

# quarterly IMPACT REPORT

Q4: JAN-MAR 2024



## SPOTLIGHT NEWS: 114 MILLION LIVES CHANGED FOR THE BETTER

*A very warm welcome to our newsletter reflecting on our progress for animals from January to March 2024.*

What an exciting period it has been. The last few months have seen two major supermarkets - Morrisons and Lidl - commit to giving their chickens more space, which will see the lives of an estimated 114 million chickens improved each year.

These victories have come as a result of relentless campaigning by THL UK and our allies. As a campaigner, my role is to find ways of pressuring companies to do the right thing for animals. We explore every avenue, demonstrating to companies that we're not a temporary thorn in their side - we're here to stay until they act.

To see our work pay dividends for the animals is so rewarding. I hope you'll join me over on the next page for the inside story on our latest victories.

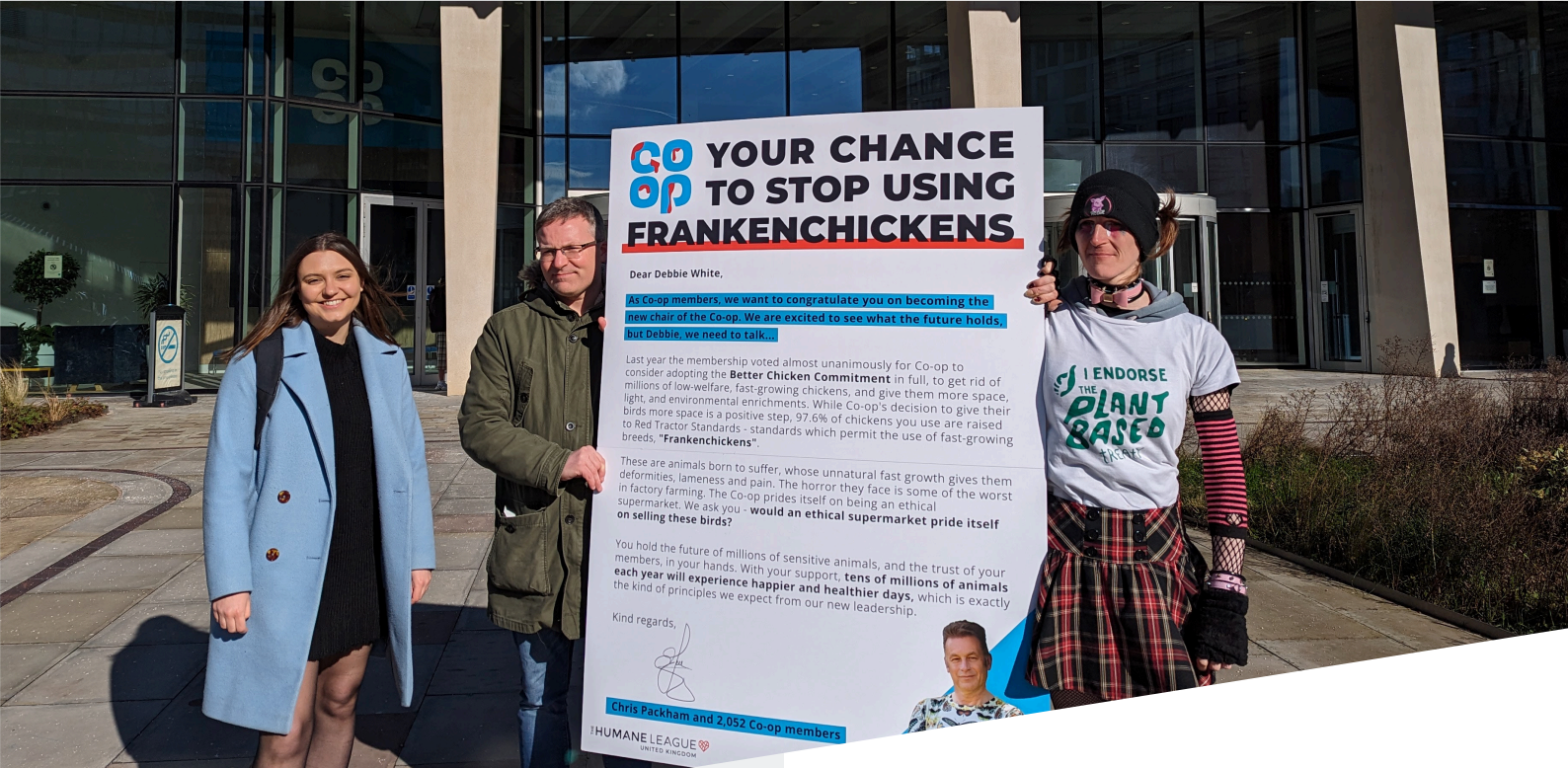
Warmest wishes,

**Jodi Darwood**  
Campaigns Coordinator,  
The Humane League UK



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## OUR LATEST VICTORIES FOR CHICKENS

*In January, Morrisons announced that all their own-brand fresh chicken would be raised at a lower stocking density, giving their chickens 20% more space. In March, Lidl followed by making the same commitment.* Both commitments come after long-term campaigns by THL UK and our allies including Open Cages and other organisations in the Open Wing Alliance (OWA).

To give you a sense of the scale of campaigning THL UK and OWA allies are undertaking, the Europe-wide Lidl campaign so far has seen the release of over half a dozen undercover investigations, more than 80 protests, and 656 media stories. As a result, millions of people across Europe are now aware of Lidl's chicken scandal.

However, while Morrisons' and Lidl's commitments to give their chickens more space is a positive step, it is not enough. They are yet to commit to the full Better Chicken Commitment (BCC), which requires an end to the use of cruelly-bred Frankenchickens. We will continue our campaigning until these supermarkets make a full commitment.

Meanwhile, we have also been continuing our campaign for Co-op to end its cruel use of Frankenchickens. At their 2023 AGM, Co-op members voted to adopt the BCC, but bosses

only committed to giving their chickens more space. In March, we ramped up the pressure by mobilising over 2,000 Co-op members to sign an open letter to Co-op's new Chair, Debbie White, calling on her to stop selling Frankenchickens. We published the letter as a half-page advert in The Guardian, and Chris Packham recorded a **personal video** to Debbie. The open letter gained major media attention, earning coverage in **The Mail, The Mirror, The Independent** and **The Evening Standard** among others.

Thanks to your support, supermarkets are feeling the pressure more than ever to end this cruel status quo. We can't wait to update you on our campaigning in the next newsletter!



# *your Q4* IMPACT

**114M**

**CHICKENS**

who will have more space as a result of commitments by Lidl and Morrisons (estimated)

**2,000 +**

**CO-OP MEMBERS**

signed an open letter to Co-op's new chair, including Chris Packham

**10,000**

**LEAFLETS**

handed out by volunteers in front of Co-op stores

**640**

**HOURS GIVEN**

by volunteers

**318M**

**POTENTIAL VIEWERS**

through media coverage





## FIGHTING FOR FARMED FISHES

***An estimated 77 million fishes are slaughtered in the UK each year, making them the second most farmed animal in the country.*** Yet currently there are no detailed stunning or slaughter requirements for farmed fish in law, meaning they are at risk of dying in extreme pain.

We are working hard to change that.

After the release of the Animal Welfare Committee (AWC) opinion on fish welfare in September last year, which recommended

detailed stunning requirements be enshrined in the law, we have been working to ensure this translates into action from the Government.

In January we helped organise a roundtable hosted by the All-Party Parliamentary Group for Animal Welfare (APGAW). This saw stakeholders from across many sectors (including retail, legal, industry, charities and Parliament) come together to discuss the need for species-specific legal protections for fishes. Following the meeting, Lord Trees and Giles Watling MP, co-chairs of APGAW, sent a letter to Defra asking the Secretary of State for a roadmap of when the AWC recommendations will be implemented. This letter was drafted by THL UK and allied charities.

Maintaining momentum from the roundtable, we have since chaired two meetings of a working group of NGOs who are working on fish welfare. We are now in a critical period of opportunity to win stronger legal protections for farmed fishes. Thanks to your support, we are able to put in this important behind-the-scenes work to ensure fishes aren't forgotten.



*We are thrilled to welcome two new trustees to THL UK's Board.*



**James Özden** is a grantmaker at a US-based family foundation that focuses on reducing animal suffering, and used to run a small non-profit in the UK, Social Change Lab, that conducts empirical research on social movements.

**Lynn Percival** has been working in fundraising for almost 15 years, across a range of disciplines and organisations. She's been a member of the Jane Goodall Institute's (JGI) global team for the past five years, supporting the 30 JGI offices worldwide to grow their income, and now works at Greenpeace.



*We're also pleased to announce trustee Ben Wickham as our new Board Chair.*

Ben is currently on the leadership team at Sky Sports, running a team who manage the look, feel, and brand values of the platform. He has previously worked at many of the other major UK broadcasters. Ben takes over the Chair role from Vicky Bond, who was previously Managing Director of THL UK and is now President of THL in the US.



...I've long maintained a passion for improving animal welfare but haven't been able to volunteer my time in response. It is for that reason that I donate to THL UK, a charity that I know will use my funds far more effectively than I ever could myself if I were to take up this challenge on my own. I am comforted by the fact that THL UK is consistently ranked in the highest category as a Recommended Charity by Animal Charity Evaluators, and I know that the team works tirelessly to drive change for animals. **Ultimately, I donate to give a voice to those who can't speak up for themselves, and I know that THL UK will amplify that voice.**

*- Generous donor to THL UK*

**JUST TO SAY...**

*We are sad to have recently said goodbye to Jodie, our Major Gifts Coordinator, who many of you will have known. Jodie has moved on to another role in the animal protection space and we are currently hiring for her replacement. Please don't hesitate to get in touch with me if you have any questions.*

*Yours,*

**Gavin Chappell-Bates**  
*Head of Development,  
The Humane League UK*



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## AND FINALLY...

*We brought together staff, donors, trustees, volunteers and a celebrity supporter to launch our vision of a better future for animals. Watch the short and inspiring [video](#) by clicking on the video thumbnail.*



**MAKE A GIFT TODAY**

**SHARE OUR MISSION** with your networks and encourage them to also support THL UK.

We're deeply grateful to our loyal supporters who have enabled us to remain effective in our mission to end the abuse of animals raised for food. **WE APPRECIATE YOUR CONTINUED SUPPORT** to be able to impact even more animals in every corner of the world.



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