



## Signing up to the Better Chicken Commitment

*A fast-food industry guide to moving your company away from factory farming.*

### Why sign

Hundreds of companies have already committed to improving the lives of chickens within the next few years, through signing the Better Chicken Commitment (BCC). The BCC represents practical steps that companies should take to future-proof their supply chains and meet consumer demand for higher animal welfare standards.

Seventy-two billion chickens are raised for global consumption each year, and hundreds of millions of them are supplied to fast-food chains. Two thirds of these lively, curious animals are factory farmed, grown in barren, overcrowded sheds or cages, often with no natural light. Poor welfare is not only bad for the birds - it can also cause economic losses for companies. Fractures, skin problems, and other conditions related to poor welfare will often result in rejected or downgraded meat during processing.

If your company is yet to sign up to the BCC, you face significant operational and reputational risk.

### How to sign

- Contact your local World Animal Protection campaigner. You can find our list of offices [here](#).
- Publicly commit on your website or in your annual report with the full BCC wording.

The full wording is different for each region. Your local World Animal Protection campaigner can support you in updating your policy and ensuring you include the correct information.

### Find out how your company's policies on broiler chicken welfare compare with your competitors

Visit [WorldAnimalProtection.org](http://WorldAnimalProtection.org) to find out the results of 'the pecking order' assessment of your company.

'The pecking order' assesses how eight global brands are managing broiler chicken welfare performance worldwide. To conduct the assessment, World Animal Protection evaluated companies on publicly available information.

Each company featured in the report is sent a personalised report - which includes specific gaps in best practice on broiler chicken welfare. This report will help you to develop a time-bound action plan to address these gaps. We are available to discuss these results further with you.

To discuss any of the issues raised in 'The pecking order 2021' and to be put in touch with your local World Animal Protection team, please contact Jonty Whittleton, global campaign lead - [peckingorder@worldanimalprotection.org](mailto:peckingorder@worldanimalprotection.org)

## The Better Chicken Commitment

|                                | USA and Canada ( <a href="#">Link</a> )   | Europe ( <a href="#">Link</a> )   | Rest of world   |
|--------------------------------|---|---|---|
| <b>Timing</b>                  | All by 2024, except breed   | All by 2026   | All by 2030   |
| <b>Parameters</b>              | 100% of chicken in supply chain (fresh, frozen and processed)   | 100% of chicken in supply chain (fresh, frozen and processed)   | 100% of chicken in supply chain (fresh, frozen and processed)   |
| <b>Breed</b>                   | By 2026: approved by the Global Animal Partnership (GAP) standard for chickens, version 3, or RSPCA (Broiler Breed Welfare Assessment Protocol)   | Approved by RSPCA (Broiler Breed Welfare Assessment Protocol)   | Approved by GAP or RSPCA (Broiler Breed Welfare Assessment Protocol)  |
| <b>Stocking density</b>        | No cages or multi-tier systems<br>30kg/m <sup>2</sup> or 6lb/ft <sup>2</sup>  | No cages or multi-tier systems<br>30kg/m <sup>2</sup> or 6lb/ft <sup>2</sup>  | No cages or multi-tier systems<br>30kg/m <sup>2</sup> or 6lb/ft <sup>2</sup>  |
| <b>Environmental standards</b> | 50 lux of light minimum.<br><br>For every 1,000 ft <sup>2</sup> (93m <sup>2</sup> ), or part 1000 ft <sup>2</sup> (93m <sup>2</sup> ) of indoor space there must be a minimum of 1 enrichment<br><br>Air quality must not exceed 20 ppm ammonia and 10 mg/m <sup>3</sup> dust (measured with calibrated meter or testing strip) | 50 lux of light minimum, including natural light<br><br>At least two metres of perches and two pecking substrates per 1,000 birds<br><br>On air quality, meet Annex 2.3 of EU broiler directive, regardless of stocking density | 50 lux of light minimum, including natural light<br><br>At least two metres of perches and two pecking substrates per 1,000 birds |
| <b>Slaughter</b>               | Avoids pre-stun handling<br><br>Multi-step, controlled atmosphere stunning  | Avoids pre-stun handling<br><br>Multi-step, controlled atmosphere stunning  | Avoids pre-stun handling<br><br>Multi-step, controlled atmosphere stunning  |
| <b>Compliance</b>              | Demonstrate compliance with the above standards via third-party auditing  | Compliance via third-party auditing<br><br>Annual public reporting on progress towards this commitment<br><br>Comply with all EU animal welfare laws and regulations, regardless of the country of production                   | Compliance via third-party auditing<br><br>Annual public reporting on progress towards this commitment                            |