



Industry leaders report cage-free progress on new global platform WelfareProgress

The world's first centralised cage-free egg reporting platform created by Global Food Partners launches with global and regional food and hospitality companies reporting their progress and goals

[26 November 2021] – Committed to helping food businesses enhance their transparency efforts and ease their reporting processes, Global Food Partners (GFP) has launched [WelfareProgress](#) – the first centralised cage-free egg reporting platform, endorsed by leading animal advocacy organisations.

With hundreds of food businesses around the world committed to going cage-free, stakeholders now expect annual and transparent reporting on their progress. Developed in line with guidelines and principles of the United Nations Guiding Principles Reporting Framework (UNGPRF), WelfareProgress helps companies demonstrate progress on their cage-free commitments through accurate, thorough and timely reporting, allowing them to provide credible information to investors, animal advocacy groups, suppliers and consumers.

The first set of companies to report annual progress on this platform includes Accor (Global), SaladStop! (APAC), Wyndham Destinations (Global), Huevos Guillén (Spain), PT Sari Pizza Indonesia (Indonesia), CMR (Mexico), Vapiano (Colombia), and Compañía Argentina de Jugos (Argentina).

Despite challenges faced by the food and hospitality industries globally over the past two years, many companies have continued to proactively work towards their responsible sourcing goals and remain committed to reporting on their cage-free egg progress. Accor, with over 5200 hotels across the globe, is among the first to report progress against its commitment to source 100% cage-free eggs by 2025. "Global Food Partners' WelfareProgress is a tool that will be instrumental in helping us share global and regional progress to a wide audience. Accor has been committed to increasing cage-free eggs sourcing since 2016. The challenge is huge to source and report on cage-free eggs all over the world, but we aim to progress with support from external organizations and NGOs. At end-2020, 43% of hotels got supplies of eggs laid by free-range hens raised outdoors.", says Brune Poirson, Chief Sustainability Officer at Accor.

With the launch of this platform, Elissa Lane, CEO of Global Food Partners, shares, "We're pleased to see companies around the world, from Latin America to Asia, using WelfareProgress to report their cage-free progress. Mitigating reputational risk is a key service we provide our

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clients, and we understand the value of transparent communication progress to mitigate these risks. WelfareProgress allows companies to publicly showcase their cage-free implementation progress on a single platform, making reporting more efficient and effective. We are delighted to see the tool in use and look forward to more food businesses worldwide joining us to showcase their progress on WelfareProgress.”

With over 20 Pizza Marzano stores in Indonesia, a subsidiary of the international Pizza Express group, has started using cage-free eggs since February 2021.

"We're happy to share our commitment, progress, and plans to advance cage-free sourcing at our operations in Indonesia, and to showcase our leadership on this issue in the country. At Pizza Marzano, we never compromise when it comes to our product and service to meet high quality and ethical standards. We are committed to working with and buying from farmers and suppliers who share our commitment towards food sustainability. So far, 79% of the eggs that we source are cage-free. We're excited about this tool, and we're committed to reporting annually on it to share our ongoing progress," states Anthony Cottan, President Director, PT MAP Boga Adiperkasa Tbk (the parent company of PT Sari Pizza, which operates the Pizza Marzano brand in Indonesia).

SaladStop!, a Singaporean restaurant company with outlets across the Asia Pacific region, also reported its annual progress towards its 2025 cage-free commitment through WelfareProgress.

Director and co-founder Katherine Braha states: "We hope to be one of the catalysts to change the food system for the better and to help pave the way towards more transparency in the food industry. WelfareProgress allows us to do just this - to report our progress alongside the industry and stay accountable to all stakeholders and end consumers.”

WelfareProgress was developed based on the feedback from the food industry that there was a need for a streamlined, centralised reporting process. The tool is free for companies to use as the industry works together to meet animal welfare, responsible sourcing and CSR goals. Companies across the globe are invited to report on [WelfareProgress](#). Uploaded progress reports can be found [here](#).

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For additional information, including interview requests please reach out to:

Companion Communications

Sneha Rupani-Nagpal – Singapore

sneha@companioncommunications.com

Dominique Backhouse- Hong Kong

dominique@companioncommunications.com

About Global Food Partners

Global Food Partners (GFP) is a Singapore-based multinational consultancy firm that provides expertise to companies, farmers, and industry stakeholders on practicing cage-free egg sourcing and production in Asia. GFP is uniquely positioned to work both with food suppliers on cage-free egg production and food buyers on cage-free sourcing, ensuring that both ends of the supply chain improve their profitability and sustainability. The team has more than 50 years of corporate and on-farm experience developing and executing animal welfare policies and production practices, and has worked with governments and egg industries globally, including throughout Latin America, Asia and Australia on the implementation of cage-free egg sourcing, standards and transitioning to and maintaining higher welfare cage-free systems.

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