

our theory of change is a map that outlines the steps we take to achieve our mission. Short-term, medium-term, and long-term outcomes lead us to a world where we've stopped the worst and most widespread abuse of animals raised for food, and they're treated with far greater compassion.

our mission:

**WE EXIST TO END
THE ABUSE OF ANIMALS
RAISED FOR FOOD**



tactics

- Hard-hitting corporate pressure campaigns for chickens raised for meat
- Direct dialogue with company decision-makers
- Legislative campaigning and lobbying against cages
- Legislative campaigning and lobbying on fish welfare at the time of slaughter
- Knowledge-building, collaboration, and alignment on fish welfare across charities
- Corporate campaigning on fish welfare
- Accountability work to keep companies on track with their cage-free commitments
- High profile media coverage on chicken & fish welfare reaching strategic audiences
- Corporate plant-based advocacy
- Collaboration and movement building within the Open Wing Alliance



short-term outcomes

- All major supermarkets commit to the higher welfare Better Chicken Commitment (BCC), and report on their progress
- New laws to protect fishes from intense suffering during slaughter are passed
- Companies feel pressure to improve the welfare of fishes
- The animal movement works together more closely on fish welfare
- The Government consults on banning cages for hens, and finally outlaws them
- All major companies fulfil their commitments to sparing hens from cages by 2025
- Companies feel pressure to shift towards plant-based proteins



medium-term outcomes

- Supermarkets continue to make and report on their progress towards the BCC
- The UK public widely rallies against cruelty to chickens
- The number of chickens raised every year drops
- The number of fish farms levels out. No new fish farms are approved
- Companies commit to improved fish welfare standards, and report on progress
- UK public sways against factory farmed fish
- The UK government enforces a complete ban on cages for all animals raised for food
- A ban on cages in Europe is also enforced
- Companies commit to reduce their offerings of animal-based products and report on progress
- We farm fewer animals and transition from factory farming to higher welfare



long-term outcomes

- All major companies and chains meet the BCC
- Enhanced legal protections for chickens is put in place
- The number of fishes raised for food drops
- Companies meet their commitments to improved fish welfare
- The farming of hens in cages drops globally as well as in the UK
- Companies meet their pledges to reduce their offerings of animal-based products
- Plant-based protein products become more accessible than farmed animal products
- The sale of animal products reduces
- The overall number of animals farmed significantly declines
- Factory farming becomes less and less viable and socially acceptable



impact: 2050+

- All broiler chickens are raised to the BCC as a minimum, with natural light, space and objects to discover and play with, and a complete end to fast-growing Franken chickens
- The rapid expansion of cruel and damaging fish farming on land and in the sea has been stopped. The immense suffering of farmed fishes has been drastically reduced
- No animal raised for food will ever be caged again
- The number of animals on farms is shrinking year on year
- Plant-based alternatives are soaring while sales of animal products are decreasing
- Factory farming is widely seen as socially unacceptable, unsustainable, and unprofitable
- This progress is reflected around the world - with higher welfare conditions for chickens spreading and bans on cages in Europe, and a vast number of global cage-free commitments driving change in Asia