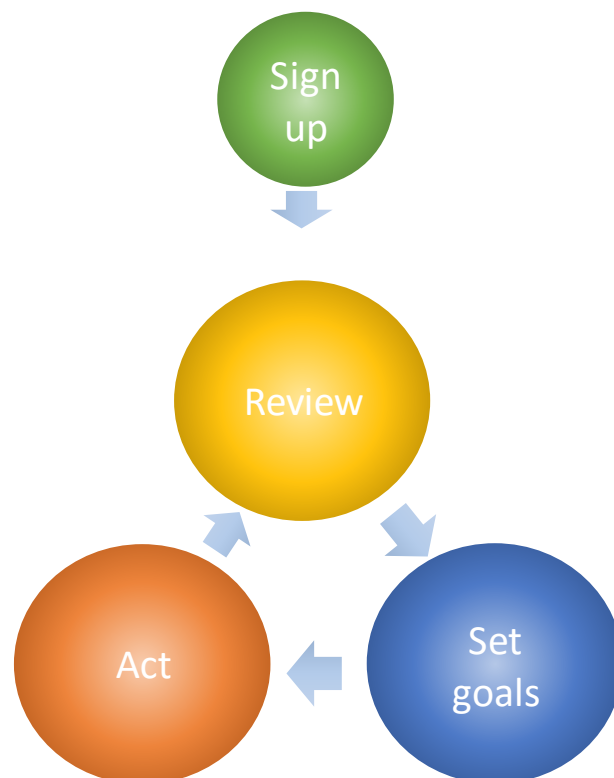




Becoming a CreatureKind Institution

- **CreatureKind** works to help institutions improve their practice as it impacts farmed animals, with benefits for humans, animals, and the environment.
- **CreatureKind** institutions engage with reducing the consumption of animal products and sourcing remaining animal products from higher welfare sources.
- Becoming a **CreatureKind** institution means committing to a cycle of reviewing current sourcing, setting goals for improved practice, and acting on them, together with engaging your community about the programme.



A. What are the goals of a CreatureKind institution?

Goal	Why?
1. Reduce consumption of animal products	<p><i>For animals:</i> reduce the numbers of animals subjected to intensive farming.</p> <p><i>For humans:</i> improve food and water security, move to healthier diets, reduce risk of new diseases, protect efficacy of antibiotics.</p> <p><i>For the planet:</i> reduce greenhouse gas emissions and pollution.</p>
2. Obtain remaining animal products from higher welfare sources	<p><i>For animals:</i> allow farmed animals to live lives worth living.</p> <p><i>For humans:</i> reduce risk of new diseases, protect efficacy of antibiotics.</p> <p><i>For the planet:</i> reduce pollution from industrialized agriculture.</p>

The **CreatureKind** project is motivated by a Christian recognition of animals as fellow creatures of God and of a human responsibility to be kind towards them. The **CreatureKind** goals are widely shared by those of all faiths and none. Any institution sharing these goals can become a **CreatureKind** institution.

B. What it means to be a CreatureKind Institution: Overview

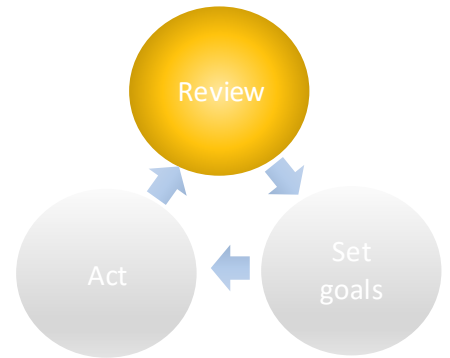
Step 1: Sign up



The first step to becoming a CreatureKind institution is to sign up. We'll discuss what's involved and agree a plan for the next steps.

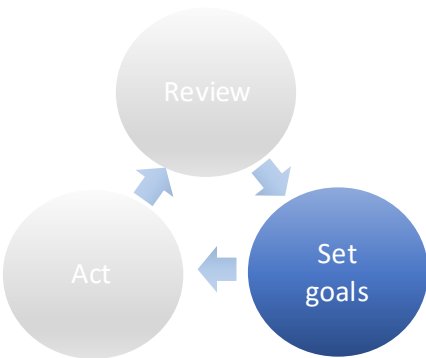
Step 2: Review

The next step is to review your institution's current sourcing of animal products, to discover how much meat, dairy, and eggs you consume, where it comes from, and assess the welfare standards of the animals the products are derived from. You may already have much of this information to hand. If not, we can point you to resources and organizations that can help. See page 4 below for more details.



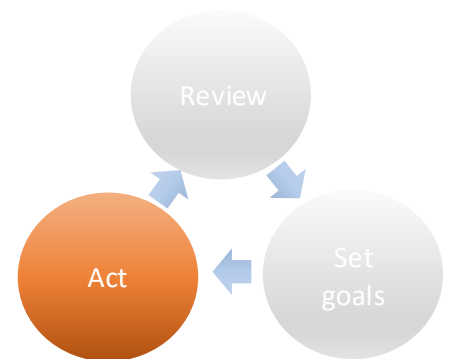
Step 3: Set goals

CreatureKind institutions commit to acting in relation to reducing consumption of animal products and improving animal welfare standards in the products they continue to consume. Within these goals, priorities and opportunities will differ from one institution to another. We'll work with you to find realistic goals that represent real change, and make a plan for how to achieve them. See pages 4–6 below for more details.



Step 4: Act

The next step is to implement your plan and monitor its results. We can help you communicate about the programme and your successes to consumers, employees, and other stakeholders, and can point you to help if you encounter problems. At the end of the year we can help you with the next steps: reviewing what you've achieved and setting new goals. See pages 6–7 below for more details.



C. What it means to be a CreatureKind Institution: More details

Reviewing your institution's practice (Step 2)

Reviewing your current practice involves gathering information about your current levels of consumption of animal products, the suppliers of those products, and the welfare status of the animals from which those products are derived. In relation to eggs, for example, it is important to know how many eggs you use, and how many of them are derived from optimal welfare environments, from organic farms, from free range suppliers, and from caged egg producers.

Support is available to undertake this review. Compassion in World Farming (<http://www.ciwf.org.uk>), for example, is experienced in helping institutions conduct this kind of review, and can offer help for free.

The goal at the end of the review is an overview of the impacts on farmed animals of your current consumption patterns. The methods you use to conduct the review should be repeatable in order to review progress against the goals you set.

Setting goals to improve your institution's practice (Step 3)

Setting and achieving goals representing real improvements in relation to farmed animal welfare is the heart of what it means to be a CreatureKind institution. It is important that the goals are significant in making an impact on the lives of farmed animals, but also that they are realistic and achievable. We recognize that every institution is different, and will have different opportunities and challenges in improving practice. For that reason, we do not specify the goals that make sense for particular institutions at particular times, but will support you in setting goals that are significant and achievable.

There are two categories of goals, reflecting the aims of the CreatureKind programme to reduce consumption of animal products and improve the welfare of farmed animals used for the remaining animal products sourced. The goals you set should reflect both categories.

1. Reduce your consumption of animal products.

It is helpful to set a goal of an overall percentage reduction in consumption of animal products, such as a 5% or 10% reduction over the course of a year. It is likely to be helpful to break this down in relation to the different animal products you use, such as eggs, dairy, chicken, pork, beef, and so on. You may want to aim at a uniform reduction across all areas, or you may be able to set more ambitious targets in some areas in comparison with others. We can point you to

information about the strategies other institutions have used, and the results of their initiatives, to inform your assessment of what might be possible for you (see 'Acting to achieve your institutional goals', below).

2. Improve the welfare standards for the remaining animal products you consume.

There are different ways of setting goals to improve the welfare of animals used to produce the animals you consume.

a. Optimal welfare sources

We encourage you to set a goal for a percentage of your sourcing of animal products from optimal welfare producers. These are farmers who go beyond any of the established threshold standards to offer the best possible standards of welfare for their animals, such as egg suppliers using rare/heritage breed hens that don't require the culling of male chicks, or farmers raising pigs extensively in environments that allow them to express fully their nest-building and rooting behaviours. The best choice of suppliers is likely to be local farmers with whom you can develop a working relationship over time.

The availability and cost of animal products from these sources may be such that it is realistic initially only to commit to source a small percentage of your products from these sources, but a commitment of any size will have an impact on supporting these suppliers and setting new standards for raising farmed animals. We may be able to help you identify farmers in your area.

b. Compassion in World Farming Awards

[\(http://www.compassioninfoodbusiness.com/awards/\)](http://www.compassioninfoodbusiness.com/awards/)

Compassion in World Farming (CiWF) encourage institutions to apply for their range of awards: the Good Egg Award, the Good Chicken Award, the Good Dairy Award, the Good Pig Award, and the Good Rabbit Award. Each award has particular criteria that must be met. Their Food Business team is available to offer advice about how to achieve the awards, and they publicize award winners.

If you already hold an award, you can improve your sourcing within it, by increasing the proportion of products from the highest standard of welfare they identify.

c. Soil Association organic certification

The Soil Association certification for organic animal products represents the highest threshold criteria for animal welfare in the UK. Setting goals to source a greater proportion of animal products from organic sources is therefore a means to move to higher farmed animal welfare standards.

d. The Global Animal Partnership (GAP) 5-step Animal Welfare Standards (<http://www.globalanimalpartnership.org/5-step-animal-welfare-rating-program/standards>)

The Global Animal Partnership has produced a 5-step programme for assessing and certifying the welfare of farmed animals, with detailed published guidance on the standards required at each level. Few UK suppliers or retailers are currently part of the scheme, but it offers a robust framework for evaluating animal welfare standards and is likely to prove invaluable in making clear how they could be improved.

In the short-term, it may not be possible to source animal products in the UK from GAP-certified suppliers, but the published standards can be used in discussion with farmers and suppliers to check on the detail of the welfare of animals within their systems, and to identify concretely how welfare could be improved. If the sufficient UK farmers and suppliers become certified, goals could be set to source increasing proportions of products from suppliers with higher step certifications.

It is helpful to engage as wide a constituency within your institution as possible in the setting of goals. We can advise on ways to do that and help facilitate the process.

Acting to achieve your institutional goals (Step 4)

The key to achieving the goals set is identifying effective strategies to reach them. We can advise on the ways other institutions have acted to reduce the consumption of animal products, and to change their sourcing of animal products towards higher welfare alternatives. Other organizations such as Compassion in World Farming and Humane Society International are also able to offer advice regarding effective strategies and advise if you encounter difficulties implementing them.

Communicating about the changes you are making in becoming a CreatureKind institution with those consuming the food you supply is critically important to success. Offering your community the opportunity to learn and dialogue about the changes will also have wider benefits, including shifting attitudes towards farmed animal welfare beyond the food you supply. CreatureKind can help your community discuss the rationale for the CreatureKind commitment, including reasons relating to a Christian understanding of animals, and wider perspectives on animal ethics. We can advise on ways to promote the improvements you are making and can put you in touch with other organizations that can help.

At the end of the year, you will return to Step 2 in order to review the impact of the actions you have taken, evaluate what has been more and less effective in relation to meeting your goals, and use this experience in returning to Step 3 in order to set goals for the following year. This cycle between review, goal-setting, and acting to achieve the goals will enable your institution to continue to become more CreatureKind in reducing the consumption of animal products and improving the welfare of farmed animals used to source the remaining animal products you consume.

To find out more or to discuss becoming a CreatureKind institution, please contact us:

<http://becreaturekind.org>

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