



World Organisation
for Animal Health



**Humane
World for
Animals™**

Coefficient
Giving



Engagement with private sectors

Tactics and Case Studies

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Humane World for Animals

**Regional Animal Welfare Training Conference
25 - 26 February 2026 Vang Vieng, Lao PDR**



Working together for better Animal Welfare

Coalition of NGOs
working on improving
the lives of animals
(farmed animals incl. transport
and slaughter, wildlife, working
animals, companion animals,
research, aquatic animals)



ICFAW
INTERNATIONAL COALITION
FOR ANIMAL WELFARE



2025-2026 WOAH – ICFAW ToT project on pig welfare in Southeast Asia

2022 Grant funding for this project is from Coefficient Giving and is the result of a joint funding proposal between WOAH and ICFAW

It is a condition of the Grant that the “International Coalition for Animal Welfare (ICFAW) will remain a partner in developing training packages, including e-learning modules, practical guidelines, workshops, consultancies, and all other activities outlined in the initial proposal for this grant.”



Humane World for Animals

Farm Animal Welfare

- Support public-facing policies and implementation
- Both multinational and region-specific
- Collaborative, supportive approach



Corporate
engagement



Producer
engagement



Policy
engagement



Financial institution
engagement

Improving welfare requires collaboration with private sectors

Drivers of
change

Regulatory changes

Changing consumer preferences

Producers

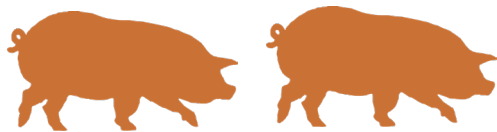
- Making transition to higher welfare production
- Engaging with customers about transitioning
- Educating customers about the importance of animal welfare

Companies

- Making public commitments to higher welfare
- Looking to purchase higher welfare products
- Engaging with producers to transition
- Educating customers about the importance of animal welfare

Financial institutions

- Looking for financing opportunities tied to animal welfare
- Changing their policies to improve animal welfare



Support system

NGOs (such as ICFAW)



The key roles of producers

- Producers are key stakeholders in food supply chain
- Producers are key drivers in the transitions to animal welfare
- Producers develop the supply
- Good lessons learnt can be shared among the industry and other producers could follow the trend
- Producers can support policy and regulation proposals



How to engage with producers



Technical support

- One-one session
- On-farm technical support
- Animal welfare educational training
- Educational farm tours
- Informational material
- Certifications



Communication

- Featured articles
- On-farm interviews
- Industry news/best practice models
- Marketing interventions



Market linkages

- Market development
- Buyers and suppliers matching events
- Farm visits
- Supplier lists



A successful case study in Viet Nam



2017
Mondelez's
commitment to
cage-free eggs
sourcing



VĨNH THÀNH ĐẠT

Feb 2020
1st meeting with
Mondelez

April-May 2020
Supplier technical
workshop

March 2020
1st meeting with
V.Food's BOD

June-Dec 2020
On farm support
with technical
team, V.Food

Jan-Dec 2021
on-going
conversations for
project launched

Sept 2021
AW certification
achieved



Dec 2022
1st cupcake using
cage-free eggs
launched

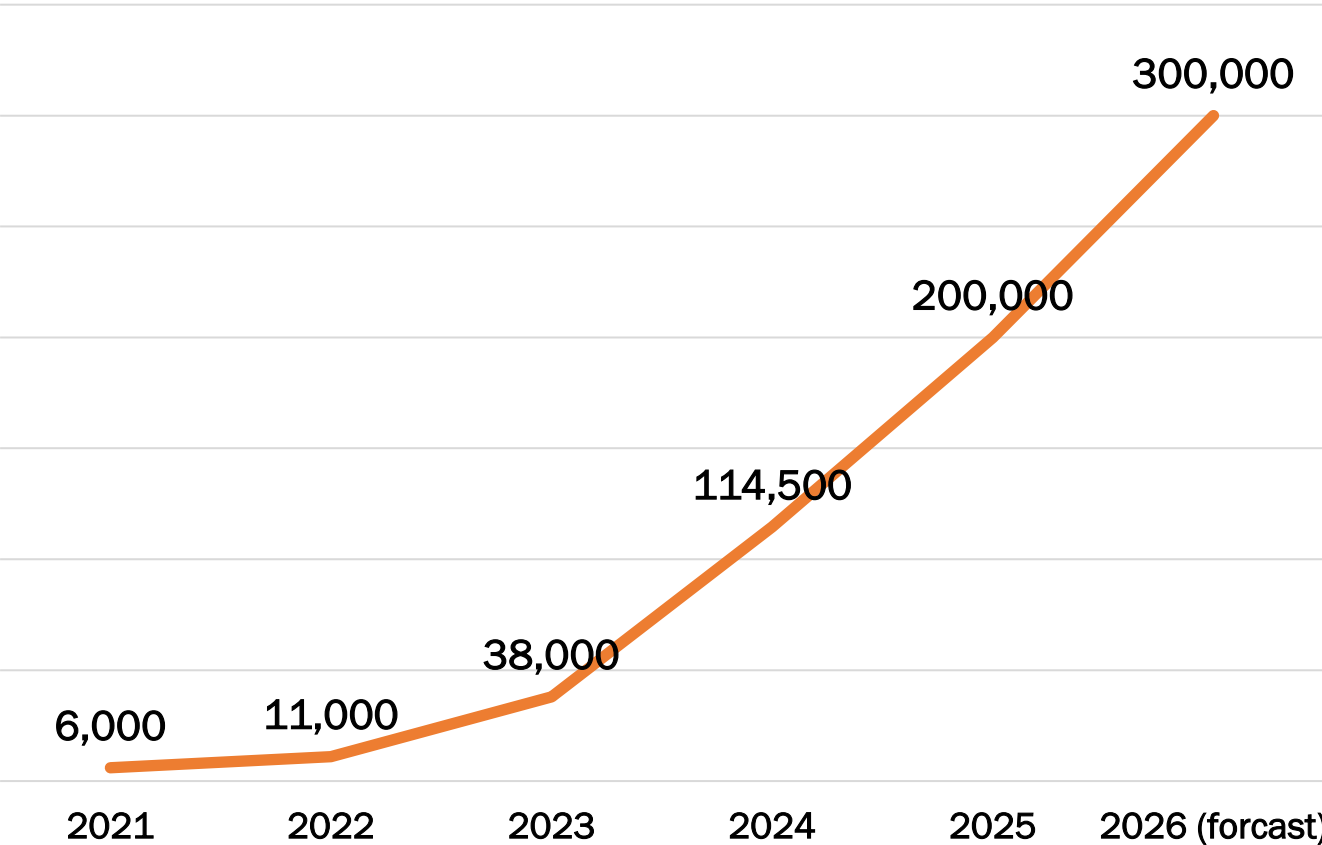
Jan 2023- date
4 additional largest egg
producers joined cage-free
production





A successful case study in Viet Nam

Number of cage-free hens in Viet Nam





A successful case study in Malaysia



March 2023
1st cage-free
event in Malaysia
hosted



Jan 2024
Hen and pullet
guideline published



Dec 2024
Germany study tour for
industry and government



Sept 2025
Malaysia's largest
producer, Huat Lai,
joined cage-free
production

Dec 2023
Study tour to
Germany



March 2024
1st cage-free aviary and
launch from Agrobank



July 2025
Model farm
launched





Summary

Collaboration is a MUST

Government policy and support is essential



Thank you



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