



# End the cage age

Food Businesses supporting  
the end to caged farming

## Summary

Intro .....	2
Background info on EU laying hens .....	3
Goal.....	3
Food Companies on board .....	3
Targets .....	3
Comms details .....	4
How we are communicating the companies' support .....	4
ECI Network Press Release .....	5
Social media.....	6
Tags.....	6
Assets:.....	7
Copy:.....	7
Video script.....	8

## Intro

The next key moment for End the Cage Age campaign will take place on 15<sup>th</sup> April. As one of the steps in the ECI process, the organisers are given an opportunity to present the initiative at a public hearing held by the EU Parliament (EP). The outcome from the hearing will influence the Commission decision on the End the Cage Age ECI.

The hearing will be led by two EP committees (Agri and Peti).

[Compassion has worked with food businesses to harness their support for ending the cage age in an open letter.](#)

Showing that the demand for cage-free products is already there gives us an advantage: in the last few years more than 1,000 companies – according to chickenwatch.org - across Europe have already or pledged to go cage free on eggs by 2025. Moreover 50% of EU laying hens are now farmed in cage-free systems. This means that cage-free systems are widespread, economically viable, and provide better living conditions for hens.

All the materials – letter, press release, social media assets – are **embargoed until Wednesday, 17 March, 2021 at 9am CET.**

Link to the letter <https://www.ciwf.it/media/7444461/food-businesses-letter-to-eu.pdf>

## Background info on EU laying hens

- Data on EU laying hens system <https://www.ciwfdocs.org/dm/linkspage.aspx?id=129312> (Data comes from [https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/farming/documents/eggs-dashboard\\_en.pdf](https://ec.europa.eu/info/sites/info/files/food-farming-fisheries/farming/documents/eggs-dashboard_en.pdf) )
- 2008: Commission Regulation (EC) No 589/2008 of 23 June 2008 laying down detailed rules for implementing Council Regulation (EC) No 1234/2007 as regards marketing standards for eggs (labelling)
- 2012: The EU Laying Hens Directive came into force, banning barren battery cages in the EU
- over 1000 businesses in EU -retailers, manufacturers, and food service providers - have already eliminated cages for hens or have pledged to do so by 2025 (<https://chickenwatch.org/progress-tracker/?filterK=Cage-free> )

## Goal

1. Override the objection that Ending the Cage Age is economically unsustainable by having businesses support the ECI
2. Providing the EU Commission with a tangible demonstration that cage-free farming is already a profitable business, demanded by consumers and citizens (94%of Europeans believe that protecting farmed animal welfare is important - Eurobarometer 2015)

## Food Companies on board

- ALDI Nord
- Barilla
- Fattoria Roberti
- Ferrero
- Inter IKEA Group
- Jamie Oliver Group
- Le Groupement Les Mousquetaires
- Mondelēz International
- Nestlé
- Unilever

## Targets

Having leading food companies support the aims of the ECI is a key tactic to help influence the hearing and the Commission.

Targets of the letter are:

- Executive Vice-President Frans Timmermans
- Vice-President Věra Jourová
- Commissioner Stella Kyriakides
- Commissioner Janusz Wojciechowski
- MEP Norbert Lins, Chair of the Committee on Agriculture and Rural Development
- MEP Dolors Montserrat, Chair of the Committee on Petitions

## Messaging

The letter should be seen as an initiative from the businesses. The NGOs are just amplifying their messaging to:

- EU Commission
- MEPs
- Citizens: Ending the cage age is not only an act of civilisation and the full recognition of animals as sentient beings but something that is already a reality for leading food companies.

### Comms details

All the materials – letter, press release, social media assets – are **embargoed until Wednesday, 17 March, 2021 at 9am CET.**

The launch date is Wednesday 17<sup>th</sup> March, 2021. On this day the business letter will be sent via email to the EU targets, the press release can go out as well as social media assets. After the 17<sup>th</sup> March, we can continue to post on social media about the letter and the businesses support until the hearing on 15<sup>th</sup> April.

### How we are communicating the companies’ support

We agreed with the companies the following:

- The companies’ logo will be used just on the letter
- The letter can be published on your websites
- Compassion and the network can name the companies in the press release, can tag the companies on social media excluding Inter IKEA Group. Ferrero tag is @Ferrero\_EU and not the country-specific accounts

		Companies’ Logo	Company name	Quote	Tag on social media	Link to the letter
LETTER		x	x			
PRESS RELEASE						
	ECI partners	no	x	no		x
SOCIAL MEDIA						
	ECI partners	no	x	no	No tagging Inter IKEA Group. Ferrero tag is @Ferrero_EU and not the country-specific accounts	x

**Embargoed until Wednesday, 17 March, 2021 at 09:00 CET**

## **Leading food companies call on the EU to End the Cage Age**

**Today (17 March, 2021), leading food companies across the EU sent a joint letter to the EU Commission and Members of the European Parliament calling for a phase out in the use of cages in animal farming, starting with enriched cages for laying hens.**

ALDI Nord (retailer), Barilla Group, Fattoria Roberti (egg producer), Ferrero, Inter IKEA Group (retailer), Jamie Oliver Group, Le Groupement Les Mousquetaires (retailer), Mondelēz International, Nestlé, and Unilever co-signed the letter which emphasises that the business case for phasing out enriched cages for laying hens is strong, particularly at EU level. It notes that *“cage-free systems are widespread, economically viable, and provide better living conditions for hens”*.

The signatories stressed that the revision of the animal welfare legislation, which is currently under preparation, is the ideal opportunity to end the use of cages in animal farming across the EU - starting with caged laying hens. They also stated: *“we are ready and willing to share our expertise and collaborate on achieving that goal”*.

*“Many businesses are already ahead of the game, having phased out cages in their supply chains. A cage-free future is possible and is already being enabled by some progressive companies”*, said [NAME], [TITLE] at [ORGANISATION].

*“The EU now needs to catch up and revise the legislation for farmed animals, Directive 98/58/EC, so that the cruel use of cages is brought to an end, for all farmed species.”*

The letter commends the aims of the ‘End the Cage Age’ European Citizens’ Initiative (ECI) which calls for the end of cages in animal farming across the EU. [ORGANISATION] joined forces with 170 European NGOs and launched the ‘End the Cage Age’ ECI on 11 September 2018. A year later it closed having gained 1.4 million verified and becoming the first successful ECI on farmed animal welfare. Across the EU, over 300 million farmed animals are confined in cages every year.

**~ends~**

For more information, please contact [NAME] at [EMAIL] and [NUMBER]

## Notes to editors:

1. The letter is addressed to the European Commission President Ursula von der Leyen; Vice-President Frans Timmermans, responsible for the European Green Deal; Vice-President Věra Jourová, responsible for values and transparency; Commissioner Stella Kyriakides, responsible for health and food safety; Commissioner Janusz Wojciechowski, responsible for agriculture and rural development; the Chairs of the Agriculture and Petitions Committees of the European Parliament, Norbert Lins and Dolors Montserrat. You can find the [full letter here](#). (add the link)

## 2. Organisation boiler plate .

## Social media

### Tags

If possible, on twitter, please tag the targets of the letter.

Target	Twitter Handle
Executive Vice-President Frans Timmermans	@TimmermansEU
Vice-President Věra Jourová	@VeraJourova
Commissioner Stella Kyriakides	@SKyriakidesEU
Commissioner Janusz Wojciechowski	@jwojc
MEP Norbert Lins, Chair of the Committee on Agriculture and Rural Development	@LinsNorbert
MEP Dolors Montserrat, Chair of the Committee on Petitions	@DolorsMM

Optional Twitter handles of MEPs who are expected to speak during the ECI Hearing:

Name of MEP	Country	EP Group	Twitter Handle
Paolo De Castro	Italy	S&D	@paolodecastro
Herbert Dorfmann	Italy	EPP	@HerbertDorfmann
Ulrike Müller	Germany	Renew Europe	@UliMuellerMdEP
Yana Toom	Estonia	Renew Europe	@YanaToom
Alex Agius Saliba	Malta	S&D	@alexagiussaliba
Peter Jahr	Germany	EPP	@peter_jahr
Kosma Złotowski	Poland	ECR	@KosmaZlotowski
Emmanouil Fragkos	Greece	ECR	@e_fragkos
Loránt-György Vincze	Romania	EPP	@vinczelorant

If possible, tag the companies in your Facebook and Twitter posts. On twitter, you can tag companies in the picture and EU targets in the text.

Company	Facebook	Twitter
Aldi Nord	ALDI Nord	Depending on the country
Barilla	Depending on the country eg. @BarillaIT	@barillagroup

Fattoria Roberti	@FattoriaRoberti	No account
Ferrero	@Ferrero_EU and <b>not the country-specific accounts</b>	@Ferrero_EU and <b>not the country-specific accounts</b>
Inter IKEA Group	<b>No permission to tag or name them</b>	<b>No permission to tag or name them</b>
Jamie Oliver	@jamieoliver	@jamieoliver
Le Groupement Les Mousquetaires	@DevenezMousquetaires	@mousquetairesfr
Mondelēz International	@mondelezinternational	@MDLZ
Nestlé	Depending on the country eg. @Nestle.IT	@Nestle
Unilever	Depending on the country	Depending on the country

#### Assets:

[Here](#) you can find:

- video
- Image for facebook
- Image for twitter

#### Access

User/email: ECI 2018

Password: ECI-2021

#### Copy:

##### Facebook

[Tags of the leading food companies – no Ikea - @Ferrero\_EU] have joined 1.4 million citizens to call on the EU to #EndTheCageAge! Find out more here: {link}

-AND/OR -

50% of EU hens are currently cage-free thanks to leading companies like (tag companies who have signed here – no Ikea - @Ferrero\_EU) who have pledged to phase out cages. Now these food companies are calling on the EU (tag of EU politicians) to End the Cage Age. Find out more: {link}

##### Twitter

[Tags of the leading food companies – no Ikea - @Ferrero\_EU] have joined 1.4 million citizens to call on the EU to #EndTheCageAge. Find out more here: {link}

-AND/OR -

50% of EU hens are currently cage-free thanks to leading companies who have pledged to phase out cages. Now these food companies are calling on the [TAG EU Politicians to] #EndTheCageAge. (the companies will be tagged in the image – no Ikea - @Ferrero\_EU)

##### Insta

Today leading food companies [tags] have called on the EU to #EndTheCageAge Click on the link in our bio to find out more.

## Video script

The campaign to End the Cage Age just took a big step forward

Some of the EU's biggest food  
companies are joining...

1.4 MILLION

European citizens

to call on the EU Commission

to ban cages for laying hens

The cage-free movement has been gathering momentum across Europe

Some of the EU's biggest retailers

& brands have already pledged to

only use cage-free eggs

Resulting in 50% of laying hens being cage-free

Now lots of these companies are calling for

BIGGER

Change

Commending the aims of the

End the Cage Age Initiative

Cages are cruel, outdated & inflict unnecessary suffering

EU Commission

...it's time to

#EndTheCageAge