



how to **REPORT PROGRESS**

This guidance document is for the reporting of progress on the Better Chicken Commitment (BCC), and was created by The Humane League UK.



THE HUMANE LEAGUE 
UNITED KINGDOM

Registered Charity Number 1177926

Image: James Gibson • We Animals

why do we need **TO REPORT?**

There are now **over 390** businesses across the UK and Europe signed up to the Better Chicken Commitment (BCC). The full criteria can be found [here](#).

→ “6. Demonstrate compliance with the above standards via third-party auditing ***and annual public reporting on progress towards this commitment.***”

Publicly communicating progress on your commitment is an integral part of the criteria that you as a business have adopted. It demonstrates transparency, details the work that has been done and encourages others to adopt the initiative, further improving chicken welfare across the entire supply chain.



**BETTER
CHICKEN
COMMITMENT**

what information do we NEED TO GATHER?

If you are not already engaged with your suppliers on this topic, you will need to contact them all and ask them to report on each criteria for your fresh, frozen and processed supply.

We suggest sending your suppliers the following table for them to fill in and return to you:

NAME OF SUPPLIER:		
BETTER CHICKEN COMMITMENT CRITERIA	IMPLEMENTED (%)	COMMENTS
1. Comply with all EU animal welfare laws and regulations, regardless of the country of production.		
2. Implement a maximum stocking density of 30kg/m2 or less. Thinning is discouraged and if practised must be limited to one thin per flock.		
3. Adopt breeds that demonstrate higher welfare outcomes: either the following breeds, Hubbard Redbro (indoor use only); Hubbard Norfolk Black, JA757, JACY57, 787, 957, or 987, Rambler Ranger, Ranger Classic, and Ranger Gold, or other breeds that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol.		
4. Meet improved environmental standards including: <ul style="list-style-type: none">At least 50 lux of light, including natural light.At least two metres of usable perch space, and two pecking substrates, per 1,000 birds.On air quality, the maximum requirements of Annex 2.3 of the EU broiler directive, regardless of stocking density.No cages or multi-tier systems.		
5. Adopt controlled atmospheric stunning using inert gas or multi-phase systems, or effective electrical stunning without live inversion.		
6. Demonstrate compliance with the above standards via third-party auditing.		

NB: If your supplier sources from more than one place, additional columns can be added in, as required



how should we PUBLISH OUR DATA?

*Your BCC progress reporting needs to be published publicly
and we have listed two options below of how this can be done:*

OPTION 1: VIA AN UPDATED STATEMENT

You can update your current BCC statement (either housed on your website or within your animal welfare policy*) with your progress to date, summarised as one overall percentage, as shown in this example:

[COMPANY NAME] announces that we are making significant progress towards our commitment to source 100% Better Chicken Commitment (BCC) standard chicken. Our chicken supply chain is now [XX]% BCC compliant, and we will ensure that 100% of our supply is compliant by 2026 at the latest.

As with the original commitment language, please share this with THL UK prior to publishing to ensure it meets with the requirements, and that the necessary hyperlinks remain.

* THL UK can provide an animal welfare policy template.

OPTION 2: VIA CONDENSED REPORTING TABLE

Alternatively, you can publish a condensed version of the table/s of information that you have received back from your supplier/s. We recommend this as the most transparent way of reporting and it is a popular way to report progress, as it gives a better overall picture of where you are on your journey to fulfilment.

This table can be redesigned to fit your company branding, so long as all the information remains. This would need to be added to or linked out from your existing public BCC statement.

BETTER CHICKEN COMMITMENT CRITERIA	COUNTRY/ SUPPLIER 1 (%)	COUNTRY/ SUPPLIER 2 (%)	TOTAL (%)
1. Comply with all EU animal welfare laws and regulations, regardless of the country of production.			
2. Maximum Stocking Density of 30kg/m2 or less			
3. Adopt breeds that demonstrate higher welfare outcomes			
4. Enrichment - Light Enrichment - Perch Space and Substrates Enrichment - Air Quality No cages or multi-tier systems			
5. Adopt controlled atmospheric stunning or effective electrical stunning without live inversion.			
6. Third party auditing			



ROADMAPS

the plan to fulfil

Roadmaps are mandatory for any new commitment made after January 2024 and for all companies that require an extension to the current 2026 deadline.

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

[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%

ANY QUESTIONS?

If you have any questions regarding Better Chicken Commitment progress reporting 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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