



30 November 2010

**ICELAND AND ANIMAL WELFARE:
A PERSONAL MESSAGE FROM MALCOLM WALKER**

Over the last few days I have received many hundreds of postcards from supporters of Animal Aid, asking me to ensure that Iceland only buys meat from slaughterhouses fitted with CCTV to monitor the treatment of animals.

As it is impossible to reply to all these messages personally, I would like to take this opportunity to say that I am 100% behind Animal Aid's campaign to ensure that CCTV cameras are installed in every British slaughterhouse, to combat cruelty and enforce the law.

Any mistreatment of animals is completely abhorrent to me personally and to everyone at Iceland. We do our utmost to ensure that all our suppliers of meat and poultry comply with the standards set down by the Farm Animal Welfare Council. Although policing this presents obvious challenges, we make regular site visits of our own to verify that our requirements are being met. Following Animal Aid's report on "The Humane Slaughter Myth" we requested and received confirmation from all our primary meat suppliers that they do not source meat from any of the abattoirs it highlighted.

We will continue to do everything we can to ensure that all animals are treated with proper care and consideration, dealing only with suppliers which can meet the high standards we require and monitoring their compliance with the humane practices on which we have always insisted.