

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. Those versions are 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. Maximum stocking density of 6.0 lbs./sq. foot and prohibit all forms of broiler cages.
2. Provide birds an improved baseline environment¹, including:
 - a. At least 3 inches of friable litter covering the whole floor of the house, managed to maintain dry, friable condition and prevent caked or wet areas.
 - b. At minimum 8 hours of continuous light (≥ 50 lux) and 6 hours of continuous darkness daily (< 1 lux).
 - c. One or more types of functional enrichment (such as perches, platforms, or straw bales) that multiple birds can use at any time. The enrichments must be available by 10 days old and maintained thereafter, dispersed throughout the house and available to the entire flock with 1 enrichment for every 1,000 sq. ft or 1 enrichment per 1000 birds, at a minimum.
3. 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.
4. Demonstrate compliance with all standards via third-party auditing and annual public reporting on progress toward this commitment.
5. Use only BCC-approved breeds that demonstrate higher welfare outcomes.*

*Breeds that have been approved for use to meet the BCC: JA757, JACY57, JA787, JA957, JA987, JACY87, or Norfolk Black; Rowan Ranger, Rambler Ranger, Ranger Classic, Ranger Premium, or Ranger Gold; REDBRO, RedbroM; CS200, Cooks Venture Pioneer, or others that pass the breed welfare outcome assessments by either the Royal Society for the Prevention of Cruelty to Animals (RSPCA) or Global Animal Partnership (G.A.P.).

¹Adapted with permission from Global Animal Partnership's 5-Step® Animal Welfare Rating Standards for Chickens Raised for Meat, Copyright 2018 Global Animal Partnership.