

Working with Compassion in World Farming

M&S
— FOOD —

M&S has worked collaboratively with Compassion in World Farming (CIWF) to help drive animal welfare improvements and make positive changes to the M&S supply chain via a trusted, solutions-led approach.

“When it comes to welfare improvements M&S doesn’t just work on the simple things – they tackle the harder ones too,” explains Dr Tracey Jones, Global Director of Food Business at CIWF. “They are on a continuous improvement journey and have made animal welfare integral to their business and a key pillar of their sustainability strategy.

“By investing in animal welfare as a business, M&S is also supporting their farmers and continuing to deliver affordable products that are high quality but still within range for their customers. They see animal welfare as a central part of delivering high-quality products, linking higher animal welfare to the strength of their well-established brand.

“M&S has also worked hard to communicate their higher welfare credentials through wide-ranging, cross-channel marketing campaigns. For example, bringing consumers on their higher welfare journey through their recent TV adverts fronted by celebrity chef Tom Kerridge, alongside their extensive in-store marketing campaigns.”

As part of its commitment to animal welfare, M&S has established a number of industry-leading initiatives across a range of sectors and set rigorous requirements for animal welfare across its supply chain.

“Just one example of M&S’s forward-thinking approach is their move to Oakham Gold fresh chicken,” says Dr Jones.

M&S was the first UK retailer to sign up to the Better Chicken Commitment in 2018, a pledge that calls for better standards for chickens reared for meat. Following this, M&S moved to their Oakham Gold fresh chicken, incorporating a slower growing breed which is fundamental to chicken welfare.

“M&S is the first, and only UK retailer, to deliver 100% compliance with the Better Chicken Commitment across all their fresh chicken supply. By making this ambitious move, M&S is setting an important example for other UK retailers to follow.

“In recognition of their dedication to animal welfare, **M&S has already received 11 Awards from CIWF for their higher welfare commitments**, including a Good Egg Award in 2007 for their cage-free egg policy and the prestigious Special Recognition Award in 2021 for introducing their Oakham Gold fresh chicken.”

M&S using a range of CIWF tools and services, including their [Awards](#), [Supermarket Survey](#), and [Business Benchmark on Farm Animal Welfare](#).

