



Becoming a CreatureKind Institution

About CreatureKind

CreatureKind was founded by Professor David Clough, a leading scholar on Christian animal ethics, to work from within the church to help Christians address the welfare of factory farmed animals, a critical and often-overlooked component of creation care. CreatureKind is unique. It provides theologically rich, church-based programs for Christians to respond to the treatment of factory farmed animals. CreatureKind works through three key strategies: partnerships for policy change, education, and community-building.

- **Partnerships for Policy Change:** To encourage Christians to adopt the CreatureKind Commitment to reduce the number of animal products purchased, source animal foods from higher-welfare facilities, and practice our Christian faith in the ways we treat animal creatures. To cultivate partnerships with—and provide theo-ethical resources for—individuals, churches, and special interest organizations open to including animal welfare in their work and thought.
- **Education:** To provide Christians with educational support to help implement daily life practices that reflect scripture, theology, and care for animals.
- **Community Building:** To provide a network for Christian individuals working in animal protection, for sharing experiences, convictions, and hope.

CreatureKind's Key Achievements in Food Policy

- The University of Winchester was the first institution to sign on with CreatureKind, holding a public ceremony at the Animal Welfare and Religion symposium in 2016.
- Friends House London has agreed to sign the CreatureKind Commitment, with an initial commitment to reduce purchase of animal products by 20% within two years.
- The University of Chester is poised to become the next University to enter into the CreatureKind agreement, with an initial commitment to reduce purchase of animal products by 50% from 2013 levels.
- The Queen's Foundation, Birmingham will likely become the first theological college in the U.K. to sign on to the CreatureKind project, and additional conversations are underway with Yale Divinity School and other institutions in North America and the UK.

Becoming a CreatureKind Institution

CreatureKind Institutions want to improve practices related to farmed animals, with benefits for humans, animals, and the environment. Becoming a CreatureKind institution means reducing the consumption of animal products and committing to a cycle of reviewing current sourcing, setting goals for improved practices, and acting on them, while encouraging community participation in the program.

Why Reduction, Sourcing, and Community Engagement Matter

The CreatureKind project is motivated by a Christian recognition of animals as fellow creatures of God and the conviction that when humans are kind to animals and care well for the world, God's entire creation—humans, animals, and the earth—benefits.

Goal	Why?
1. Reduce consumption of animal products	<p><i>For animals:</i> to reduce the number of animals subjected to intensive farming.</p> <p><i>For humans:</i> to improve food and water security, move to healthier diets, to reduce risk of disease, and to protect efficacy of antibiotics.</p> <p><i>For the planet:</i> to reduce greenhouse gas emissions and pollution.</p>
2. Obtain remaining animal products from higher welfare sources	<p><i>For animals:</i> to urge the food industry to adopt methods and policies that help animals to flourish.</p> <p><i>For humans:</i> to reduce risk of disease and protect efficacy of antibiotics.</p> <p><i>For the planet:</i> to reduce pollution from industrialized agriculture.</p>
3. Engage the community to help them understand the purpose of the changes.	To educate the broader community about the realities of intensive farming, to empower community members to help <i>animals, humans, and the planet</i> in all areas of their lives.

What It Means To Be a CreatureKind Institution: Overview

Initial Conversations

The first step is for CreatureKind and your institution to discuss why food choices matter to Christians and the impact that institutions can make on the lives of animals used for food. We'll talk

about who to include in ongoing conversations about the practical implications of your institution's ethical commitments. We want to emphasize that working with CreatureKind is a collaborative, community-focused effort. We don't dictate the terms of your engagement, and understand that every community will have a different starting place.

Review

If your organization has autonomy over food service*, the next step is to review your institution's current sourcing of animal products, to discover how much meat, dairy, and eggs you consume, and where they come from; and to assess the welfare standards of the animals the products are derived from. You may already have much of this information at hand. Creature Kind has partnered with [Farm Forward's Leadership Circle](#) program to support universities that are working to source more humane products. The Leadership Circle provides free consulting and technical support to help institutions align their supply chain with their institutional values. Another valuable resource is [Forward Food](#), which provides free training to food service professionals to help them develop more plant-forward menus, dishes, and dining services.

Set Goals

CreatureKind institutions commit to reduce consumption of animal products and to purchase the animal products they continue to consume from farms with better animal welfare standards. Priorities and opportunities will differ from one institution to another, so CreatureKind will help you find realistic goals for change and make a plan for achieving them.

*A special note for those operating as part of a larger organizational structure: if your organization, department, or school is a part of a larger institution through which food policies are set, you will want to determine and articulate your values and preferences for food policy prior to reviewing institutional sourcing.

Act

The next step is to implement your plan and monitor its results. We can help you communicate about the program and your successes to consumers, employees, and other stakeholders; and we can point you to helpful resources if you encounter problems. At the end of the year we can help you with the next steps: reviewing what you've achieved and setting new goals.

Next Steps

To find out more or to discuss becoming a CreatureKind institution, contact:

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Support CreatureKind

CreatureKind provides free services, materials, and support to individuals and institutions who wish to improve the welfare of farmed animals or learn more about what the Christian faith has to say about animals. Our ability to sustain this work depends on financial support from those who recognize the value of what we are doing, so we welcome financial contributions through our fiscal sponsors. [Learn more or donate online.](#)