

ANIMAL WELFARE

LEADERSHIP: INVOLVEMENT IN R&D / INDUSTRY INITIATIVES / PROMOTION OF HIGH ANIMAL WELFARE

Engagement

We have actively engaged with various key stakeholders across the farm animal welfare agenda, and this has helped us to develop our own internal thinking around how best to engage with our suppliers on farm welfare outcomes and related issues.

We have actively engaged with the following organisations:

- Compassion in World Farming
- Business Benchmark on Farm Animal Welfare (BBFAW) / Chronos
- World Animal Protection
- Humane League
- Animal Equity
- Four Paws
- Future Food Movement – Regenerative Agriculture
- SAI – Sustainable Dairy Partnership

Antimicrobial resistance

Antibiotic resistant bacteria are a significant and increasing health threat. Although antibiotics are used in both human and animal medicine, the use and perceived misuse of antibiotics in agriculture continues to be a concern. The EU Commission and the UK Government is responding to this by putting in place legislative changes and targets to continue the reduction in antibiotic use in agriculture and empower consumers through more information.

UK Food Supply Chain: To facilitate collaborative working and co-ordination of initiatives to reduce antibiotic use in agriculture and tackle antimicrobial resistance, retailers, manufacturers, and processors have come together to promote and support responsible antibiotic use and tackle antimicrobial resistance, forming the Food Industry Initiative on Antibiotics (FIIA). Premier Foods is a Board Member of the FIIA. The FIIA has agreed a common set of targets with regards to responsible use of antibiotics, and a reduction of antibiotic usage without compromising standards of animal welfare. The targets and commitments can be reviewed online:

<https://fiia.co.uk/commitments/>

Promoting Higher Animal Welfare to Consumers



We promote higher animal welfare to consumers by adding logos on consumer packs. For example, we include the Red Tractor logo on many of our Ambrosia packs. By putting the Red Tractor logo on our products, we can give confidence to our consumers that the ten lorry loads of milk we



use each day to make our Ambrosia products can be traced back to the farms who produce them. It also shows that these farms follow strict high standards for food safety, hygiene, animal welfare and environmental protection. Our Ambrosia team frequently engages with Red Tractor, and Premier Foods' brand features in a case study on their website (<https://redtractor.org.uk/dig-a-little-deeper/our-partners/ambrosia/>) as well as the Instagram page.

We also raise awareness of our work on animal welfare in our consumer facing website for the brand Ambrosia (<https://www.ambrosia.co.uk/>). **Is the new video being added here or on the main site?**

Most of the eggs purchased by Premier Foods are then used in our Kipling cakes. All eggs come from KAT certified cage-free farms which we communicate to our consumers on our brand website (see [https://www.mrkipling.co.uk/ask-mr-kipling-question "What eggs do you use in your cakes?"](https://www.mrkipling.co.uk/ask-mr-kipling-question-What-eggs-do-you-use-in-your-cakes?)). We use this consumer-facing website to raise awareness of the importance of animal welfare. **The question on what eggs do you use in your cakes seems to have disappeared from the website? Can we add back in?**

In a digital age, we are also regularly sharing content on our social media pages Twitter, LinkedIn and Facebook to inform our consumers on animal welfare (most recently shared the video "A day in the life of a cow"). We also raise awareness of our work on animal welfare to our teams and colleagues via the intranet.

Sustainability Bites

Premier Foods continue to raise awareness across the business and have recently conducted a webinar to raise awareness on climate change. The webinar included external speakers including a key dairy supplier that covered best practice on farms including measurement of carbon, incentivisation of progress, and carbon measured at product level.

Sustainable Dairy

In June 2023 our Procurement and ESG teams, including our ESG Director visited a dairy farm to understand how changes to animal breeding, animal welfare, feed and slurry management can help reduce the carbon impact of the milk and butter we use in our Ambrosia and Mr Kipling products.

Our milk supplier carries out an annual farm carbon impact assessment and use the "cow compass" tool to ensure the welfare of herds.

During the visit the team were able to discuss options to help more farmers in our supply chain to adopt best practice and reduce their environmental impact.

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