



OPEN WING
ALLIANCE®

OWA CAGE-FREE EGG FULFILLMENT REPORT

2024



INTRODUCTION

As of April 2024, 89% of cage-free egg commitments with deadlines of 2023 or earlier have been fulfilled—leading to hundreds of millions of hens being spared from cages.

What is the Open Wing Alliance?

The **Open Wing Alliance (OWA)** is a global coalition of organizations working together to end the abuse of factory-farmed animals. Eight years ago, we formed to help chickens worldwide. Now—with 92 member groups and counting—the OWA spans six continents, 74 countries. And our once-aspirational goal is becoming reality, with over 2,600 companies committing to spare the hens in their supply chains from brutal cages.

The OWA connects mission-aligned organizations, shares knowledge and resources, and partners with some of the biggest companies in the world to help create and fulfill their cage-free policies.

Why Cage-Free?

Despite significant progress, around 4 billion hens are still confined in cages. Caged systems promote poor physical and mental health in hens: they can't engage in their natural behaviors, or even spread their wings. Ending this cruelty is what drives our mission forward.

Transitioning to a cage-free egg supply is arguably one of the easiest and most cost-effective ways to improve the lives of factory-farmed animals, with benefits that extend to consumers and companies alike. Most companies have recognized this cruelty by taking action on banning cages in their supply chains. Some companies, however, are falling behind industry standards by lacking this fundamental animal welfare policy, missing their deadlines, or failing to report any progress.

These omissions are even more surprising when contextualized in our current cage-free landscape. With

growing concerns about transparency in sustainable sourcing, going cage-free is an opportunity to demonstrate corporate social responsibility (CSR).

Cage-Free is Becoming the Global Norm

Our latest report contains the current status of cage-free egg commitments across the globe—fulfilled, reporting progress, or not reporting any progress up to the end of 2023—broken down by sector, policy deadline year, and country.

Findings indicated that going cage-free is the expectation—not the exception. According to [last year's Fulfillment Report](#), as of April 2023, an overwhelming 89% of cage-free egg commitments with deadlines of 2022 or earlier were fulfilled. This year's report bodes well for caged hens and socially conscious consumers, with completed cage-free transitions maintaining a high fulfillment rate.

The Countdown to 2025

2025 is a critical year for companies with cage-free commitments. Many commitments—over 1,000—come due next year, as almost 40% of all policies were made with a 2025 deadline.

2025, then, will also be a critical year for consumers. Cage-free transparency is the only way consumers can see that these commitments are being honored. And to properly honor them and ensure customer trust, companies cannot afford to procrastinate on progress, as it takes time to switch over to compliant supply chains.

OVERALL

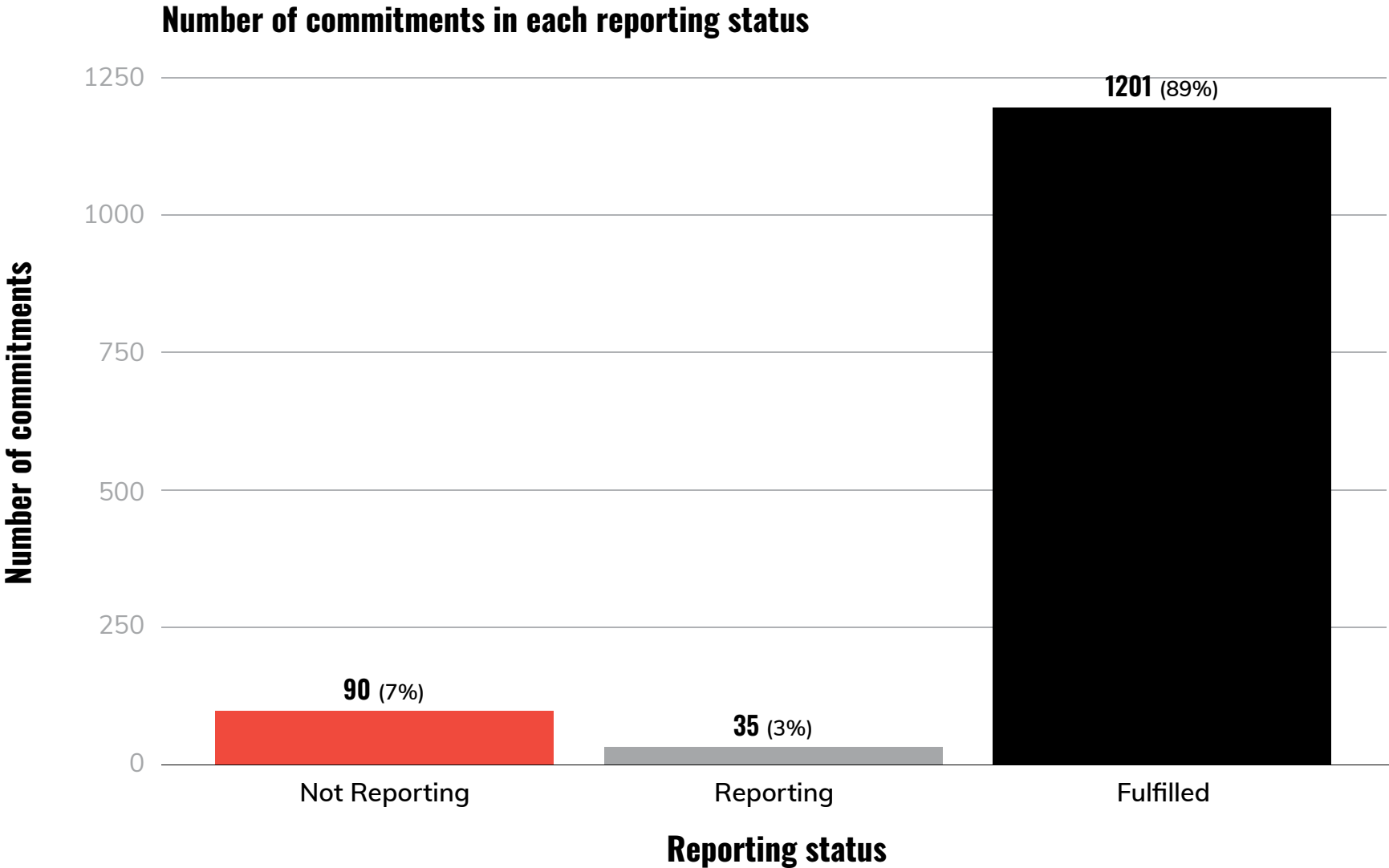


FIGURE 1

NUMBER OF COMMITMENTS IN EACH REPORTING STATUS

This graph gives an overall look at the fulfillment progress of cage-free egg commitments with a commitment deadline of 2023 or earlier. The bars show the number and percent of commitments that are either completely fulfilled (“Fulfilled”), partially fulfilled (“Reporting”), or still lacking a public report on the fulfillment status (“Not Reporting”). Percentages may not sum exactly to 100% due to rounding and a small number of companies that have ceased operations since making cage-free egg commitments. Supporting data is available at chickenwatch.org.

Number of commitments in each reporting status, by industry

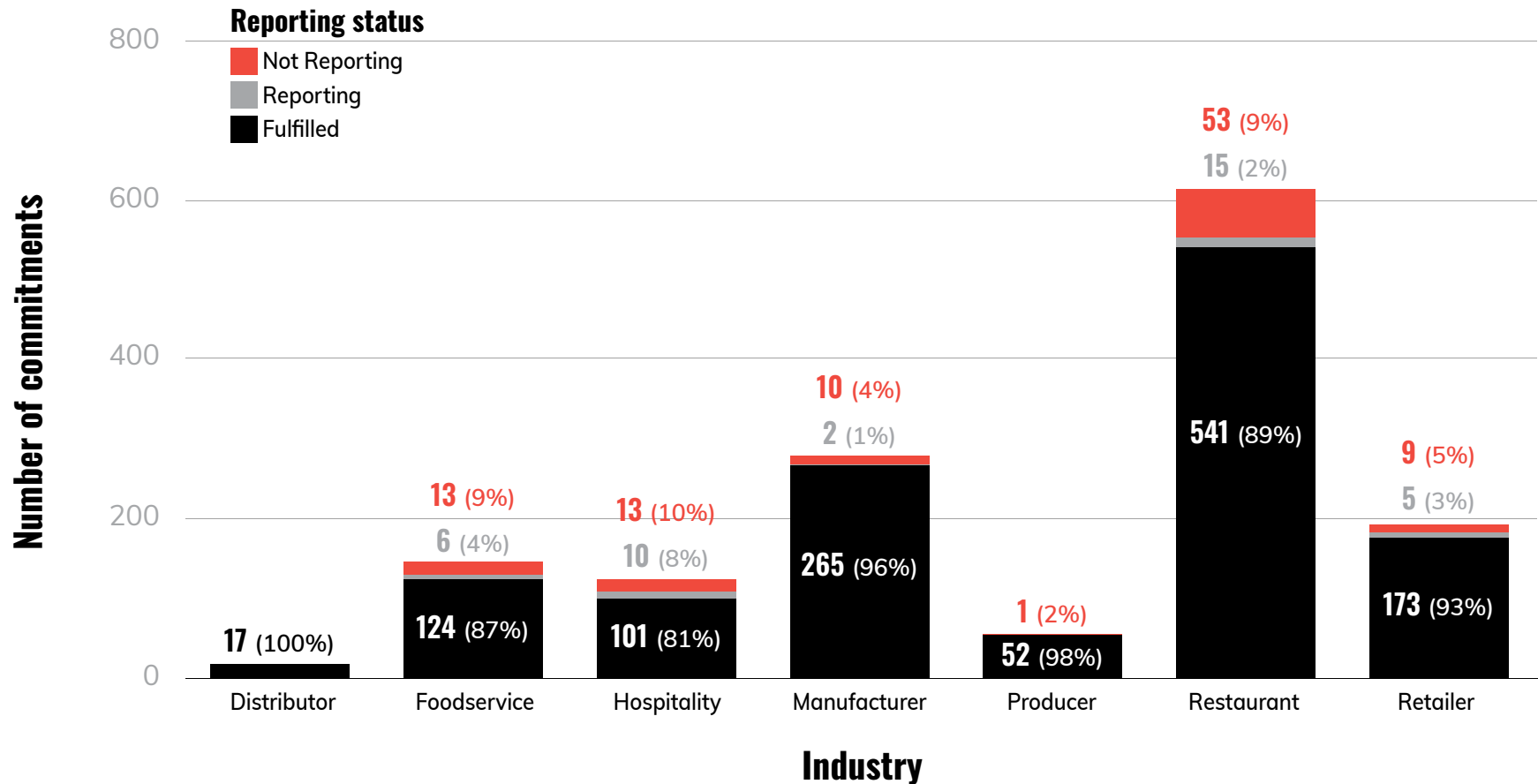


FIGURE 2

NUMBER OF COMMITMENTS IN EACH REPORTING STATUS, BY INDUSTRY

This graph shows industry fulfillment progress of corporate cage-free egg commitments with deadlines of 2023 or earlier. The bars denote the industry of the company making the commitment, and the colors on each segment indicate fulfillment status. The labels on each segment indicate the number and percent of commitments that are either completely fulfilled (“Fulfilled”), partially fulfilled (“Reporting”), or still lacking a public report on the fulfillment status (“Not Reporting”). Percentage may not sum exactly to 100% due to rounding. Some commitments apply to multiple industries, so the total commitments in this figure is greater than the total individual commitments. Percentages may not sum exactly to 100% due to rounding and a small number of companies that have ceased operations since making cage-free egg commitments. Supporting data is available at chickenwatch.org.

DEADLINE

Number of commitments in each reporting status, by commitment deadline

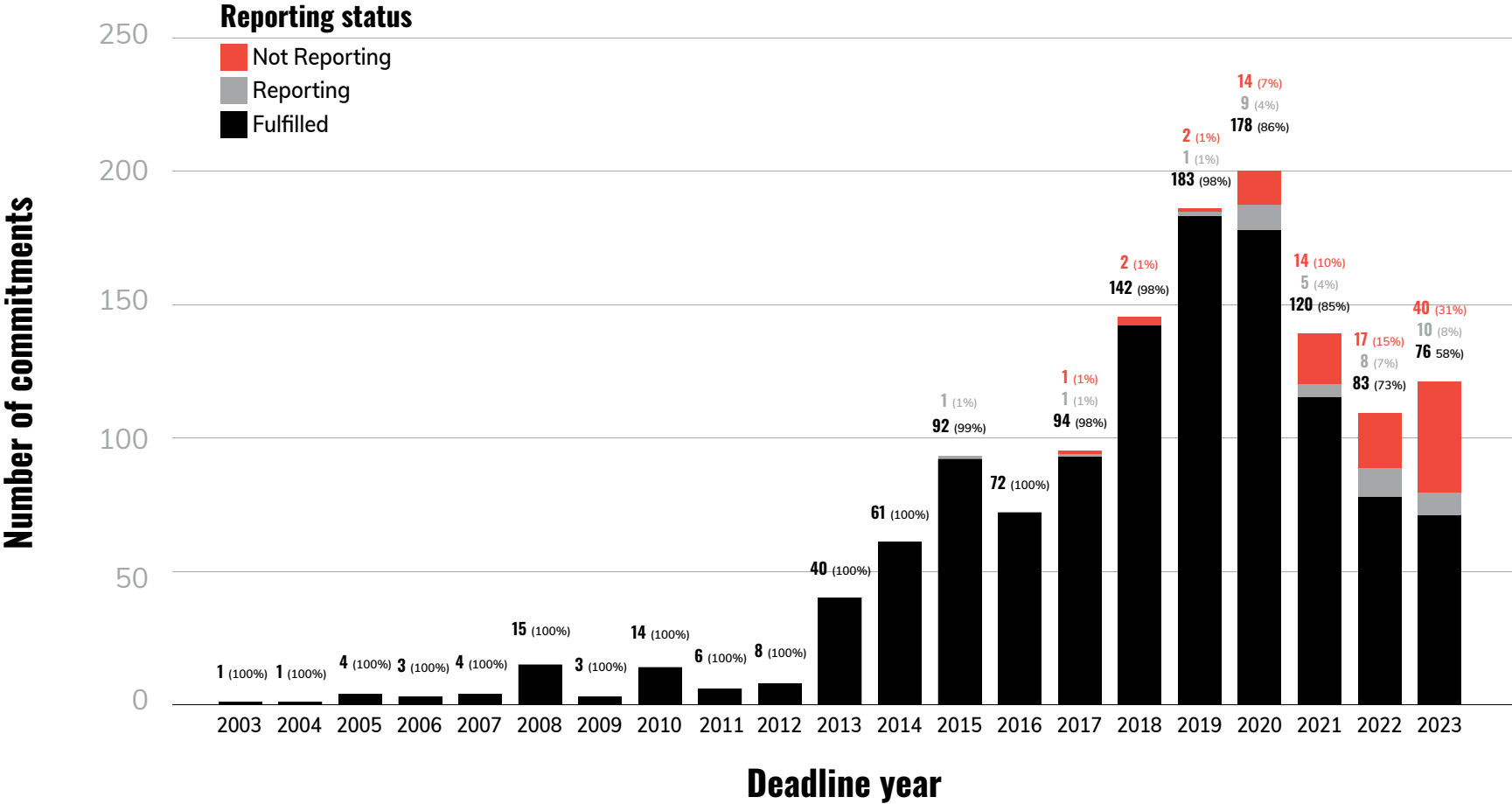


FIGURE 3

NUMBER OF COMMITMENTS IN EACH REPORTING STATUS, BY COMMITMENT DEADLINE

The graph shows fulfillment progress of corporate cage-free egg commitments with deadlines of 2023 or earlier. The bars denote the published deadline year, and the colors on each segment indicate fulfillment status. The labels on each segment indicate the number and percent of commitments that are either completely fulfilled (“Fulfilled”), partially fulfilled (“Reporting”), or still lacking a public report on the fulfillment status (“Not Reporting”). Percentages may not sum exactly to 100% due to rounding and a small number of companies that have ceased operations since making cage-free egg commitments. Supporting data is available at chickenwatch.org.

Companies reporting fulfillment over time

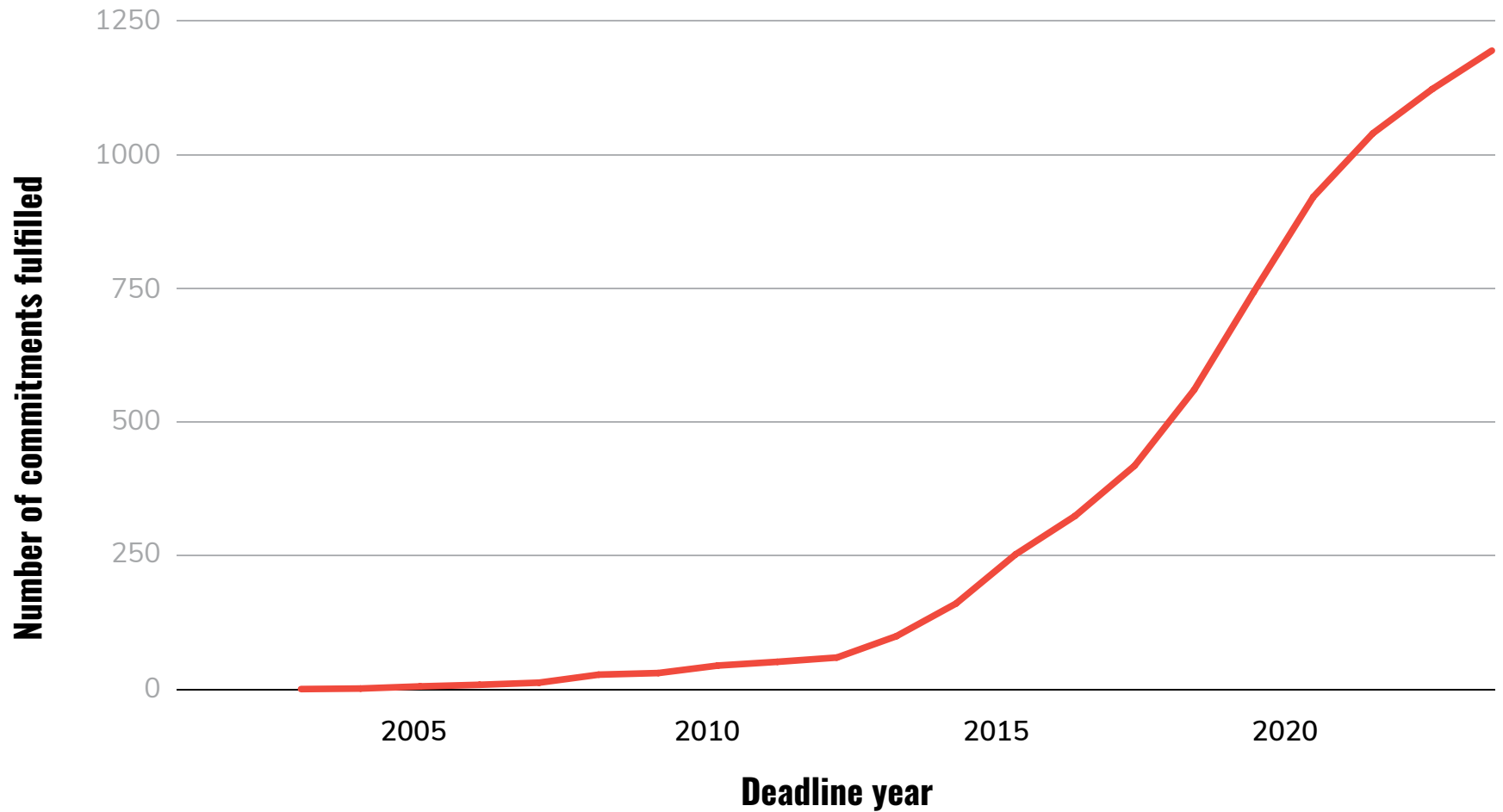


FIGURE 4

COMPANIES REPORTING FULFILLMENT BY DEADLINE YEAR

This graph shows the number of companies reporting fulfillment of their cage-free egg commitments, for commitments with deadlines of 2023 or earlier. The line represents the cumulative number of cage-free egg commitments fulfilled by year, up to 2023. Supporting data is available at chickenwatch.org.

CONCLUSION

The report concludes that the cage-free fulfillment rate is maintaining its momentum at 89%. The producer, retailer, and manufacturer industries are some of the most cage-free forward sectors when it comes to fulfillment. Some major companies across sectors that fulfilled their commitments in 2023 (or years ahead of schedule) include Hershey (Global), Woolworths (South Africa), Famous Brands (Africa), Scandic Hotels (Europe), Monolog Coffee (Indonesia), Special Dog (Brazil), Azzuri Group (Europe), McDonald's (US), TGI Fridays (US), and The Cheesecake Factory (US).

Cage-free is the new conventional. Because of this, we anticipate that companies with 2025 deadlines will fulfill their commitments on time. Companies can make progress towards cage-free fulfillment by reporting global percentages, regional percentages, and/or publishing incremental benchmarks. And by reporting annual progress, companies can substantiate their pledges to their customers. But this can only happen if the work begins now.

Compliance is achievable.

Many of our corporate partners have successfully met their goals—some even years ahead of their deadlines—and we look forward to working with others to keep changing the world for chickens.



Cage-free is the new conventional.