



MEDIA RELEASE  
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## **Global Coalition for Animal Welfare Announces Brian Lindsay as Independent Chair**

The [Global Coalition for Animal Welfare \(GCAW\)](#) has appointed Brian Lindsay as its Independent Chair, following his selection by the Coalition's Steering Committee.

Mr Lindsay has extensive experience of leading collaborative, multi-stakeholder work programmes aimed at addressing sustainability challenges in livestock supply chains. In this new role, he will be instrumental in shaping the work of the Coalition to drive progress towards higher animal welfare standards across the global food industry. He will assist with forging strategic partnerships and dialogues with organisations that are aligned to GCAW's vision, support the scaling of membership, and have oversight of its strategy and synergy across different species and issues.

Dr Nathan Rhys Williams, GCAW Secretariat, said, "On behalf of GCAW members, I am pleased to welcome Brian to GCAW to continue the excellent work of his predecessor, Dr Birte Nielsen. Given his widespread experience in livestock production and in delivering strategic goals in global multi-stakeholder initiatives, we are confident that Brian will lead change in supply chains where GCAW members have significant involvement and where there are systemic and emerging animal welfare challenges. His appointment comes at an important time as the Coalition looks to build on [its first five years of engagement and collaboration aimed at driving welfare improvements for millions of animals around the world](#) in increasingly complex supply chains."

Mr Lindsay commented, "I am honoured to have been selected to take on the role of Independent Chair of GCAW. GCAW has a significant opportunity to deliver tangible impacts for welfare across animal protein value chains: change that is underpinned by quantifiable indicators. As someone involved in many aspects of the livestock sector around the world, I am extremely cognisant of the need to identify science-based and equitable solutions that can be feasibly implemented by farmers. I also recognise the immense value of collaboration throughout supply chains and with industry peers to identify shared ambitions and address common barriers."

Klaas Jan van Calker, Global Responsible Sourcing Manager at Unilever, a GCAW founding member and member of its Steering Committee, added: "Mr Lindsay's commercial understanding of global food supply chains along with his practical experience of farm animal welfare will provide valuable insight to GCAW members who are all working to transition to higher welfare practices at pace, in the context of wide ranging stakeholder expectations, new technologies and emerging research into optimal outcomes for all farm animals."

More than one billion people buy food products from GCAW members every day. Founded in 2018, the Coalition unites companies across the global food industry to work pre-competitively to address systemic barriers to change, share best practices and accelerate progress on key animal welfare issues. Current workstreams focus on the welfare of laying hens, broiler chickens and pigs.

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## **Notes to Editors**

### **About GCAW**

The Global Coalition for Animal Welfare unites leading companies across the global food industry to improve animal welfare at scale and for the long term. Comprising sixteen companies with combined revenues of over US\$ 500bn, its members span the supply chain, representing producers, manufacturers, retailers, and food service companies. GCAW provides a platform for members to work together pre-competitively to address systemic barriers to change, share best practices and accelerate progress on key animal welfare issues. GCAW is convened and managed by an independent Secretariat, run by Chronos Sustainability.

### **About Brian Lindsay**

As well as his role at GCAW, Brian Lindsay is currently Director of the Dairy Sustainability Framework and Sector Lead on Sustainability at the Global Dairy Platform. He is also an elected member of the Executive Committee of the Global Round Table for Sustainable Beef. In addition he is on the Steering Committee of The Dairy Asia initiative, and actively engaged with the FAO Global Agenda for Sustainable Livestock, in particular the Welfare Action Network. In addition, as a consultant, Brian has led several collaborative work programs developing common methodologies and standards for the livestock and coffee sectors with the aim of driving sectoral progress globally in a number of subject areas. Brian has many clients ranging from farmer supply groups to multinational food companies across a number of commodities, and, in his spare time, he runs a small specialist sheep flock.