

Better Chicken Commitment – criteria required		In 2023, how far have we achieved this?
1	Comply with all EU animal welfare laws and regulations, regardless of the country of production.	95.9%
2	Implement a maximum stocking density of 30kg/m ² or less. Thinning is discouraged and if practised must be limited to one thin per flock.	95.3%
3	Adopt breeds that demonstrate higher welfare outcomes: either the following breeds, Hubbard Redbro (indoor use only); Hubbard Norfolk Black, JA757, 787, 957, or 987, Rambler Ranger, Ranger Classic, and Ranger Gold, or others that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol.	95.3%
4	At least 50 lux of light, including natural light	95.3%
	At least two meters of usable perch space, and two pecking substrates, per 1,000 birds.	93.7%
	On air quality, the maximum requirements of Annex 2.3 of the EU broiler directive, regardless of stocking density.	100%
	No cages or multi-tier systems.	95.3%
5	Adopt controlled atmospheric stunning using inert gas or multi-phase systems, or effective electrical stunning without live inversion.	85.3%
6	Demonstrate compliance with the above standards via third-party auditing and annual public reporting on progress towards this commitment.	74.5%