



# 2022 Report

UNITED  
STATES





# Foreward

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Welcome to the fourth iteration of Compassion in World Farming's US ChickenTrack report. This report is an assessment of the progress made by leading food businesses toward their commitments to source higher welfare chicken. This year's report is bigger than ever, with more than triple the number of companies reporting progress since last year. This demonstrates that companies are taking their commitment toward improving broiler chicken welfare seriously, creating a better system for billions of animals.

With nearly 20% of companies committed to the Better Chicken Commitment reporting progress, I'm filled with optimism that some of the nation's largest food businesses continue to make improvements in broiler chicken welfare.

Now, with the approved breeds list for the Better Chicken Commitment and commitment deadlines approaching, the need to shift to higher welfare standards is evident now more than ever.

**We are calling on all 230+ companies committed to the Better Chicken Commitment to develop a clear path forward that demonstrates meaningful progress toward fulfilling their commitments.**

It is vital that commitments are upheld and customer expectations are met to build a more humane food system. Compassion's team of food business managers and animal welfare specialists are working with businesses to raise the standard of chicken welfare throughout the United States and beyond.

Thank you for taking the time to read this report and come on this exciting journey with us.



Sincerely,

Julia Johnson  
US Senior Food Business Manager  
Compassion in World Farming





“Animal welfare is a cornerstone of our responsible sourcing strategy and we are grateful for the continued support of the Compassion in World Farming team. Their vision of reforming the food and farming system and introducing more humane, fair, and sustainable practices aligns with the work Blue Apron does to see Better Living through Better Food™.”

**KELLY BURTON**

*VP of Sustainability & Social Impact*  
**Blue Apron**

## Introduction

To date, over 230 companies in the United States have committed to the North American Better Chicken Commitment (BCC). In doing so, these businesses have pledged to not only improve the systems in which birds are raised, but also the welfare potential of the birds themselves. Since the establishment of this crucial policy, companies have now begun implementing components of the BCC throughout their supply chain. This work is essential to seeing the Better Chicken Commitment through to completion, improving the lives of nearly 10 billion broiler chickens.

Building upon last year's report, this year's ChickenTrack includes individual progress reporting, as well as industry trends, a producer highlight, and testimonial from a leading company. The 41 companies included have demonstrated an understanding of the importance of transparency by publicly reporting their progress towards the BCC. We hope these examples will serve to motivate other companies to share the meaningful progress they are making to improve the lives of chickens in their supply chains. The momentum in the broiler welfare space is palpable and is demonstrated by the companies featured in this report.



# By the NUMBERS

41

Companies reporting progress

18%

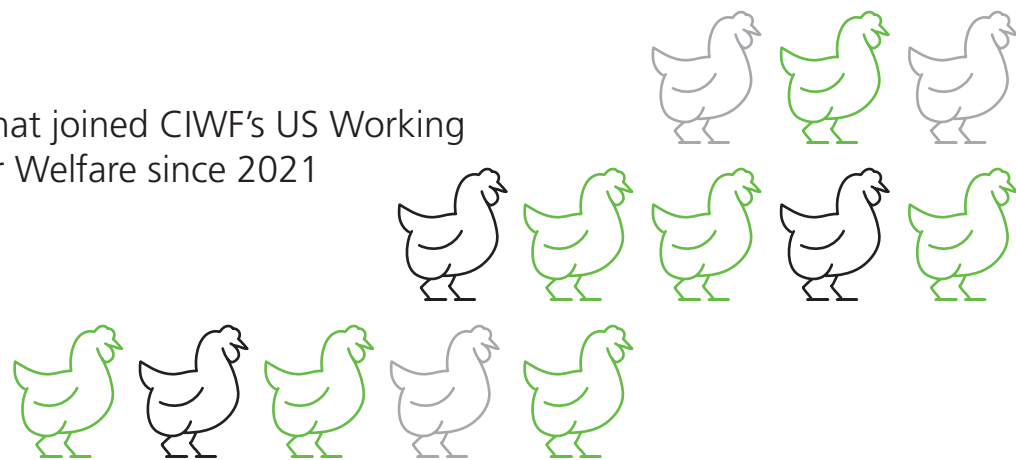
Companies reporting progress out of the 230+ companies committed to improve broiler welfare

241%

Increase in the number of companies reporting since last ChickenTrack

13

New members that joined CIWF's US Working Group for Broiler Welfare since 2021



65%

US Working Group for Broiler Welfare members reporting progress this year

4

US Chicken Producers committed to and reporting progress toward the BCC



5

BCC Roadmaps published

51%

Companies reporting have met 100% of at least one component of the BCC



G.A.P.

Global Animal Partnership (G.A.P.) is the leading certifier for verifying broiler chicken welfare in the United States



# Better Chicken COMMITMENT

## OVERVIEW & UPDATE

The Better Chicken Commitment (BCC) is a leading science-based policy designed to address the most significant welfare concerns negatively impacting broiler chickens under the current baseline production standards and drive the industry toward higher welfare practices.

There are two versions of the North American BCC developed for food companies in the United States and Canada. These two versions of the policy language address the same welfare concerns but allow for flexibility in the way companies transition their supply chains to meet and demonstrate compliance with the BCC. To provide stakeholders with transparency into animal welfare practices, we encourage all North American companies to report progress annually to demonstrate achievements made to improve the lives of animals.

### VERSION ONE

- ONLY SOURCE CHICKEN CERTIFIED BY GLOBAL ANIMAL PARTNERSHIP (G.A.P.).
- REQUIRE ALL CHICKENS TO BE PROCESSED IN A MANNER THAT AVOIDS LIVE-DUMPING AND LIVE-SHACKLING, AND INSTEAD UTILIZES A PRE-SHACKLE, MULTI-STEP CONTROLLED ATMOSPHERE PROCESSING SYSTEM THAT’S WIDELY HAILED AS MORE HUMANE.
- PUBLICLY REPORT PROGRESS TOWARD THIS COMMITMENT ON AN ANNUAL BASIS.

### VERSION TWO

- MAINTAIN A MAXIMUM STOCKING DENSITY OF 6.0 LBS./SQ. FOOT AND PROHIBIT ALL FORMS OF BROILER CAGES.
- PROVIDE ALL BIRDS WITH AN IMPROVED BASELINE ENVIRONMENT, INCLUDING:
  - ▷ 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.
  - ▷ At minimum 8 hours of continuous light (≥50 lux) and 6 hours of continuous darkness daily (<1 lux).
  - ▷ 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.
- 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.
- DEMONSTRATE COMPLIANCE WITH ALL STANDARDS VIA THIRD-PARTY AUDITING AND ANNUAL PUBLIC REPORTING ON PROGRESS TOWARD THIS COMMITMENT.
- 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; Cobb-Sasso 200 (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.).












TIMELINE FOR IMPLEMENTING THE BETTER CHICKEN COMMITMENT

Since the original Better Chicken Commitment standards were published, over 230 companies in the United States and Canada have committed to implementing these standards and have set time bound goals for improving chicken welfare in their supply chains. To empower these companies to meet their goals and to allow new companies to make commitments, it is important for companies to establish ambitious timelines with an achievable roadmap forward to demonstrate meaningful annual progress until 100% compliant. Compassion in World Farming is ready to assist all companies that would like to establish a robust plan for meeting all animal welfare commitments.

WHICH CERTIFICATIONS MEET THE NORTH AMERICAN BETTER CHICKEN COMMITMENT?

The table on the right looks at today's most common certifications and industry guidelines, and their ability to meet the criteria of the North American Better Chicken Commitment.

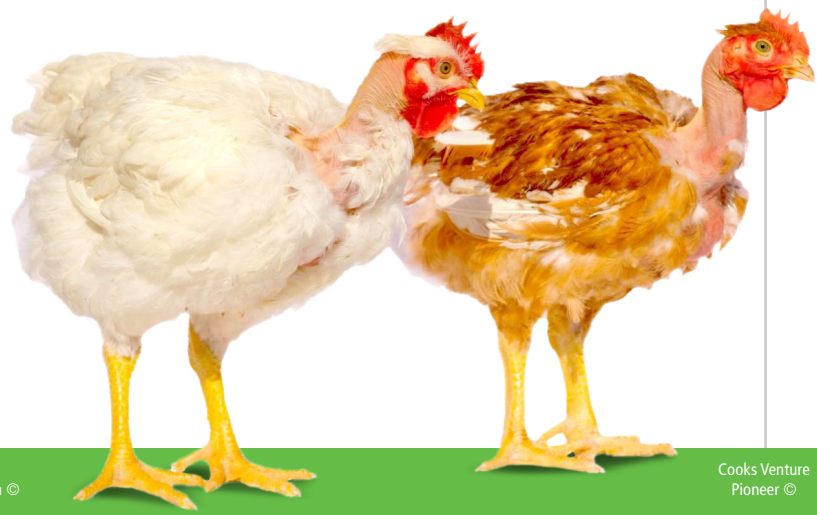
BROILER WELFARE CERTIFICATION CHECKLIST

BETTER CHICKEN COMMITMENT CRITERIA (US & CANADA)								
	BREEDS	STOCKING DENSITY	LITTER	LIGHTING	ENRICHMENT	SLAUGHTER	AUDITING	
	Adopt breeds with higher welfare outcomes approved by the RSPCA or Global Animal Partnership (G.A.P.)	Indoor stocking density ≤ 6 lb/sq ft. No caged systems.	≥ 3 inches of friable litter covering the full floor & managed to prevent wet or caked areas.	Min 8 hrs of continuous light (≥50 lux) & 6 hrs of continuous daily darkness (<1 lux).	≥1 functional enrichment per 1000 sq ft or 1000 birds, which multiple birds can use at one time. Provided by 10 days of age & maintained thereafter.	Avoid pre-stun handling & utilize a multi-step Controlled Atmosphere Stunning (CAS) processing system that induces an irreversible stun.	Demonstrate compliance with all standards via third-party auditing.	
CERTIFICATION	<div>GLOBAL ANIMAL PARTNERSHIP<sup>1</sup> (G.A.P.) STEP 1 &amp; ABOVE</div> <div></div>	All Steps: Only higher welfare breeds approved by G.A.P.'s Broiler Chicken Assessment Protocol can be used.	All cage systems are prohibited, as well as housing on slatted and/or wire floors. Max indoor stocking density - Steps 1-3: 6 lb/sq ft, Steps 4-5+: 5.5 lb/sq ft.	≥ 3 inches of friable litter covering the full floor & managed to prevent wet or caked areas.	All Steps: Min 8 hours of ≥50 lux continuous light each day. Steps 2 & above: Only natural light from Jan 2022. Min 6 (Steps 1-2) or 8 hours (Steps 3-5+) continuous daily darkness (<1 lux).	List of acceptable indoor enrichments is provided. Step 1: Min 1 type of functional enrichment per 1000 sq ft of indoor space. ≥2 different types of enrichments per 750 sq ft (Steps 2-3) or 500 sq ft indoors (Step 4). Indoor enrichments not applicable to Steps 5-5+.	CAS not required. Slaughter methods that use pre-stun handling, e.g., shackling of live birds by both legs, are permitted. Step 5+: Chickens must be slaughtered on-farm using an on-farm slaughter facility or a mobile slaughter unit.	Authorized, independent third-party audits every 15 months (to capture any seasonal differences). A min of 50% of flocks are audited on farms with ≥4 flocks (min 1 inspection per flock to be audited (≥21 days of age or within 2 weeks before slaughter). Audits include observation of brooding, and catching & loading, at least once per 5-year certification cycle. Slaughter facilities must be third-party audited annually.
	<div>ANIMAL WELFARE APPROVED<sup>2</sup></div> <div></div>	Breeds must be chosen with consideration of their ability to thrive in the prevailing climatic conditions of the farm, in pasture-based, free range, outdoor systems. Their growth rate must not exceed 40 g/day averaged over their lifetime. Use of traditional (heritage) breeds is recommended.	From 4 weeks of age, each bird must have continuous daytime access to at least 4 sq ft ranging & foraging area. When climatic conditions pose a threat to the birds' welfare, each bird must be provided with a min of 0.67 sq ft indoor space & 2 sq ft additional foraging space (average 2.4 lb/sq ft based on 6.41 lb final body weight). Cages prohibited, both indoors and on the range, and broiler chicks cannot be sourced from breeding stock kept in cages.	Bedding (litter) must be clean, dry, mold-free, & replenished as needed. In stationary housing, bedding must be available to chickens at all times.	Birds have daily access to natural light outdoors for a min 50% of daylight hours. However, shelters & housing must allow natural light to enter.	Access to forage from 7 days of age. Outdoor access to ranging & foraging areas from 4 weeks of age for a min 50% of daylight hours. Birds excluded from outdoor ranging & foraging areas must be provided vegetative material. Access to raised surfaces (e.g., perches, straw bales) from 4 weeks of age. Raised areas should be 4.5 in off the ground & provide a min 1 inch of perching space (or 1 sq inch of platform space).	On farm slaughter is recommended & CAS systems using argon or nitrogen are the preferred slaughter method. Multi-step CAS systems using carbon dioxide (CO2) for stunning or to stun-kill are also permitted, but must use ≥2 phases. Birds must be exposed to ≤30% CO2 for at least 1 minute before moving into higher CO2 concentrations. Shackling of live birds is not permitted without prior written permission, and is withdrawn once a slaughter facility that does not use shackles, and is within the maximum travel distance of 4 hours, is approved.	A qualified independent third-party AWA farm auditor visits the farm (and the separate slaughter facilities if applicable) to conduct official inspections for re-certification every 12 months. Only independent farmers, who own the animals & are responsible for their day-to-day care, are eligible for AWA certification. Cooperatives & networks of independent farms are also eligible, but all farms must be audited in the group.
	<div>CERTIFIED HUMANE<sup>3</sup></div> <div></div>	Care must be taken to select birds for higher welfare traits & avoid genetic strains with undesirable traits. However, using breeds with verified higher welfare outcomes is not required.	Housing in cages, or on wire or slatted floors, is prohibited. Max indoor stocking density 6 lb/sq ft.	Full floor covered by dry and friable litter. No min depth specified. Wet and caked litter must be removed promptly.	Light intensity of ≥20 lux (from artificial or natural light sources) throughout the house, for a min of 8 hours a day. A min of 6 continuous hours of darkness per 24-hour cycle.	For every 1000 birds, 1.5 standard sized long chopped straw bales, 2m of perch space, 1 pecking objects should be provided by 10 days of age. Approved enrichments include: ramps, low perches, pecking blocks, straw bales, scattering of whole grains, cabbages, cauliflowers, sprouts, broccoli, rounded tubes, & hanging wooden blocks.	CAS not required, but is endorsed as a humane slaughter method. When used, CAS systems must be designed to kill the birds (not just stunning). Slaughter methods that use pre-stun handling, e.g., shackling of live birds by both legs, are permitted.	Independent third party audits every 12 months. For group certifications, a minimum of 10% of producers are inspected.
	<div>AMERICAN HUMANE CERTIFIED<sup>4</sup></div> <div></div>	No specifications or requirements on breed or genetic selection for higher welfare.	Maximum indoor stocking density 7 lb/sq ft, calculated using target weight of the birds. Use of cages not specifically prohibited.	Access to dry and friable litter at a min of 1 in deep is required at all times, but full floor coverage not specified. Wet litter is not allowed and should be replaced.	Average daylight intensity of ≥10 lux throughout the house for a min of 8 hours each day (from artificial or natural sources). A min of 4 hours of continuous darkness (recommended ≤1 lux) each day.	Enrichments strongly encouraged but not required.	CAS not required, but auditing guidance covers standard operating practices for CAS. CAS systems can be used for stunning only (not stun-kill exclusively). Slaughter methods that use pre-stun handling, e.g., shackling of live birds by both legs, are permitted.	Independent third-party audits are required every 12 months for re-certification. Only 1 flock/house required to be audited per location. Auditors encouraged to observe loading, transport, and slaughter processes, but training documentation sufficient if these stages are conducted by an outside company.
	<div>USDA ORGANIC<sup>5</sup></div> <div></div>	Selection of breeds with regard to suitability for site-specific conditions and resistance to prevalent diseases & parasites. However, using broiler breeds with verified higher welfare outcomes is not required.	Continuous total indoor confinement is prohibited, so caged systems cannot be used as permanent housing. Maximum stocking densities not addressed.	Appropriate clean, dry bedding (litter) is required, and cannot be solely dried manure. No min litter depth addressed. Litter should cover all solid floors, but no min requirement for solid floor space in poultry houses.	All animals must have year-round access to direct sunlight. However, there are no regulations specifying the light intensities and the lengths of daily light & dark periods.	Indoor enrichment not addressed. All animals must have year-round access to the outdoors, but no regulations covering the regularity or duration of daily outdoor access. Chickens may be confined indoors until 4 weeks of age. For poultry, enclosed runs without vegetation can qualify as a form of outdoor access.	Not addressed or required.	Accredited third-party certifying agents conduct on-site audits every 12 months of every operation that grows or handles organic products, including slaughter facilities. A certified organic slaughter facility must be used for processing meat that is to be marketed as organic.
	<div>NATIONAL CHICKEN COUNCIL<sup>6</sup></div> <div></div>	Not addressed or required.	Use of cages not specifically prohibited. Max stocking density based on target live weight: ≤ 4.5 lbs: 6.5 lb/sq ft; 4.5- 5.5 lbs: 7.5 lb/sq ft; 5.6 to 7.5 lbs: 8.5 lb/sq ft; ≥ 7.5 lbs: 9 lb/sq ft.	Dry & friable litter should be provided throughout the majority of the house, but full floor coverage is not required. No min litter depth specified. Litter quality must be assessed in ≥2 houses per site.	No min daytime light intensity specified. During the dark period(s), the light intensity must be ≤10% of the daytime light intensity. A min of 4 hours of darkness every 24 hours must be provided, but does not need to be continuous & can be in increments of 1, 2, or 4 hours.	Not addressed or required.	CAS not required, but is covered as a humane slaughter method. Birds can be handled & shackled by their legs prior to stunning and/or killing.	Third-party auditing by an independent contractor, but no specifications around the frequency of audits. The number of flocks/ locations audited is up to desire of the company. For larger operations, audits are recommended to cover the hatchery, a processing plant, & sample ≥3 of the grow-out houses on different farms (1 farm with chicks a min of 7 days old & 1 farm with birds within 7 days of processing).
KEY								
<div> Compliant</div> <div> Non-Compliant</div> <div> Unsure</div>								

<sup>1</sup> Global Animal Partnership's 5-Step® Animal Welfare Standards for Chickens Raised for Meat v3.2

<sup>1</sup> Global Animal Partnership's 5-Step® Animal Welfare Standards for Chickens Raised for Meat v3.2  
<sup>2</sup> Certified Animal Welfare Approved by AGW Standards for Meat Chickens 2021  
<sup>3</sup> HFAC Animal Care Standards for Chickens August 2014  
<sup>4</sup> American Humane Certified Animal Welfare Standards for Broiler Chickens (May 2019)  
<sup>5</sup> 7 CFR Part 205 enforced by the USDA Agricultural Marketing Service  
<sup>6</sup> National Chicken Council Animal Welfare Guidelines and Audit Checklist for Broilers (Sept 2020)





# The Importance of BREED

The shift to higher welfare breeds of broiler chickens has traditionally been framed as simply selecting for slow versus fast growth. However, when breeding for improved welfare in commercial breeds, the key is balancing genetic selection for good production values, including growth, feed intake, and meat yield, while also ensuring chickens show good welfare outcomes throughout their lives. Informed by science, the BCC provides a baseline of inputs to achieve good welfare outcomes for broiler chickens. Research has shown commercial breeds of higher welfare chickens have better health overall, with fewer birds suffering severe gait defects or footpad and hock lesions. These breeds have less mortality, stronger natural immunity, and fewer downgrades at slaughter, compared to the current conventional broiler strains, which encompass over 99% of chickens in the United States. These higher welfare breeds also have far less severe breast meat myopathies, such as wooden (woody) breast and white striping, which negatively impact both the meat quality and welfare of the birds. Additionally, higher welfare breeds are more active and show a wider expression of natural behaviors throughout their lives. In contrast, the industry-standard conventional breeds spend most of their time sitting

and show less foraging, dustbathing, and enrichment use later in life.<sup>1-11</sup>

**All components of the BCC are needed together to meaningfully improve chicken welfare, and breed is especially critical.**

For instance, the value of adding enrichment items, such as straw bales, to broiler barns for perching and foraging is limited without higher welfare breeds. Due to their genetic makeup, conventional breeds lack the physical strength and stamina to be active and rest on top of straw bales without the risk of pain or injury.<sup>2</sup> These solely production-focused broiler chicken strains are also thought to be consistently frustrated by their physical limitations and unable to experience lives worth living.<sup>1,2,6</sup>

Broiler breeds that pass the welfare outcome assessments of either the Royal Society for the Prevention of Cruelty to Animals (RSPCA) or Global Animal Partnership (G.A.P.) are approved for use in the North American Better Chicken Commitment.

## TO DATE, THE FOLLOWING BREEDS HAVE BEEN APPROVED:

- Hubbard REDBRO, RedbroM, JA757, JACY57, JA787, JA957, JA987, JACY87, Norfolk Black
- Aviagen Rowan Ranger, Rambler Ranger, Ranger Classic, Ranger Premium, or Ranger Gold
- Cobb-Sasso 200 (CS200)
- Cooks Venture Pioneer



This BCC chicken supplier prioritizes healthy genetics as the backbone of good chicken welfare.

## COMPANY OVERVIEW

Founded in 2018, Cooks Venture began growing Pioneer chickens, the company's signature breed of high welfare broilers, as a unique offering to the US market. The Pioneer chickens are reared on pasture and in the woodlands of Northwest Arkansas using regenerative feed and land management practices. When developing the Pioneer breed, Cooks Venture went back to the start, ensuring the most valuable traits from heritage strains were maintained in the Pioneer, a project that took over fourteen years. This resulted in a broiler breed that is well-balanced for high welfare, good production, excellent meat quality, and the ability to thrive outdoors.

Cooks Venture is the most recent chicken supplier to sign up to the Better Chicken Commitment (BCC) joining Pitman Farms, Perdue Farms, and Wayne Farms in committing to produce chicken products fully aligned with the BCC criteria. However, **Cooks Venture is distinguished as the only company to have already met the high welfare breed criteria across its entire supply.** Cooks Venture only grows its signature Pioneer breed, a high welfare breed approved by G.A.P. Since Cooks Venture's entire chicken supply is certified at G.A.P. Step 4, this producer meets and exceeds the BCC requirements for breed, lighting, litter, enrichments, stocking density, and third-party auditing. The company is currently building new processing facilities to be completed by 2027, which will allow for implementation of multi-stage controlled atmosphere stunning.



## PIONEER CHICKENS ARE BRED FOR BOTH GOOD WELFARE AND PERFORMANCE

### IN CONTRAST TO TODAY'S CONVENTIONAL BROILER BREEDS, PIONEER CHICKENS HAVE:

- **BETTER HEALTH THROUGHOUT THEIR LIVES**
  - ▷ Pioneer chickens are bred for good leg health with long, strong bones to support their continued growth, ensuring these birds remain mobile throughout their lives. Flocks of this breed have fewer leg culls during grow-out than the current industry-standard breeds.<sup>12-14</sup>
- **GOOD GROWTH & EXCEPTIONAL MEAT QUALITY**
  - ▷ Cooks Venture bred the Pioneer to be a well-balanced, high welfare broiler strain with good commercial value. The Pioneer can even exceed the growth rate of conventional breeds when all birds are fed a less nutrient dense diet of vegetarian or regeneratively grown feed.<sup>12</sup> Undoubtedly, the selling feature of the Pioneer is the meat quality, which greatly exceeds that of conventional breeds. The Pioneer breast meat shows almost no severe white striping or wooden breast, regardless of the age or body weight of the birds when slaughtered.<sup>12,15</sup> Cooks Venture notes its high-quality meat is reflective of the Pioneer chicken's healthy genetics for balanced growth as well as its regenerative diet and life outdoors on pasture.
- **HIGHER ACTIVITY & ENRICHMENT USE**
  - ▷ Research has shown Pioneer chickens spend more time active, including moving around on litter and on the top of platforms, than conventional breeds – with the difference most pronounced when the Pioneer and conventional birds reach slaughter weight.<sup>5,6</sup> Under commercial conditions, Pioneer flocks are highly occupied by enrichments. Bundles of suspended vegetation are provided in the barns for the chickens to peck and scratch, and the Pioneer broilers regularly use A-frame perches both indoors and outside on pasture. Additionally, Cooks Venture has invested in planting tens of thousands of trees to provide shade and shelter for its birds outdoors.
- **WELL SUITED TO THRIVE OUTDOORS**
  - ▷ In extensive systems, it is even more vital to use high welfare broiler breeds to ensure chickens are capable of handling environmental variation, staying healthy, and leading full, positive lives outdoors. Pioneer chickens are bred to thrive outdoors and show high welfare outcomes, unlike the industry's conventional strains. Conventional breeds lack the physical ability to be active, so only a small percentage of birds in conventional flocks go outside when provided access. In addition, the production-focused conventional strains grow very quickly, releasing a considerable amount of metabolic heat. Inherently, these breeds have more difficulty regulating their body temperature and are at greater risk of overheating in hot, humid outdoor conditions. In contrast, Cooks Venture reports that between 80%-99% of the flock of Pioneer birds forage outside during daylight hours throughout the year, even in moderate rain and light snow. Pioneer chickens go outside and explore the surrounding pasture, tall grasses, and woodlands from a young age. When outdoors, the birds will seek shelter or natural shade under trees and shrubs to maintain thermal comfort.

To learn more about Cooks Venture chicken and the Pioneer breed, visit [www.cooksventure.com](http://www.cooksventure.com).



# US Working Group for BROILER WELFARE

In 2021, the US Working Group for Broiler Welfare was formed to provide an opportunity for industry leaders to collaboratively approach, in a pre-competitive manner, how to improve broiler chicken welfare through the lens of the Better Chicken Commitment. Facilitated by Compassion in World Farming and Blue House Sustainability Consulting, **the Working Group has grown from the original group of 7 companies to now include 20 companies committed to shifting the industry forward to align with higher welfare standards.**

The Working Group meets regularly to explore practical strategies and creative solutions that will enable progress toward BCC commitments, shifting broiler chicken supply chains in a way that meaningfully improves welfare. The efforts and learnings of this group will create positive momentum and motivate widespread progress among the industry leaders in alignment with the Better Chicken Commitment. Each member of the Working Group that is reporting progress is highlighted in the following section “Company Progress Reporting” and distinguished with this icon. 🌱

## BEGINNING IN 2023, ALL MEMBERS OF THE US WORKING GROUP FOR BROILER WELFARE MUST MEET THE FOLLOWING STANDARDS:

- PUBLICLY COMMIT TO THE BETTER CHICKEN COMMITMENT PRIOR TO JOINING, WHICH INCLUDES ALL CRITERIA IN EITHER VERSION 1 OR 2 OF THE NORTH AMERICAN BCC
- DRAFT A ROADMAP WITHIN 6 MONTHS FOR COMPASSION IN WORLD FARMING TO REVIEW
- PUBLISH A PUBLIC ROADMAP WITHIN 12 MONTHS OF JOINING THE WORKING GROUP THAT DETAILS AN IMPLEMENTATION PLAN WITH CLEAR, INFORMED MILESTONES, AND DEMONSTRATES MEANINGFUL ANNUAL PROGRESS FOR ALL BCC TENETS UNTIL 100% COMPLIANT
- ATTEND QUARTERLY WORKING GROUP MEETINGS
- ATTEND QUARTERLY MEETINGS WITH A MEMBER OF COMPASSION’S FOOD BUSINESS TEAM
- ANNUAL PUBLIC REPORTING THAT DEMONSTRATES MEANINGFUL PROGRESS TOWARD IMPLEMENTATION OF THE BCC TENETS
- PUBLICLY REPORT EACH YEAR BY JANUARY 31 TO BE FEATURED IN END-OF-QUARTER CHICKENTRACK REPORT

CURRENT WORKING GROUP MEMBERS HAVE UNTIL OCTOBER 31, 2023 TO MEET THE MEMBERSHIP STANDARDS LISTED ABOVE.



“As a global leader in the hospitality and entertainment industry, Delaware North is committed to sustainability and responsible sourcing. We are pleased to join the Working Group and look forward to benefitting from its expertise, as well as contributing to this important collaboration between business and non-profit participants to improve animal welfare.”

Debbie Friedel  
Director of Sustainability  
Delaware North

## WORKING GROUP MEMBER FEATURE: HELLOFRESH



Since the company’s founding in 2011, HelloFresh has been committed to changing the way people eat forever.

As the largest meal kit provider in the United States, we aim to reinvent the traditional food supply chain. Using thoughtful analytics and an innovative direct-to-consumer business model, HelloFresh makes home cooking an easy and delicious experience while also creating significant reductions in food waste and carbon emissions throughout our supply chain. We maintain consistent high-quality standards for ingredient sourcing and animal welfare so that customers can enjoy their cooking experience worry-free.

HelloFresh is committed to making meaningful changes to improve animal welfare, which is why we joined the Better Chicken Commitment in 2019, partnering with Compassion in World Farming. We understand the importance of supporting broad-based efforts to improve animal welfare across the poultry industry and have engaged with our suppliers, who raise and process chickens on our behalf, to implement meaningful changes.

In 2022, with feedback from Compassion in World Farming, HelloFresh published an updated Chicken Welfare Policy for the United States, in which we reported progress on the tenets of the BCC. We also announced an investment in functional enrichments in collaboration with our largest chicken supplier for chickens in their barns. These enrichments encourage natural behaviors, reduce stress in the barn environment, and allow chickens to play, which are all important for the well-being of these animals. This supplier has also initiated a friable litter inspection program to ensure maintenance of at least 3 inches of dry, friable litter at all times. Litter impacts the chickens’ overall health, skin and footpad quality and further allows them to practice natural behaviors, such as dust-bathing. This supplier will utilize third-party auditing to ensure their compliance with these elements of the Better Chicken Commitment.

HelloFresh is proud to be an active member in the US Working Group for Broiler Welfare — a group of 20 companies that are committed to navigating industry challenges and exploring workable strategies for transitioning supply chains through the lens of the Better Chicken Commitment. As part of our efforts with this group, HelloFresh is working with producers piloting poultry breeds approved for the BCC.

HelloFresh is also aligned with the Global Animal Partnership’s (G.A.P.) 5-Step Rating Program, and within our brands, we offer organic G.A.P. Step 3 chicken and G.A.P. Step 4 chicken for customers.

HelloFresh has committed to publishing a roadmap for all aspects of the Better Chicken Commitment before the end of 2023 and will be reporting progress each year on the Better Chicken Commitment until we are 100% compliant across all criteria. As the leading meal kit provider, we will continue to push for further improvements and systemic change to offer our customers responsibly sourced and high-quality ingredients. We are grateful for our close working relationship with Compassion in World Farming and will continue to work together to drive the industry forward toward a more sustainable, humane food system.



Jeffrey Yorzyk  
Senior Director of Sustainability - US  
HelloFresh





# Company Progress REPORTING

Transparent reporting is the cornerstone of ChickenTrack, as all information in this report is publicly disclosed data. **Public progress reporting ensures that companies hold themselves accountable to their commitments. Communicating to investors, customers, and other key stakeholders in this way demonstrates that these companies take their social responsibility targets seriously.** This displays a high level of managerial competency and stakeholder transparency.

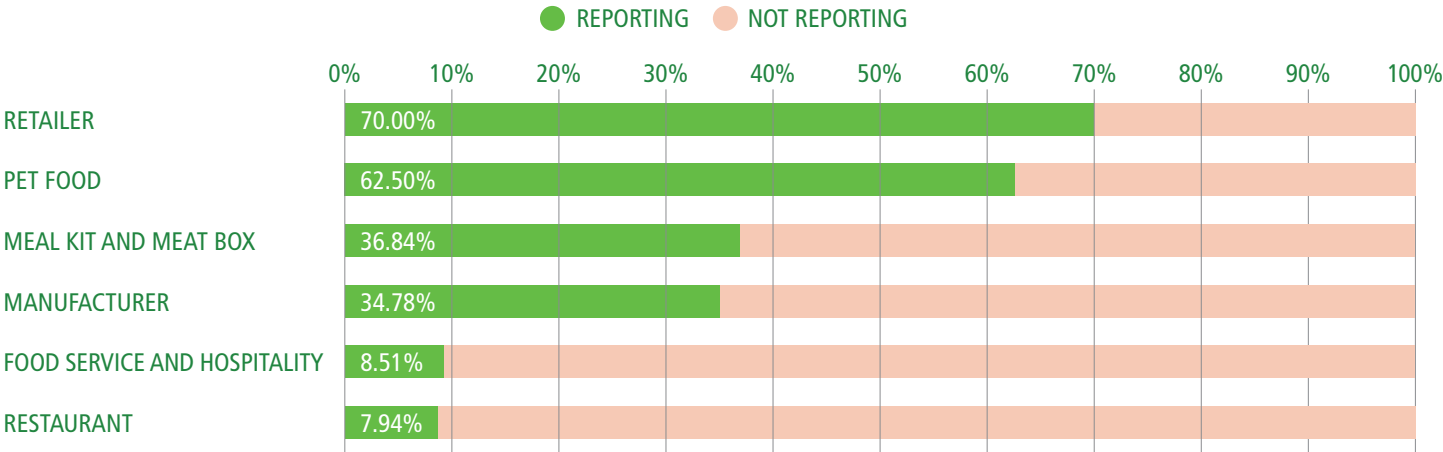
This year, ChickenTrack captures the public disclosure of 41 companies that reported progress against their Better Chicken Commitment policy – a 241% increase from last year’s ChickenTrack report. While the US industry is in the early stages of shifting to higher broiler welfare standards, this monumental increase in reporting over one year shows animal welfare is a growing priority in our food system that will continue to gather momentum in the coming years.

COUNT OF COMPANIES REPORTING BY SECTOR



This chart reflects the percentage of the committed companies that are reporting by sector. Retailers and Pet Food companies are leading with more than three-fifths of committed companies reporting progress towards the BCC, while Food Service/Hospitality and Restaurants are the two lowest sectors reporting progress.

COUNT OF COMPANIES REPORTING BY SECTOR





REPORTING FRAMEWORK

This report highlights companies that have published public reporting on their progress to implement the Better Chicken Commitment criteria. Compassion in World Farming’s Food Business team conducted outreach to all signees of the BCC to encourage public reporting, offering support in analyzing supply chain data and developing a public roadmap toward implementation.

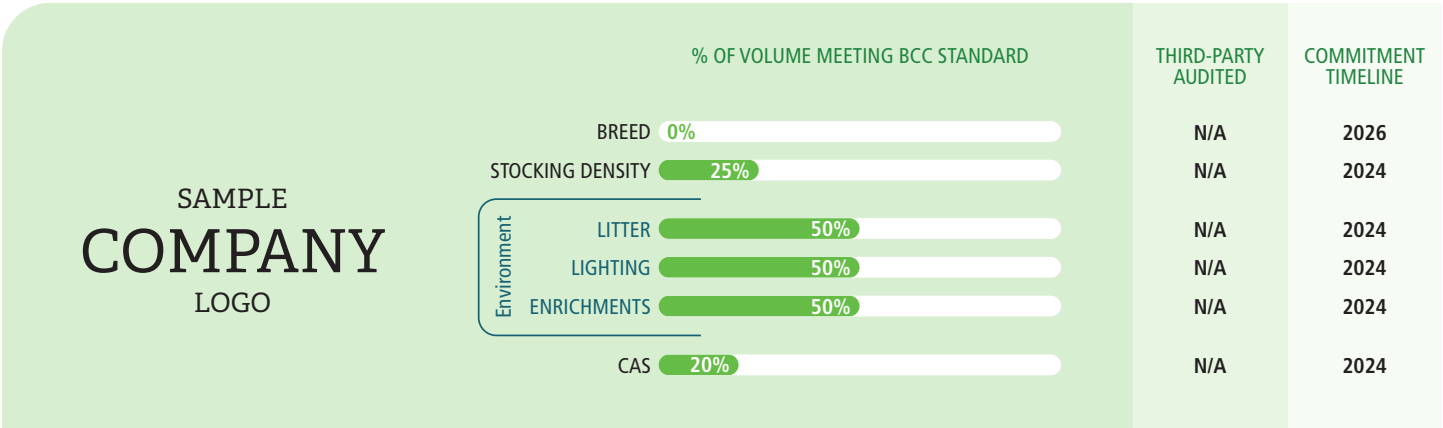
Compassion in World Farming has laid out a framework to support companies in transparently reporting progress in one of two ways:

1. PUBLICLY DISCLOSE THE PROPORTION (%) OF CHICKEN WITHIN YOUR COMPANY’S SUPPLY CHAIN, IN TERMS OF VOLUME PURCHASED, THAT CURRENTLY MEETS EACH INDIVIDUAL COMPONENT OF THE BETTER CHICKEN COMMITMENT.

Using this approach, BCC signees should publicly disclose individual progress figures for breed, stocking density, environment, and controlled atmosphere stunning (CAS), and state whether and by whom their compliant supply has been third-party audited for each component. If desired, progress towards meeting the environmental standard can be broken out further into separate figures for litter, lighting, and enrichments.

SAMPLE DISCLOSURE:

“We have made a commitment to source 100% of our chicken supply from birds raised in alignment with the standards of the Better Chicken Commitment. We will do so for the stocking density, environment, and CAS components by 2024 and for the breed component by 2026. As of January 2023, 0% of the chicken we purchase in the US meets the breed standard, 25% meets the stocking density standard, 50% meets the environment (litter, lighting, and enrichments) standard, and 20% meets the CAS standard. Our Better Chicken Commitment-compliant supply is not yet third-party audited.”

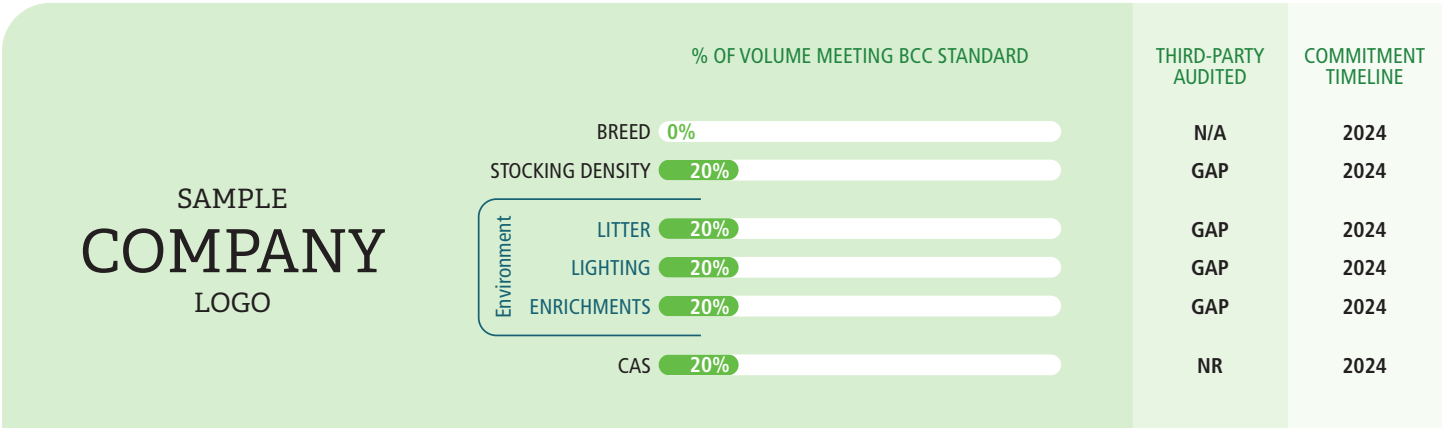


2. PUBLICLY DISCLOSE THE PROPORTION (%) OF CHICKEN WITHIN YOUR COMPANY’S SUPPLY CHAIN, IN TERMS OF VOLUME PURCHASED, THAT CURRENTLY MEETS THE BETTER CHICKEN COMMITMENT STANDARDS OVERALL.

Using this approach, BCC signees should publicly disclose a single figure that represents their progress across all Better Chicken Commitment standards (and state whether and by whom this compliant supply has been third-party audited). For example, if a company sources products with progress evenly across every component, its reporting can be represented in a single figure. A company should not use this method if one or more of the standards has not been met at the same level, unless it is explicitly clarified which ones are excluded.

SAMPLE DISCLOSURE:

“We have made a commitment to source 100% of our chicken supply from birds raised in alignment with the standards of the Better Chicken Commitment by 2024. As of January 2023, 20% of the chicken we purchase in the US is audited through Global Animal Partnership to meet the Better Chicken Commitment standards for stocking density and environment, and CAS.”



In both approaches, we ask that companies clarify the product scope (e.g., fresh/frozen, processed) of their commitment and reporting when it does not cover all chicken within their supply chain. We offer these two reporting methods because we recognize that companies will roadmap their BCC transitions—and thus collect data—in different ways. We wish to remove barriers to transparent disclosure while also providing a clear and consistent framework for communicating progress. As companies progress and their reporting improves, our aim is to make the state of the industry’s transition to higher broiler welfare visible to all stakeholders.







A PLAN FOR IMPLEMENTATION: ROADMAPS

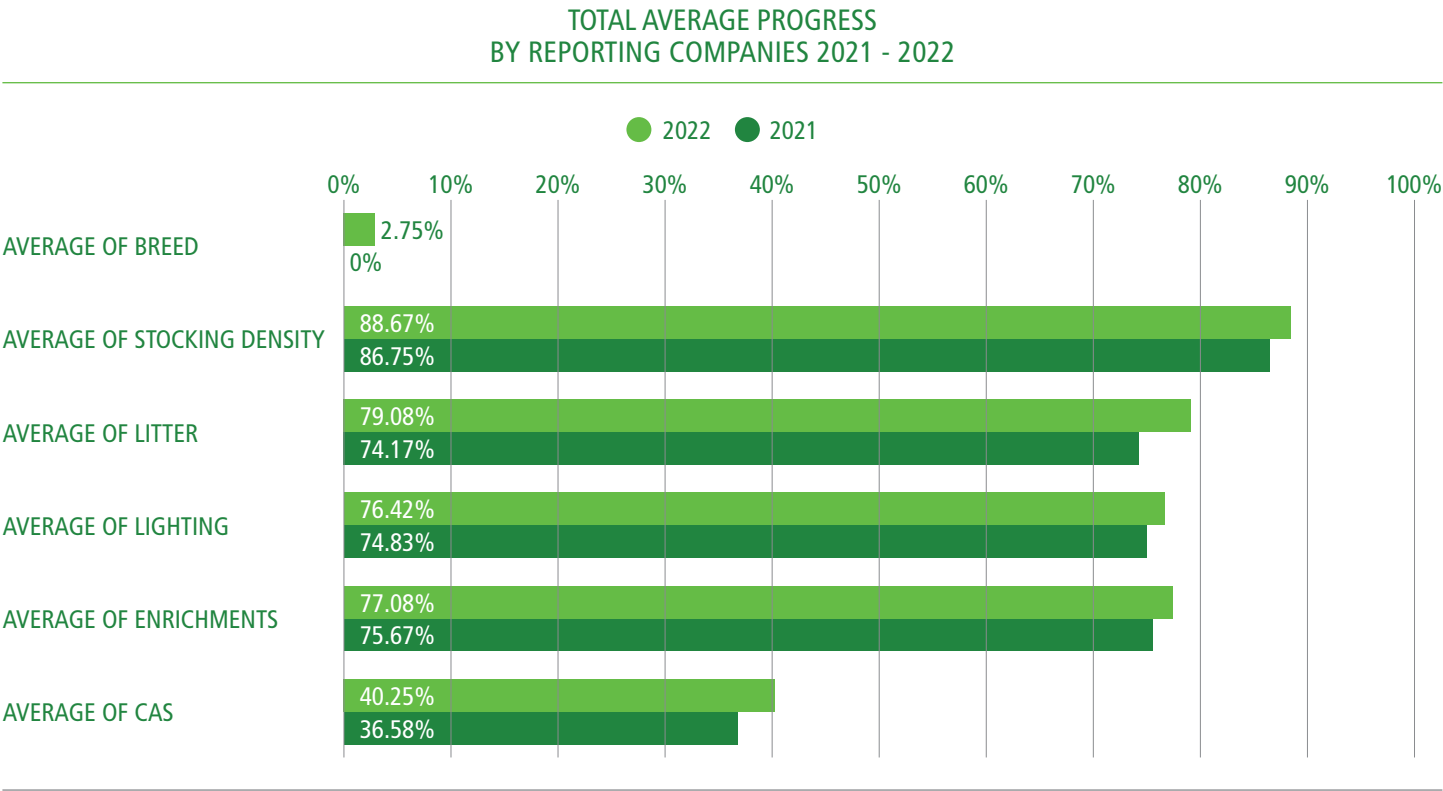
Compassion in World Farming encourages all companies committed to the BCC to develop public roadmaps to ensure improved broiler welfare across their supply chains. A **roadmap** is a public implementation plan with annual goals and reporting to demonstrate progress toward compliance. This can be captured in a table or through text; what is important to disclose is meaningful progress each year to ensure commitments are met by the agreed upon deadline.

Along with transparent reporting, public disclosure is paramount in roadmap development. By creating company-specific roadmaps, it allows the company’s team members to have clear discussions with their suppliers about incremental targets toward meeting the Better Chicken Commitment, as well as demonstrating to both internal and external stakeholders the plan for implementation.

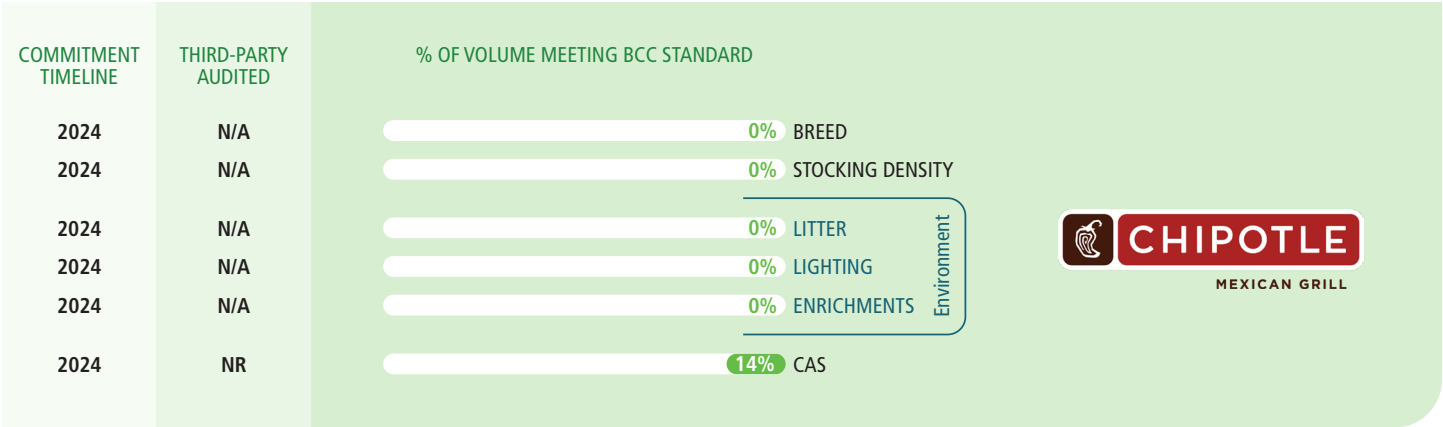
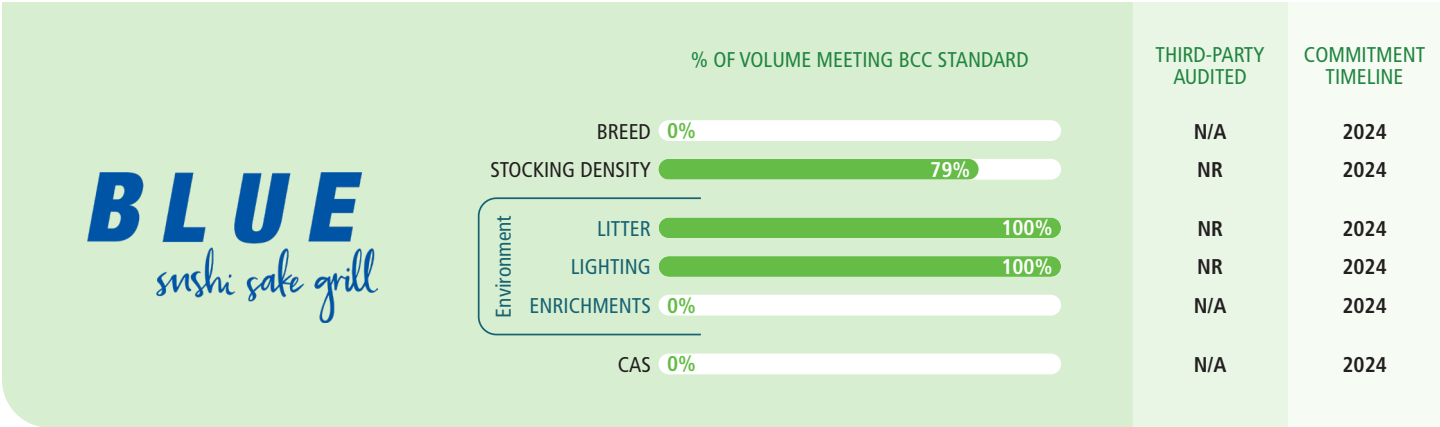
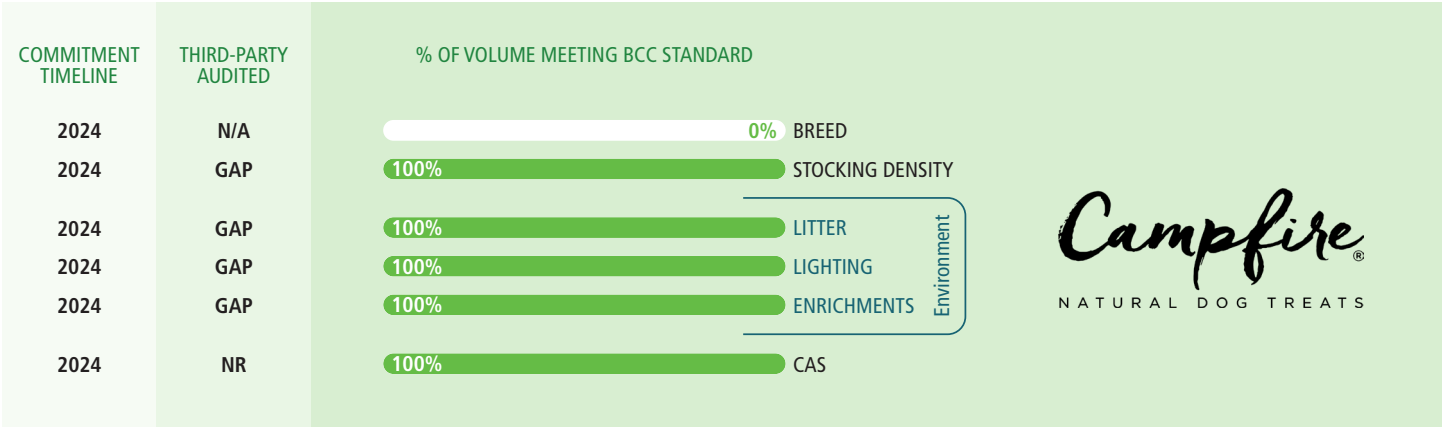
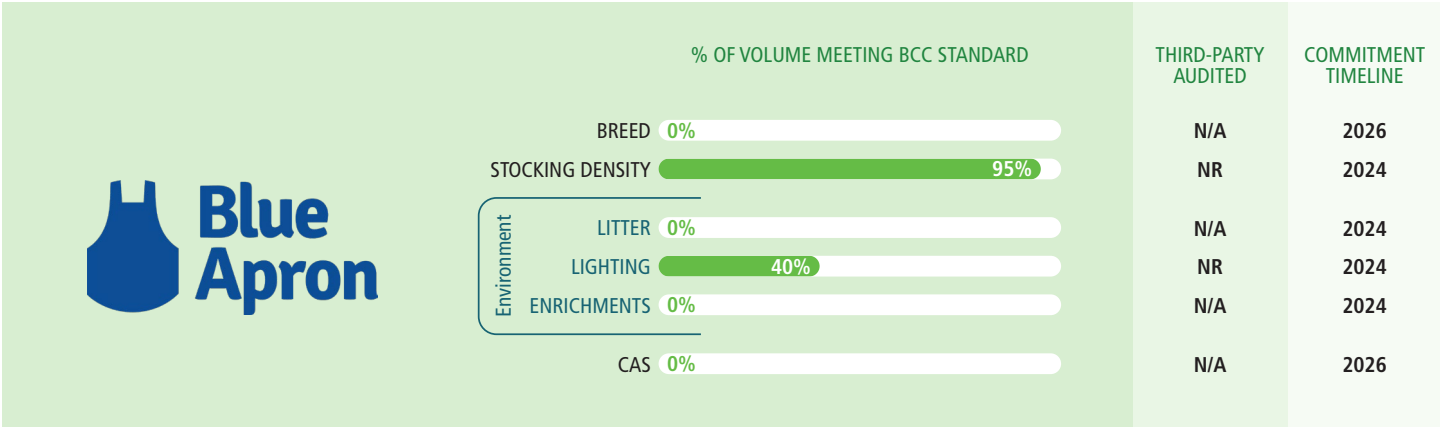
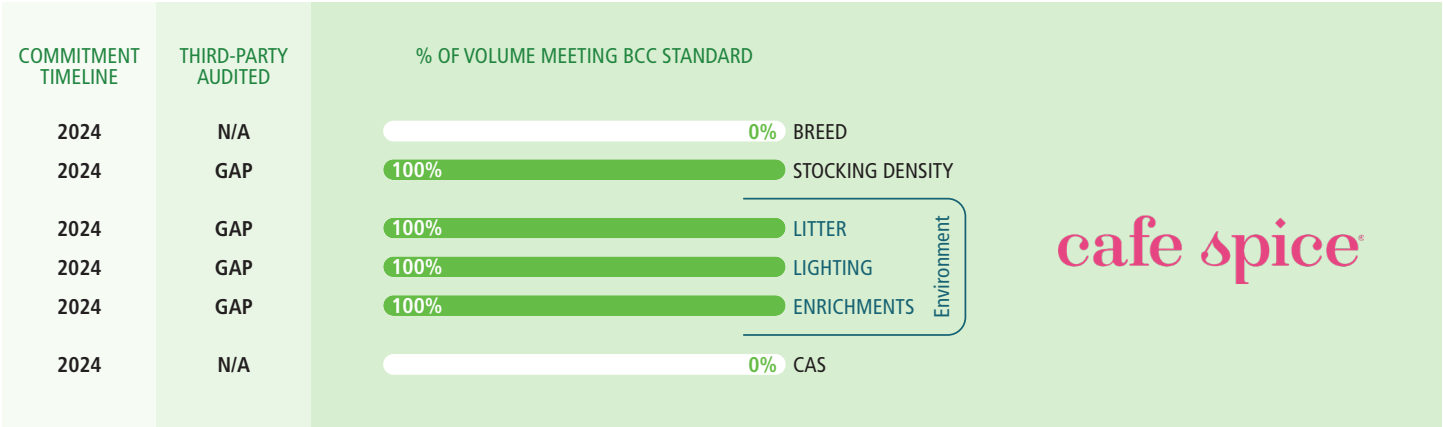
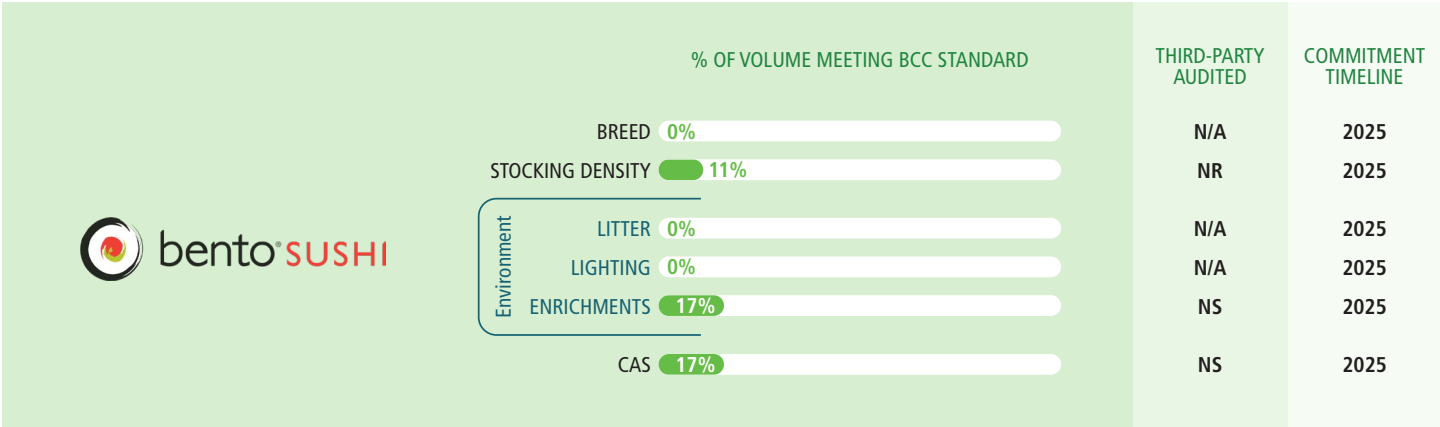
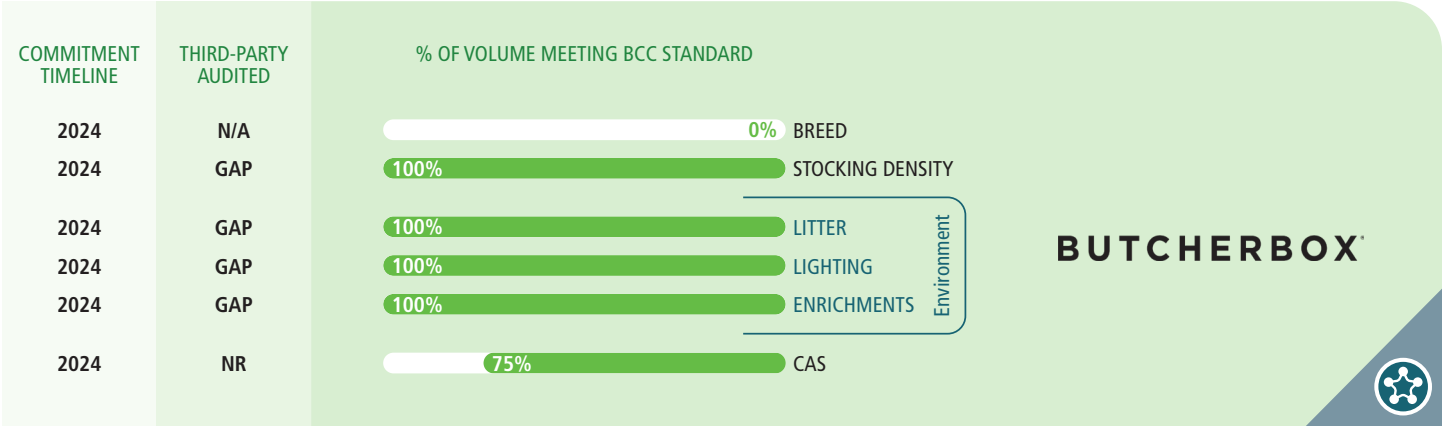
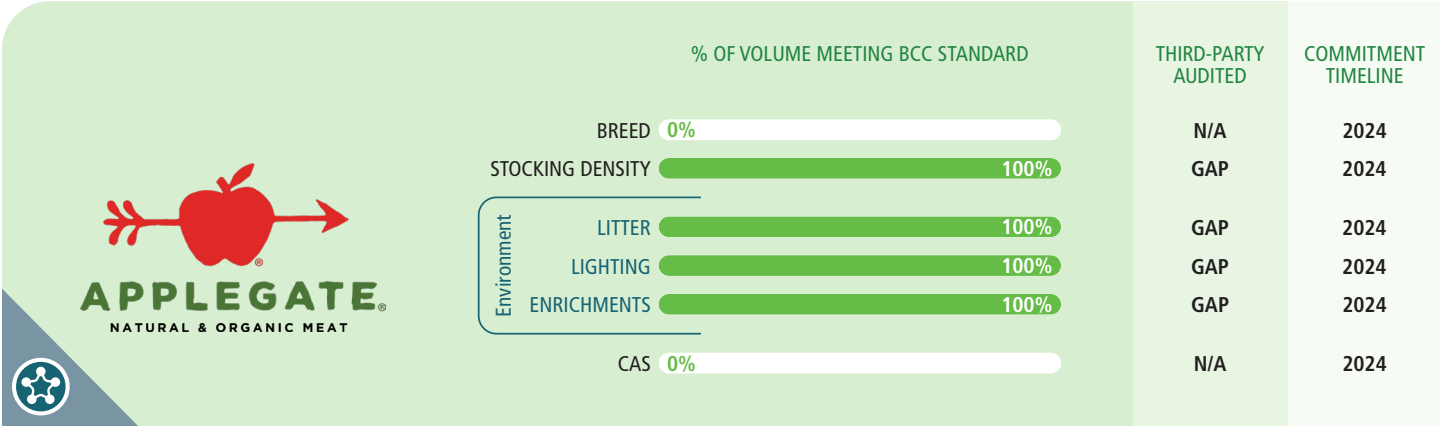
**Working closely with Compassion in World Farming, five companies from multiple sectors developed roadmaps in line with their commitments since last year’s report.** These roadmaps provide a clear path forward not only for the companies that have developed them, but for others hoping to meet similar timelines. Compassion in World Farming is committed to encouraging and supporting all signees of the BCC to provide detailed roadmaps throughout 2023 and beyond. See these companies’ progress captured within their roadmap in the following “Company Progress Reporting” section.





Overall, the 12 companies in last year’s ChickenTrack report made progress across all tenets of the BCC in 2022 – demonstrating their dedication to broiler chicken welfare and leadership in this space.











% OF VOLUME MEETING BCC STANDARD

BREED0%

STOCKING DENSITY0%

LITTER93%

LIGHTING0%

ENRICHMENTS1%

CAS0%

THIRD-PARTY AUDITED

N/A

N/A

NR

N/A

NR

N/A

COMMITMENT TIMELINE

2024

2024

2024

2024

2024

2024

2024

COMMITMENT TIMELINE

2024

2024

2024

2024

2024

2024

2024

THIRD-PARTY AUDITED

N/A

GAP

GAP

GAP

GAP

GAP

NR

% OF VOLUME MEETING BCC STANDARD

0% BREED


100% STOCKING DENSITY


100% LITTER

100% LIGHTING

100% ENRICHMENTS

100% CAS





% OF VOLUME MEETING BCC STANDARD

BREED100%

STOCKING DENSITY100%

LITTER100%

LIGHTING100%

ENRICHMENTS100%

CAS0%

THIRD-PARTY AUDITED

GAP

GAP

GAP

GAP

GAP

N/A

COMMITMENT TIMELINE

2022

2022

2022

2022

2022

2022

2027

COMMITMENT TIMELINE

2024

2024

2024

2024

2024

2024

2024

THIRD-PARTY AUDITED

N/A

GAP

GAP

GAP

GAP

GAP

N/A

% OF VOLUME MEETING BCC STANDARD

0% BREED


100% STOCKING DENSITY



100% LITTER

100% LIGHTING

100% ENRICHMENTS

0% CAS





% OF VOLUME MEETING BCC STANDARD

BREED0%

STOCKING DENSITY7.6%

LITTER7.6%

LIGHTING7.6%

ENRICHMENTS7.6%

CAS7.6%

THIRD-PARTY AUDITED

N/A

GAP

GAP

GAP

GAP

NR

COMMITMENT TIMELINE

2026

2024

2024

2024

2024

2024

2024

COMMITMENT TIMELINE

2025

2025

2025

2025

2025

2025

2025

THIRD-PARTY AUDITED

N/A

N/A

NS

NS

NS

NS

N/A

% OF VOLUME MEETING BCC STANDARD

0% BREED


0% STOCKING DENSITY

100% LITTER


100% LIGHTING


100% ENRICHMENTS

0% CAS



\*Giant Eagle's BCC policy only covers its Nature's Basket line.





% OF VOLUME MEETING BCC STANDARD

BREED0%

STOCKING DENSITY2%

LITTER2%

LIGHTING2%

ENRICHMENTS2%

CAS2%

THIRD-PARTY AUDITED

N/A

NR

NR

NR

NR

NR

COMMITMENT TIMELINE

2025

2025

2025

2025

2025

2025

2025

COMMITMENT TIMELINE

2026

2024

2024

2024

2024

2024

2024

THIRD-PARTY AUDITED

N/A

GAP

GAP

GAP

GAP

GAP

N/A

% OF VOLUME MEETING BCC STANDARD

0% BREED


100% STOCKING DENSITY

100% LITTER

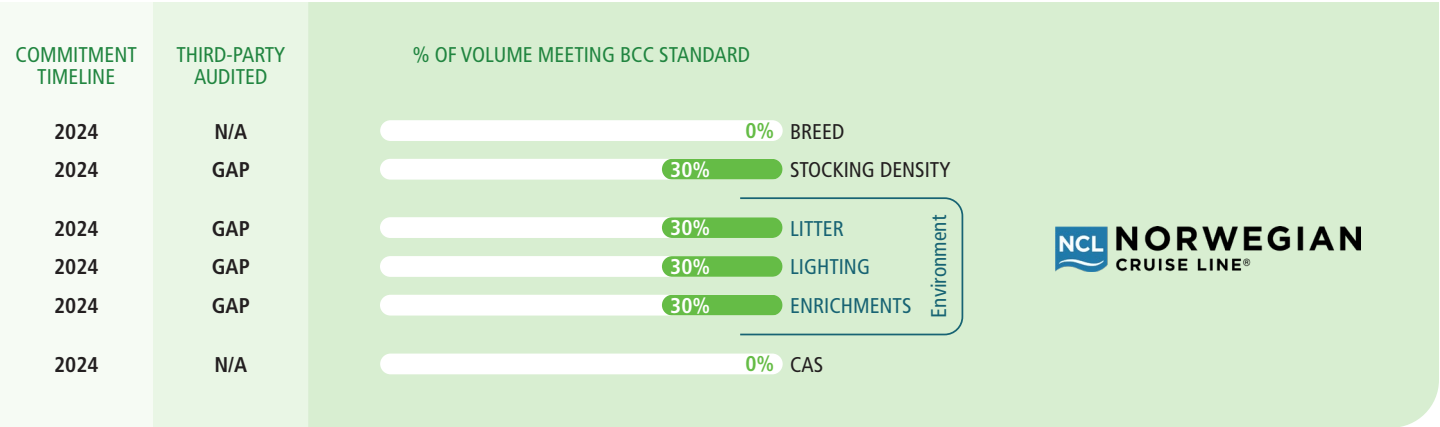
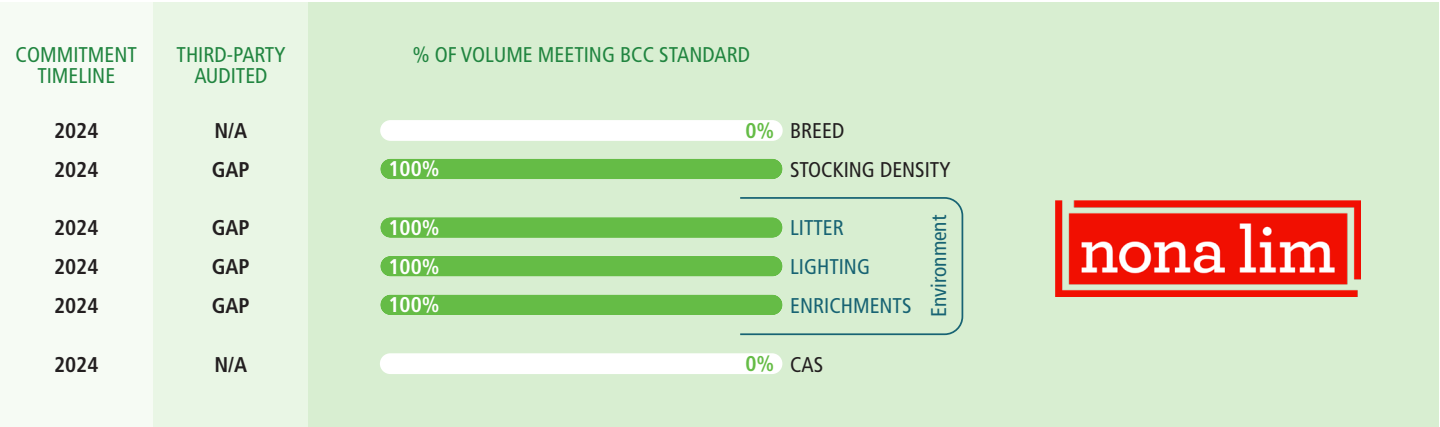
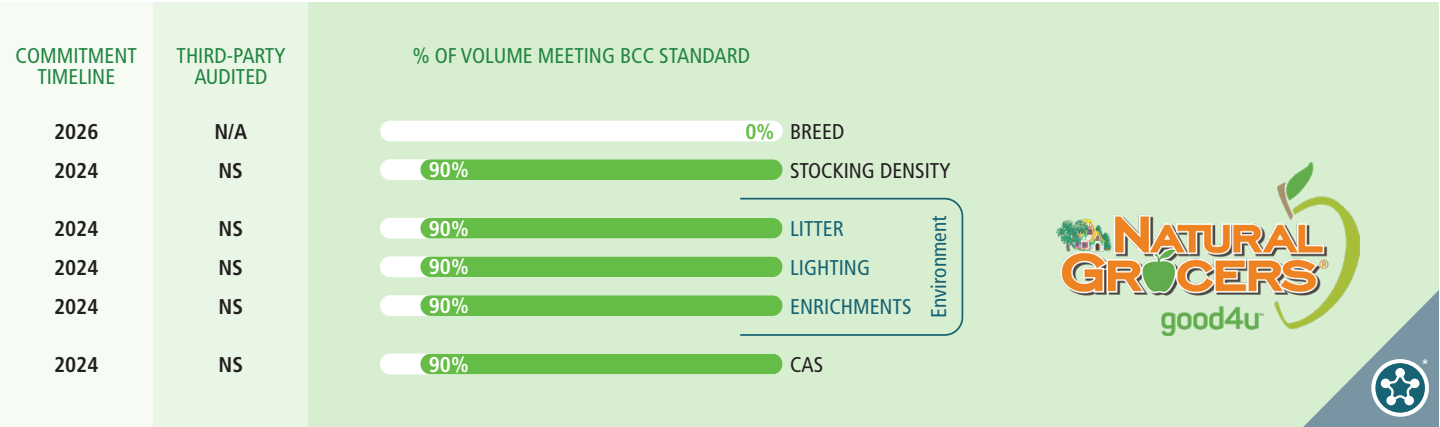
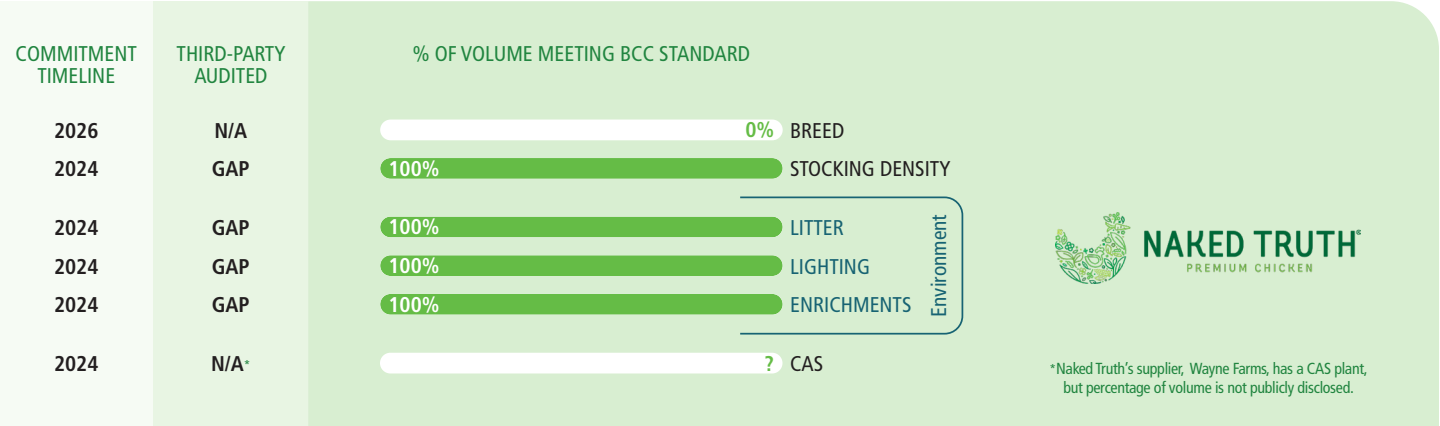
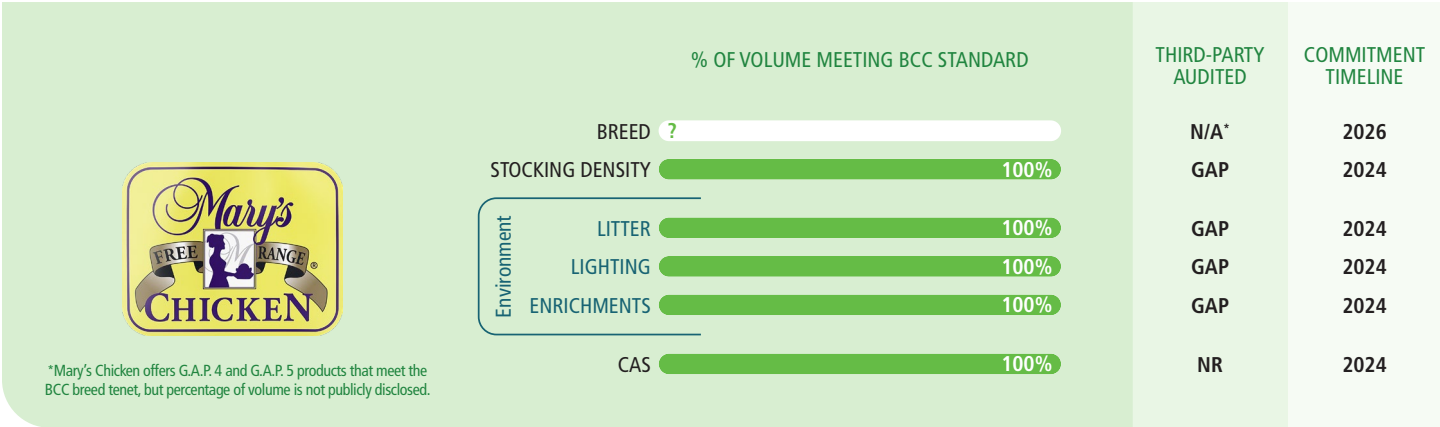
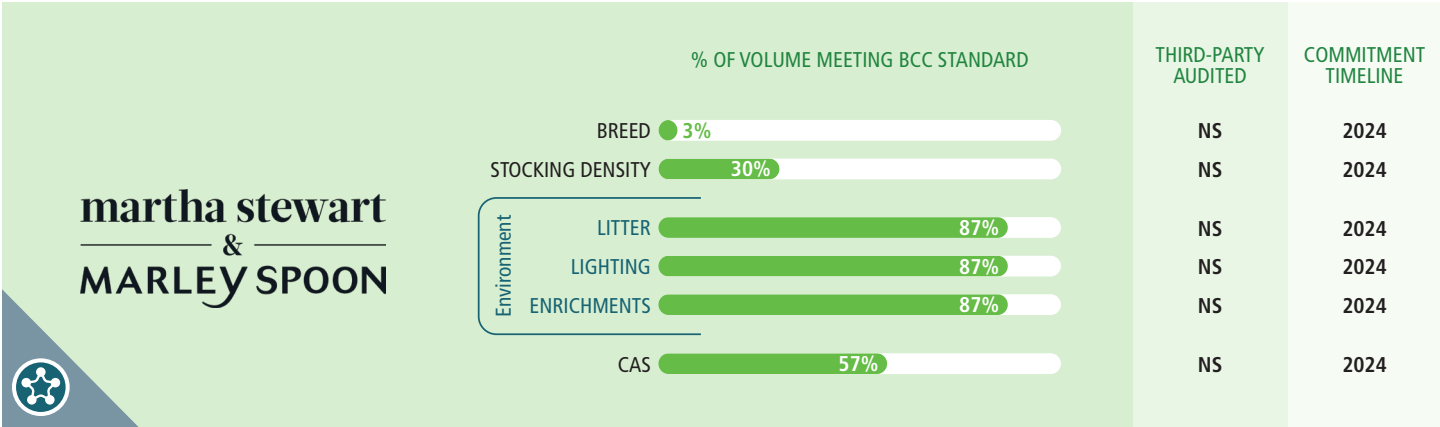
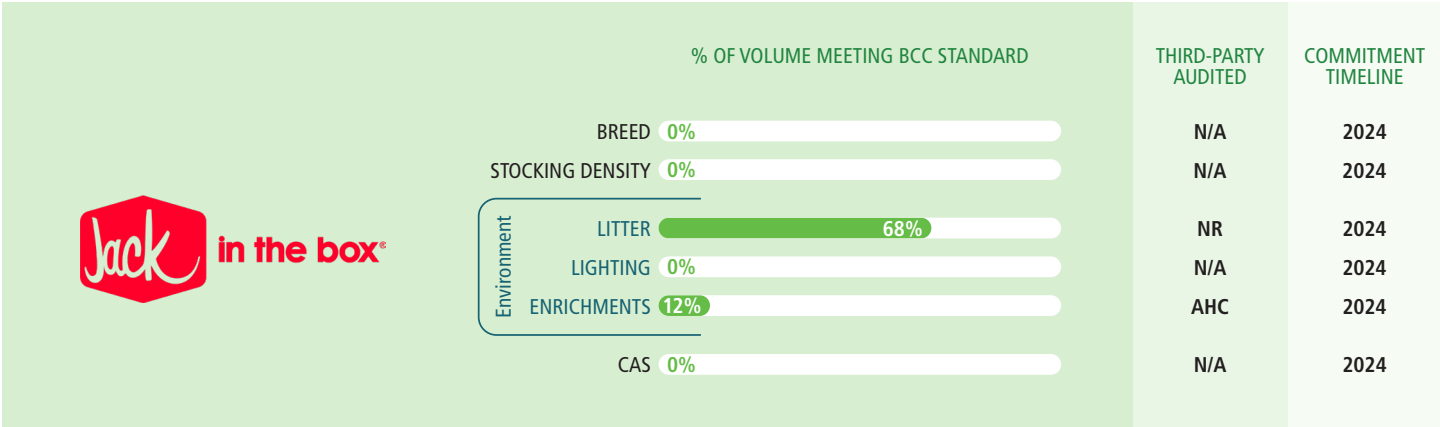
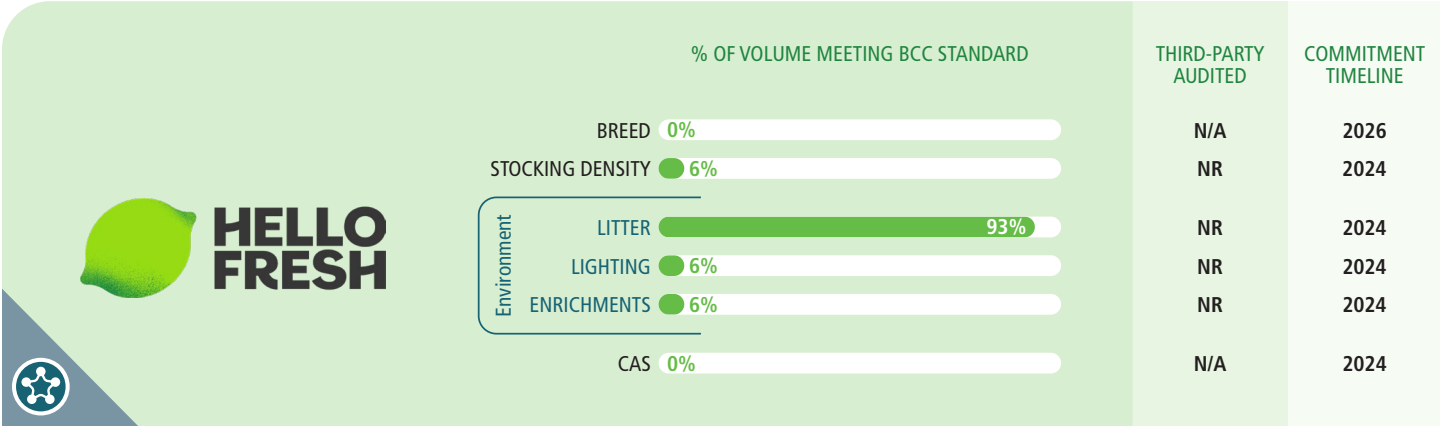
100% LIGHTING

100% ENRICHMENTS

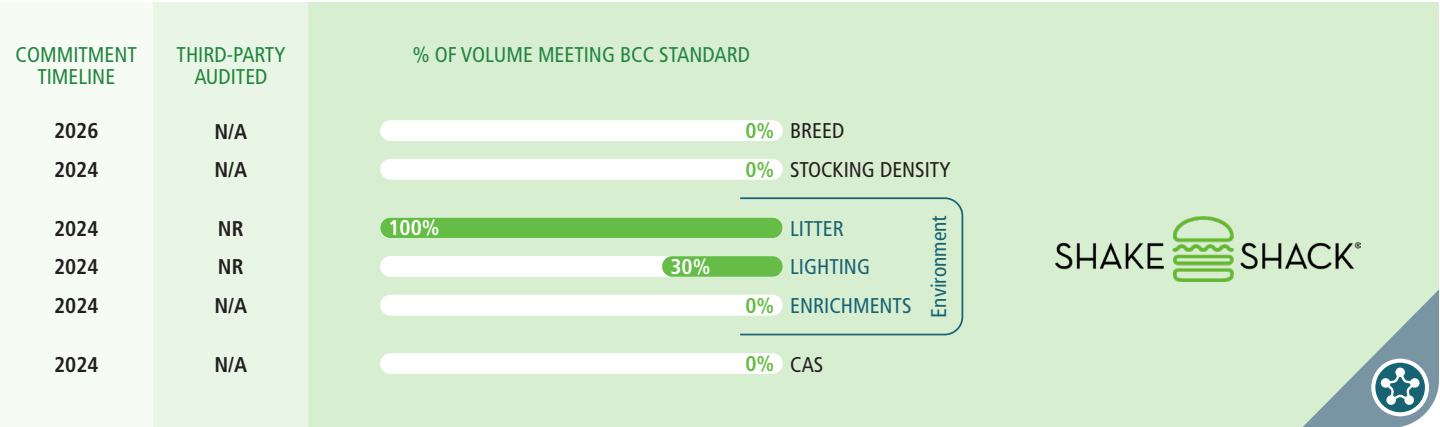
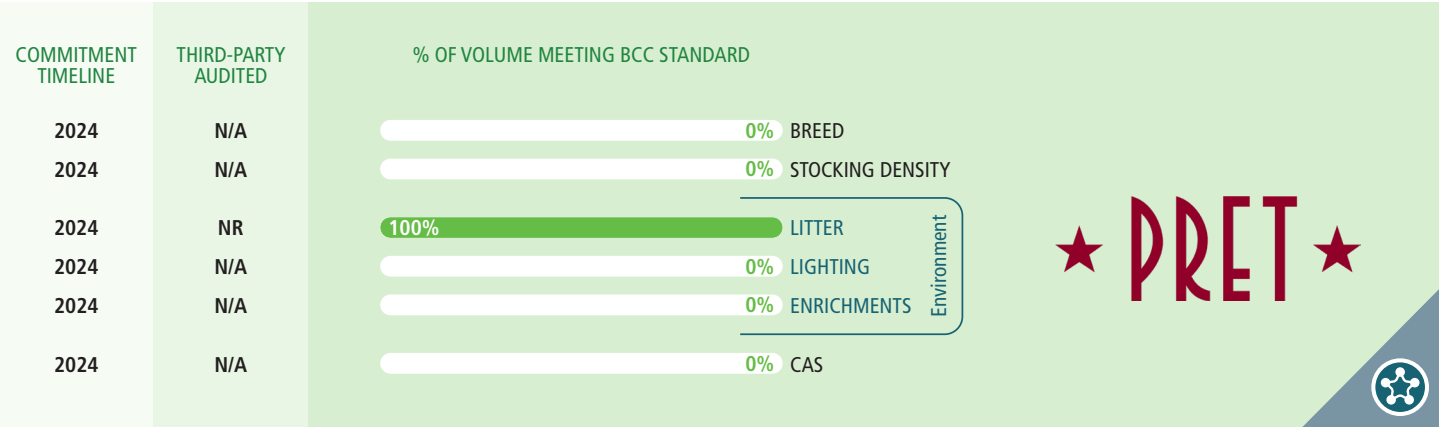
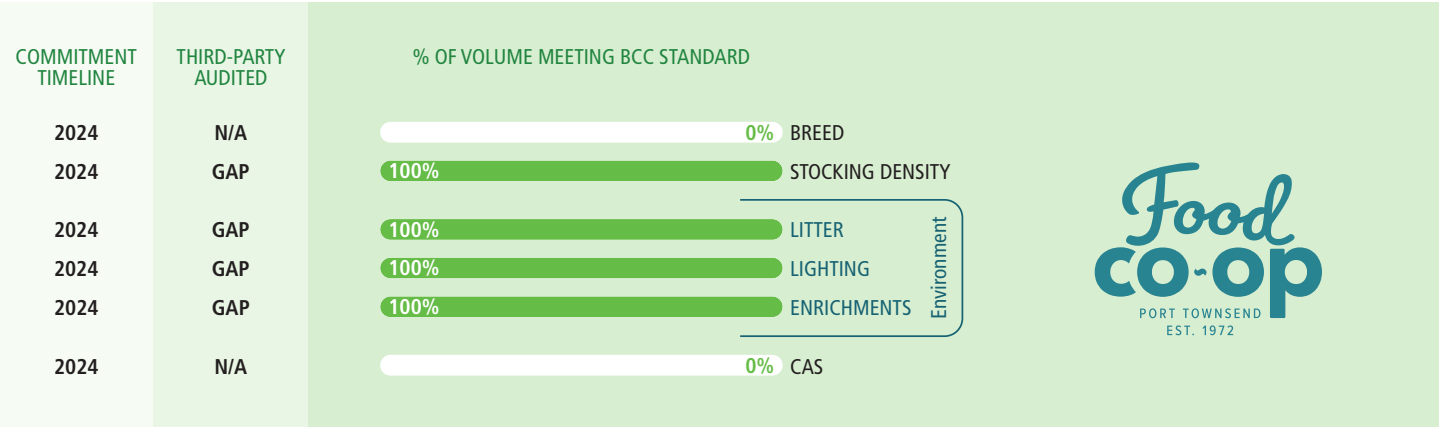
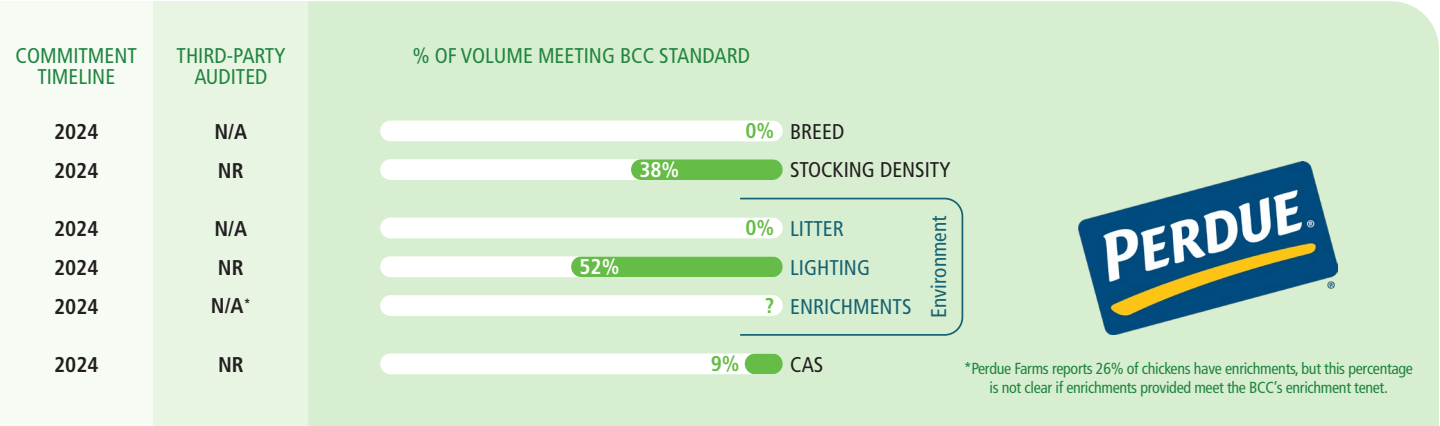
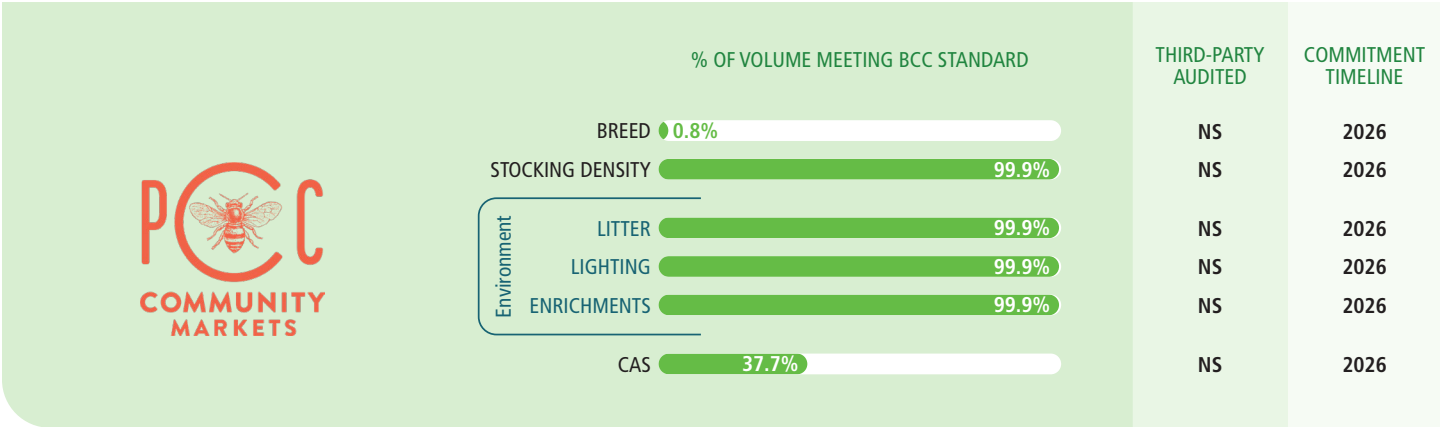
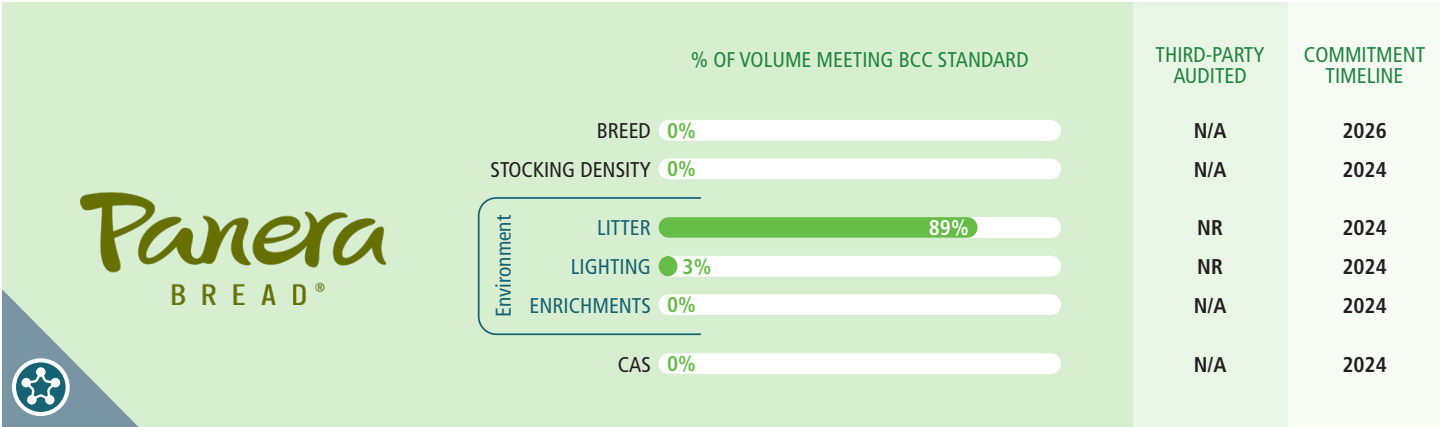
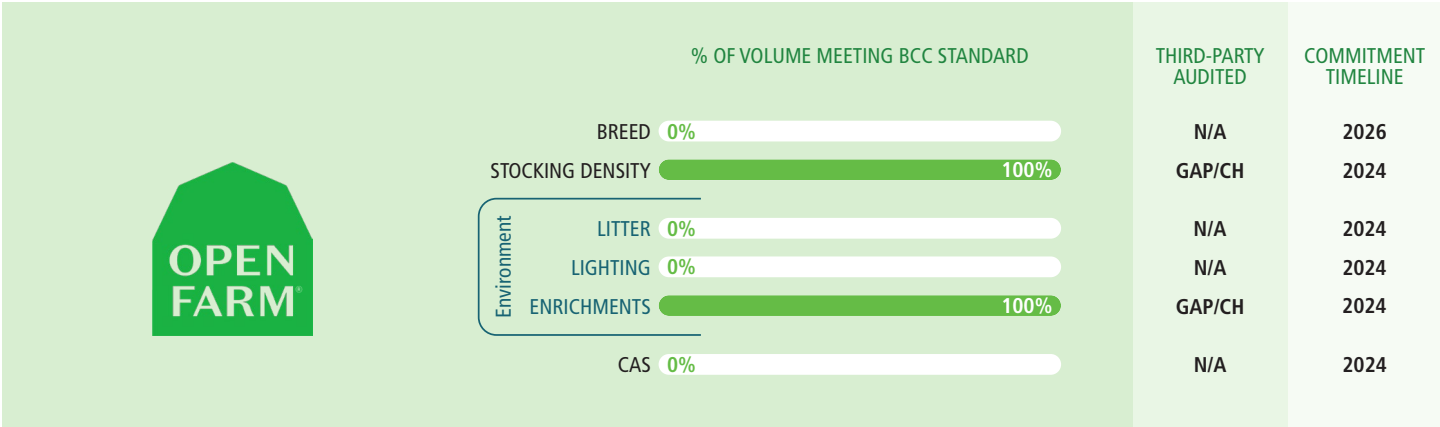
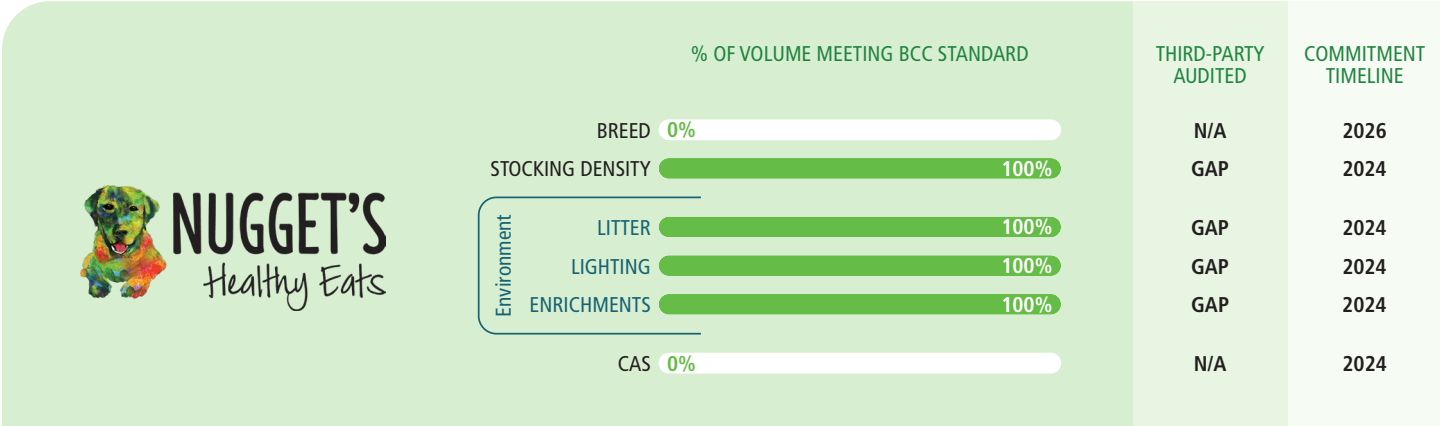
0% CAS



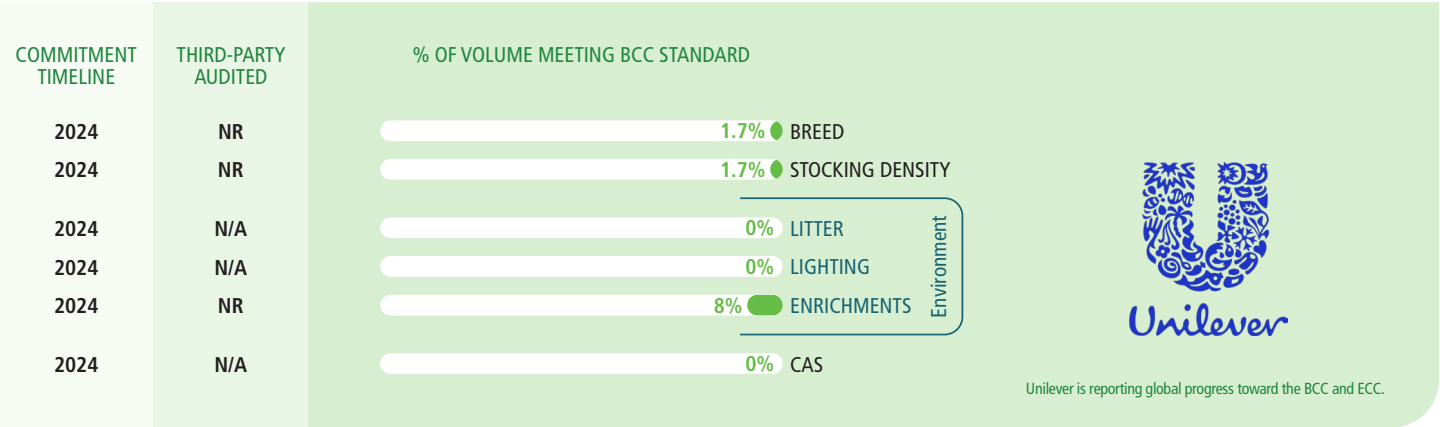
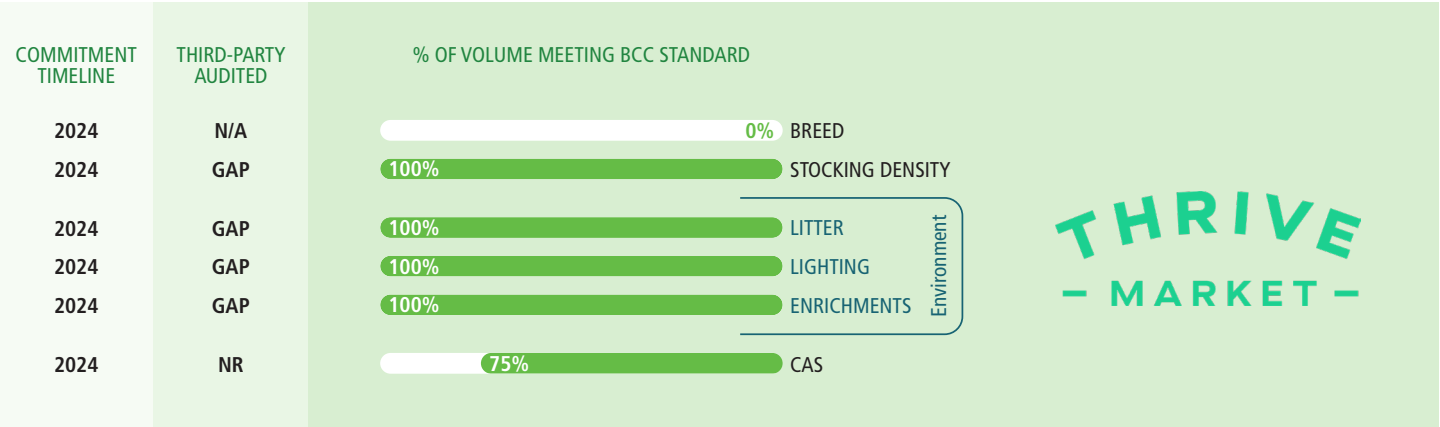
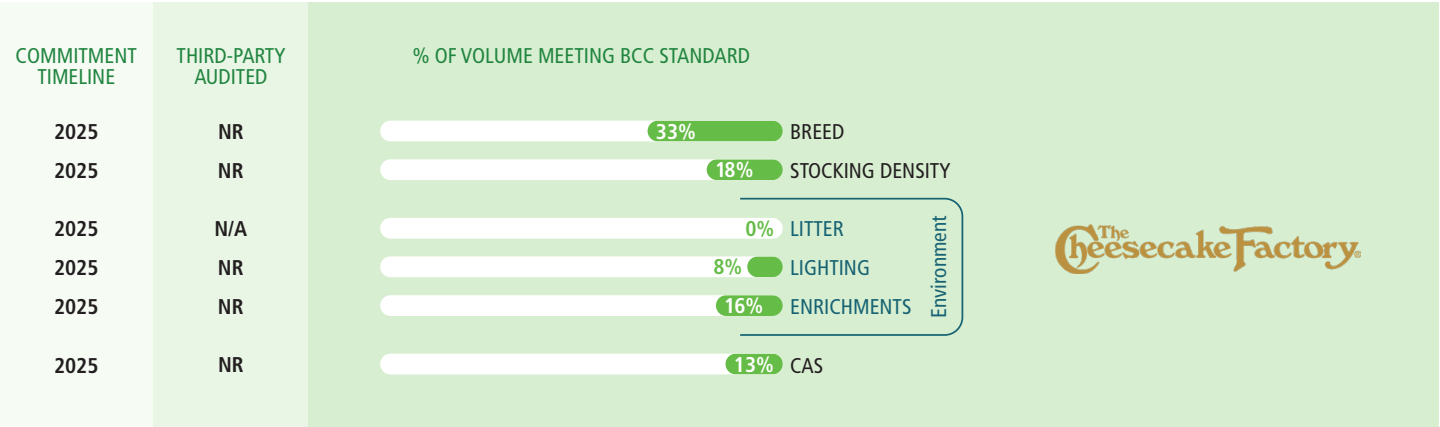
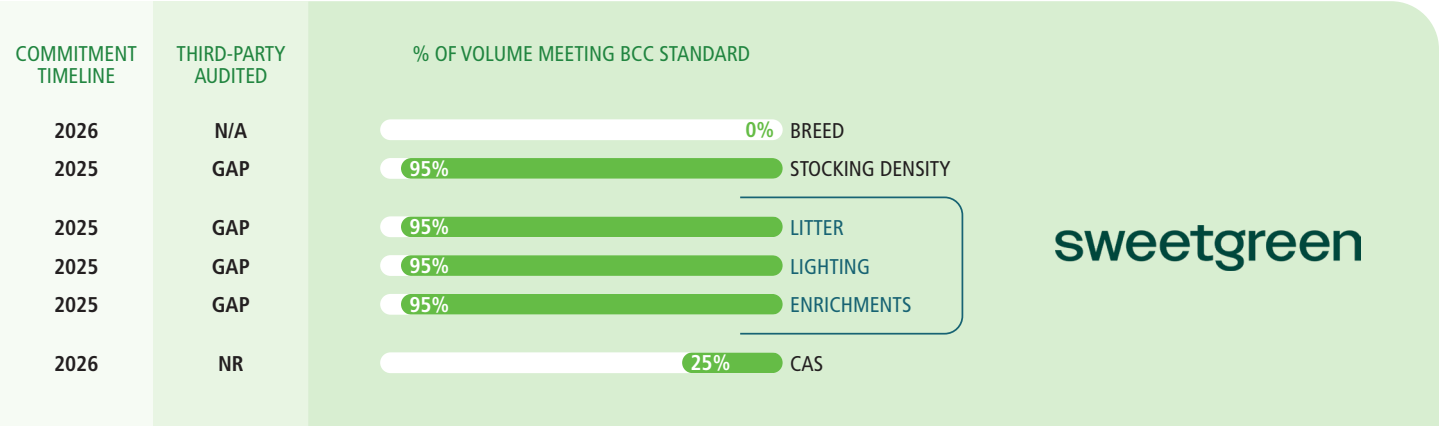
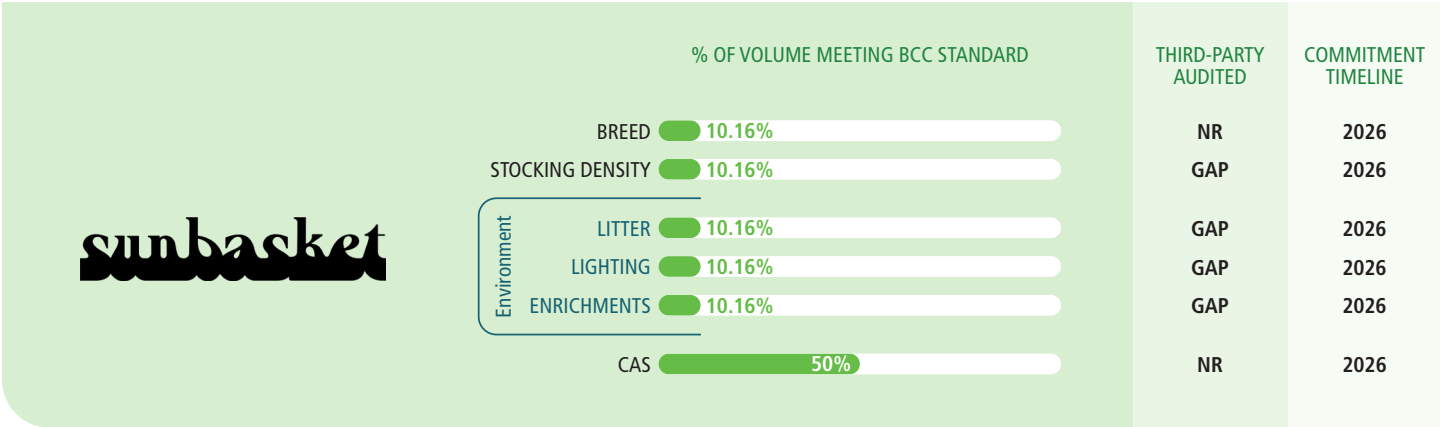
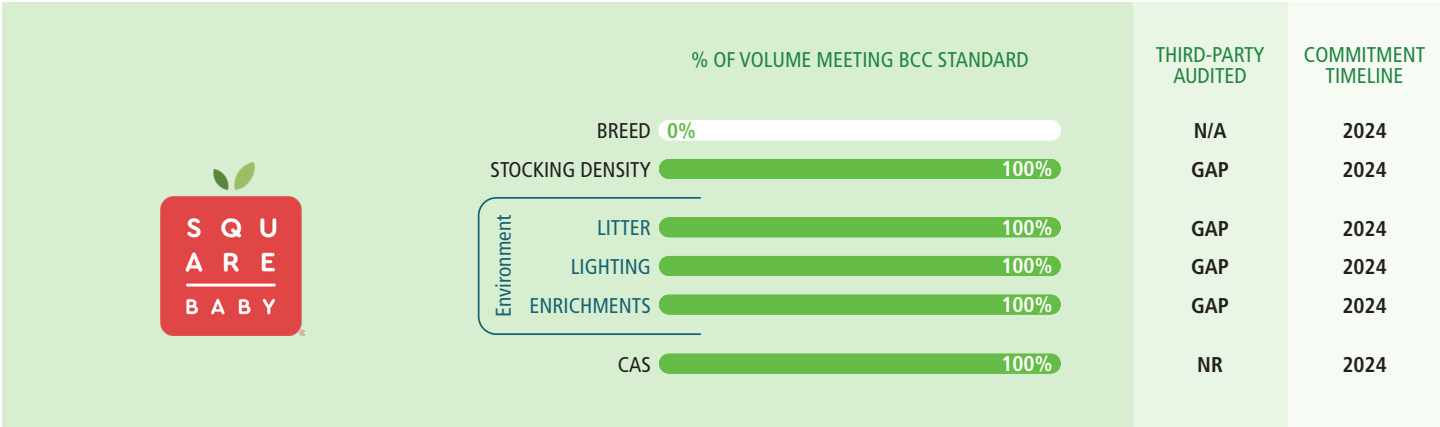
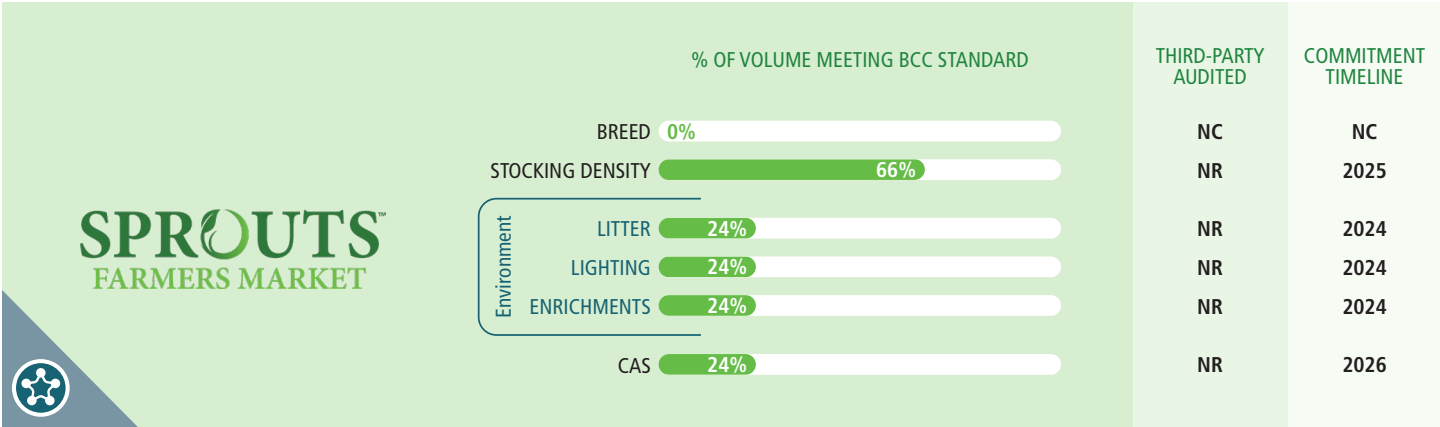
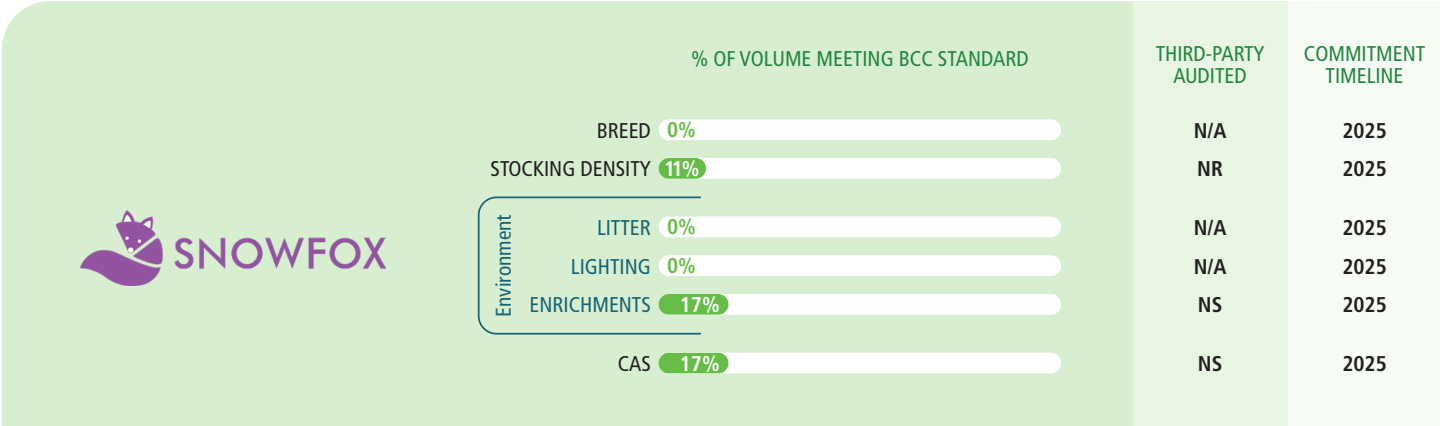




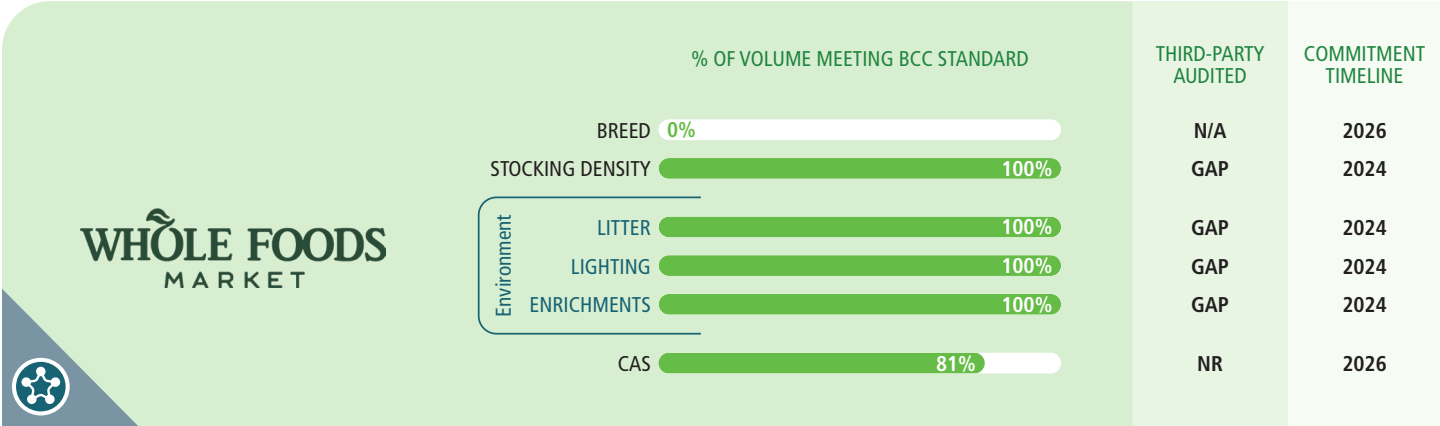






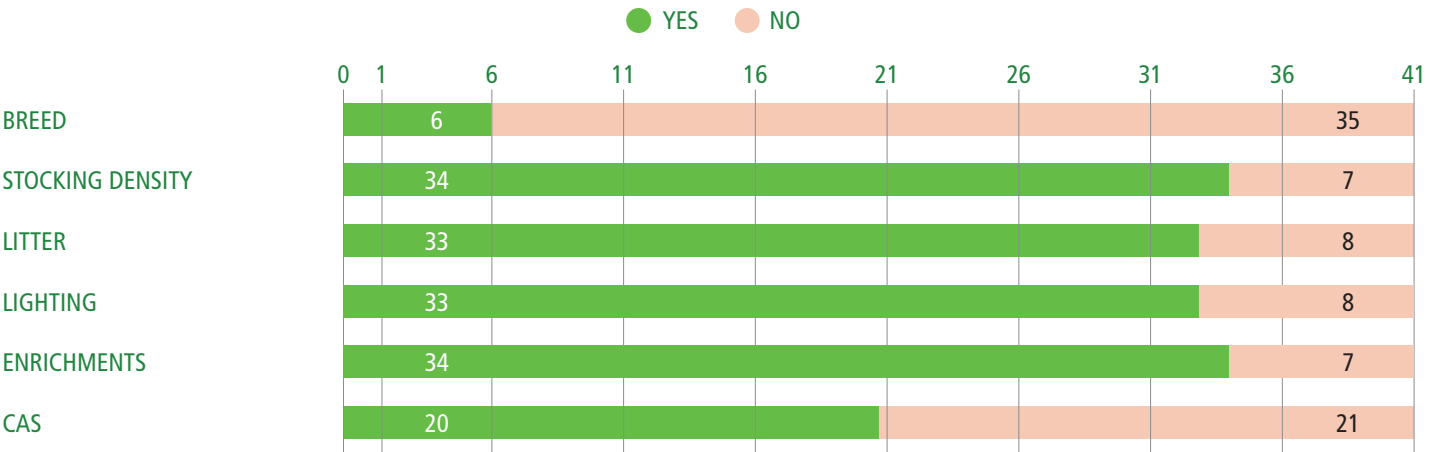






This table captures the number of companies reporting progress on each tenet.

NUMBER OF TENETS WITH REPORTED PROGRESS vs. UNREPORTED PROGRESS BY REPORTING COMPANIES





# Progress Still Needed

While many improvements to chicken welfare were reported in 2022, several signatories of the BCC have yet to show progress on removing the greatest risks to broiler chicken welfare in their supply chains. Throughout Compassion’s outreach and data collection, it was noted some companies have removed their BCC policies or stalled in their commitments. There are over 100 signees that have yet to report progress towards the Better Chicken Commitment. In addition, many leading national corporations have not developed a robust welfare policy for broiler chickens. For the first time in ChickenTrack, Compassion in World Farming selected the following companies to highlight that are falling behind within their sectors. We encourage all businesses to reinstate or develop a full BCC policy and report progress to implement these changes to ensure chickens are given a better life.



## COMPANIES NOT REPORTING PROGRESS TOWARD THE BETTER CHICKEN COMMITMENT

These companies are still committed to the Better Chicken Commitment but have not yet publicly disclosed progress to be featured in this year’s ChickenTrack report.



## COMPANIES THAT HAVE REMOVED OR WEAKENED THEIR BETTER CHICKEN COMMITMENT POLICIES

These companies have either removed their commitment to improving broiler welfare or weakened their public commitment to not include measurable inputs with a time bound goal.



## COMPANIES THAT HAVE YET TO SIGN ON TO THE BETTER CHICKEN COMMITMENT

These companies have yet to publicly commit to the Better Chicken Commitment.



## COMPANIES WITH PARTIAL BROILER CHICKEN WELFARE POLICIES

These companies have committed to some elements of the BCC, but have yet to develop a complete broiler welfare policy addressing all components of the BCC with clear timelines.





# Chicken SUPPLIERS

## SUPPLIERS PUBLICLY COMMITTED TO OFFERING FULLY COMPLIANT BCC CHICKEN



## SUPPLIERS THAT ARE THIRD-PARTY CERTIFIED FOR SOME BCC CRITERIA BUT HAVE YET TO PUBLICLY COMMIT TO THE BCC



## SUPPLIERS THAT HAVE YET TO PUBLICLY COMMIT TO OFFERING FULLY COMPLIANT BCC CHICKEN



# It's Time to ACT

The increasing number of companies reporting progress, developing detailed roadmaps, and participating in the Working Group demonstrates strong momentum to meet the BCC in North America. Compassion in World Farming expects this momentum to continue to grow in the coming years, and we look forward to working with companies as they strive for higher welfare across their supply chains.

If your company does not currently have a broiler chicken policy or a detailed roadmap toward implementation, please reach out to us! **Compassion in World Farming's Food Business team works collaboratively with food companies to help facilitate progress to meet the BCC standards. Whether it is providing technical resources or helping companies transition their supply chain, Compassion in World Farming is eager to work with your company and assist with your animal welfare and sustainability goals.**

Compassion's Food Business Team is encouraged by the progress shown in the past ChickenTrack reports and looks forward to featuring more companies every year. We expect consumers will continue to prioritize broiler welfare and Compassion in World Farming is eager to partner with producers, purchasers, and company representatives to build a more humane system for broiler chickens.





# Looking FORWARD

Despite the supply chain disruptions and continuing effects of the global pandemic, inflation, and avian influenza, companies prioritized broiler welfare as a key part of their animal welfare and sustainability goals this past year. Companies carried on the work of reviewing research, benchmarking their supply, engaging with suppliers, and roadmapping their transition to meet the BCC criteria. Nearly 20% of leading companies committed to the BCC are reporting their progress.

While this is the highest number of companies reporting toward the BCC, there is still a long way to go to improve the lives of nearly ten billion broiler chickens grown each year in the United States. As businesses work toward the components of the BCC, it is vital to consider your company's timelines are achievable and to leverage industry momentum. Companies may find it helpful to establish incremental targets separately for the different BCC components. For example, fully transitioning to higher welfare breeds may take more time as flock sizes continue to grow in the United States. Providing litter, better lighting, and enriched environments can be done in the near term, as demonstrated by current progress reporting. For components such as controlled atmosphere stunning, which require a larger capital investment, transition planning and conversations with vendors must begin as soon as possible to ensure timelines are met. Working with suppliers to roadmap all the components together can help companies plan for scaled adoption and avoid scrambling for supply as commitment deadlines approach.

As the industry shifts, transparency and public reporting remain vital. ChickenTrack will continue to capture the valuable progress made each year and ensure that companies are moving forward together. By leveraging the expertise and experiences of food businesses, civil society, and stakeholders along the supply chain, we can collectively ensure a transition that not only guarantees higher chicken welfare, but also mitigates the risk to businesses' bottom line. Compassion in World Farming is working to dig into the research, answer questions, and help catalyze the initial steps forward. **We encourage you to contact our US Food Business team to learn more at [FoodBusinessUS@ciwf.org](mailto:FoodBusinessUS@ciwf.org).**





# Methodology

This year’s report is the second iteration of ChickenTrack to include a progress tracker. **We have captured the public disclosure of 41 companies that reported progress towards the Better Chicken Commitment, which is significant growth over last year’s report (12 companies).** For progress numbers to be included in the annual report and displayed in the tracker, the relevant information must be publicly available on a company’s website or in other documents including, but not limited to, the company’s animal welfare policy, an ESG (Environmental, Social, Governance)/ CSR (Corporate Social Responsibility) progress report, or press release.

Only information published within two years of our reporting deadline is considered accurate and up to date. This year, we have included companies based on progress reported on the BCC by January 31st, 2023.\* The company information shown in the above charts was compiled during February 2023. In capturing this data, we made several assumptions, including:

**1.** Because companies were asked to report in terms of the volume of chicken purchased, we have assumed, unless otherwise specified, that this is the metric used. If a company’s reporting language suggested using another metric to obtain their progress figure(s), we reflected this in the section entitled “Company Notes.”

**2.** When a company reports that a percentage of its chicken supply is certified to G.A.P. Step 1-5+ standards, but the company is not explicit about commitment timelines and/or progress figures for each component of the Better Chicken Commitment, we made the following assumptions:

- a.** Because G.A.P. certification will require suppliers to use an approved breed component, we assume a company has committed to this tenet where it is not stated outright. However, the company must clarify the deadline for full compliance with the breed tenet.
- b.** Because G.A.P. certification (at all steps) requires suppliers to meet the Better Chicken Commitment standards for stocking density, lighting, litter, and enrichments, we have assumed that the proportion of a company’s chicken supply that is G.A.P. certified meets these standards even if the company does not disclose separate figures for these components.
- c.** Additionally, if a company makes no mention of breed, we have marked them as not applicable (denoted in the tracker as “N/A”). G.A.P. certification is not a guarantee of compliance with the breed component until 2024.

As companies continue to make and report progress towards the Better Chicken Commitment, we encourage companies to provide clarity on the metric used to measure progress, timelines for each component, product types covered by the commitment, and the third-party auditor or certification program employed.

# Company Notes

- Ahold Delhaize:** Ahold Delhaize does not have a company-wide BCC policy. Its US subsidiaries have statements regarding the importance of breed, stocking density, enriched environments, and CAS, but there are no time bound goals for meeting the BCC standards.
- Albertsons:** Albertsons has committed to 50% of its O Organics fresh chicken product lines by 2024 to meet G.A.P. 3 standards and CAS. Albertsons reports that it is 85% compliant with this goal. Albertsons has made no commitment to source BCC-approved breeds that demonstrate higher welfare outcomes.
- Bareburger:** Since publicly committing to the BCC in 2018, Bareburger maintains its broiler chicken policy but has removed a time bound goal to meet this commitment.
- Campbell’s:** In 2017, Campbell’s committed to meet the G.A.P. Step 2 standards and its full BCC pledge by 2024. Since then, Campbell’s is now only committed to meet the BCC litter and enrichments in its supply chain, reporting 13% compliance towards these goals this year.
- Chopt Salad:** Chopt Salad committed to the BCC in 2019. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- Cici’s Pizza:** Cici’s Pizza committed to the BCC in 2021. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- Denny’s:** In 2019, Denny’s committed to the BCC by 2024. Since then, Denny’s is now only committed to source BCC-approved breeds by 2026 and has not reported progress.
- Fresh & Co:** Fresh & Co committed to the BCC in 2017. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- Kroger:** Kroger has committed to 50% of its Simple Truth fresh chicken product lines by 2024 to meet litter, lighting, enrichments, stocking density, CAS, and third-party auditing, but has not pledged to source BCC-approved breeds with higher welfare outcomes.

- Le Pain Quotidien:** Le Pain Quotidien committed to the BCC in 2017. Since then, the company has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- McDonald’s:** While McDonald’s has recognized and is evaluating the importance of broiler welfare, it has yet to publish a full BCC policy with time bound goals for every on-farm component. The company is currently reporting that 100% of Canadian supply and 60% of US supply utilize CAS and is on track to achieve 100% by 2024.
- Meijer:** Meijer has committed to improving litter, lighting, stocking density, and utilizing CAS and third-party auditing for 50% of its fresh chicken brands, but does not include a timeline to complete these goals. The company has not reported progress for these commitments. Meijer has not committed to providing environmental enrichments or to source BCC-approved breeds with higher welfare outcomes.
- Restaurant Brands International:** RBI is the parent company of Burger King, Popeyes, Tim Hortons, and Firehouse Subs. Burger King and Tim Hortons committed to the BCC in 2017, and expanded the policy to Popeyes in 2020. In 2022, RBI updated its animal welfare policy to disclose it is now looking to trial its original commitment, while also removing its BCC policy and time bound goals for each component of the BCC. RBI has not reported any public progress reporting towards any of BCC criteria.
- Ruby Tuesday:** Ruby Tuesday committed to the BCC in 2017. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- Tender Greens:** Tender Greens committed to the BCC in 2019. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.
- Qdoba:** Qdoba committed to the BCC in 2017. Since then, it has removed its BCC policy and is not reporting any progress toward improving broiler chicken welfare.

# Endnotes

1. Dixon LM. Slow and steady wins the race: The behaviour and welfare of commercial faster growing broiler breeds compared to a commercial slower growing breed. PLoS One. 2020;15(4):1-20. doi:10.1371/journal.pone.0231006

2. Rayner AC, Newberry RC, Vas J, Mullan S. Slow-growing broilers are healthier and express more behavioural indicators of positive welfare. Sci Rep. 2020;10(1). doi:10.1038/s41598-020-72198-x

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*Photos of BCC-approved breeds are provided by Aviagen, Hubbard Breeders, and Cooks Venture.*

*\*In response to Compassion’s company outreach to collect BCC reporting data, 3 companies included in the report requested an extension and submitted reporting data by February 23, 2023. Compassion in World Farming worked closely with these companies to ensure they were able to report accurate progress on broiler chicken welfare..*



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