

BETTER CHICKEN COMMITMENT

United States & Canada

November 2019

To Whom It May Concern:

As you may know, we, the undersigned organizations, work individually with many food companies. In the course of that engagement, we're sometimes asked by companies if our groups can speak with one voice. That generally isn't possible—our groups don't necessarily work in tandem, and often disagree on issues, tactics, and more.

That said, you may be pleased to know that, while we often are not in agreement with one another, we have reached agreement on what the most pressing welfare concerns related to broiler production are, and how to best mitigate those concerns. Toward that end, we've reached two versions of broiler welfare policy language—each of which addresses the four main welfare concerns associated with broiler production, and each of which we all agree represents meaningful progress. One of these versions is laid out below. Thank you for your interest in this issue.

Sincerely,



By 2024, we will require our chicken suppliers to meet the following requirements for 100% of our products:

1. Adopt breeds that demonstrate higher welfare outcomes, either: Hubbard JA757, 787, 957, 987, or Norfolk Black; Rambler Ranger, Ranger Classic, or Ranger Gold; or others that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol or Global Animal Partnership (GAP).
2. Maximum stocking density of 30 kg/sq. meter and prohibit broiler cages.
3. Provide birds enriched environments including litter, lighting, and enrichment that meets Global Animal Partnership's standards.
4. Process chickens in a manner that avoids pre-stun handling and instead utilizes a multi-step controlled-atmosphere processing system that induces an irreversible stun.
5. Demonstrate compliance with all standards via third-party auditing.