



Encouraging philanthropic support to improve the welfare of farmed animals

Summary Report



EcoS
Consultancy

Acknowledgements

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Introduction

The Tubney Charitable Trust is the leading UK foundation supporting charitable initiatives to improve the welfare of farmed animals. In allocating its remaining funds, it wants to leave a lasting legacy in the field of farmed animal welfare.

It is hoped that a large part of this legacy will be the implementation of *Farming Tomorrow*¹, a ten-year coordinated strategy developed in partnership between the Tubney Charitable Trust and members of a newly established coalition of organisations called the Farm Animal Welfare Forum (FAWF).

A much broader coalition of support will be needed, however, if the Tubney Charitable Trust, FAWF members and other organisations are to move towards a shared vision of a thriving food and farming system in which all farmed animals are reared with compassion, to higher levels of welfare and in ways that respect the environment.

The Tubney Charitable Trust therefore commissioned research from EcoS Consultancy Ltd to gauge the potential to secure wider support for farmed animal welfare, and to propose an action plan for securing that support. This document is a summary of EcoS Consultancy's 80-page research report.

Research methodology

EcoS Consultancy Ltd compiled this report using three methods:

- Desk research to assess levels of charitable spending and statutory funding for farmed animal welfare
- A web-based attitudes survey circulated to charitable trusts and foundations, philanthropists, animal welfare charities, policy makers and others
- In-depth interviews with a cross-section of the kind of individuals and organisations upon whose support increased giving for farmed animal welfare is likely to depend.

Desk research findings

In our desk research we examined:

- Patterns of charitable spending in the UK, including the proportion of donations devoted to environment, animal welfare and farmed animal welfare organisations
- Levels of statutory funding for farmed animal welfare initiatives
- The possible impact of the credit crunch on charitable activity, philanthropic giving and statutory support.

We found that farmed animal welfare is a Cinderella area of charitable funding, attracting a very small proportion of the funds spent by the UK's leading charities. Of the £33 billion spent annually by the top 3,000 charities, only £1.7 billion (5%) goes to 'conservation and protection' – the category that includes environmental and heritage projects (such as conservation of historic buildings) and animal welfare charities – see Figure 1².

Of this £1.7 billion spent on conservation and protection, only 10% or £175 million reaches animal welfare charities³. Within this an even smaller fraction goes to farmed animal welfare.

Animal causes receive a greater proportion of giving by the public than they do of trust and foundation grants – 5% of the £9.5 billion donated by individuals in 2006-07 went to animal charities⁴. Once again, however, the main focus of this support is companion animals.

Statutory funding for farmed animal welfare is modest. The Department for Environment, Food and Rural Affairs (Defra) spends 6.2% of its £3.9 billion budget on animal health and welfare, and is planning to cut spending by 22% over three years⁵. Defra's Animal Health and Welfare Strategy (AHWS) tends to focus more on fighting animal diseases than on prevention and on welfare initiatives.

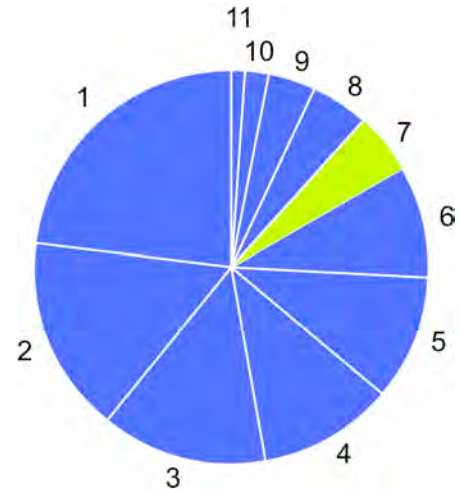
The economic downturn is likely to put further pressure on Defra budgets and to reduce the support that charities receive from companies, public donations and legacies, and some charitable trusts. A survey of UK charities conducted in November 2008⁶ – to which 4% of the 362 respondents were animal charities and 7% environmental causes – predicts that charities are likely to feel the effects of the current recession more quickly and for a more prolonged period than was the case with the previous recession.

From desk research it is our conclusion that to boost support for farmed animal welfare initiatives the main fundraising focus, in the short to medium term, should be on high net worth individuals; non-Defra sources of government funds such as the Biotechnology and Biological Sciences Research Council, the Department for International Development and the Department for Business, Enterprise and Regulatory Reform; and charitable trusts. In the longer term, funding from individuals could be increased significantly with sustained public awareness and fundraising campaigns.

It is important in the face of the economic downturn to reach beyond the established pool of funders, to gain new support and generate new momentum. If FAWF's approach is successful in breaking new ground with funders and also proves popular with existing supporters, it may have the knock-on benefit of emboldening key animal welfare organisations to allocate more of their own funds to farmed animal welfare than is currently the case.

Figure 1
Expenditure of top 3,000 UK charities in 2007-08 (£ millions)

	£ million
1 Health and medicine	7,585
2 International	5,340
3 Social services and relief	4,489
4 Culture and sport	3,599
5 Education, training and research	3,446
6 Religion	2,988
7 Conservation & protection*	1,660
8 Philanthropic intermediaries	1,595
9 Housing and community	1,268
10 Business and professional	587
11 Civil rights	455



* Conservation and protection – 5% of total – includes:

- Environment*
- Animals*
- Historic properties*

Online survey findings

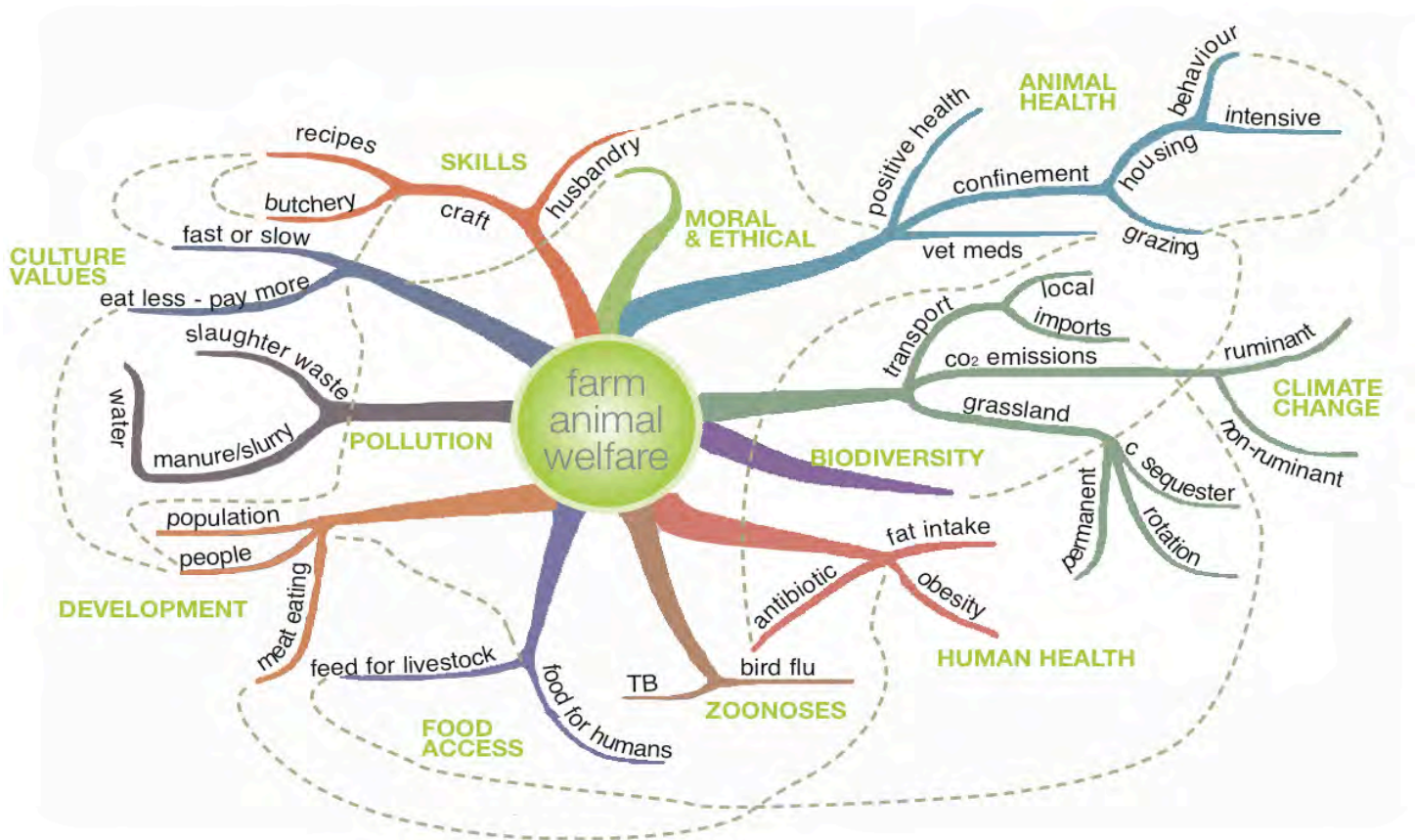
Our online survey was conducted using the Survey Monkey research tool⁷. The survey was circulated to 175 contacts, including charitable trusts and foundations, philanthropists, animal welfare charities, policy makers and others. We received 56 responses (a 32% response rate), and 45 respondents (26%) completed most questions. The respondents included representatives of 19 charitable trusts and five animal welfare NGOs.

We found that:

- 82% of respondents believed that farmed animals have the capacity to suffer and should be treated humanely. This indicates a strong base of moral support for farm animal welfare as a cause
- 79% believed that treating farmed animals well has positive links with wider societal benefits. Figure 2 is a graphical illustration of some of these connections, which are explained in greater detail later in this research summary report. The acknowledgement of such links suggests that organisations and charities with an interest in farmed animal welfare should be able to attract new funds from trusts whose primary interests lie in other issues
- 74% (29 respondents) felt that the level of funding available for farmed animal welfare was insufficient. Only one respondent considered that it was too much, whilst four felt the level of funding was about right and five did not express a view

Figure 2

Farmed animal welfare – issues and connections



- The five wider issues listed in the survey that were considered most important by the majority of respondents were reducing poverty and hunger; preventing human disease epidemics; minimising climate change and other environmental damage; avoiding superbugs becoming more resistant to antibiotics; and tackling obesity and unhealthy eating.
- There were encouraging levels of support among survey respondents for the strategic priorities for improving farm animal welfare put forward in the FAWF report *Farming Tomorrow*, although some respondents would like to see more emphasis on tackling transport and slaughter issues
- Of the 22 charitable trusts and foundations evaluated through the online survey and interviews, ten show a clear scope for further support to farmed animal welfare, based on their recognition of the importance of the issue and their current funding interests. Five could be persuaded if the right case were put to them.

Interview findings

Detailed interviews were completed to provide more depth and detailed insight into farmed animal welfare amongst 27 influential individuals. These interviewees were carefully chosen to represent a wide range of constituencies: Farm Animal Welfare Forum members, animal welfare organisations, generalist NGOs, ethics or religious based NGOs, non-animal welfare grant makers, high net worth individuals, donor intermediaries, celebrities, government and regulators, and supermarkets.

All interviews followed a standard format and covered four broad areas: knowledge and perceptions of funding for farmed animal welfare; the relative merits of connected societal issues; the FAWF strategy for improving farmed animal welfare; and who might be influential in promoting farmed animal welfare as a cause worth supporting.

Views on current funding

Interviewees were not surprised by the relatively low level of funding received by farm animal welfare charities. Most were optimistic about the prospects for increasing funding, given a clear and well argued case for support.

Views on related issues

Interviewees were introduced to five human and environmental issues connected to how animals are farmed: the impact of meat and dairy products on physical health; the part played by livestock production in food security; the environmental pollution caused by agriculture; the extent to which climate change is affected by emissions from farming; and the impact of changes in agriculture on rural livelihoods. All agreed to some extent that these issues provide an opportunity to make the case for farmed animal welfare initiatives stronger.

Those who represented or understood the motives of funders who do not currently support farmed animal welfare said that most of them exclude 'animals' from their funding criteria, but then added that these same organisations might support farmed animal welfare projects where the impact on humanity and the environment was made clear and was the focus of the project.

Views on FAWF strategy

Not all interviewees had read the full Farm Animal Welfare Forum (FAWF) strategy report, *Farming Tomorrow*. Most had seen a two-page summary that we prepared to brief interviewees. All felt that it was good to have a strategic alliance promoting a coordinated strategy.

Perhaps due to the brevity of the summary, some felt that its case could be more clearly articulated. There was broad support, however, for key elements of *Farming Tomorrow*: its adoption of a three-pronged approach targeting production, consumers and regulation; its four species-specific priorities for improving farm animal welfare; its proposal for a welfare charter.

Some favoured the incremental approach to securing change espoused by FAWF. Others called for a more radical push for systemic change to bring factory farming to an end. Donor recruitment for FAWF members and other organisations and charities with an interest in farmed animal welfare will depend on finding ways to appeal both to the 'incrementalists' and to the 'radicals' through a coordinated, well communicated and differentiated strategy

Views on influence and leadership

Most interviewees agreed that high-profile public figures such as Jamie Oliver and Hugh Fearnley-Whittingstall play an important role in changing public opinion by exposing the plight of factory farmed animals. Many suggested that a concerted public awareness campaign along the lines of Jubilee 2000, Make Poverty History and the NSPCC's Full Stop campaign could be an effective way to change behaviour, although it must be acknowledged that such initiatives require substantial resources.

Others suggested making use of the internet for campaigning and fundraising. Web support was a big factor in the Obama election campaign and has been used successfully by avaaz.org, a very effective online campaigning concept.

Rather than naming specific individuals who might galvanise fundraising, most interviewees suggested the need for a broad coalition or steering group of influential people – including intermediaries, funders and high net worth individuals – to network among their peers to identify strong leadership and support.

Why farmed animal welfare matters: the moral imperative

In addition to conducting the desk research, survey and interviews outlined above, EcoS Consultancy carried out research to explore the ethical case for supporting farmed animal welfare. We did this both to inform our presentation of that case to our interviewees and to provide the Tubney Charitable Trust with a referenced resource to illustrate the links between farmed animal welfare and wider societal issues. Some of the arguments we assembled are summarised here – first in this section, outlining the moral case for improving farmed animal welfare, then in a further section introducing some of the links to other issues.

Industrial food production versus animal sentience

The industrialisation of agriculture has reduced many farmed animals to mere units of production in systems geared to deliver maximum yield at minimum cost. But there is a wealth of scientific evidence to indicate that animals are sentient beings and that farmed animals suffer unnecessary pain and distress in industrial farming systems.

The principal reason to uphold high animal welfare standards is that farmed animals are sentient beings – capable of sensations and emotions, and of experiencing a state of well-being⁸. Sentient animals are aware of their surroundings and of what happens to them. Because animals are sentient, it matters vitally to them how we treat them. Scientific research is constantly revealing new evidence of farmed animals' intelligence and emotions⁹.

Sentience means that animals can experience pain, fear and frustration¹⁰, and they are often exposed to these emotions in industrial farming systems. When pigs are kept in overcrowded and barren spaces, for example, they frequently bite one another's tails. To combat this a

majority of farmers dock piglets' tails, using pliers or a hot iron – a measure which the European Union's Scientific Veterinary Committee says can sometimes lead "to prolonged pain"¹¹.

Public opinion

Public opinion polls highlight animal welfare as an important ethical issue. Extensive consumer research conducted on behalf of the European Commission across 25 EU countries in 2005¹² found significant concern about farmed animal welfare issues. Forty-seven per cent of respondents said they thought about the welfare and protection of animals when they bought meat. Only 32% thought the welfare provision for laying hens was good, while 58% said it was bad or very bad. Sixty-two per cent said not enough importance was attached to animal welfare in European Union food and agriculture policy.

Religious and non-theistic perspectives

The moral codes of many faiths and cultures have a common thread of compassionate concern for sentient life. The leading religions are in a position to hold considerable sway over the moral values of their adherents, and respect for animals is a significant strand in most faith traditions.

In the Judaeo-Christian tradition, human beings alone are seen as being made in the image of God. But this is tempered by the concept of stewardship, which holds believers responsible for the care of God's creation. This makes respect for animals an important facet of Judaeo-Christian faith and practice. A number of other religions – most notably Buddhism and Hinduism – uphold the importance of care, or even reverence, for animals.

Concern for farmed animal welfare in the leading faith traditions is echoed in secular humanist thought. The British Humanist Association asserts that "humanists would prefer not to cause unnecessary suffering to sentient beings, and discussion tends to focus on what is 'unnecessary suffering'...many people are willing to eat less meat, or no meat at all, in order to discourage what they see as the unnecessary cruelty involved in factory farming"¹³.

Scientific and philosophical perspectives

Concern for animal welfare is notable in scientific and contemporary philosophical thought as well as in secular humanist thought and leading faith traditions.

The scientist Charles Darwin, father of modern biology, believed that there was continuity between humans and other forms of life and that it was likely that 'the mental act' is 'essentially of the same nature in the animal as in the man'¹⁴. His view is endorsed by influential scientists who have closely studied animal behaviour, including the primate specialist Professor Frans de Waal¹⁵, and zoology professors Donald Griffin¹⁶ and Marian Dawkins¹⁷. The philosopher Mary Midgley argues that if it makes sense "to talk of subjective states in humans, and also to say that other humans can often roughly identify these states", then "reasons must be found for *refusing* to say the same about animals."¹⁸

Why farmed animal welfare matters: the broader agenda

Addressing welfare issues also matters because of the relationship between how our food is produced and a wide range of other influences on human progress and well-being. Farmed animal welfare is not a separate and marginal issue but one with far-reaching links to wider aspects of environmental, economic and social sustainability:

- The good or ill health we may derive from consuming meat and dairy products, depending on how they are produced
- The food security of an ever-growing world population, many of whom rely on livestock farming for their livelihoods and face hardship because of the intensification of agriculture
- The threat posed to our natural environment and biodiversity by pollution from livestock farming and the impact of intensive production on rainforests and grassland
- In the face of climate change, the extent to which different forms of livestock production can contribute to sequestering carbon dioxide or significantly increasing emissions
- The impact of changes in agriculture on rural employment, culture, heritage and diversity.

Here are some examples of each of these five areas, which we presented in summary form to our interviewees.

Health

- Factory farming has led to mass production at low cost. This has encouraged increased consumption of animal products, “the primary source of saturated fat responsible for higher risk of cardiovascular disease, diabetes mellitus and some cancers”¹⁹.
- Beef from cattle reared outdoors and fed mainly on grass and clover tends to have a lower ratio of saturated to unsaturated fat than beef from those reared indoors and fed predominantly with cereals^{20 21 22}.
- A livestock diet high in grass and clover, whether as hay or silage, is linked with higher levels of conjugated linoleic acid (CLA) in beef, poultry, milk and eggs^{23 24}. CLA can help prevent cancer, reduce heart disease and support weight control²⁵.
- The growth promoting, prophylactic and routine use of antibiotics in industrial agriculture is of mounting concern. The World Health Organisation says that “resistant strains of four bacteria that cause disease in humans have been transmitted from animals to humans and shown to have consequences for human health”²⁶.
- The conditions endured by chickens in intensive poultry production have played a part in the emergence of the H5N1 strain of avian influenza, potentially lethal to humans²⁷.

Food security

- Livestock farming employs 1.3 billion people and creates livelihoods for one billion of the world’s poor²⁸. The Thai poultry industry alone is credited by the UN’s Food and Agriculture Organisation with lifting a million people out of poverty²⁹.
- The trend towards bigger, more intensive farms creates hardship by squeezing out smaller-scale and subsistence livestock producers. “This centralisation of production

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- means lost livelihoods and increases in (mostly rural) poverty and, consequently, health problems: nutritional, mental health, exposure to new occupational hazards, and so on.”³⁰
- Increased demand for grain to feed livestock in richer countries means that farmers in the developing world are “striving to generate foreign exchange by exporting animal feed-grains instead of growing food-grains for local human consumption”³¹. One consequence of this is that “some producer populations are thereby exposed to malnutrition”³².
 - Future food security could be compromised because “valuable breeds are disappearing at an alarming rate” according to Carlos Seré, Director General of the International Livestock Research Institute. Intensive farming relies on a relatively small number of breeds, such as high-yielding Holstein-Friesian dairy cows and fast-growing Large White pigs.

Environmental destruction

- Livestock production accounts for over 8% of human water use in a world where 64% of the population are expected to live in water-stressed basins by 2025³³.
- About 20 per cent of the world’s pastures and rangelands – 73% of rangelands in dry areas – have been degraded to some extent, mostly through overgrazing, compaction and erosion caused by livestock³⁴.
- Expansion of livestock production is a key factor in deforestation. Seventy per cent of previously forested land in the Amazon is occupied by pastures, and feed crops for livestock cover a large part of the remainder³⁵.

Climate change

- Livestock production is a major contributor to global warming, responsible for 18% of greenhouse gas emissions measured in CO₂ equivalent³⁶.
- The sector emits 37% of anthropogenic methane and 65% of anthropogenic nitrous oxide – both gases with significantly more global warming potential than carbon dioxide³⁷.
- Forests and grassland are in decline as more and more land is devoted to growing grain, much of it to feed factory-farmed livestock. Reducing grassland cover has a negative impact on climate change mitigation because like forests, grassland is an important ‘carbon sink’ that can sequester CO₂³⁸.
- Consumption of fossil fuels by the transport sector is also a major contributor to global warming. This is exacerbated by the extent to which animal feed and animals are transported over long distances in industrial-scale farming³⁹.

Rural employment and culture

- The industrialisation of food production has decimated agricultural employment and wiped out many small farms. In 2002 it was reported that nearly 20,000 farmers in the United States were going under each year⁴⁰.
- The demise of small mixed farms does not only affect agricultural employment. There is a knock-on effect on the rest of the rural economy, including local independent retailers, abattoirs and butchers. Traditional animal husbandry skills and agriculturally linked crafts such as hedge laying have suffered as mixed farming has declined.
- Rearing animals to higher welfare standards can be better for rural employment because it is more labour-intensive than factory farming. Research conducted by Essex University and the Soil Association found that organic farming in the UK provides 32% more jobs per farm than equivalent non-organic farms⁴¹.

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- The argument linking better animal welfare and rural livelihoods is perhaps even more relevant in developing countries. A Food and Agriculture Organisation (FAO) expert meeting held in 2008⁴² highlighted the link between animal and human welfare, health and economic development.

Conclusions and recommendations

Our consultations with the donor community as well as with regulatory, production and retail interests have identified broad recognition and acceptance that farmed animal welfare matters; and that efforts to improve farmed animal welfare is a 'public good' worthy of charitable and public support. Those consulted who were not initially interested in farmed animal welfare understood its importance and relevance to areas closer to their interests once the links were made more apparent.

Whilst there is broad acceptance of this position, there are many and varied views on where farmed animal welfare sits within the hierarchy of philanthropic need, how better farmed animal welfare should be achieved and who bears the greatest responsibility for funding and effecting change. The good news for the Tubney Charitable Trust legacy is that there is a compelling and realistic case to be made to satisfy all the varied views.

The foundations for success are therefore in place to embark on a major fundraising campaign for the benefit of farmed animal welfare. The best chance of success lies in creating a powerful story with chapters addressing the concerns of multiple audiences and preparing carefully researched, planned and coordinated approaches to each.

It is likely that greater success will be achieved by increasing the support from existing donors, at least in the short term, than by expanding the donor community. When it comes to seeking new donors and wider support, our research suggests that the most motivating issues for those not currently donating to farmed animal welfare are likely to be human health (zoonoses, antibiotic use and diet-related disease); landscape conservation and heritage; climate change; the moral imperative; and extending concern for pets/companion animals to farmed animals.

To ensure the effective implementation of *Farming Tomorrow* and optimise support for farmed animal welfare, we recommend the following key actions as of highest priority:

- i Create a Farmed Animal Welfare Funders' Network to act as ambassadors for the cause and draw in support from key foundations and philanthropists
- ii Work towards ensuring that the implementation of the strategy proposed by the Farm Animal Welfare Forum in the report *Farming Tomorrow* is fully funded
- iii Work closely with relevant animal charities to encourage them to devote more of their resources to farmed animal welfare
- iv Commission detailed prospect research in relation both to charitable trusts, organisations and philanthropists already giving to farmed animal welfare, and to those who may be sympathetic but are not already giving

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- v Support the development of the wider case for supporting farmed animal welfare, focusing not only on the ethical imperative of caring for animals but also on making a case – based on sound evidence – that highlights the implications for human health, the environment and climate change in particular. To make a robust case for higher-welfare systems, animal welfare organisations will have to place the better energy efficiency on some factory farms in the wider context of natural resource destruction to support grain-fed livestock farming.
 - vi Support horizon-scanning for new and emerging farmed animal welfare priorities, particularly with regard to the links between welfare and other important issues
 - vii Support the evaluation and implementation of major public awareness campaigning
 - viii Support links with the UN-sponsored Alliance of Religions and Conservation so that farm animal welfare can be included in its seven-year plan linking world faith communities
 - ix Support campaigning for an effective, mandatory, production/provenance labelling regime.

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