



HOUSE OF COMMONS
LONDON SW1A 0AA

Sarah Dyke MP
Member of Parliament for Glastonbury & Somerton

Dame Angela Eagle DBE MBE MP
Minister for Food Security and Rural Affairs
Department for Environment, Food and Rural Affairs
Seacole Building
2 Marsham Street
London
SW1P 4DF

20 April 2026

Animals Farmed: Misinformation and Honest Labelling

Dear Dame Angela,

We are writing to encourage the Government to make swift progress on the introduction of regulations to make clear and consistent animal welfare labelling of meat products mandatory, and to work with relevant agencies to improve enforcement of existing laws governing the misinformation that surrounds animal products, including false advertising.

Misinformation in the market

On 16 December 2025 in Parliament, 60 politicians came together at an event organised by The Animal Law Foundation, Compassion in World Farming and Humane World for Animals. Stakeholders from across the political spectrum heard of the pressing need for Government action to tackle animal welfare misinformation and omission in meat product labels and marketing.

[Polling commissioned by Humane World for Animals](#) in November 2025 revealed that two-thirds (67%) of British consumers have the incorrect perception that common supermarket meat labels such as '*welfare assured*' safeguard animals against cruel practices. In reality, these labels are often applied to products from animals who have suffered from low welfare farming practices, such as meat from pigs born to caged sows.

A [report from The Animal Law Foundation](#) highlights that existing consumer protection regulations are not yet being effectively enforced to challenge misrepresentations on animal welfare.

Work by Compassion in World Farming has demonstrated that consumers find it impossible to discern which supermarket chicken products come from higher welfare farming practices, and which come from fast growing breeds given only minimal space.

[Work from the Food Standards Agency](#) shows that over 70% of consumers in England and Wales care deeply about animal welfare in food production. In the absence of clear and enforceable labelling standards, shoppers cannot make informed choices aligned with their values.

The case for Fairer Food Labelling

The 2024 Government consultation on Fairer Food Labelling demonstrated overwhelming support for Mandatory Method of Production Labelling in the United Kingdom, with 99% of respondents backing this. We note Defra's [impact assessment](#) which found that such measures could improve the lives of 111 million farmed animals and deliver a net societal benefit of £140 million over ten years, as well as increase UK farmers' profits by over £46 million annually. Labelling would also create a fairer marketplace for farmers opting for higher welfare standards.

We welcome the commitment in the Government's Animal Welfare Strategy to '*continue exploring how improved food labelling, including method-of-production labelling, could improve animal welfare*'. Implementing the Fairer Food Labelling proposals without delay will empower consumers, reward responsible farmers, and advance animal welfare: a point of national pride that should be central to the Government's Food Strategy.

We should be grateful to receive your response to this letter.

Yours sincerely,



Sarah Dyke MP
Liberal Democrat Spokesperson for Rural Affairs
Glastonbury and Somerton

Steff Aquarone MP
North Norfolk

Ian Byrne MP
Liverpool West Derby

Irene Campbell MP
North Ayrshire and Arran

Danny Chambers MP
Winchester

Wendy Chamberlain MP
North East Fife

Sarah Champion MP
Rotherham

Daisy Cooper MP
St Albans

Neil Duncan-Jordan MP
Poole

Alex Easton MP
North Down

Maya Ellis MP
Ribble Valley

Terry Jermy MP
South West Norfolk

Ben Lake MP
Ceredigion Preseli

Helen Maguire MP
Epsom and Ewell

John Milne MP
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Josh Newbury MP
Cannock Chase

Bell Ribeiro-Addy MP
Clapham and Brixton Hill

Andrew Rosindell MP
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Steve Witherden MP
Montgomeryshire and Glyndŵr

Baroness Bakewell
Of Hardington Mandeville

Baroness Bennett
Of Manor Castle

Baroness Jones
Of Moulsecomb

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The Animal Law Foundation

Compassion in World Farming

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