

Animal welfare

Danish Crown has long recognised that the business risks and opportunities presented by farm animal welfare must be effectively managed through the implementation of appropriate policies, practices and processes, and this is clearly demonstrated in our annual Sustainability Report, and in other documents such as our Animal Welfare Position Statement and our Welfare Outcome Measures Report.

The BBFAW standard has recently undergone a comprehensive review that has extended into some areas outside of animal welfare and we will use the revised standard to establish a new baseline to drive progress in our performance and reporting. Due to the substantial changes, along with many other companies, we will seek to be ranked Tier 4, a good assessment given the new conditions, but will continue to work to strengthen our position. In 2022, Danish Crown commissioned special analysis of its businesses Friland and KLS by the BBFAW, resulting in them being graded as Tier 1 and 2, respectively, against BBFAW (Business Benchmark for Farm Animal Welfare) animal welfare criteria.

EU animal welfare legislation sets out common minimum requirements covering all markets. We also comply with national legislation, industry standards and customer-specific welfare programmes that sometimes go beyond EU requirements. We market a range of special products produced according to high animal welfare standards and contribute to the development of labelling schemes, such as Better Animal Welfare, the Danish state-run animal welfare label.

Livestock transportation – Denmark, Germany, Sweden and Poland

We strive to shorten transport times by always taking the shortest route to the abattoir and encouraging drivers to take their mandatory rest periods without animals in the vehicle, if possible. Gentle transport is just as important as short transport time, and all our drivers are trained in transporting live animals professionally.

The Five Freedoms

We expect our farmers to comply with all relevant European and national legislation, and our Code of Conduct requires that all animals are treated humanely, their needs are met and the globally recognized Five Freedoms (as defined by the Farm Animal Welfare Council) are respected.

Certification of animal welfare at abattoirs

At all our abattoirs, trained staff handle the livestock. To ensure a common approach, we have developed a tool to map animal welfare certification programmes which our abattoirs comply with. The tool will support abattoirs in taking the steps needed to comply with further relevant standards and certification programmes.

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Read our policies and statements on danishcrown.com

- [Animal Welfare Policy](#)
- [Animal Welfare Position Statement](#)



We aim to be ranked Tier 4 in the Business Benchmark for Farm Animal Welfare (BBFAW) Report in 2024.

Sustainable Development Goals

We support target 2.4 by promoting sustainable food production systems and implementing resilient agricultural practices.

Target 2.4:

By 2030, ensure sustainable food production systems and implement resilient agricultural practices that increase productivity and production which help maintain ecosystems and strengthen capacity for adaptation to climate change, extreme weather, drought, flooding and other disasters and that progressively improve land and soil quality.

The Five Freedoms

As defined by the Farm Animal Welfare Council:

- Freedom from hunger and thirst
- Freedom from discomfort
- Freedom from pain, injury or disease
- Freedom to express normal behavior
- Freedom from fear and distress

Links:

[EU animal welfare legislation](#)