



# 2023 REPORT

United States





# Introduction

Recent headlines about price-fixing, avian flu, and child labor within the United States poultry industry have led to growing calls for transparency by consumers, who increasingly want to know how their food is produced. This is especially true for how animals are raised for food.

While most consumers want animals raised under more humane conditions, baseline animal welfare is not met on farms, especially for chickens raised for meat.<sup>1</sup> The need for food businesses and chicken producers to implement meaningful welfare policies is becoming increasingly salient. The aim of this ChickenTrack report is to highlight the companies that are making chicken welfare a priority and which companies continue to fall short, not listening to consumer demand and intentionally ignoring the suffering of chickens.


An estimated 9.5 billion chickens are slaughtered for food annually in the US<sup>2</sup>. Most of these birds reside in dimly lit, dirty, and inhumane conditions that do not provide these animals with the ability to express natural behaviors such as perching and dust bathing. Modern chickens have been genetically selected to yield more breast meat and weigh more overall. This means these birds grow disproportionately fast, leading to significant concerns about their welfare and degrading meat quality.<sup>3</sup>

The solution is the Better Chicken Commitment (BCC) – a science-driven set of minimum welfare standards to address key welfare issues, including healthier breeds, an improved on-farm environment, and a more humane ending for chickens.<sup>4</sup> With roughly 9.5 billion broiler chickens raised each year in the US, suppliers and food companies aligned with the BCC can know that each bird under this policy has an improved quality of life.

To date, over 230 companies have committed to the North American BCC. This year's ChickenTrack report includes 52 companies reporting progress, **including the first two companies that have met full BCC compliance for the first time in US history.** In addition, this report includes industry trends, spotlights on a producer and company, and examples of the best on-farm enrichments for chickens and a new working paper highlighting mitigation strategies that aligns sustainability with animal welfare.

We hope this year's ChickenTrack report – the fifth in this series – encourages readers and provides evidence that change for chickens is possible. Compassion in World Farming hopes that the progress of these businesses inspires other companies to initiate meaningful improvements to benefit the chickens in their supply chains.



Sincerely,  
  
Ben Williamson  
US Executive Director  
Compassion in World Farming

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<sup>1</sup> GIPSOs. (2023, March). 2023 Industrial Animal Agriculture Opinion Survey. ASPCA. [https://www.aspc.org/sites/default/files/2023\\_industrial\\_ag\\_survey\\_results\\_report\\_052523\\_1.pdf](https://www.aspc.org/sites/default/files/2023_industrial_ag_survey_results_report_052523_1.pdf) <sup>2</sup> USDA ERS <sup>3</sup> Robinson, R. (2024, February 29). Choosing chicken wisely: The impact of selective breeding on animal welfare and Food Safety. Choosing Chicken Wisely: The Impact of Selective Breeding on Animal Welfare and Food Safety. <https://www.ciwf.com/media-and-news/blog/2023/05/choosing-chicken-wisely-the-impact-of-selective-breeding-on-animal-welfare-and-food-safety> <sup>4</sup> The Science Behind the Better Chicken Commitment. BCC [US]. (n.d.). <https://betterchickencommitment.com/us/science/>

# By the NUMBERS



52

Companies reporting progress

22%

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

17

Roadmaps published since last ChickenTrack:  
(a 240% increase)

3

US chicken producers committed to and reporting progress toward the BCC

142 million



chickens are set to benefit from the US Working Group for Broiler Welfare

94%

of Working Group members are reporting progress toward the BCC and have published meaningful roadmaps

2

companies have fully implemented the Better Chicken Commitment

16

companies that have made meaningful progress toward the Better Chicken Commitment\*



# 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 today. Through transforming how chickens are raised, the BCC aims to 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 – including higher welfare genetics – 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.

Compassion in World Farming is developing a visual identity for ‘Better Chicken’ with digital assets that illustrate the various criteria of the BCC. We aim to release these assets in 2024 to US companies working towards their commitments. Follow our social media pages to stay up to date.

### 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 ( $\geq 50$  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 ARE CURRENTLY APPROVED FOR USE TO MEET THE BCC

- 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

Hubbard  
YOUR CHOICE. OUR COMMITMENT.

Aviagen

Cobb  
THE FAMILY  
ONE PURPOSE.

COOKS VENTURE  
THE FUTURE OF FOOD IS RECONSTRUCTED






TIMELINE FOR IMPLEMENTING THE BETTER CHICKEN COMMITMENT









































Since the original BCC 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?

This table 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	SPACE	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 hours of continuous artificial or natural light (≥50 lux) & 6 hours of continuous daily darkness daily (<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 CAS processing system that induces an irreversible stun.	Demonstrate compliance with all standards via third-party auditing.	
CERTIFICATION	<div>GLOBAL ANIMAL PARTNERSHIP (G.A.P.)<sup>1</sup></div> <div></div>	<div>⚠️</div> <div>All Steps: Only higher welfare breeds approved by G.A.P.'s Broiler Chicken Assessment Protocol can be used, but the full implementation date is to be determined.</div>	<div>✅</div> <div>All cage systems are prohibited. Maximum indoor stocking density - Steps 1-3: 6 lbs/sq ft, Steps 4-5+: 5.5 lbs/sq ft.</div>	<div>✅</div> <div>All Steps: Full floor coverage in all houses with ≥3 inches of friable litter, with no more than 10% caked.</div>	<div>✅</div> <div>All Steps: Minimum 8 hours of ≥50 lux continuous light each day. Step 1: Artificial light permitted. Steps 2 &amp; above: Only natural light is permitted. Minimum 6 hours of continuous daily darkness (&lt; 1 lux).</div>	<div>✅</div> <div>Step 1: Minimum 1 type of functional enrichment per 1000 sq ft of indoor space. Steps 2-3: ≥2 different types of enrichments per 750 sq ft, or 500 sq ft indoors (Step 4). Indoor enrichments do not apply to Steps 5-5+.</div>	<div>✅</div> <div>CAS is not required, but CAS processing is used by the majority of G.A.P. chicken producers.</div>	<div>⚠️</div> <div>Authorized, independent third-party audits every 15 months (to capture any seasonal differences). A minimum of 50% of flocks are audited on farms with ≥4 flocks (min. 1 inspection per location). Slaughter facilities must be third-party audited annually.</div>
	<div>ANIMAL WELFARE APPROVED BY A GREENER WORLD<sup>2</sup></div> <div></div>	<div>✅</div> <div>Unless the breed has passed a recognized welfare outcome assessment (RSPCA or G.A.P.), the natural growth rate of meat chickens must not exceed 0.088 lb (40 g) per day, averaged over their entire lifetimes.</div>	<div>✅</div> <div>From 4 weeks of age, each bird must have continuous daytime access to at least 4 sq ft ranging &amp; 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 &amp; 2 sq ft additional foraging space (average 2.4 lb/sq ft based on 6.41 lb final body weight). Cages are prohibited, both indoors and on the range.</div>	<div>✅</div> <div>Bedding (litter) must be clean, dry, mold-free, &amp; replenished as needed. In stationary housing, bedding must be available to chickens at all times. No minimum litter depth is specified.</div>	<div>⚠️</div> <div>Birds have daily access to natural light outdoors for a minimum of 50% of daylight hours. However, shelters &amp; housing must allow natural light to enter at a minimum daytime light intensity indoors of 20 lux.</div>	<div>⚠️</div> <div>Access to forage from 7 days of age. Outdoor access to ranging &amp; foraging areas from 4 weeks of age for a minimum of 50% of daylight hours. Birds excluded from outdoor ranging &amp; foraging areas must be provided vegetative material. Access to raised surfaces (e.g., perches, straw bales) from 4 weeks of age.</div>	<div>✅</div> <div>On-farm slaughter is recommended &amp; 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.</div>	<div>✅</div> <div>A qualified independent third-party 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 &amp; are responsible for their day-to-day care, are eligible for AWA certification. Cooperatives &amp; networks of independent farms are also eligible, but all farms must be audited in the group.</div>
	<div>CERTIFIED HUMANE<sup>3</sup></div> <div></div>	<div>❌</div> <div>Use of breeds with verified higher welfare outcomes is not required.</div>	<div>✅</div> <div>Housing in cages is prohibited. Maximum indoor stocking density 6 lb/sq ft.</div>	<div>✅</div> <div>Full floor covered by dry and friable litter. No minimum litter depth is specified.</div>	<div>⚠️</div> <div>Light intensity of an average of ≥20 lux (from artificial or natural light sources) throughout the house, for a minimum of 8 hours a day. A minimum of 6 continuous hours of darkness per 24-hour cycle.</div>	<div>❌</div> <div>Enrichments are required after 10 days of age. Approved enrichments include ramps, low perches, pecking blocks, straw bales, scattering of whole grains, cabbages, cauliflowers, sprouts, broccoli, rounded tubes, and hanging wooden blocks. For every 1000 birds, it is recommended to have 1.5 standard-sized long chopped straw bales, 2m of perch space, and 1 pecking object.</div>	<div>✅</div> <div>CAS is not required, but is endorsed as a humane slaughter method. When used, CAS systems must be designed to kill the birds (not just stunning).</div>	<div>❌</div> <div>Independent third-party audits every 12 months of individual producers. For group certifications, a minimum of 10% of producers are inspected by HFAC.</div>

BETTER CHICKEN COMMITMENT CRITERIA (US & CANADA) - continued							
	BREEDS	SPACE	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 hours of continuous artificial or natural light (≥50 lux) & 6 hours of continuous daily darkness daily (<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 CAS processing system that induces an irreversible stun.	Demonstrate compliance with all standards via third-party auditing.
	 For meat chickens, breeds must either pass a recognized welfare assessment (RSPCA or G.A.P.), or have genetic growth potential of no more than .10 lbs. (45g) per day when fed a non-nutrient-limiting diet.	 Operations do not use any type of permanent confinement that restricts mobility, and livestock live, eat, and sleep outdoors the majority of the time. Indoor stocking density must not exceed 6 lb/sq ft.	 Only fully compliant if G.A.P. Step 4+. Partially compliant with the BCC litter requirements if Certified Humane or Animal Welfare Approved because the litter depth is not specified.	 Natural light required and must be sufficient indoors on sunny days, such that an inspector can read and write when all lights are turned off. However, the minimum daytime light intensity may be <50 lux unless G.A.P. Step 4+. Minimum of 8 hours of continuous darkness, unless located in geographies where there is less darkness at night.	 Yes. Indoor enrichment must meet the standards of G.A.P. Step 4+, Certified Humane, or Animal Welfare Approved.	 Pre-shackle, multi-step controlled atmosphere stunning may be used in poultry but is not required. Animals are required to be stunned.	 An annual audit is required of every producer by an independent approved certifying body (CB) to maintain ROC status. Every producer must agree to the audit schedule, and abide by the on-site audit requirements set by the CB and the ROC. Producers must be compliant with minimum ROC criteria and also maintain animal welfare certification under G.A.P. Step 4+, Animal Welfare Approved, or Certified Humane.
	 No specifications or requirements on breed or genetic selection for higher welfare outcomes.	 The use of cages or confinement is not specifically prohibited. Maximum indoor stocking density of 7 lb/sq ft.	 Access to dry and friable litter at a minimum of 1 inch deep is required at all times, but full floor coverage is not specified. Wet litter is not allowed and should be replaced.	 Average daylight intensity of ≥10 lux throughout the house for a minimum of 8 hours each day (from artificial or natural sources). A minimum of 4 hours of continuous darkness (recommended ≤1 lux) each day.	 Enrichments are strongly encouraged but not required.	 CAS is not required, but auditing guidance covers standard operating practices for CAS. CAS systems can be used for stunning only (not stun-kill exclusively).	 Independent third-party audits are required of each operation every 12 months for re-certification. Only 1 flock/house is required to be audited per location.
	 Not addressed or required	 Use of cages or confinement 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 and friable litter should be provided throughout the majority of the house, but full floor coverage is not required. No min litter depth is 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).
	 Not addressed or required	 Use of cages or confinement is not specifically prohibited. Farms only need to meet the NCC or American Humane broiler chicken standards, so stocking densities can range from 6.5 - 9 lb/ft2.	 If American Humane is underlying program, access to dry and friable litter at a minimum of 1 inch deep is required at all times, but full floor coverage is not allowed and should be replaced. If NCC, dry and friable litter should be provided throughout most of the house, but full floor coverage is not required. No minimum litter depth is specified. Litter quality must be assessed in ≥ 2 houses per site.	 If NCC, no minimum daytime light intensity, and then if American Humane, an average daily light intensity of ≥10 lux is permitted. Daily darkness is a minimum of 4 hours, but might not be continuous if NCC.	 Indoor enrichment is not required.	 CAS is not required, but both American Humane and NCC have auditing criteria covering CAS as a recognized slaughter method.	 Compliance with the One Health Certified program is assured via annual audits conducted by the United States Department of Agriculture Agricultural Marketing Service (USDA-AMS) Process Verified Program. However, the Process Verified Program is not considered an independent third-party auditing program
	 The use of broiler breeds with verified higher welfare outcomes is not required.	 Cages or environments that limit free movement within indoor spaces are prohibited. Starting Jan 5, 2029, the indoor stocking density must not exceed 5 lbs of bird per sq ft (or at least 2 sq ft per bird).	 All birds must have access to areas in the house that allow for scratching and dust bathing. However, full floor coverage is not required and no minimum litter depth is stipulated.	 All animals must have year-round access to direct sunlight. However, there is no minimum daytime light intensity when birds are kept indoors. There must be a minimum of 8 hours of continuous darkness per 24-hour period.	 Indoor enrichment is not addressed. However, chickens must have daily outdoor access by 4 weeks of age.	 Not addressed	 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.

<sup>1</sup> Global Animal Partnership's 5-Step® Animal Welfare Standards for Chickens Raised for Meat v3.2 <sup>2</sup> HFAC Animal Care Standards for Chickens Edition 22 <sup>3</sup> Framework for Regenerative Organic Certified Version v4.1 and Framework Guidance, Animal Welfare v1.2. In addition to the program's animal welfare requirements, Regenerative Organic Certification requires an additional third-party animal welfare certification under one of the following programs: Global Animal Partnership Step 4 or above, Certified Humane, or Animal Welfare Approved by AGW.

<sup>4</sup> American Humane Certified Animal Welfare Standards for Broiler Chickens (May 2019) <sup>5</sup> Certified Animal Welfare Approved by AGW Standards Amendment Proposals 2022-2023 AGW North America

<sup>6</sup> National Chicken Council Animal Welfare Guidelines and Audit Checklist for Broilers (Dec 2022) <sup>7</sup> One Health Certified (OHC) Chicken Production Standard June 2020 <sup>8</sup> CFR Part 205 National Organic Program (NOP); Organic Livestock and Poultry Standards - Final Rule [Doc. No. AMS-NOP-21-0073]





# ROADMAPS:

## A Path Toward the BCC

While commitments are a necessary step forward to make change for animals, the most important piece is creating an implementation plan, better known as a **roadmap**. Roadmaps include public reporting and annual goals to demonstrate meaningful progress toward compliance. They are a valuable tool to engage suppliers, report progress, and demonstrate the plan forward to external stakeholders. Since the BCC is a nuanced welfare policy, roadmaps can assist with short-term goals and align the company's workstream towards completing the BCC along with supplier transitions.

It is essential for companies to establish a timeline to achieve broiler welfare policies. With supply chain barriers and highly pathogenic avian influenza persisting, companies may need to extend their policy timelines. By publishing an implementation plan, companies can maintain momentum so that progress does not stall, accelerating the transition to a more humane life for birds. Compassion in World Farming's Food Business team works regularly with businesses to establish commitments, publicly report progress, and celebrate meaningful improvement plans for chicken welfare.

Compassion in World Farming has a Roadmap Guide readily available to companies to support their development of a roadmap best suited for their supply chains.

### AN EXAMPLE ROADMAP

BCC TENETS	2023	2024	2025	2026	2027
LITTER	75%	100%			
LIGHTING	50%	75%	100%		
ENRICHMENTS	60%	100%			
STOCKING DENSITY	45%	75%	100%		
CAS	20%	50%	80%	100%	
BREED	10%	25%	45%-75%	65%-80%	100%
THIRD-PARTY AUDITING	0%	25%	45%	65%	100%

*The development and implementation of a BCC roadmap is required for all members of Compassion in World Farming's US Working Group for Broiler Welfare. This Working Group brings industry leaders together to collaboratively reach BCC goals. Our Food Business team works with these companies to guarantee each roadmap is a meaningful and realistic plan forward to implement improved welfare for these birds.*

# 21

companies have developed and published meaningful BCC roadmaps to date.



# 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 BCC. Facilitated by Compassion in World Farming, the Working Group has grown from the original group of 7 companies to now include 18 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 BCC.

Each member of the Working Group that is reporting progress is highlighted in the following section “Company Progress Reporting” and distinguished with this icon: 🌱



# Making Meaningful PROGRESS

Compassion in World Farming celebrates companies reporting significant progress for the various tenets of the BCC between 2022 and 2023. To be recognized as a company making meaningful progress:

COMPANIES MUST REPORT PROGRESS OF GREATER THAN OR EQUAL TO THE FOLLOWING:		
• BREED: 10%	• LITTER: 30%	• ENRICHMENT: 10%
• STOCKING DENSITY: 20%	• LIGHTING: 30%	• CLOSED ATMOSPHERE STUNNING: 10%
COMPASSION IN WORLD FARMING RECOGNIZES THAT SOME TENETS OF THE BCC ARE MORE DIFFICULT TO ACHIEVE SIGNIFICANT PROGRESS, WHICH IS WHY THESE TENETS ARE SET AT DIFFERENT PROGRESS LEVELS.		

16 companies have made meaningful progress toward the BCC since last year:

BREED		LITTER		ENRICHMENTS	
 +100%	 +100%	 +100%	 +100%	 +100%	 +100%
 +25%	 +18.3%	 +10%	 +100%	 +83%	 +90%
					 +84%
				 +49%	 +37%
STOCKING DENSITY		LIGHTING		CLOSED ATMOSPHERE STUNNING	
 +21%		 +100%	 +70%	 +100%	 +70%
				 +50%	 +19%

# Environmental ENRICHMENTS

## MEETING THE BCC ASK FOR ENVIRONMENTAL ENRICHMENTS

Research continues to show that broiler chickens are sentient beings capable of a wide variety of emotional responses ranging from pain and fear all the way to excitement and curiosity.<sup>1</sup> Unfortunately, the vast majority of chickens grown under today's intensive conditions spend their short lives experiencing lethargy, frustration, and poor physical health under barren environmental conditions that severely limit their behavioral opportunities beyond eating, drinking, and being inactive.<sup>2-4</sup>

The environmental enrichment ask of the US BCC is based on scientific evidence and best-case practical examples that show providing chickens with effective, functional environmental enrichment can greatly benefit the health and welfare of broilers on commercial farms.

The BCC enrichment ask is based on research demonstrating the ability of effective, functional enrichments to meet the following criteria:

- Encourages the expression of species-specific natural behaviors in chickens without losing their novelty over time,
- Maintains or improves chicken health and physical wellbeing,
- Maintains or improves the economics of the production system,
- Are practical to employ, and
- Adds environmental complexity.<sup>5</sup>

Using this scientific framework, the following types of environmental enrichment have been identified as showing clear benefits to broiler chicken welfare, so are compliant with the BCC:

## 1 PERCHING STRUCTURES



Perching structures for chickens include both perches (elevated narrow structures which birds can grasp with their feet) and platforms (level elevated spaces for birds to sit or stand with flat feet).

### PERCHING STRUCTURES CAN BENEFIT CHICKEN WELFARE BY:

- Fulfilling the chickens' natural drive to rest ("roost") off the ground so birds resting on perching structures show fewer disturbances and longer resting bouts,<sup>6-11</sup>
  - Increases available vertical space and environmental complexity within the barns increasing the available floor space, allowing birds to better thermoregulate, and creating a more uniform flock distribution,<sup>9,12,13</sup>
  - Encouraging a greater amount and variety of movement (e.g., jumping, attempting flight) and more expression of comfort behaviors indicative of positive welfare (e.g., dust bathing, preening),<sup>6-11,13,14</sup>
  - Reducing fear levels in the flock and the risk of birds piling by providing an area to escape and avoid aggressive birds,<sup>15-18</sup> and
  - Leads to higher bird activity and less time birds spend directly in contact with the litter resulting in cleaner plumage, improved leg and skin health, and better meat and carcass quality (including dark meat yields) without impacting performance outcomes.<sup>8,19,20</sup>
- ### WHEN CHOOSING PERCHING STRUCTURES FOR ON-FARM ENRICHMENTS FOR CHICKENS, IT IS IMPORTANT TO CONSIDER THAT:
- For perches, slower-growing broilers prefer to perch on fixed, wide, rectangular wood or metal bars with rounded edges and no slope. Perching bars should be wide enough to allow the chickens to support both feet fully.
  - Like fast-growing breeds, slower- and intermediate-growing breeds tend to occupy platforms more than bar perches. Plastic grid or slatted platforms are recommended to allow birds better grip while using the structures. Suspended platforms can have the height adjusted, providing better access to the chickens throughout their lives.
  - If perching structures have multiple levels, the angle between the levels should be low (maximum 10-20°).





## PECKING SUBSTRATES

Studies have shown effective on-farm pecking substrates for chickens include substrate bales (of straw, alfalfa, or wooden shavings), vegetative matter (forage and roughage), edible pecking blocks, and scattering food items.

### THESE PECKING SUBSTRATES EFFECTIVELY BENEFIT CHICKEN WELFARE BY:

- Increasing bird activity with birds spending less time sitting inactive and more time standing, walking, foraging, and exploratory pecking and scratching, which also helps to maintain dry litter,<sup>21-25</sup>
- Stimulating birds to dust bathe & play, which signifies chickens are experiencing positive welfare,<sup>21,22</sup> and
- improving bird leg health with chickens showing better gait scores and more standing.<sup>26-29</sup>

### THE FOLLOWING GUIDANCE IS HELPFUL WHEN APPLYING PECKING SUBSTRATES AS ON-FARM ENRICHMENTS FOR CHICKENS:

- To keep substrate bales intact for longer periods, bales should be sourced that are firmly pressed vs. loosely packaged. Original ties or packaging should be kept on the bales, and only a small opening should be made in the outer packaging to allow birds access.
- Vegetative matter should be complex, destructible, and edible bundles of locally available vegetation (brassicas, vegetables, leaves, grasses, or leafed branches). Vegetative matter should be replaced once consumed, and suspended vegetation should be hung at bird height.
- Edible and destructible pecking blocks, commonly made of forage or grain, should be suspended at bird height, and replaced once consumed.
- Local, palatable grains, dried legumes, and seeds should be scattered as 1% of the weight of the flocks' daily feed ration, once per day.

## DUST BATHING MATERIALS

Chickens retain their strong natural motivation to dust bathe from red junglefowl and will perform dust bathing every two days on average when provided the appropriate substrate(s).<sup>30</sup> Effective dust bathing set-ups can benefit chicken welfare by increasing dust bathing and foraging behavior, reducing bird inactivity, and improving the gait score of commercial broiler flocks.<sup>30,31</sup>

### WHEN APPLYING DUST BATHES ON COMMERCIAL BROILER FARMS, IT IS IMPORTANT TO CONSIDER:

- Chickens are most driven to dust bathe in sand, peat moss, & oat hulls rather than wood shavings or straw pellets.<sup>21,30,32</sup>
- Steel rings and cardboard boxes, with low sides, have been used successfully on-farm to contain these preferred dust bathing substrates



## SHELTERS

Effective forms of shelter enrichments include tunnels, half barrels, boxes, and huts. Shelters fulfil the inherent need of chicken to seek out protected areas to rest.<sup>22,33</sup> However, there is little research to-date suggesting shelters alone benefit the welfare of commercial chickens.<sup>34</sup> Broilers benefit most from functional enrichments that encourage activity and the natural behaviors important for good welfare (e.g., comfort, exploratory, and play behavior). Unfortunately, shelters are typically used as on-farm enrichments when productivity – and preventing any increases in bird activity – is prioritized over bird welfare.



### AS BEST PRACTICE, IT IS RECOMMENDED SHELTERS ARE USED AS ON-FARM ENRICHMENT FOR CHICKENS ONLY WHEN:

- Shelters should provide a protected resting space, but also allow chickens to perch on top and get off the littered floor.<sup>35</sup> For instance, upside-down cardboard boxes with small openings or half tunnels with more flattened tops.
- Shelters should be used alongside enrichments that encourage bird activity, such as perching structures, pecking substrates, or dust bathing materials, to fully benefit broiler welfare. For example, boxes provided as shelters can be filled with dust bathing material.<sup>36</sup>
- Completely solid shelters make it difficult to observe the birds under the enrichments and should be avoided. Instead, choose more transparent shelters, such as wire mesh tunnels covered in straw or plastic mesh half barrels.

For more information on how to implement meaningful enrichments, CIWF has an enrichment guide available on request to help farmers and companies.

References: <sup>1</sup> Marino, 2017; <sup>2</sup> Dixon, 2020; <sup>3</sup> Rayner et al. 2020; <sup>4</sup> Abeyesinghe et al. 2021; <sup>5</sup> van der Weerd & Day, 2009; <sup>6</sup> Baillie & O'Connell, 2015; <sup>7</sup> Norring et al. 2016; <sup>8</sup> Ventura et al. 2012; <sup>9</sup> Ventura et al. 2010; <sup>10</sup> Malchow et al. 2019a; <sup>11</sup> Malchow et al. 2019b; <sup>12</sup> Bizeray et al. 2002a; <sup>13</sup> Bizeray et al. 2002b; <sup>14</sup> de Jong et al. 2021; <sup>15</sup> Baxter et al. 2020; <sup>16</sup> Baxter et al. 2019; <sup>17</sup> Tahamtani et al. 2018; <sup>18</sup> Anderson et al. 2021; <sup>19</sup> Zhao et al. 2013; <sup>20</sup> Kiyama et al. 2016; <sup>21</sup> Vasdal et al. 2019; <sup>22</sup> Riber et al. 2018; <sup>23</sup> Berghout et al. 2007; <sup>24</sup> Guy & Wright, 2003; <sup>25</sup> Bergmann et al. 2017; <sup>26</sup> Kells et al. 2001; <sup>27</sup> Baillie et al. 2013; <sup>28</sup> Baillie & O'Connell, 2014; <sup>29</sup> BenSassi et al. 2019; <sup>30</sup> Baxter et al. 2018; <sup>31</sup> Baxter et al. 2017; <sup>32</sup> Shields et al. 2005; <sup>33</sup> Buijs et al. 2010; <sup>34</sup> Kang et al. 2023; <sup>35</sup> Vas et al. 2023; <sup>36</sup> Global Animal Partnership, 2020



# Bridging the gap between

# WELFARE and SUSTAINABILITY

As climate-friendly initiatives are increasingly pursued to combat the effects of climate change, food businesses are continuously searching for ways to reduce their greenhouse gas emissions (GHGe). Opponents of the BCC argue that transitioning to higher welfare breeds with reduced stocking density will increase emissions, creating a tension between environmental sustainability and improved welfare standards. These statements, though not implausible, are not sufficiently holistic in their claims. The food industry has a unique opportunity to mitigate environmental impacts in broiler production, with the potential to even reduce such impacts beyond where broiler production is currently.

That is the thesis of a working paper developed by consulting group The New Green Normal, entitled “Impact Mitigation Strategies for Higher-Welfare Broiler Production.” The paper asserts that reducing carbon emissions while implementing higher welfare broiler production practices can be achieved through upstream, on-farm, and downstream modifications to conventional production methods.

The report notes that BCC-approved slow-growing breeds have inherent “sustainability benefits,” such as lower mortality rates, which can produce emissions reductions when complemented with other mitigation measures. Studies have shown that mortality rates of slow-growing breeds are at least half that of faster-growing breeds. All the feed, water, and additional infrastructure invested into birds that do not make it to slaughter is lost, wasting valuable resources and excess emissions. Lower mortality of higher-welfare breeds can benefit both sustainability and animal welfare, and the result is a stronger, healthier bird.

The report examines nine peer-reviewed interventions that produce emissions reductions in broiler production systems. For example, a 2023 study found an 18% decrease in emissions per kilogram of live broiler weight by substituting fossil-based energy with renewable sources, which positively impacts a farm’s Scope 1 and Scope 2 emissions. Norsk Kylling, a Norwegian poultry producer and manufacturer, has accomplished such reductions and, in turn, offset the marginal emissions from slower-growing breeds. Through adaptations in renewable energy investment, feed composition, and breed transition, Norsk Kylling was able to report a 40% decrease in daily mortality during the grow-out phase, along with a lower carbon footprint than what had been previously reported with a faster-growing breed.

The report calls for a new paradigm in which “decarbonization, nature-positive impacts, and animal welfare are pursued in tandem.” **The discussion should not be whether to choose improved welfare standards or sustainability, but rather how to achieve both.** The interventions discussed in the report show how that might be accomplished, and food brands should be encouraged knowing that both are attainable.

To read the full report, please visit The New Green Normal’s website: <https://www.thenewgreennormal.com/working-paper-broiler-welfare-feb2024>.



# Company FEATURES



LaBelle Patrimoine’s Better Chicken Commitment reaffirms its dedication to delivering top-quality poultry products while prioritizing the welfare of the animals that make it all possible.

LaBelle Patrimoine’s Better Chicken Commitment reaffirms its dedication to delivering top-quality poultry products while prioritizing the welfare of the animals that make it all possible. The company is committed to continuous improvement in its practices and looks forward to a future where ethical and sustainable food production is the norm.

“Known for raising only higher welfare breeds that thrive outdoors, LaBelle Patrimoine is committed to producing superior poultry products and constantly improving to make a difference in the industry. Signing on to the BCC underscores that commitment and is a testament to our pledge to always adhere to the highest sustainable and ethical practices. Quite simply, we believe raising chickens in an environment that prioritizes their welfare is not only the right thing to do, it also results in a much higher quality product for our customers.”  
- Mike Charles, LaBelle Patrimoine



Campfire®  
NATURAL DOG TREATS

Founded in 2017 with the modest mission of creating high-value pet treats without additives or preservatives, Campfire Treats has become a leading force for animal welfare and sustainability in the US pet food industry. After meeting the initial goal of producing a clean product, Campfire Treats looked for other ways to positively influence the market. “Once we understood the scale of factory farming, it became clear to us that our initial goal was not far-reaching enough. We urgently needed to make animal welfare a priority as well,” says Campfire Treats President and Co-Founder Marko Wittich. “Accepting the suffering of farm animals to feed the animals we have invited into our families is simply not an option. We can and must do better.” To turn this vision into reality, Campfire Treats needed like-minded farm partners that shared their values, including Pitman Family Farms and Niman Ranch, among others.

Today, Campfire Treats is certified by leading animal welfare and sustainability organizations like Certified Humane, Global Animal Partnership, the Marine Stewardship Council and rePurpose Global. Campfire Treats is also the first pet (or human) food company in North America in full compliance with all requirements of the Better Chicken Commitment.

Campfire Treats is the first company – human or pet – in North America to be fully compliant with all requirements of the Better Chicken Commitment.



Photo © LaBelle Patrimoine

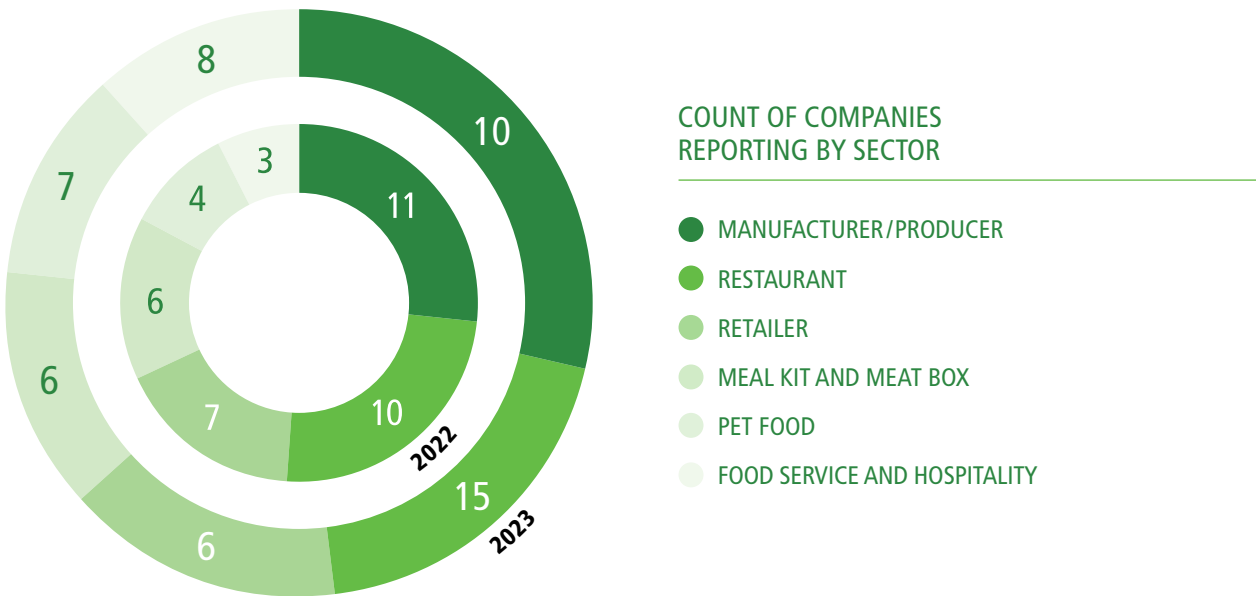




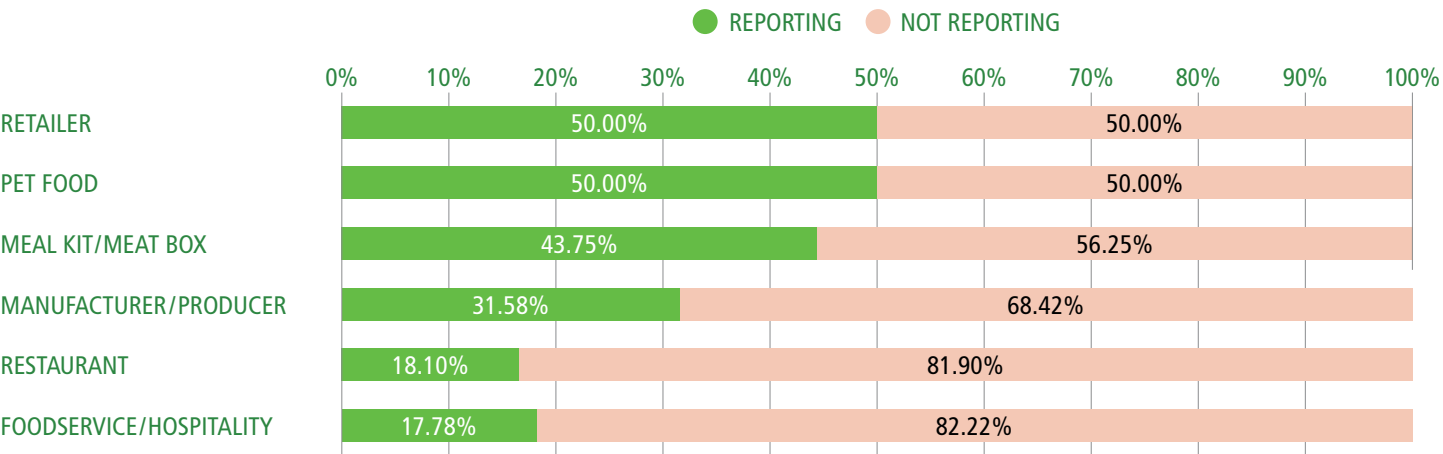
# Company Progress REPORTING

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

ChickenTrack 2023 captures the public disclosure of 52 individual companies reporting progress against their BCC Policies – a 24% increase from last year's report. As the US broiler industry continues to transition barns to higher welfare systems, Compassion in World Farming encourages companies to advocate for these transitions with their suppliers in line with consumer demand.



PERCENTAGE OF COMPANIES REPORTING BY SECTOR



This chart reflects the percentage of the committed companies that are reporting by sector. The Food Service/Hospitality and Restaurant sectors increased from 2022, while Pet Food slightly decreased due to several Pet Food companies committing to the BCC in 2023. We anticipate a stronger representation of reporting companies in this sector for ChickenTrack 2024.



REPORTING FRAMEWORK

This report highlights companies that have published public reporting on their progress to implement the BCC 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.

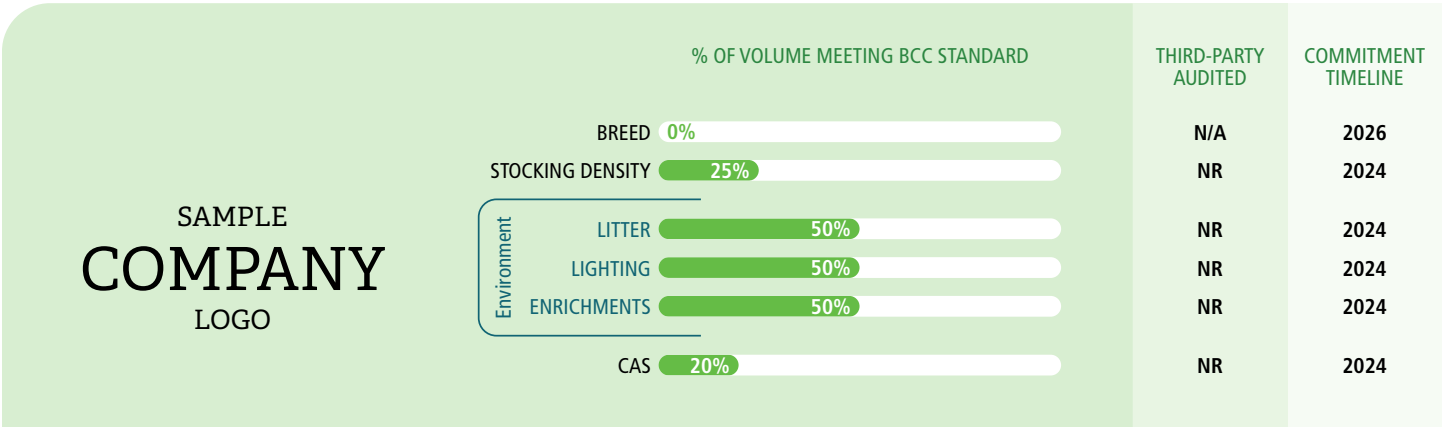
Compassion in World Farming has laid out a framework to support companies to report progress in one of two ways:

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 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.”

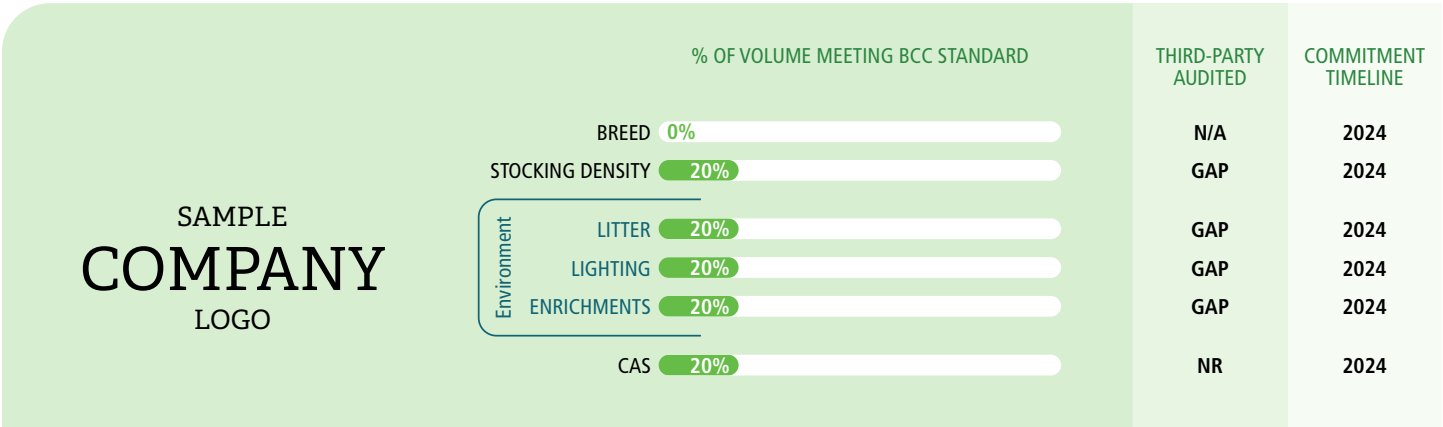


2 PUBLICLY DISCLOSE THE PROPORTION (%) OF CHICKEN WITHIN YOUR COMPANY’S SUPPLY CHAIN, IN TERMS OF VOLUME PURCHASED, THAT CURRENTLY MEETS THE BETTER CHICKEN COMMITMENT STANDARDS OVERALL.

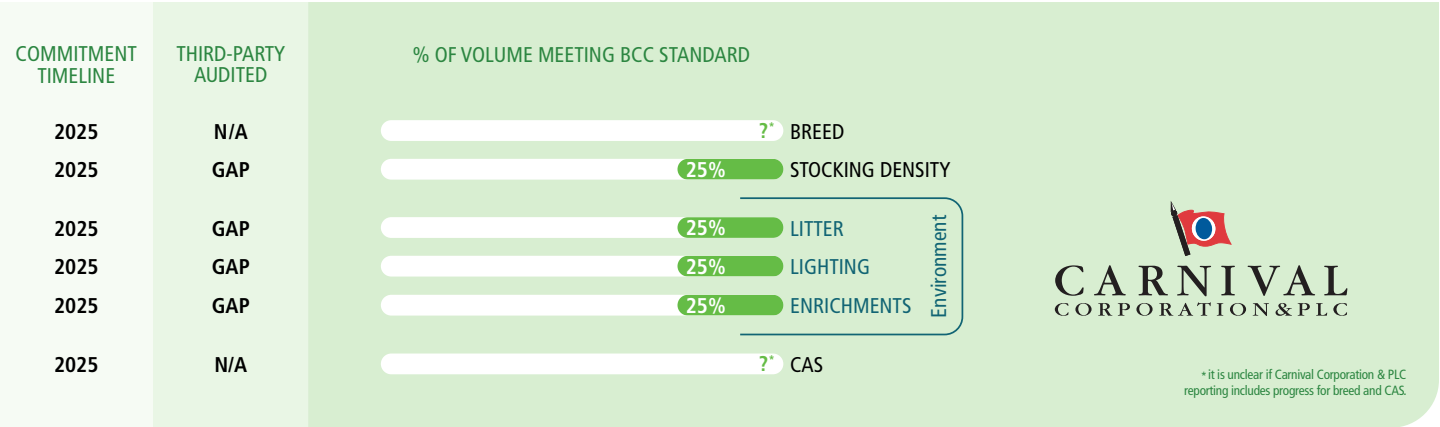
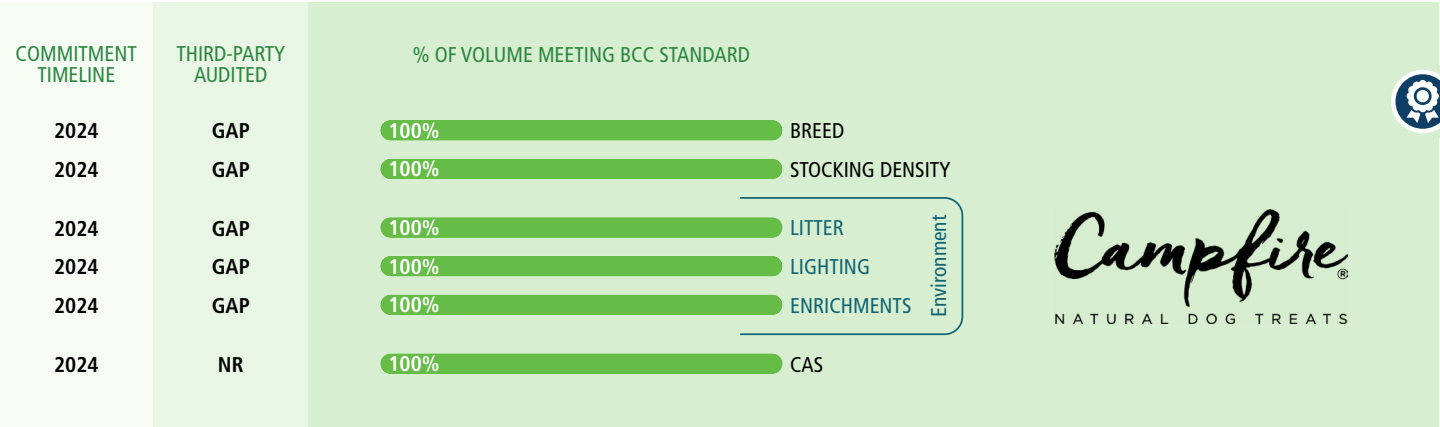
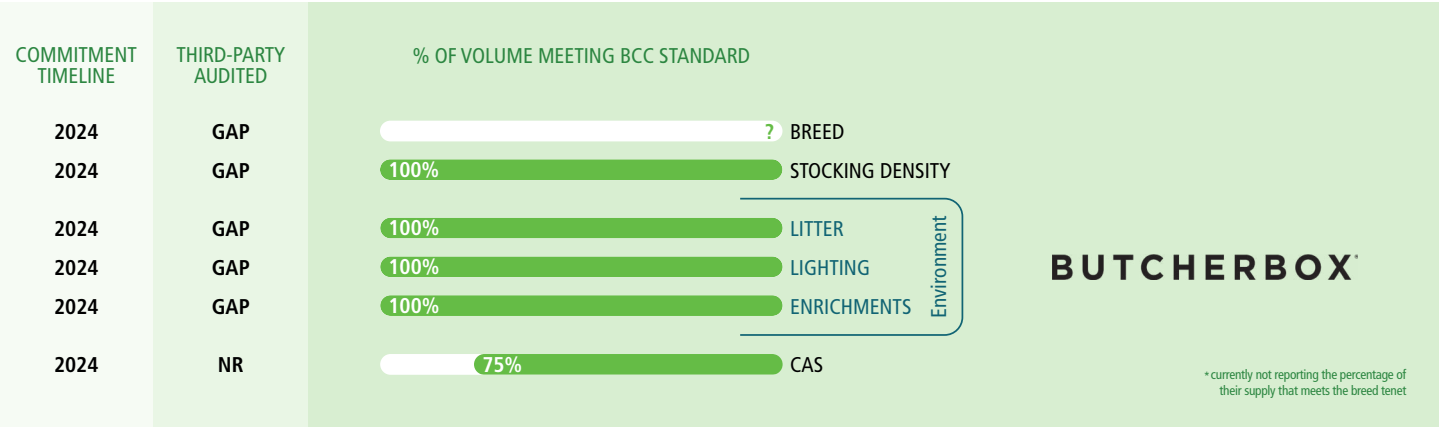
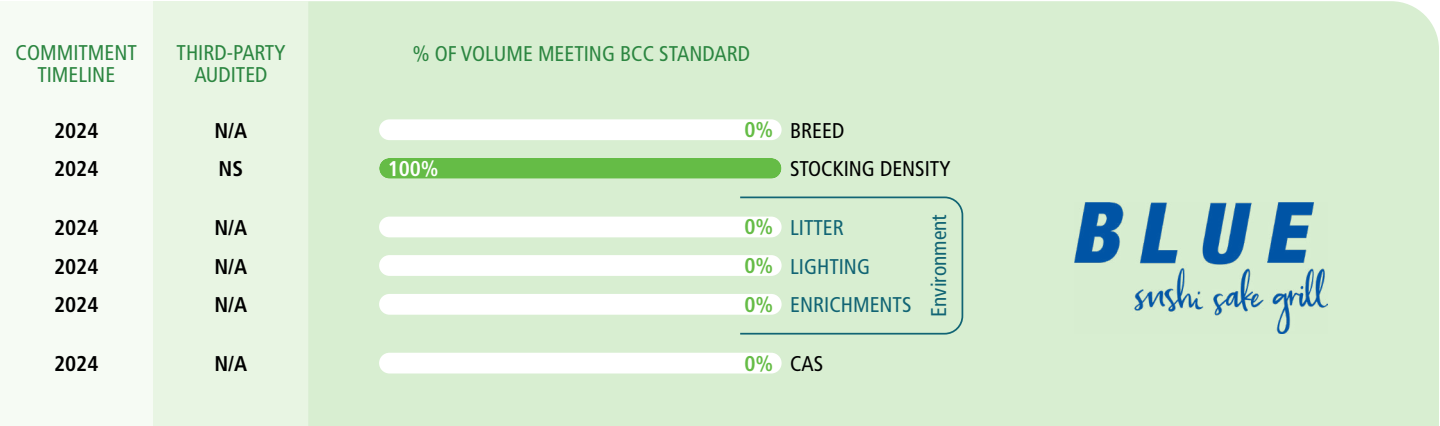
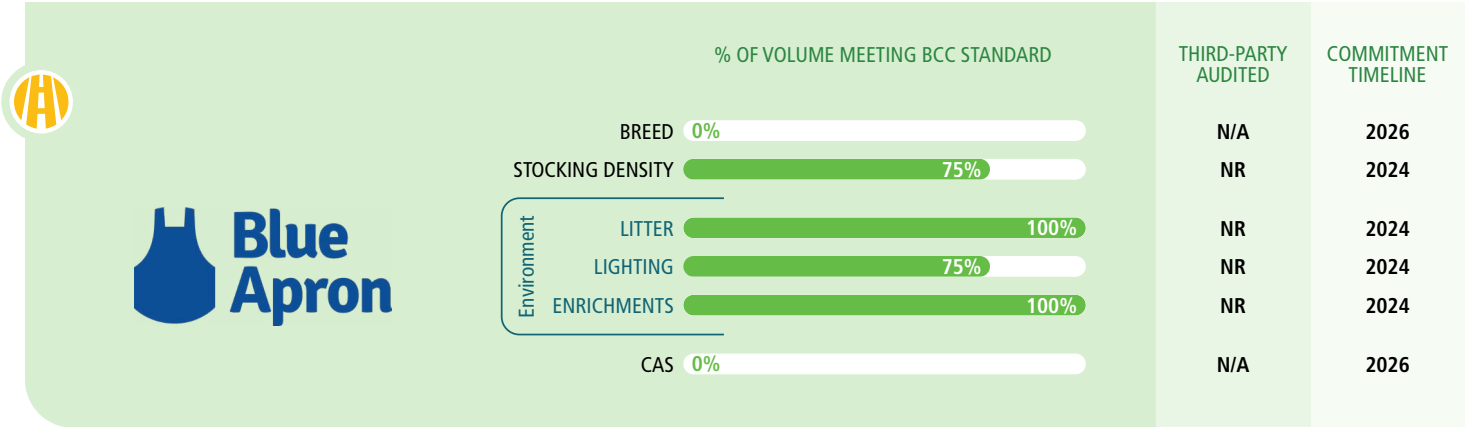
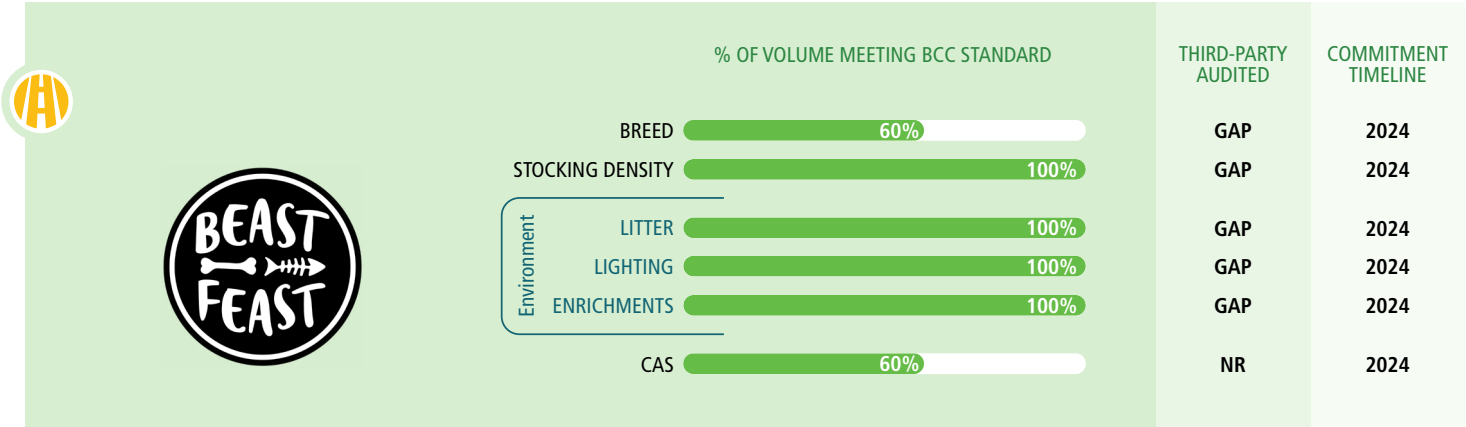
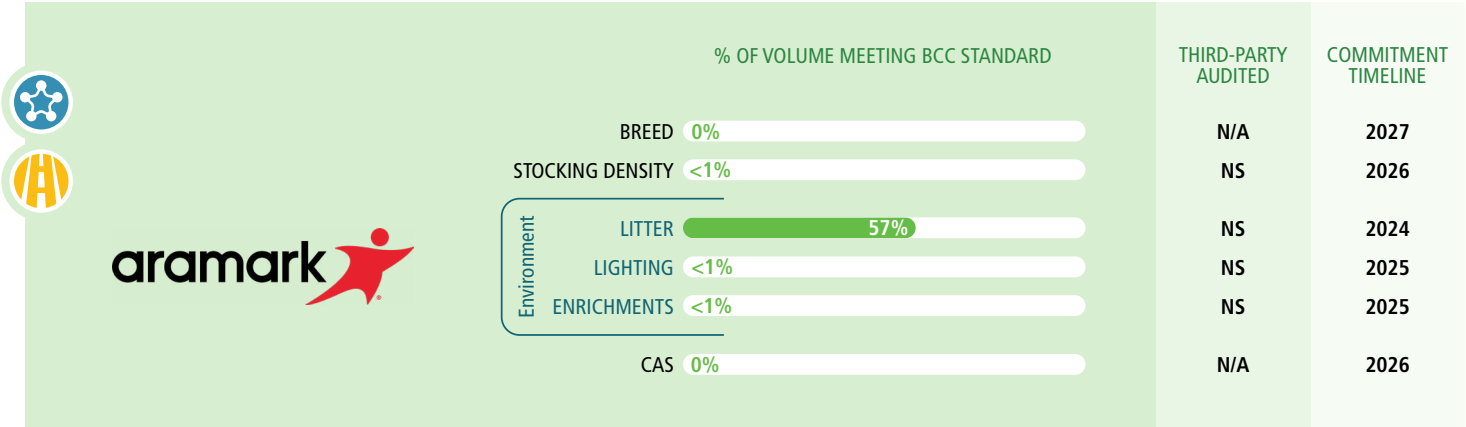
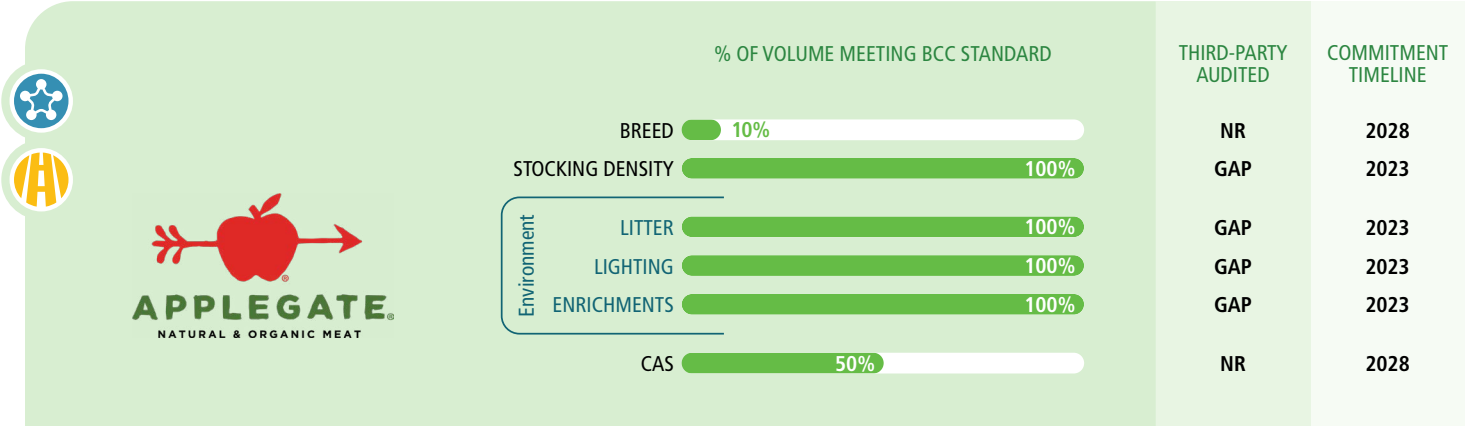
Using this approach, BCC signees should publicly disclose a single figure that represents their progress across all BCC standards (and state whether this compliant supply has been third-party audited). For example, if a company sources products with progress evenly across every component, its reporting 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:

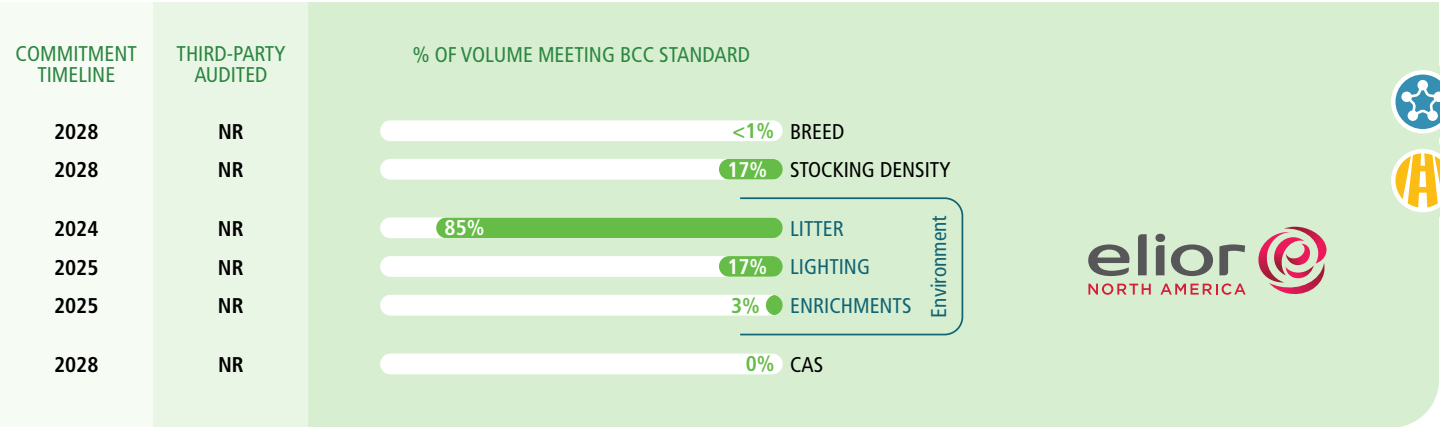
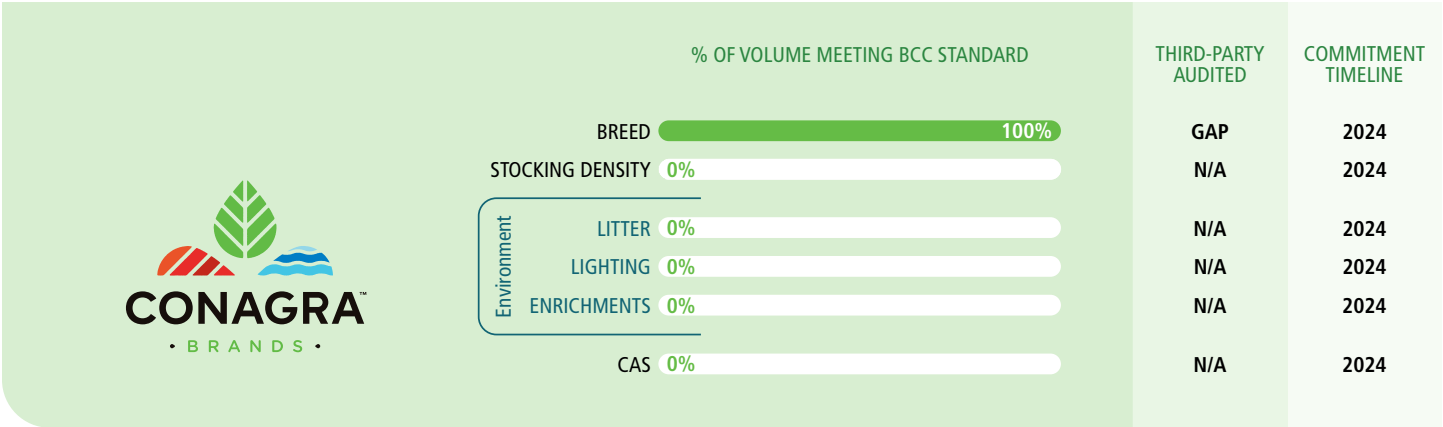
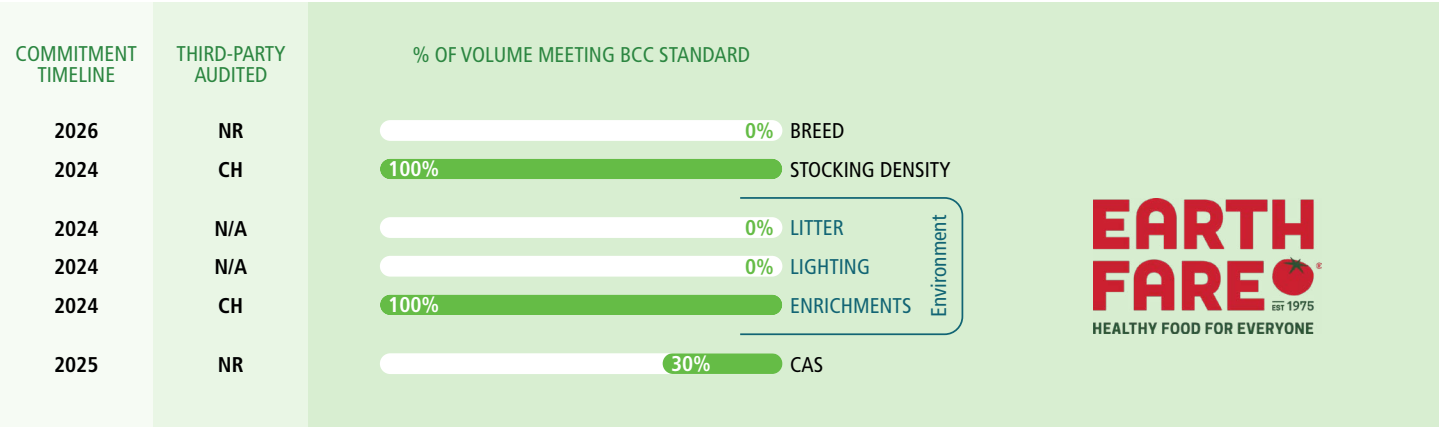
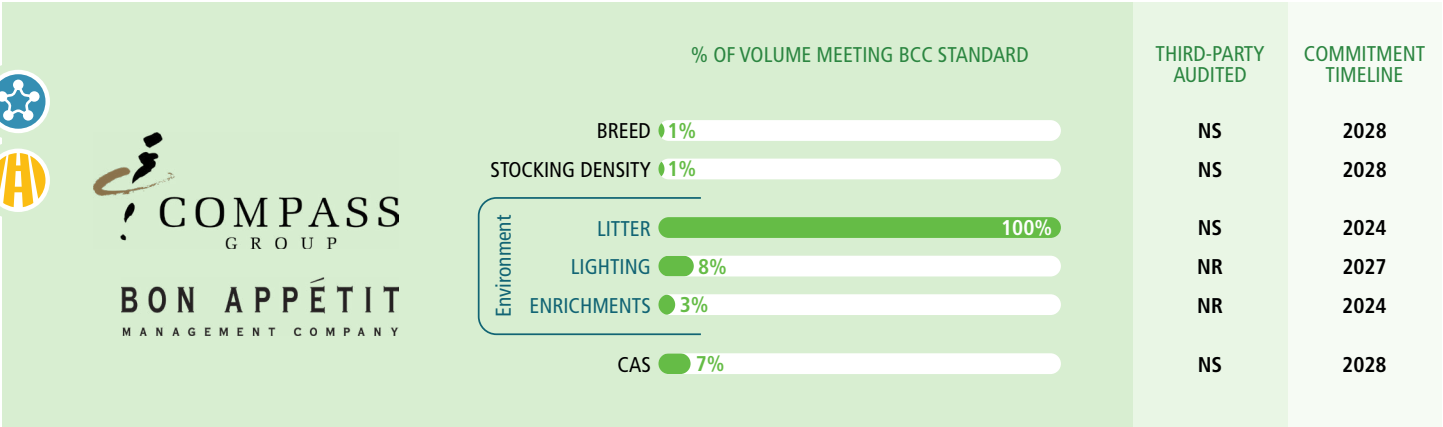
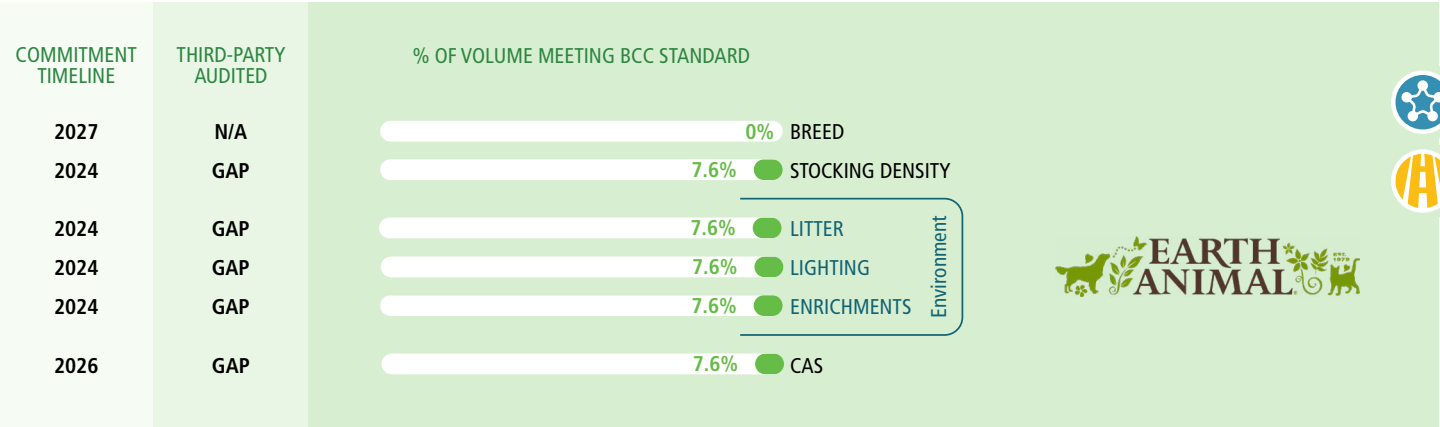
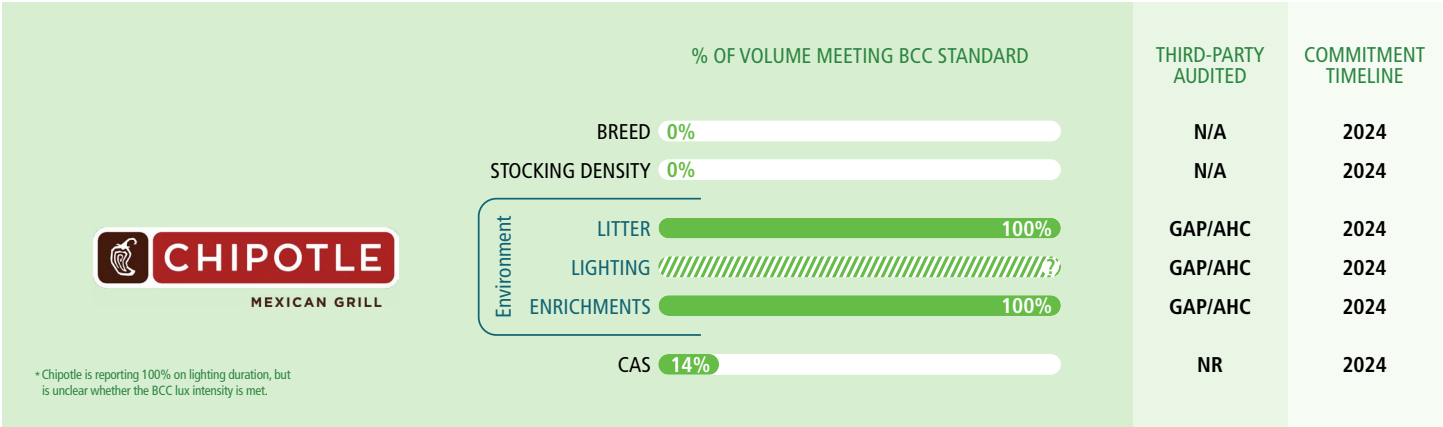
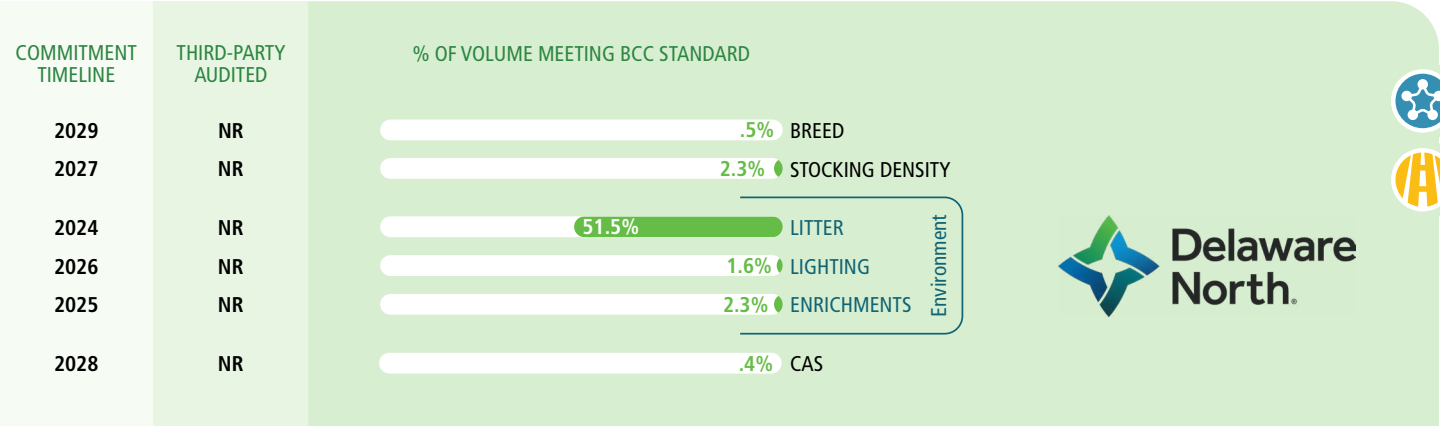
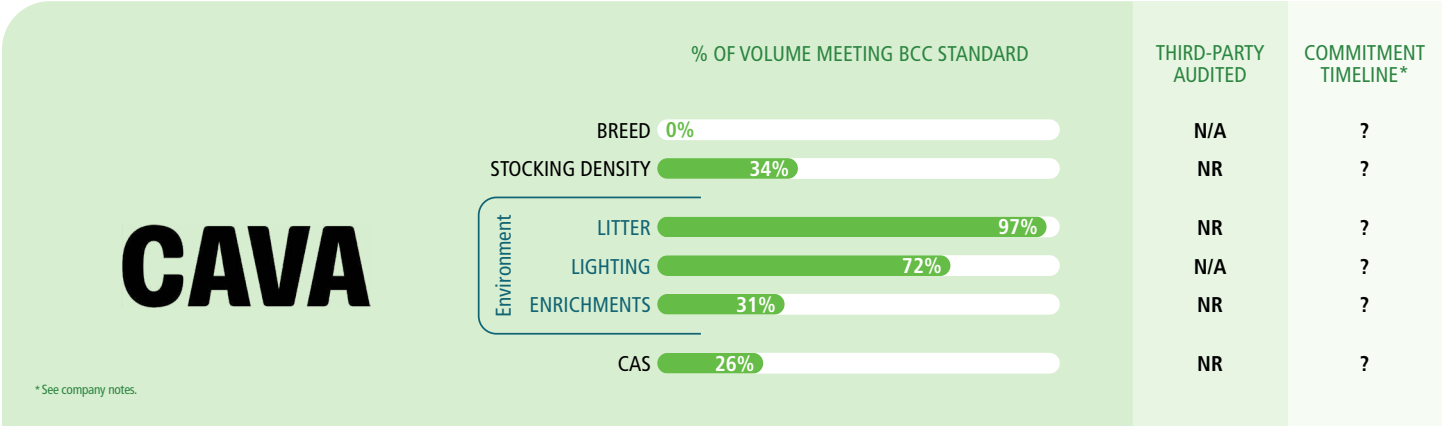
“We have made a commitment to source 100% of our chicken supply from birds raised in alignment with the standards of the Better Chicken Commitment by 2024. As of January 2023, 20% of the chicken we purchase in the US is audited through Global Animal Partnership to meet the Better Chicken Commitment standards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



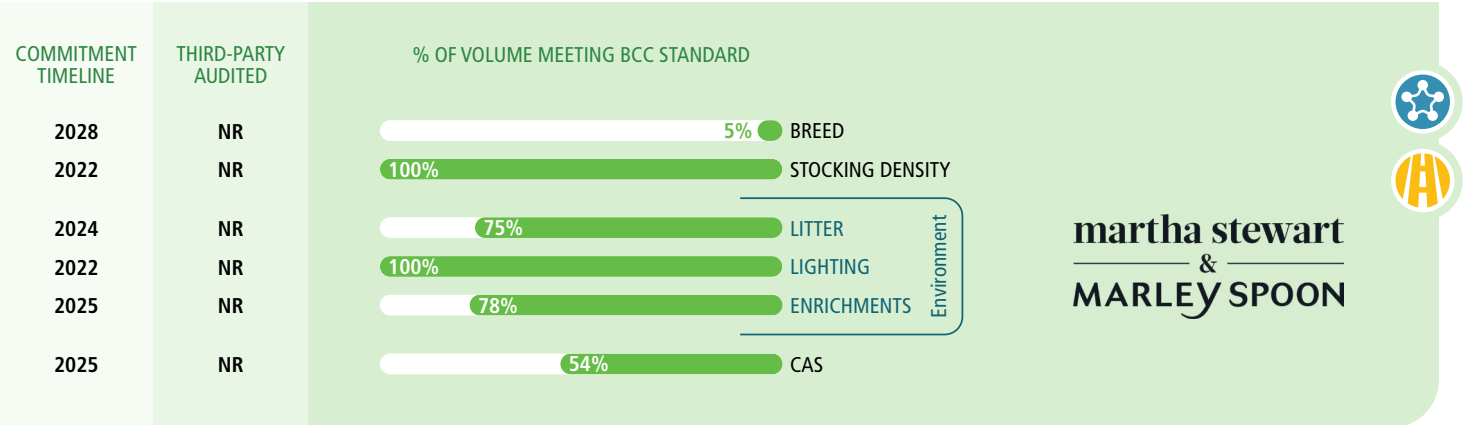
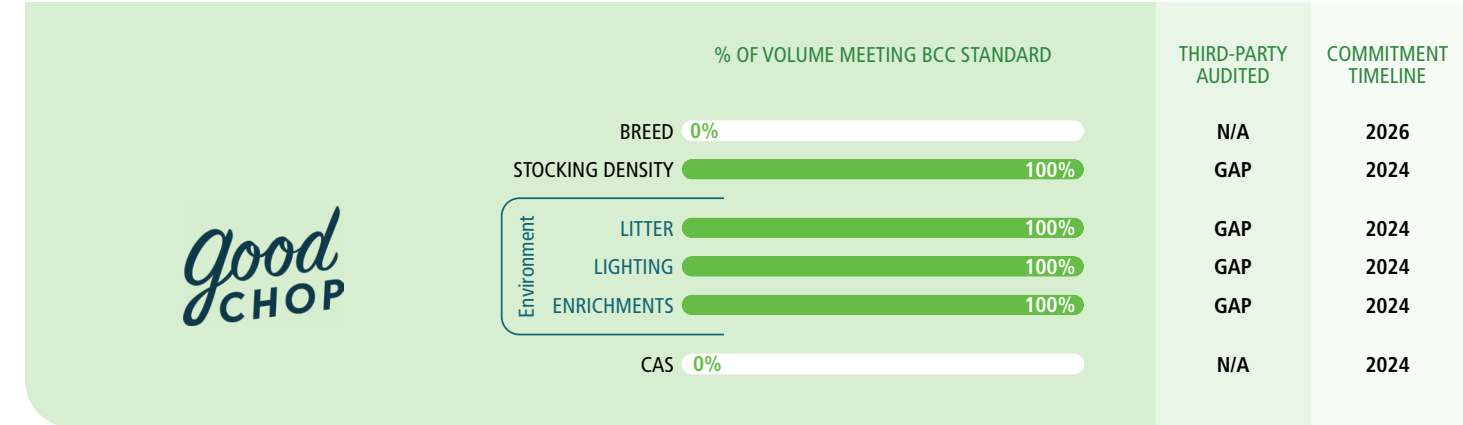
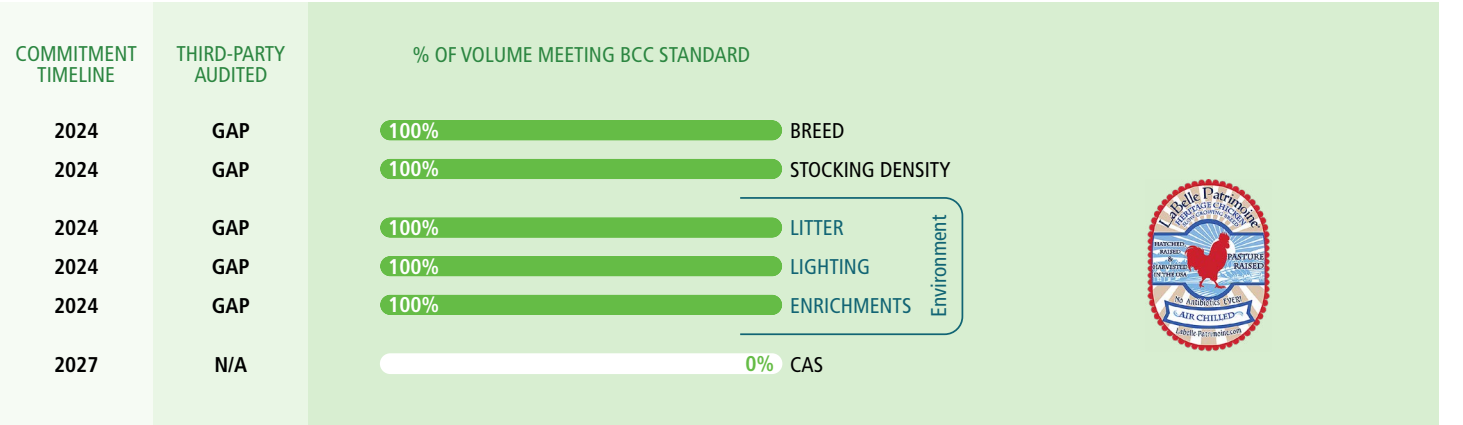
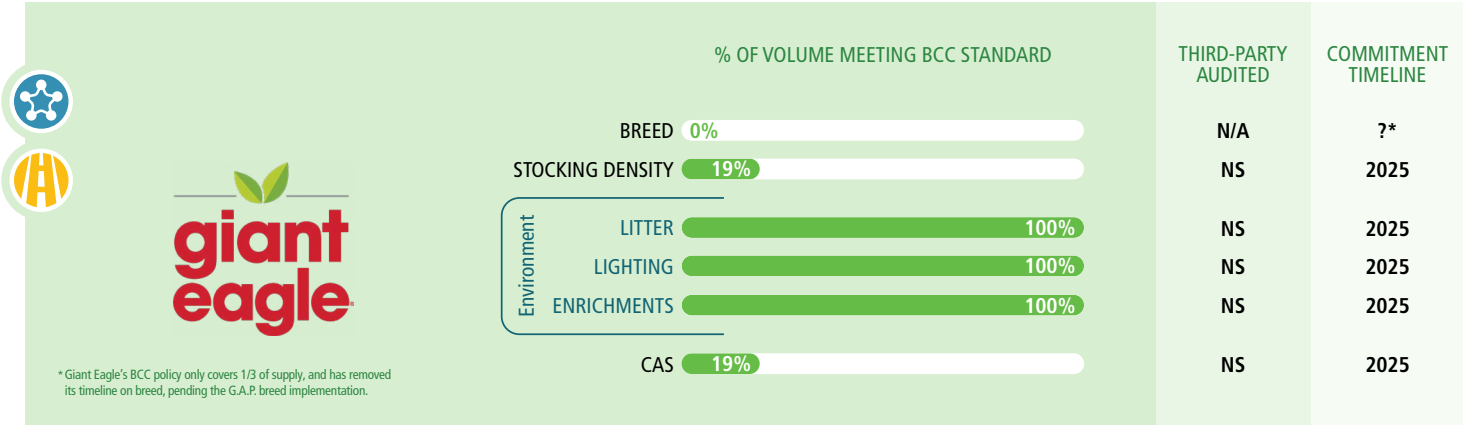
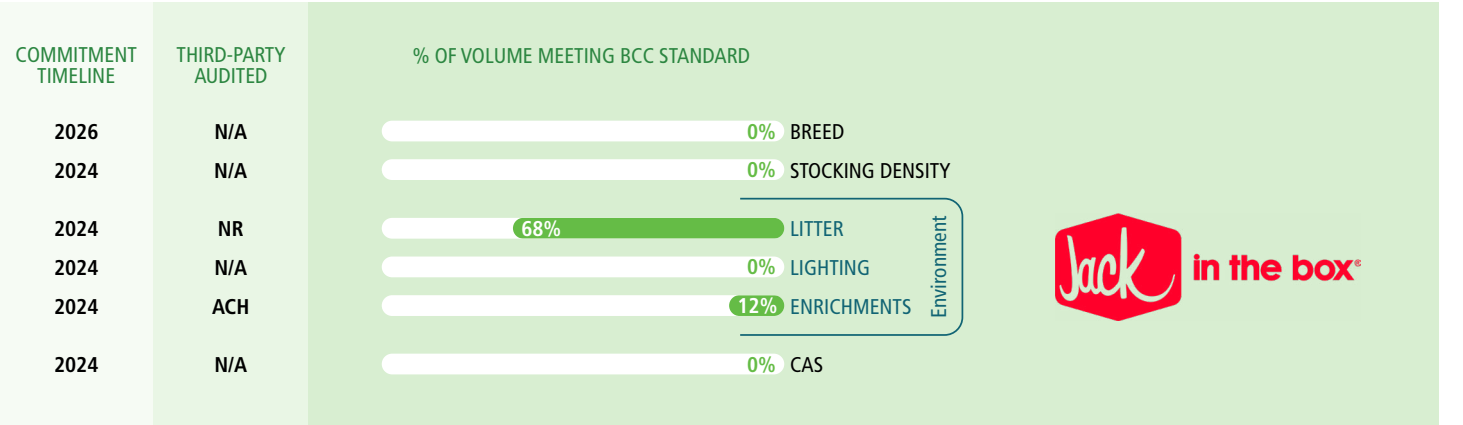
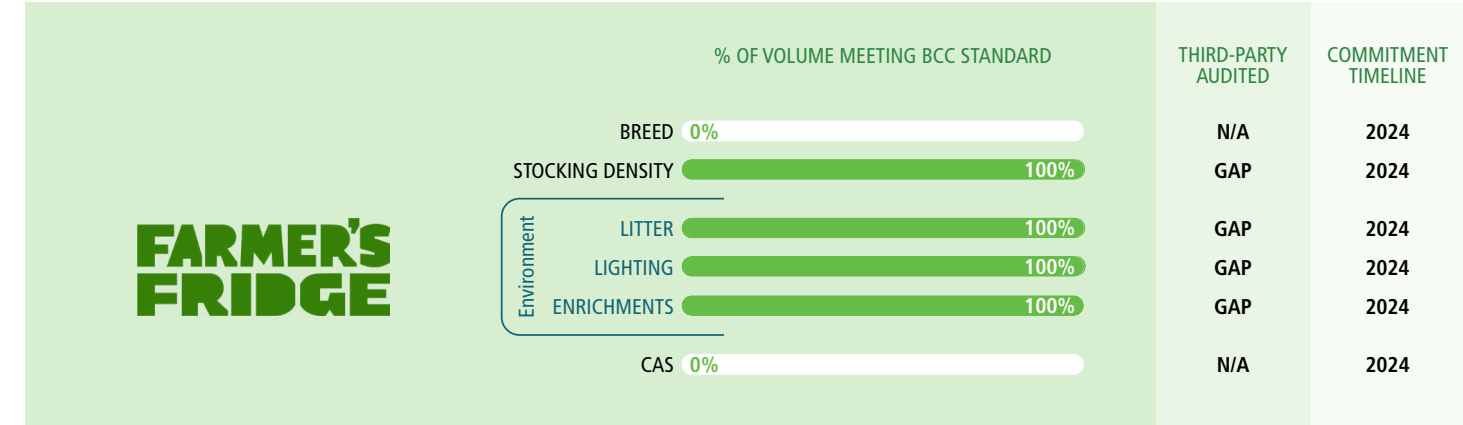
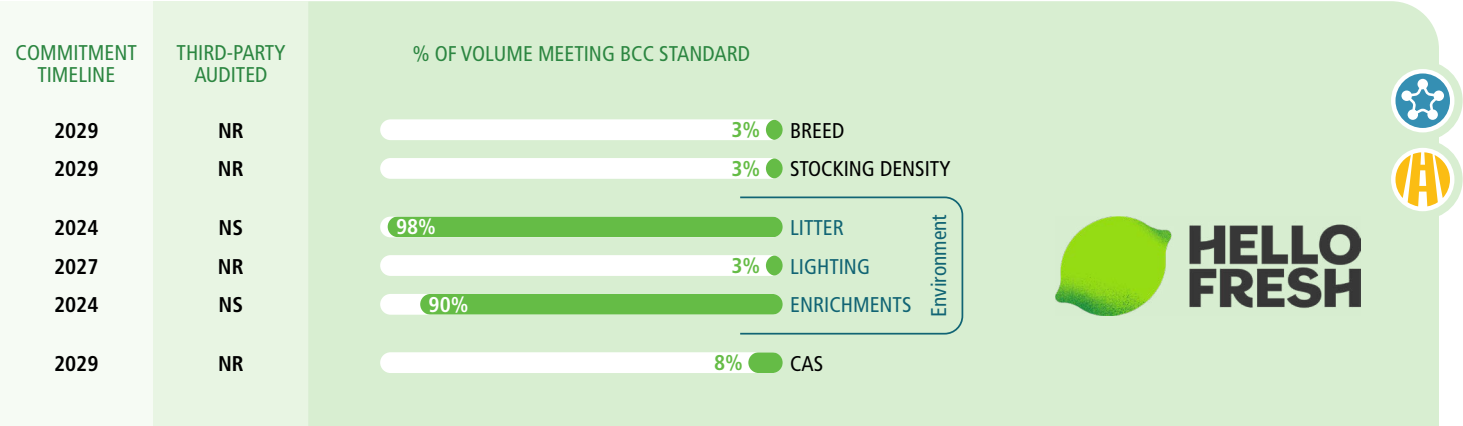
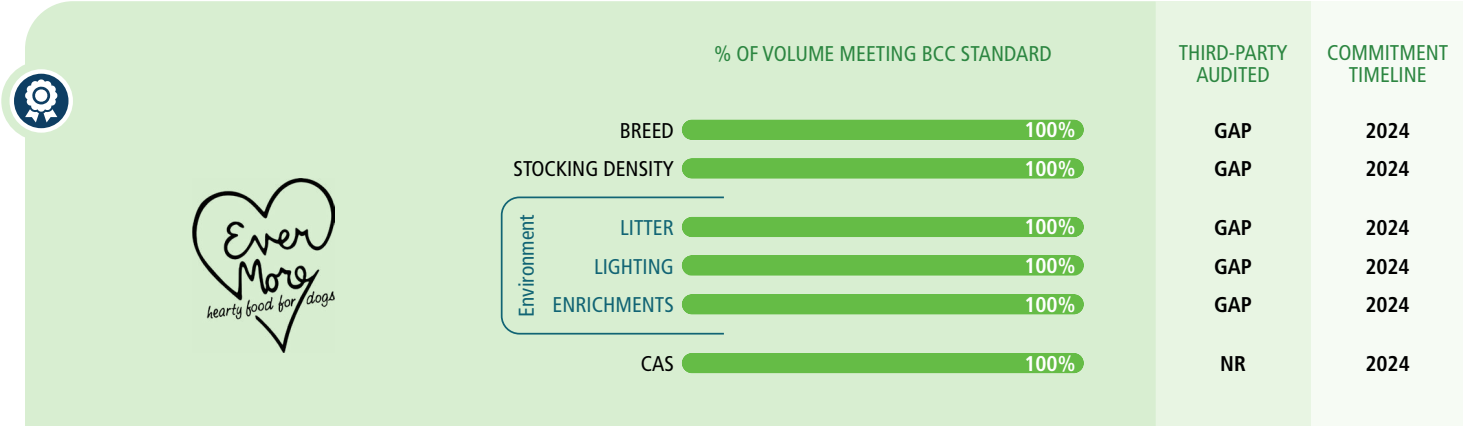
In both approaches, we ask that companies clarify the product scope of their commitment (e.g., fresh/frozen, processed) and reporting when it does not cover all chicken within their supply chain. We offer these two reporting methods because we recognize that companies will collect data and roadmap their BCC transitions in different ways. We aim to remove barriers to transparent disclosure while also providing a clear and consistent framework for communicating progress.



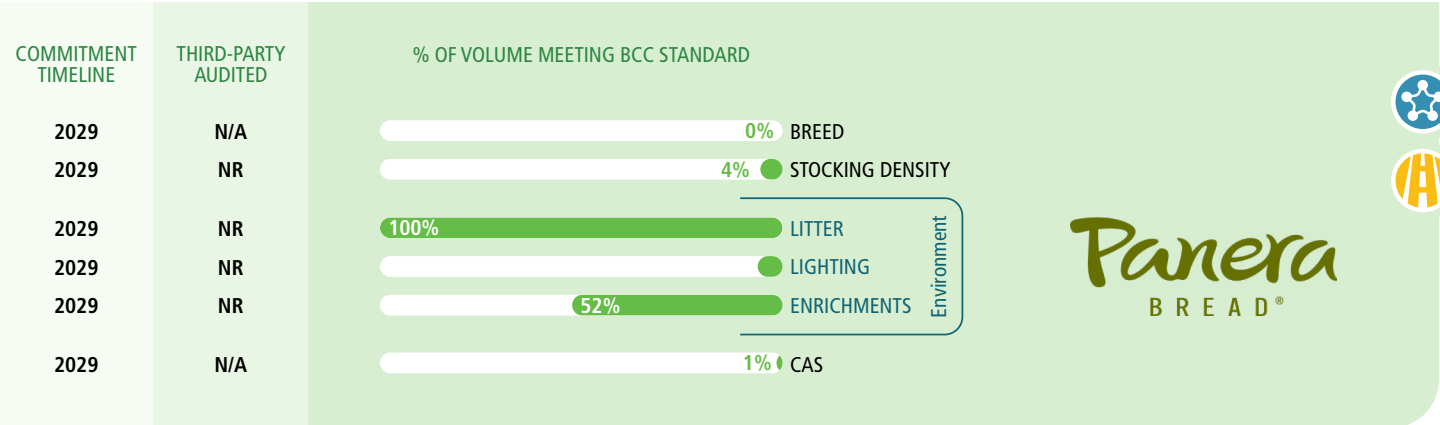
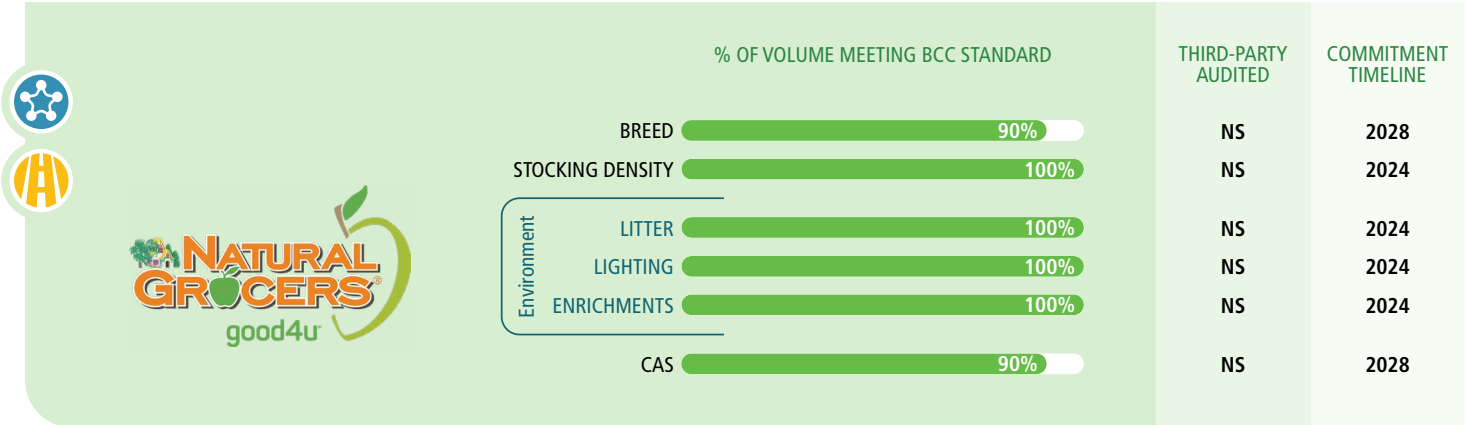
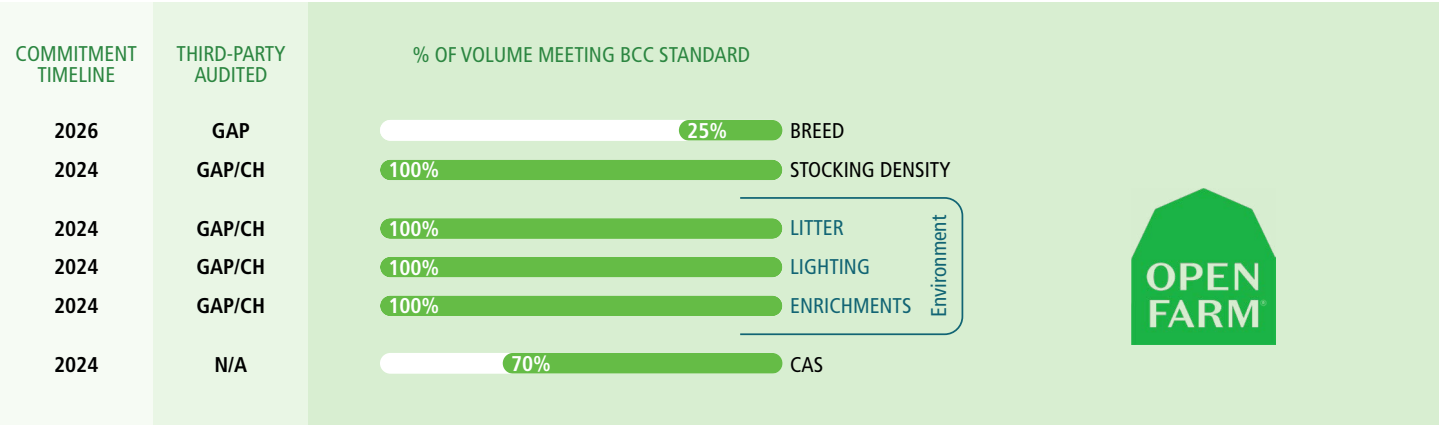
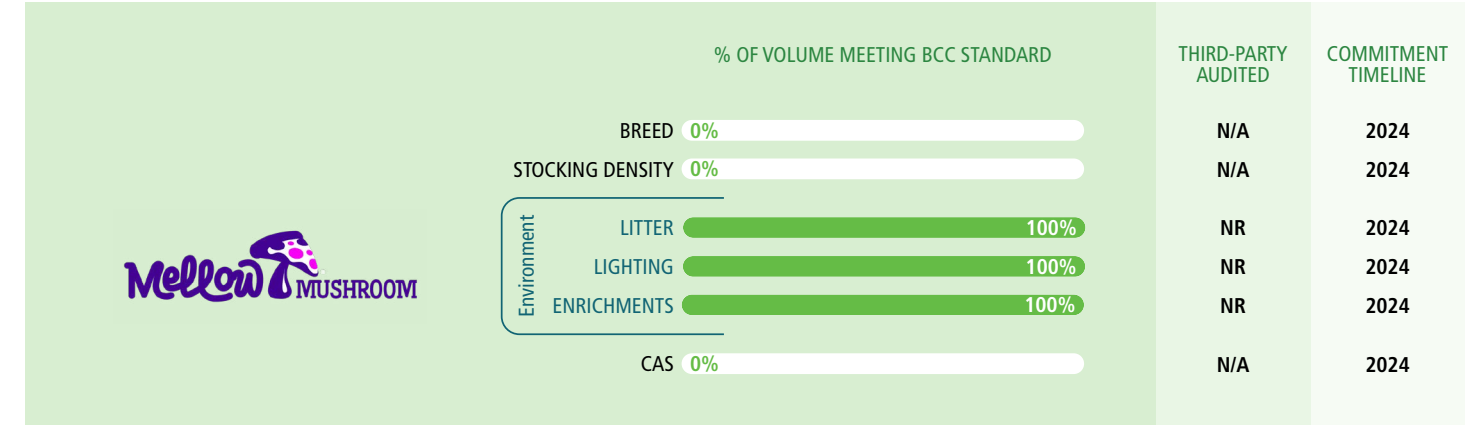
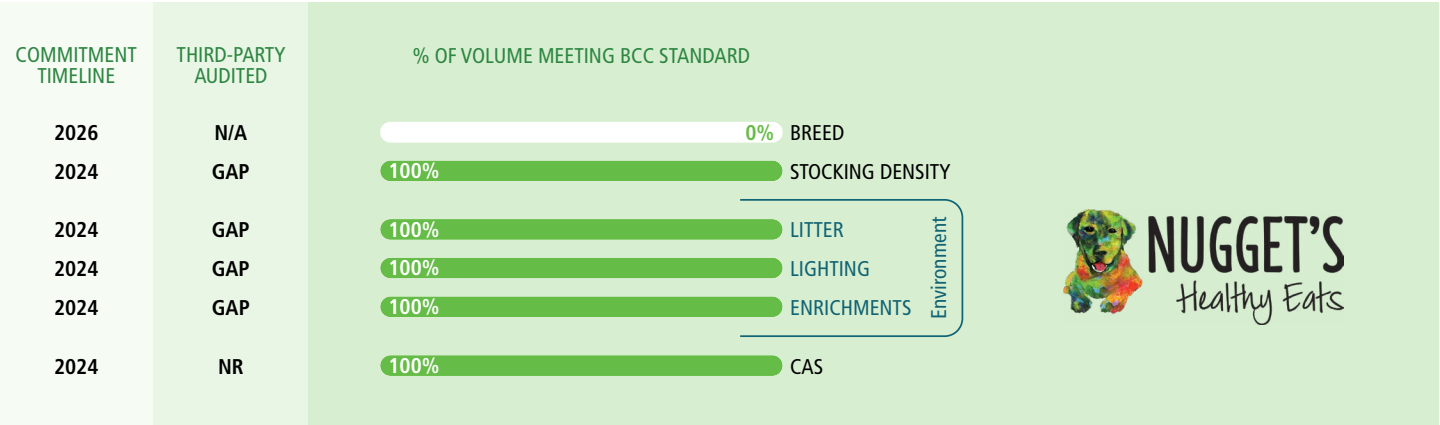
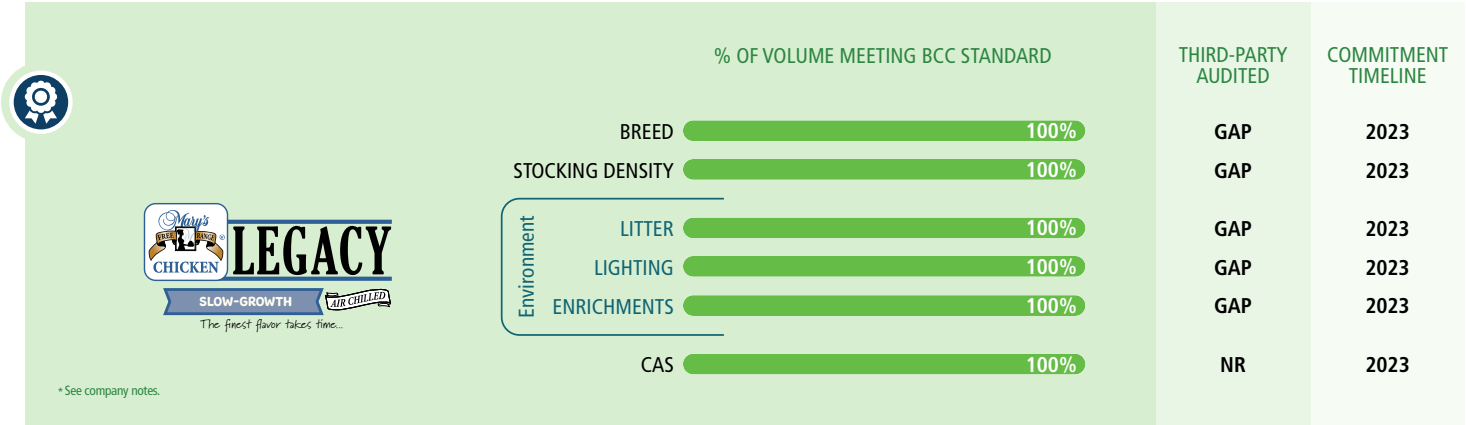
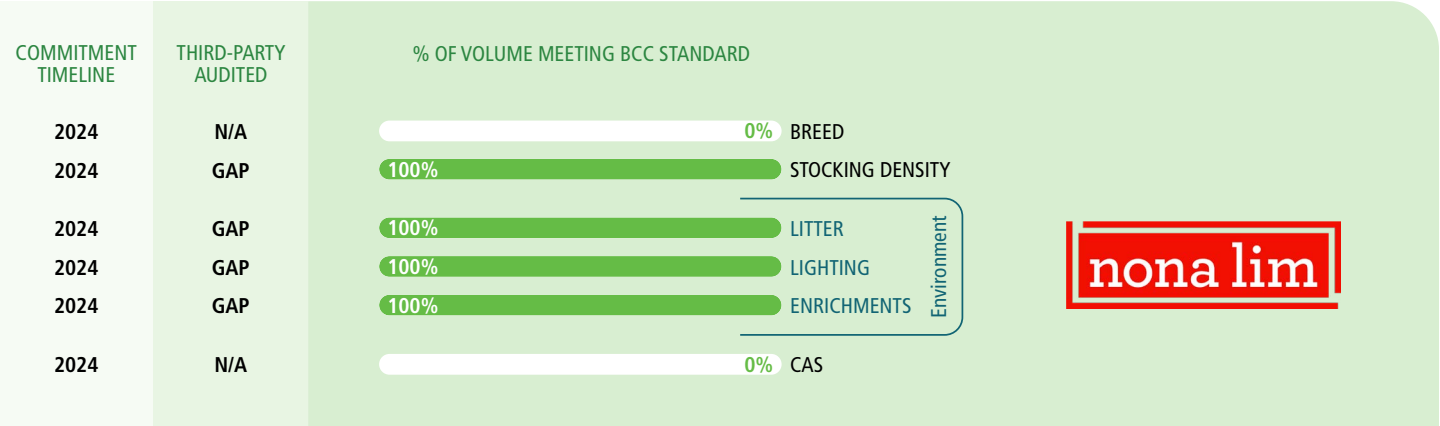
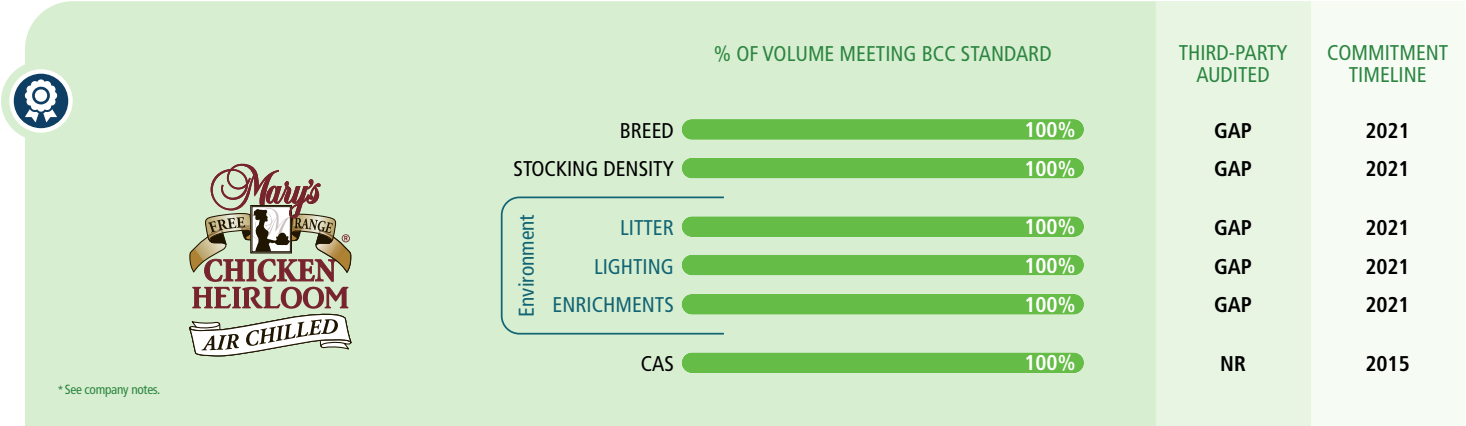




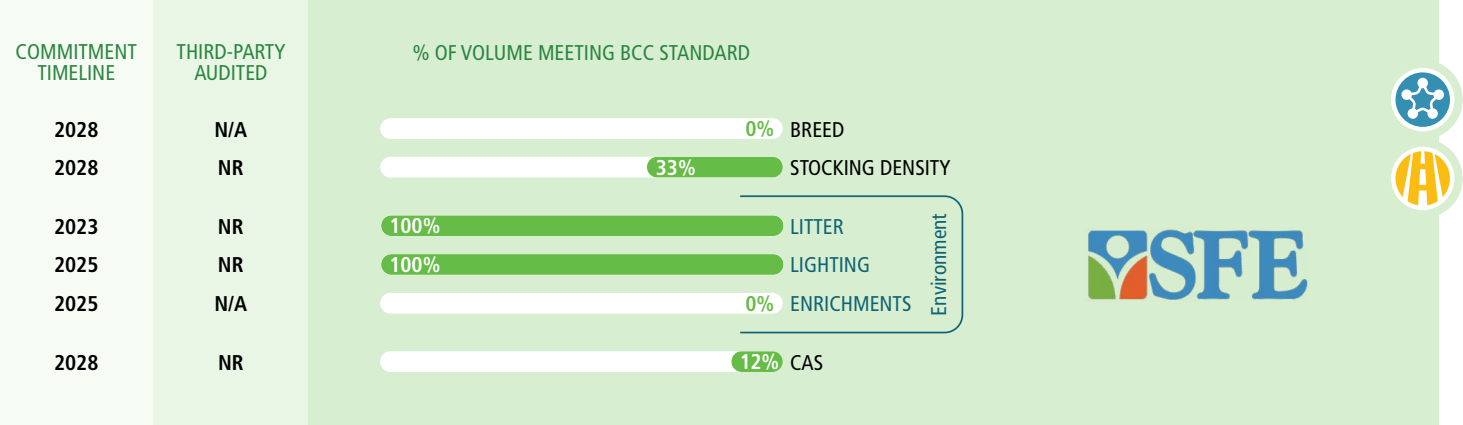
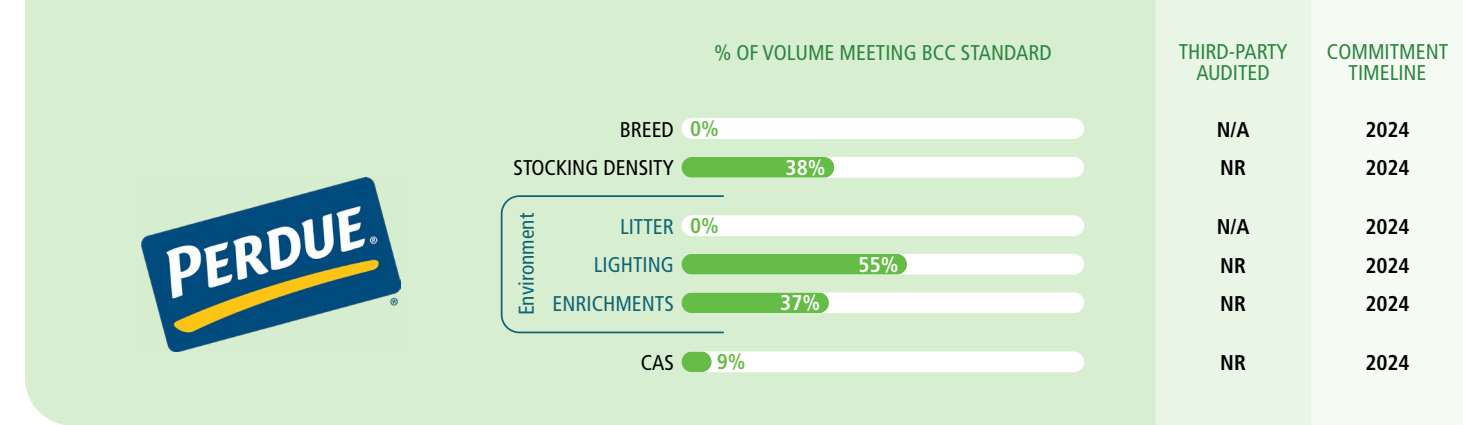
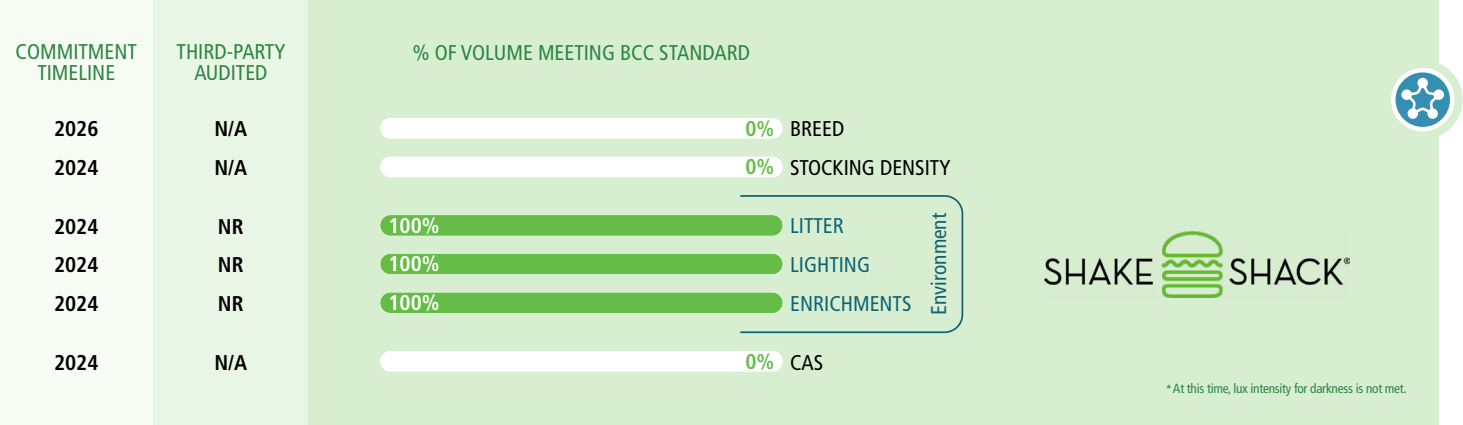
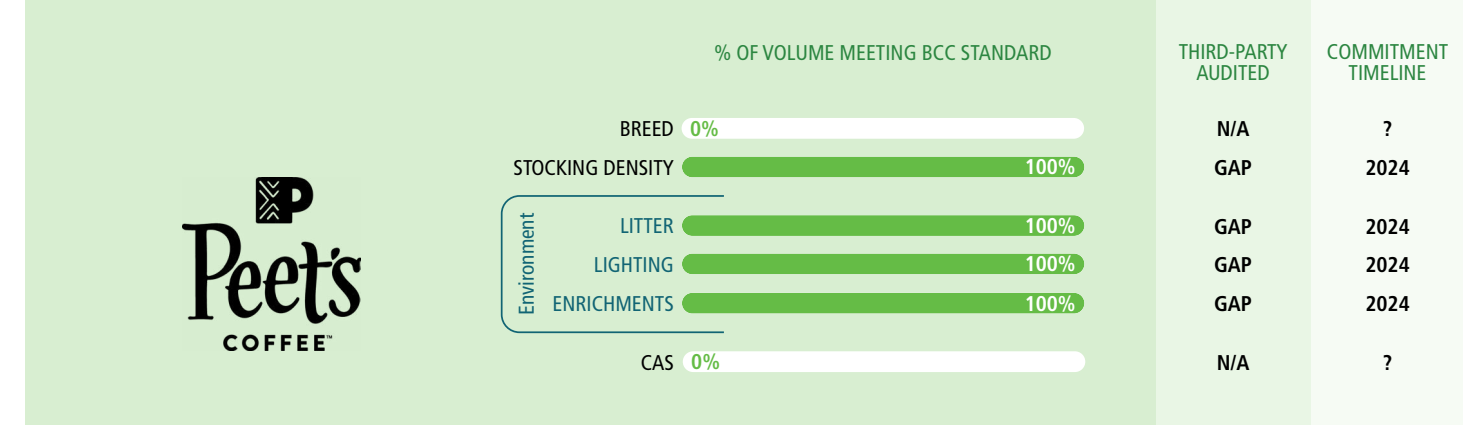
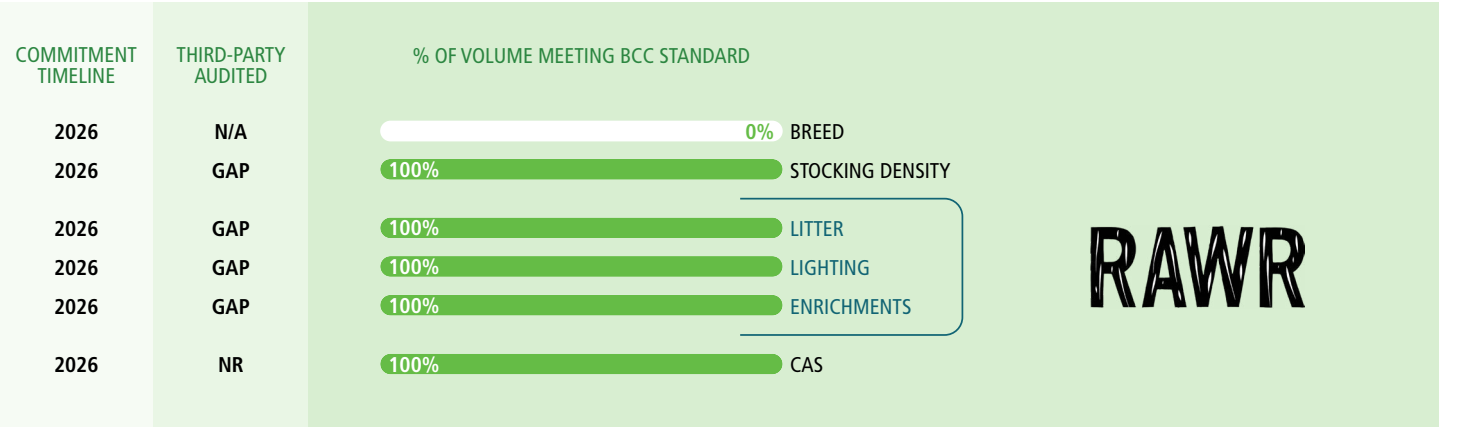
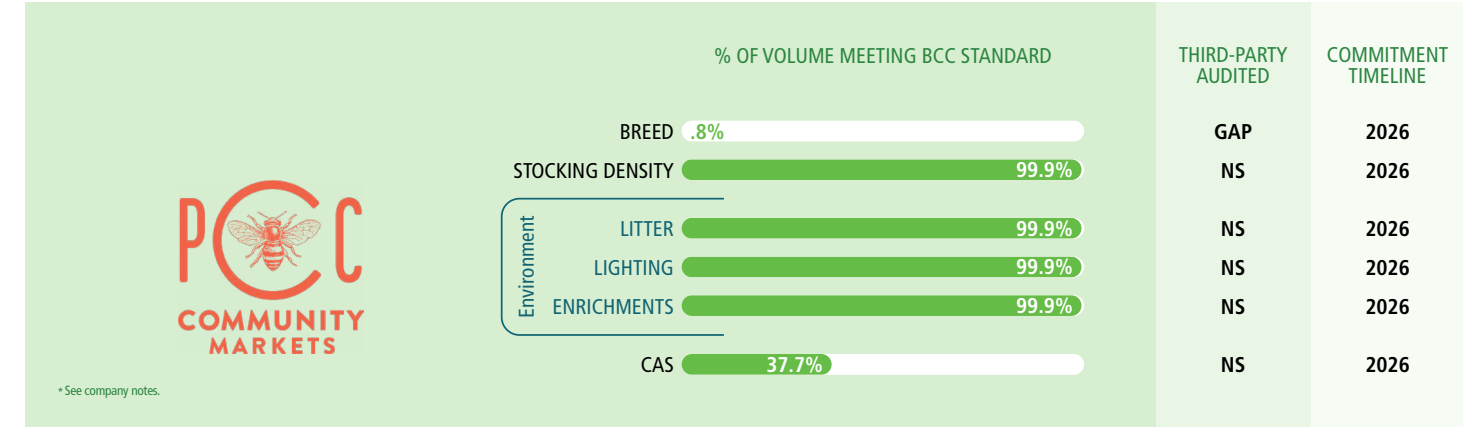
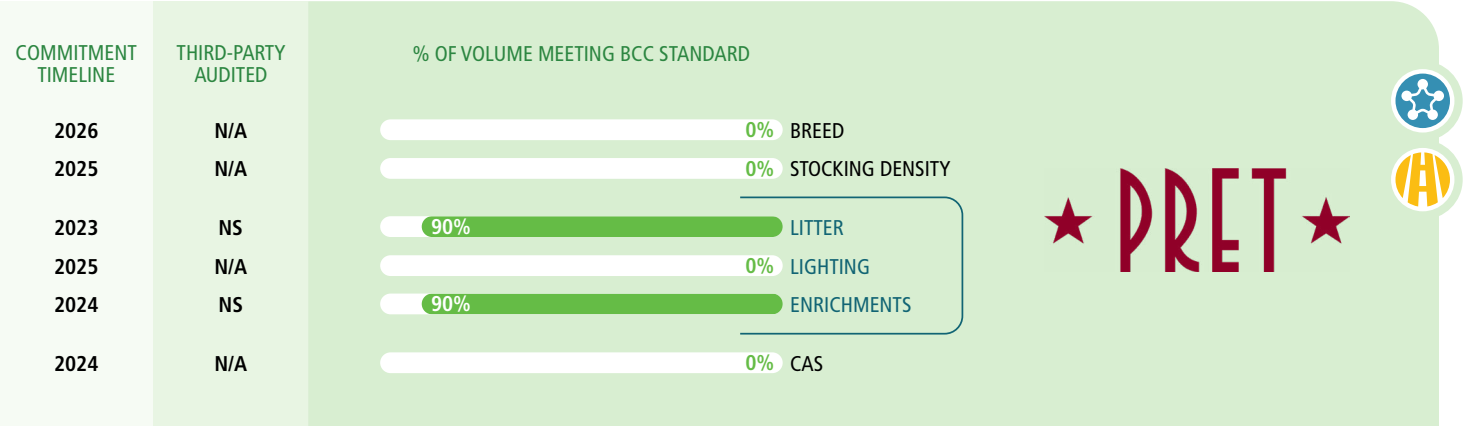
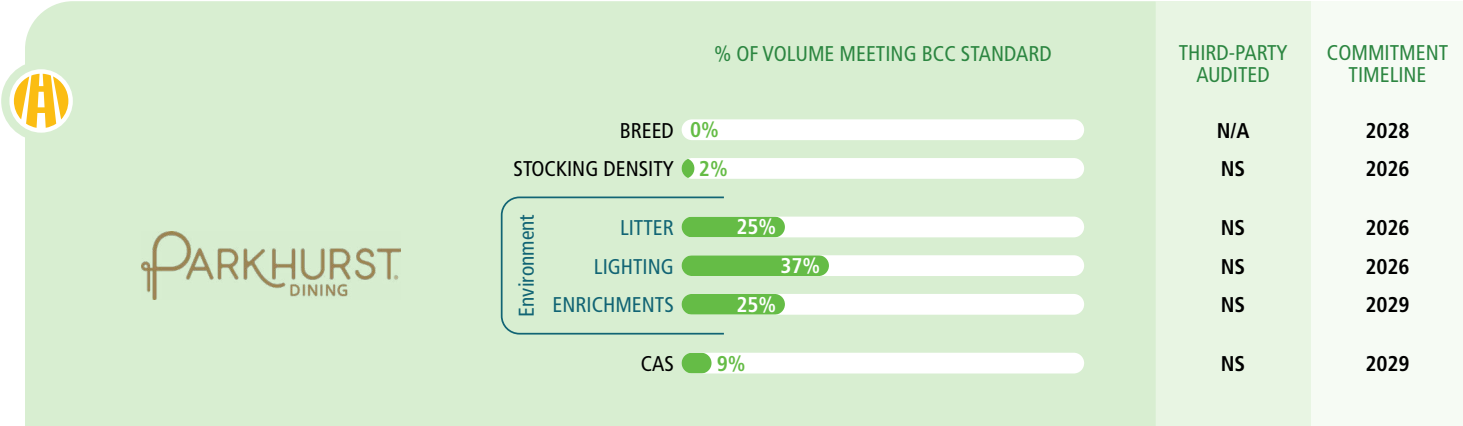




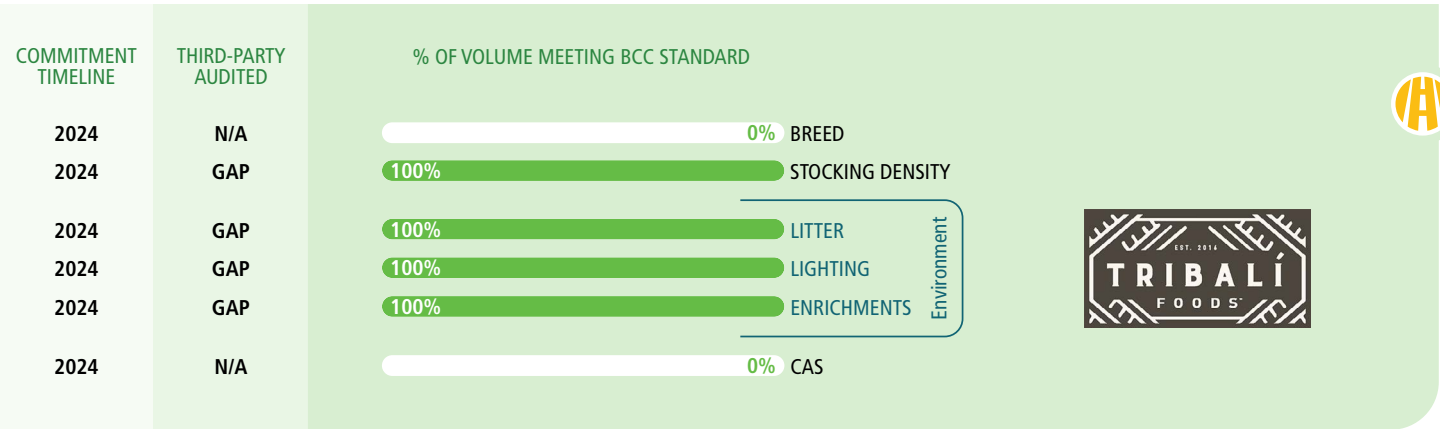
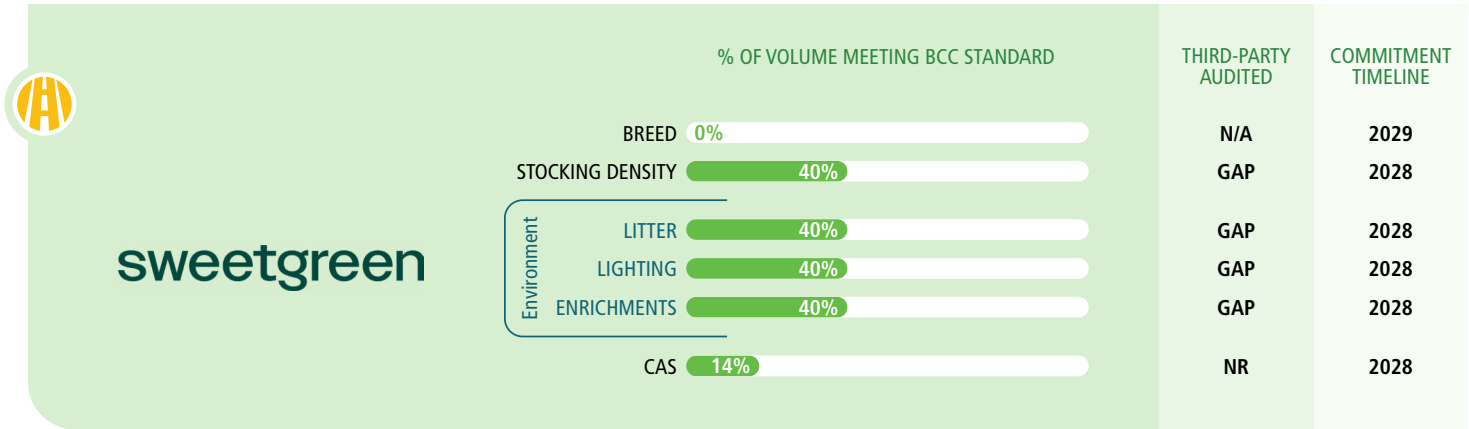
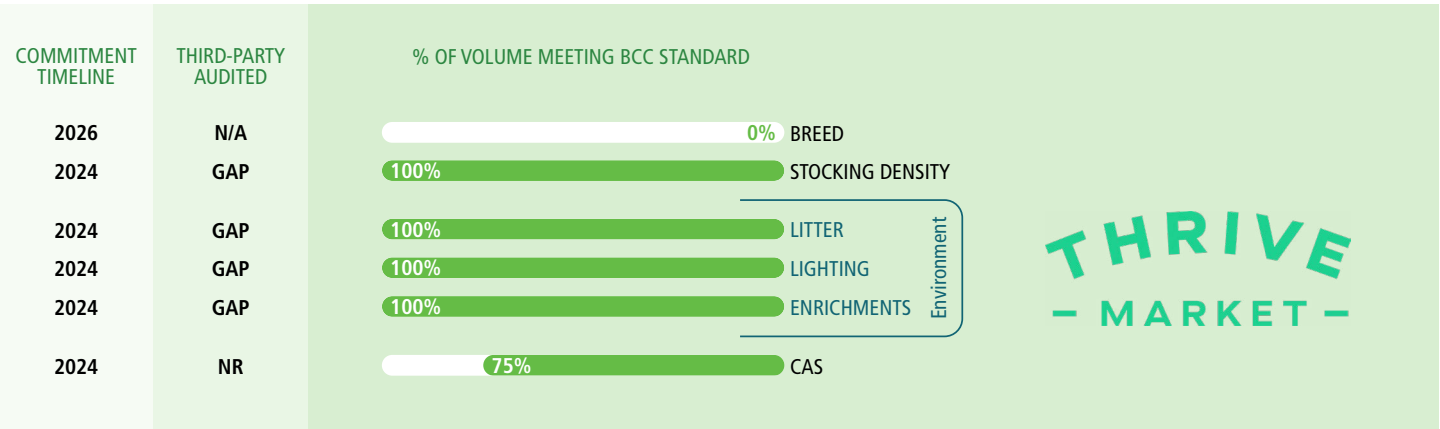
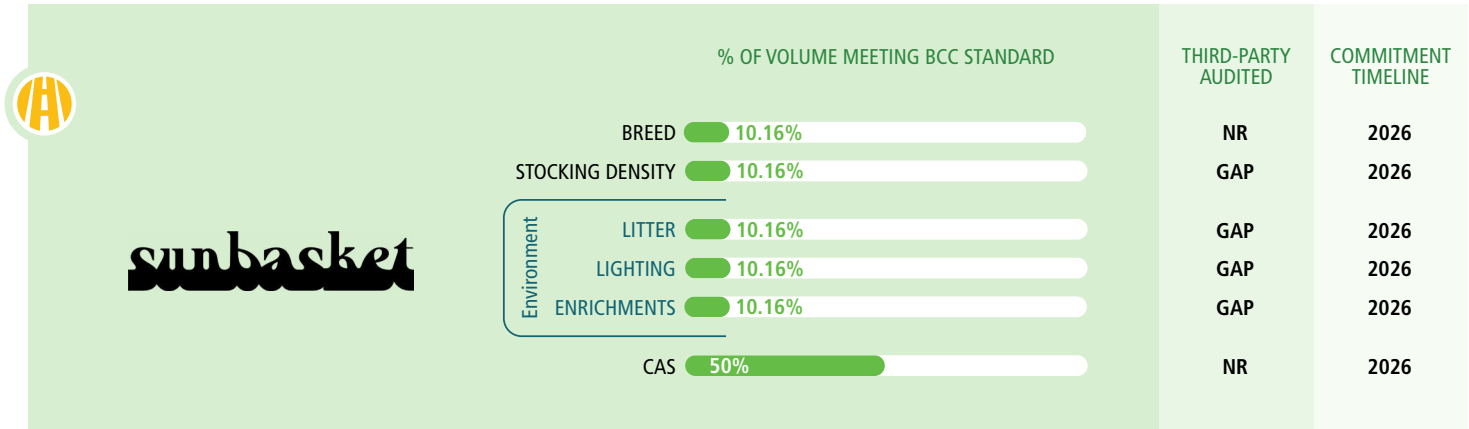
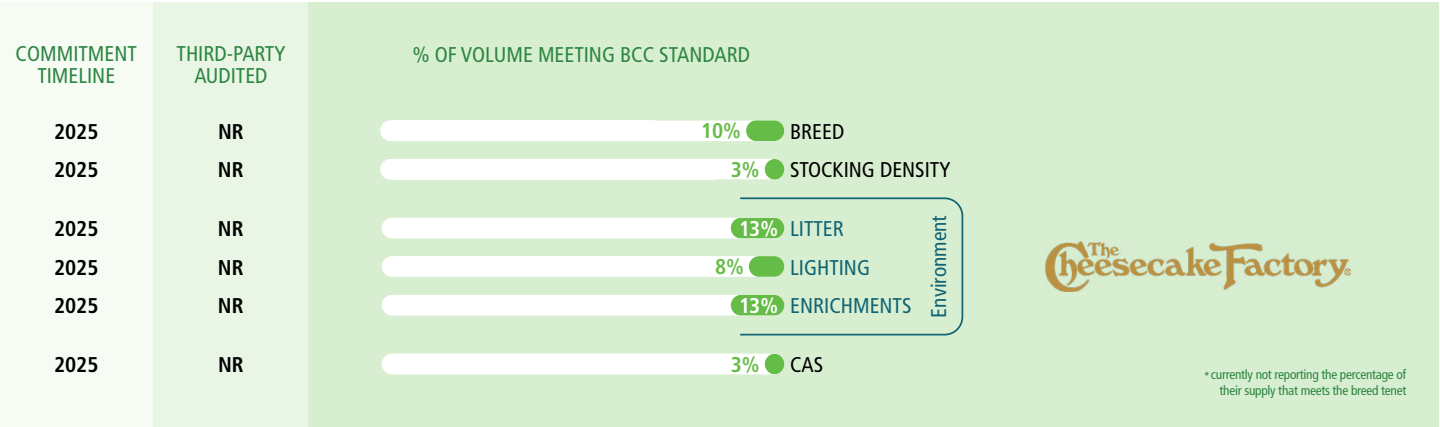
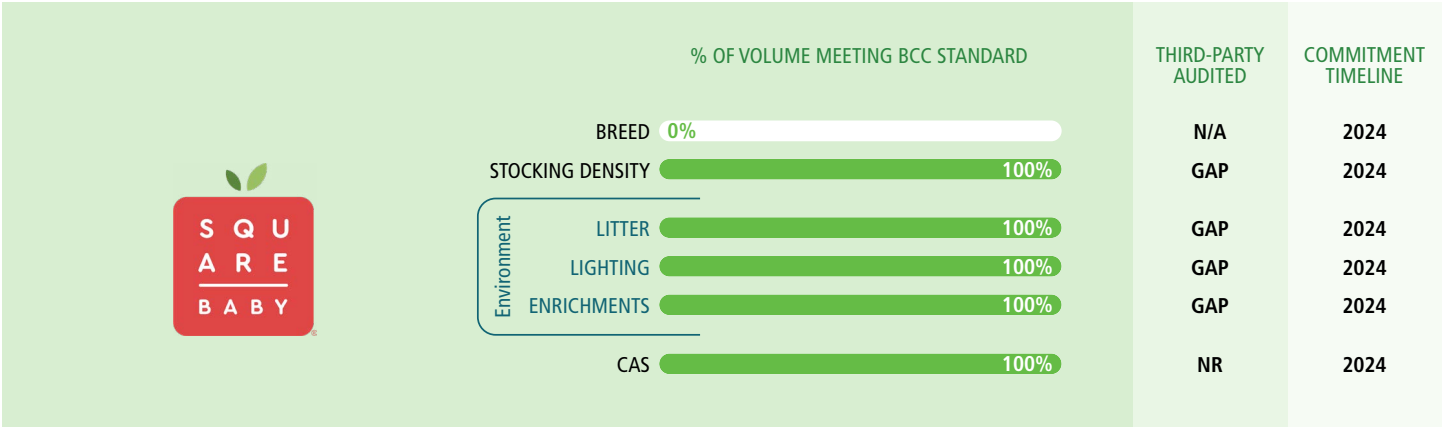
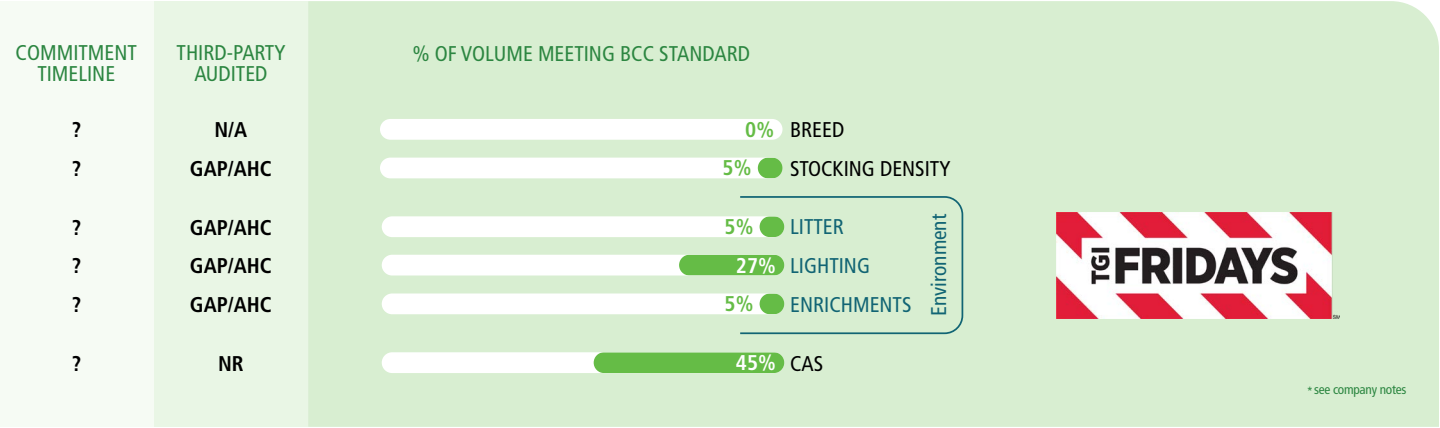
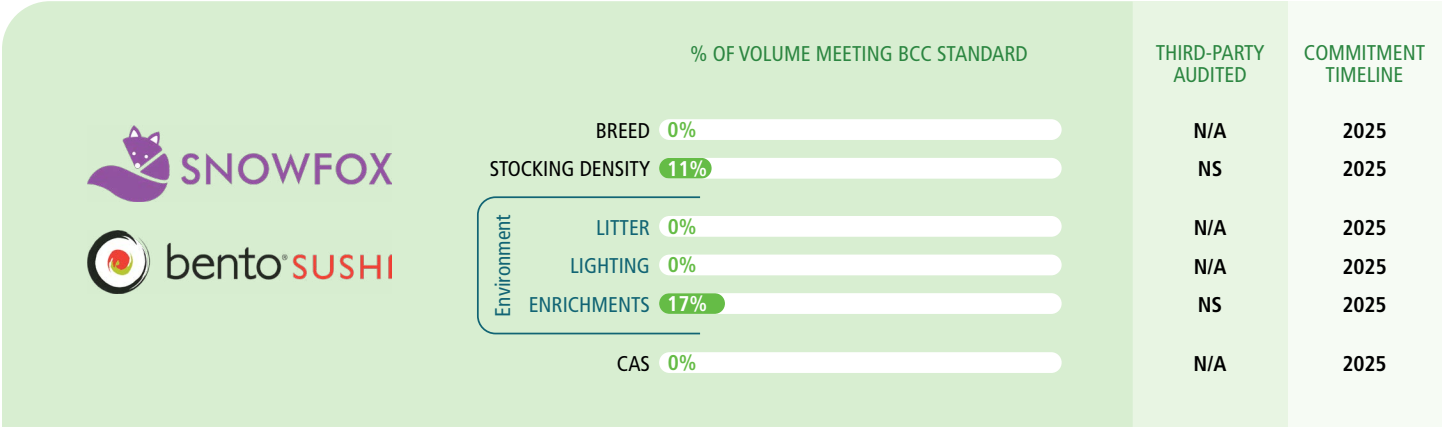




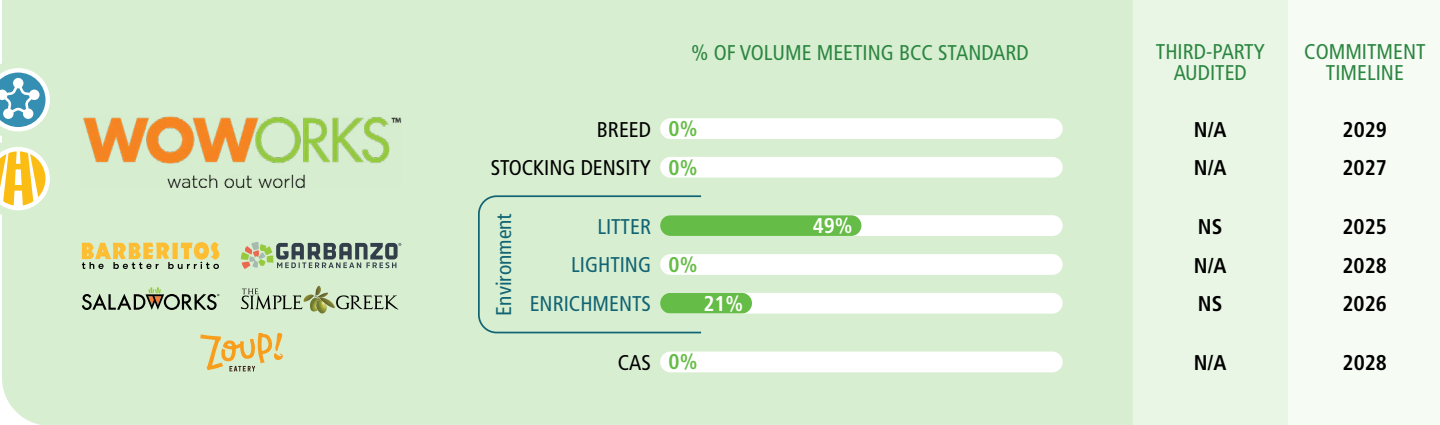
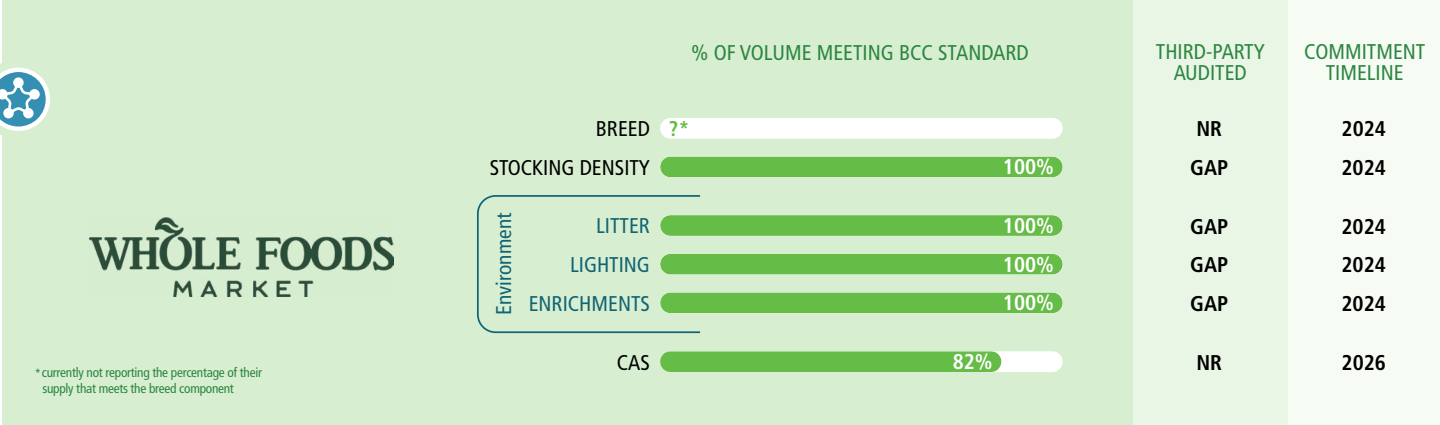
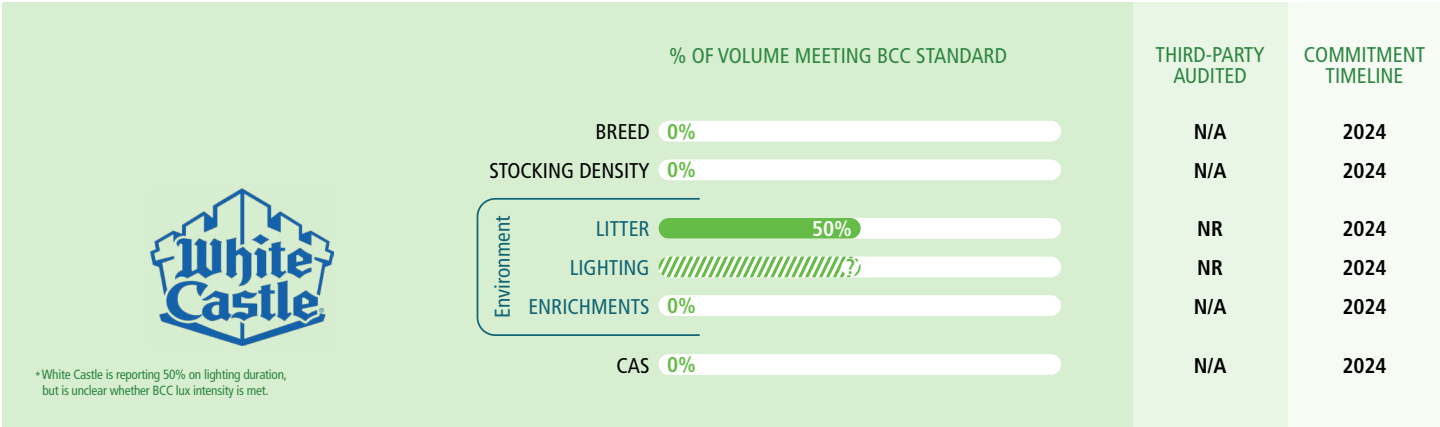
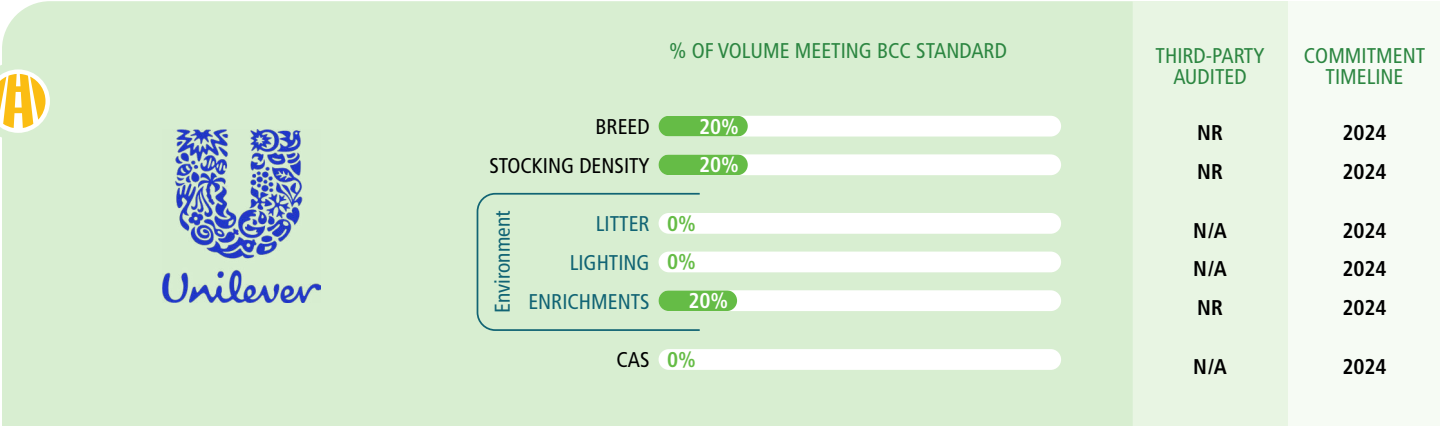






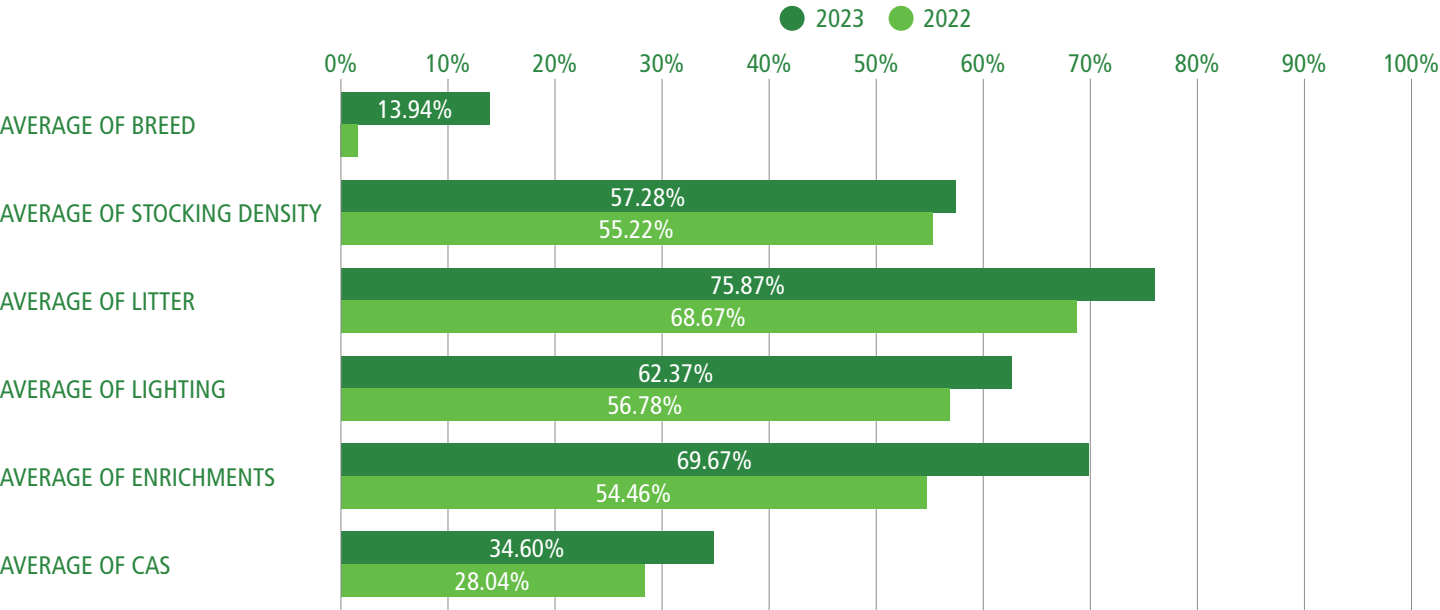






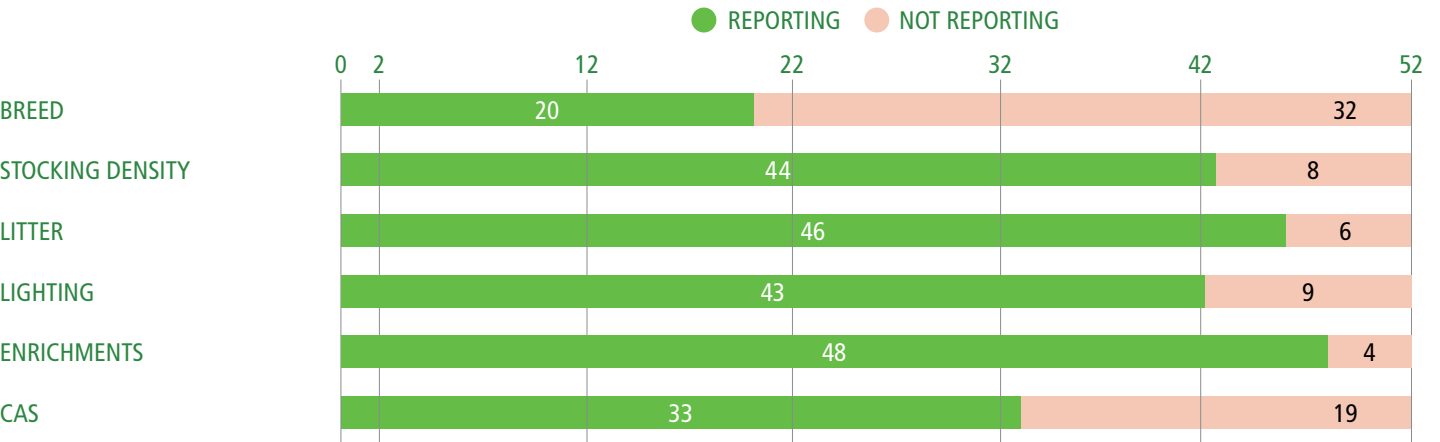
TOTAL AVERAGE PROGRESS BY REPORTING COMPANIES: 2022-2023

(cont'd) Company Progress Reporting

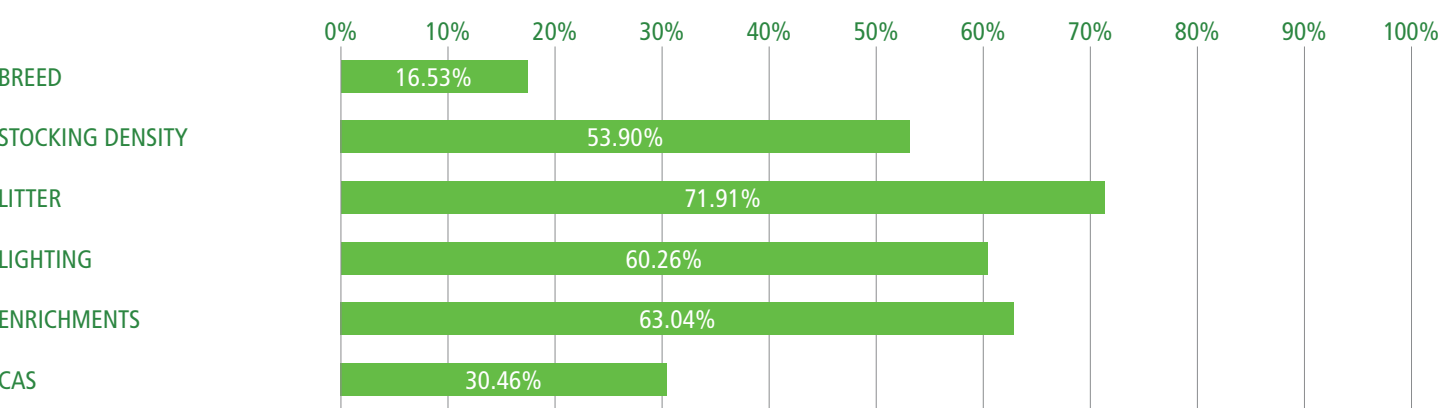


Overall, 34 companies were featured in both ChickenTrack 2023 and 2022. **Every tenet increased on average between companies featured in both iterations.**

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



AVERAGE PROGRESS ACROSS TENETS BY REPORTING COMPANIES





# Chicken SUPPLIERS

SUPPLIERS PUBLICLY COMMITTED TO OFFERING 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



# Action Still NEEDED

With the number of companies reporting progress toward the BCC continuing to increase year-over-year, it is evident that improving broiler welfare is attainable and the discussion is louder than ever. Compassion in World Farming's US Working Group for Broiler Welfare is driven by motivated companies in every food business sector that want to create a positive impact in the lives of billions of broiler chickens and become leading examples of how broiler welfare is attainable and scalable across the industry.

Compassion in World Farming's Food Business Team is inspired by the continued progress that these companies achieved in 2023. We anticipate an increase on litter conditions and implementation of on-farm enrichments in 2024 and will continue to support businesses and suppliers transitioning their supply chains.

If you are reading this report as a consumer, farmer, or procurement lead, understand that you can positively impact the lives of chickens. Compassion in World Farming is eager to assist both producers and buyers achieve all transparent industry standards and for consumers to understand the current condition of chickens and how they can make a difference.







COMPANIES NOT REPORTING PROGRESS TOWARD THE BETTER CHICKEN COMMITMENT

These companies are still committed to the BCC 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 removed or weakened their commitments to improve broiler chicken welfare.



COMPANIES THAT HAVE YET TO SIGN ON TO THE BCC

These companies have yet to publicly commit to the BCC.



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.





# Looking **FORWARD**

Last year's ChickenTrack revealed the progress companies are striving toward the BCC amidst various barriers, such as supply chain bottleneck, avian influenza, and economic concerns. Unfortunately, those roadblocks remain persistent and continue to challenge the procurement of higher welfare chicken. The good news is that companies continue to sign onto the BCC and new companies are reporting for the first time, such as Beast Feast, Labelle Patrimoine, Mellow Mushroom, TGI Fridays, White Castle, and Peet's Coffee. Most importantly, companies are now becoming fully compliant with all BCC standards.

The increase in companies reporting progress toward the BCC, as well as a 240% increase in roadmap creation since last year's ChickenTrack report, exemplifies a progressive transition away from an industrialized system to a higher care for chickens. Compassion is being incorporated into companies' business models, bringing a more humane supply chain into reality and fostering more transparency for consumers.

Every tenet of the BCC has made progress between 2022 and 2023, and we are excited to promote companies' compliance as they navigate the various tenets of the Better Chicken Commitment.

If your company does not currently have a broiler chicken welfare policy or a detailed roadmap toward implementation, please contact Compassion in World Farming's Food Business team. **Our team works collaboratively with companies to help facilitate progress to meet the BCC standards. Whether it is providing technical resources or helping companies evaluate and map their supply chain, Compassion in World Farming is eager to work with your company and assist with achieving your animal welfare and sustainability goals. To learn more, contact [FoodbusinessUS@CIWF.org](mailto:FoodbusinessUS@CIWF.org).**





# Methodology

**ChickenTrack 2023 captures the public disclosure of 52 companies that reported progress towards the BCC, which is a significant increase since last year’s report (41 companies).** Mary’s Chicken is counted twice in progress tracking to include both the Heirloom line, which has always been BCC compliant, and the Legacy line, which incorporated higher welfare breeds to meet the BCC.

For progress numbers to be included in the annual report, 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 included companies based on progress reported by January 31st, 2024.\*

The company information shown in the above charts was compiled during February 2024. 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 BCC, we made the following assumptions:

- a. Because G.A.P. certification (at all steps) requires suppliers to meet the BCC 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.
- b. Because G.A.P. certification will require suppliers to use an approved breed component in the next revision of chicken welfare standards, we assume a company has committed to this tenet where it is not stated outright. The company must clarify the deadline for full compliance with the breed tenet.
- c. 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 currently not a guarantee of compliance with the breed component across all step levels. We are waiting for the next revision of chicken standards that will clarify when this will become a required standard for all producers.

As companies continue to make progress towards the BCC, 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.

\*In response to Compassion’s company outreach to collect BCC reporting data, 7 companies included in the report requested an extension and submitted reporting data by March 15, 2024. Compassion in World Farming worked closely with these companies to ensure they were able to report accurate progress on broiler chicken welfare.

# 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 over 27% of O Organics product is GAP 2 or 3 compliant. Albertsons has made no commitment to source BCC-approved breeds that demonstrate higher welfare outcomes.

**ButcherBox:** ButcherBox is making great strides in establishing and reporting on its animal welfare policies, and is one of the first companies to provide fully compliant BCC product nationwide. However, in 2023, ButcherBox weakened its policy by not providing higher-welfare breeds across its entire supply chain.

**Bareburger:** Since publicly committing to the BCC in 2018, Bareburger had made no movements to publicly report progress with their 2024 timeline. It has since removed its policy.

**CAVA:** CAVA has removed its timeline for implementing the BCC. CIWF is working to have this republished, but CAVA will be removed from ChickenTrack reporting if this timeline is not reintroduced.

**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.

**Chipotle:** Chipotle is reporting percentages based on the number of suppliers it sources from, not on the overall volume of chicken in its supply chain. It is unclear what these numbers represent based on Chipotle’s volume. In addition, Chipotle is reporting 100% on lighting duration, but it is unclear whether the BCC lux intensity is met.

**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.

**Conagra Brands:** Conagra Brands reported progress on higher welfare breeds in its 2022 Citizenship Report. A recently published 2023 iteration has left this progress out. If a BCC policy update is not provided, Conagra will be removed from progress reporting in future editions.

**Denny’s:** In 2019, Denny’s committed to the BCC by 2024. Denny’s had weakened their policy to only include higher welfare breeds by 2025, but has since removed its policy altogether and is not reporting progress toward improving broiler chicken welfare.

**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.

**Giant Eagle:** Giant Eagle has shifted its BCC commitment from all of Nature’s Basket chicken offerings to 1/3 of its chicken supply and has published a BCC roadmap, without breed. The company stated this BCC tenet is pending Global Animal Partnership’s inclusion of breed into its broiler chicken standards.

**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.

**Mary’s:** Mary’s first had a higher welfare breed available through the Mary’s Heirloom line in 2015, and then publicly committed to the BCC in 2020. The BCC-approved breeds list including Mary’s Heirloom breed was released in 2021, which is indicated in the reporting chart above. Mary’s Legacy was created in 2023 and has always met the BCC criteria.

**Mellow Mushroom:** Mellow Mushroom is reporting that environment meets the G.A.P. standard, but is unclear whether G.A.P. is the certifying auditor.

**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.

**PCC Community Markets:** PCC Community Markets has made great progress in its BCC policy and is close to full implementation across fresh, frozen, and ready to eat products. However, in 2023, the company released a statement about only providing only one fresh BCC-compliant product and will be removing any reporting of progress toward this commitment.

**Peet’s Coffee:** Peet’s Coffee is reporting progress for the first time, and has made great progress. However, It is unclear if the breed or CAS tenets of the BCC have been implemented at this time.

**Restaurant Brands International:** RBI (parent company of Burger King, Popeyes, Tim Hortons, and Firehouse Subs) originally had all subsidiaries sign onto the BCC between 2017 and 2020. In 2022, RBI updated its animal welfare policy, significantly weakening its improvements toward broiler welfare by removing its BCC policy and timebound goals for each component of the BCC. RBI mentions meeting their own standard for improved broiler conditions by 2024, but has not reported any progress at this time.

**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.

**TGI Friday’s:** TGI Fridays is reporting progress for the first time, however its version of a roadmap is unclear whether future progress will be made by its 2026 timeline.

**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.

**White Castle:** White Castle is reporting progress for the first time for litter and lighting tenets of the BCC, however it is unclear if its progress in the lighting tenet meets the lux intensity of the BCC.

**Whole Foods Market:** Whole Foods Market has made great progress in its BCC policy and has developed a roadmap, but has left out reporting of the breed tenet. If it is not introduced, Whole Foods Market will be recognized as a weakened policy in 2025.

# COMPASSION in world farming



211 East 43rd Street, 7th Floor  
New York City, NY 10017  
USA

(678) 902-CIWF  
[info@ciwf.com](mailto:info@ciwf.com)  
[www.ciwf.com](http://www.ciwf.com)

