



how to
SIGN UP



THE HUMANE LEAGUE 
UNITED KINGDOM

Registered Charity Number 1177926

Image • Stephanie Frankle

what is the **BETTER** **CHICKEN** *commitment?*

THE INTENSIVE FARMING OF FAST-GROWING CHICKEN BREEDS REPRESENTS A SIGNIFICANT ANIMAL WELFARE CRISIS IN THE UK.

Often called 'Frankenchickens' due to their unnaturally rapid growth – a result of decades of intense selective breeding – these birds frequently suffer from painful health issues. Tragically, over 1.5 million chickens, predominantly these fast-growing breeds, die prematurely on UK farms each week.

The Better Chicken Commitment (BCC) offers a tangible solution to eliminate some of the most severe forms of suffering within supply chains, and should be considered the new baseline for chicken welfare. Embracing the BCC not only addresses ethical concerns but also presents compelling business advantages. Improved brand reputation, meeting the growing consumer demand for ethically sourced products, and alignment with Corporate Social Responsibility (CSR) and Environmental, Social, and Governance (ESG) goals are key benefits.

Hundreds of businesses across the UK and Europe are already recognising these advantages and have committed to eradicating this cruelty from their supply chains, demonstrating that ethical practices and business success can go hand in hand.



RESOURCES

- ['What is the Better Chicken Commitment?' explainer video](#)
- [Better Chicken Commitment letter with full criteria wording](#)
- [The Better Chicken Commitment website](#)
- [The Welfare of Broilers in the EU white paper](#)
- [Sustainability and the Better Chicken Commitment report](#)



how do we **COMMUNICATE** *our commitment?*

Your commitment needs to be publicly published on your website. If you want a dedicated area to house your commitment, THL UK has an [Animal Welfare Policy Template](#) that companies can use.

For companies committing after December 31, 2023, a longer timeline may be set, provided the timeline is in agreement with an NGO signatory of the BCC, has progress milestones, and a public deadline for 100% compliance.

STATEMENT LANGUAGE AND ROADMAP EXAMPLE

[COMPANY NAME] is committed to improving chicken welfare standards and has signed up to the [Better Chicken Commitment \(BCC\)](#), thereby committing to meet or exceed the standards set out in the BCC by **YEAR** for 100% of the chicken (fresh/frozen/processed) in our supply chain. The roadmap below sets out our progress milestones to fulfilment.

[COMPANY NAME] BCC ROADMAP

	EU LAW	STOCKING DENSITY	HIGHER WELFARE BREEDS	ENRICHMENTS	CONTROLLED ATMOSPHERIC STUNNING	THIRD PARTY AUDITING
2022	100%	25%	0%	40%	25%	0%
2023		50%	5%	80%	50%	10%
2024		75%	40%	100%	75%	45%
2025		100%	70%		100%	75%
2026			100%			100%

The percentages and dates on your roadmap may differ to the example above. Please share suggested milestones with a member of Corporate Relations, who can discuss with you and advise if the proposal is acceptable.



ANY QUESTIONS?

If you have any questions regarding Better Chicken Commitment that are not covered in the information above, or would like to discuss this further, please contact one of our corporate relations team using the details below, and we will be happy to assist:

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