are often chronically lacking in Omega-3 fatty acids yet excessive in Omega-6 – an imbalance that a number of researchers link to serious diseases such as heart disease and cancer, amongst others. Our new report demonstrates that higher welfare animal products consistently contain a higher proportion of Omega-3 in their fat than factory farmed animal products:

- **Pasture-reared beef** – up to 430% higher
- **Higher welfare chicken** – up to 565% higher
- **Higher welfare eggs** – up to 170% higher
- **Pasture raised lamb** - 30% to 245% higher
- **Pasture produced milk** – 50% to 185% higher
- **Higher welfare pig meat** – up to 290% higher

By having more opportunities to buy pasture-reared lamb and beef, slower-growing chicken and free-range eggs, consumers can benefit from a substantial contribution towards their dietary requirements for long chain Omega-3, whilst achieving a more balanced intake of Omega-3 and Omega-6.



HIGHER WELFARE = HIGHER LEVELS OF ANTIOXIDANTS

Higher levels of antioxidants, which are vital to good health and help fight diseases such as cancer, were found in higher welfare animal products compared to those from intensive factory systems:

- **Free-range eggs** – up to 100% more vitamin E & 280% more beta-carotene
- **Free-range pig meat** – up to 200% more vitamin E
- **Higher welfare beef** – 335% to 700% more beta-carotene
- **Higher welfare milk** – 60% to 436% more beta-carotene

By choosing higher welfare animal products, consumers can contribute favourably towards their intake of vitamin E – an important antioxidant. Given the health benefits of antioxidants in neutralising free-radicals and working to prevent cancer, we consider these findings too significant to overlook.



A LIFE WORTH LIVING = FOOD WORTH EATING

Farm animals are sentient beings with the full capacity to experience both wellbeing and suffering. In the drive for cheap animal protein, billions of animals endure the barren confinement of factory farming systems. Overcrowded, vulnerable to disease and denied basic needs, they have little or no opportunity to exercise or to express important natural behaviours and are often pushed to their physiological limits in the pursuit of ever-higher yields.

The industrial farming model is unsustainable and relentless in its exploitation of animals, land, energy and water. An urgent move from intensive towards higher welfare farming is required to improve animal welfare, as well as to reduce environmental pollution and waste.

Higher welfare farming produces healthier meat, eggs and milk than similar products from factory farms. Switching from factory farmed animal products to higher welfare could contribute to improved consumer health, especially if consumed in moderation within a balanced diet, rich in fruit and vegetables.

Meat, milk and eggs from higher welfare farming systems can be better for our health than intensively produced products because they tend to have

• LESS FAT

• A GREATER PROPORTION OF OMEGA-3

• HIGHER LEVELS OF ANTIOXIDANTS.

The findings of over 200 studies were examined and data from the 76 most robust studies were analysed in detail.