



McDonalds Campaign Food Business Statement

March 25, 2018

Last October, McDonald's [released](#) a disappointing broiler welfare policy. In the past, McDonald's has been a leader on farmed animal welfare issues, committing to phasing out cages for laying hens and gestation crates for mother pigs. In contrast to McDonald's' past commitments, this new policy fails to meaningfully address key welfare issues for the broiler chickens within the company's supply chain. Critically, it does not include a commitment to switching to breeds with better welfare outcomes nor to lowering stocking density.

Furthermore, McDonald's falls behind its competitors, such as [Burger King](#) and [Subway](#). 86 companies [have committed](#) to comprehensively address broiler welfare, including breeds with better welfare outcomes and lowering stocking density.

As a result, Compassion in World Farming has joined prominent US animal protection organizations to bring attention to the shortcomings of McDonald's broiler welfare policy - and to ask McDonald's to do better for chickens. The groups are diverse, many with approaches that differ vastly from our own. Despite the differences among the organizations, we have aligned on a common goal: to urge McDonald's to adopt a policy that ensures meaningful welfare improvements for broiler chickens.

Compassion in World Farming believes firmly in collaboration with the food industry in order to address farmed animal welfare concerns. This belief is what fuels our corporate engagement program, and has enabled us to work with over 600 hundred food companies globally. Through this work, food companies have committed to measurable and meaningful change for hundreds of millions of farmed animals.

Compassion remains committed to working with our existing and future partners to find and implement solutions to the challenges facing the broiler industry, always putting collaboration and dialogue first. To that end, we look forward to working with McDonald's to renew their commitment to broiler chickens in a meaningful way.

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