

FAIR

and

FOWL



OPEN WING
ALLIANCE®



GLOBAL TRAVEL EDITION

2024 CAGE-FREE EGG REPORT

WHICH GLOBAL TRAVEL COMPANIES ARE BEING TRANSPARENT ABOUT THEIR CAGE-FREE EGG COMMITMENTS—AND WHICH AREN'T?

From air travel to cruise lines to international hotel chains, there's a growing trend among global travelers: the preference for sustainable, ethical, animal-friendly travel. That trend is here to stay—offering industry leaders a chance to innovate and adapt, or risk falling behind.

Tourists are seeking more ethical travel experiences overall, with [80% of global travelers saying they believe sustainable travel is important](#). That preference is indeed translating to value-aligned consumer spending. A new study by World Travel & Tourism Council (WTTC), Trip.com Group, and Deloitte found that [69% of travelers are actively seeking sustainable travel options](#). Customers are thinking more and more about companies' environmental impact, social responsibility, and animal welfare.

In response, travel companies have placed a greater emphasis on reporting their progress in these areas. For example, many airlines have begun publishing the carbon emissions of flights, hotels are reporting on their [sustainability practices](#), and many companies are publicly sharing their progress toward improved animal welfare policies. Staying accountable to the public in this way is critical—not only for the sake of transparency, but also in ensuring that companies' promises are translating into tangible progress.

To meet [growing consumer demand](#) for cage-free eggs, 38 global hospitality companies have publicly committed to serving 100% cage-free eggs—eliminating cruel, archaic cages for hens

in their supply chains. Not only is this approach more compassionate to animals; it also reflects a stronger commitment to serving high-quality meals and [preventing the spread of foodborne illness](#). The vast majority of these companies are publicly reporting their progress toward eliminating cages, demonstrating to stakeholders that they're taking their sustainability promises seriously and actively following through.

Unfortunately, some travel companies are refusing to report progress on their cage-free commitments. This lack of transparency is concerning on multiple levels. Now that corporate social responsibility (CSR) and environmental, social, and governance (ESG) commitments have become ubiquitous, customers, business partners, investors, and suppliers deserve to know which brands are following through—and which are profiting off of empty promises. After all, these commitments are meaningless unless real actions are taken.

This report by the [Open Wing Alliance](#), a global coalition of 100+ organizations across 70 countries in six continents, ranks global travel and hospitality companies on the status of their cage-free egg transitions. Which companies are following through on their promises? And which companies are failing animals—along with their customers?

This guide reveals which travel companies are eliminating the use of cruel cages for egg-laying hens—and which are failing to adapt to the evolving needs of their customer base.

LANGHAM HOSPITALITY GROUP REPORTS
PROGRESS IN CAGE-FREE EGG SOURCING

gategroup commits to 100%
cage-free eggs globally by 2025

FOUR SEASONS HOTELS AND RESORTS SHOWCASES CONTINUED
SUPPORT FOR CAGE-FREE EGG SOURCING INITIATIVE

October 2022

The majority of the largest travel companies globally—hotels, airlines, and cruise lines—have cage-free commitments. With their deadlines looming, we recommend companies follow three steps to deliver on their animal welfare promises:

- Publicly report a global cage-free percentage, whether on their websites or in CSR/ESG reports.
- Publicly report regional percentages to cover all their areas of operation to demonstrate global equity.
- Publish a roadmap detailing how they plan to achieve 100% cage-free by their deadline year.

Each company that follows through with a clear plan to eliminate cages—demonstrating transparency and integrity to its customer base—will inevitably see positive results reflected in its public reputation, consumer trust, and, ultimately, the success of its brand.

THE TRAVEL SECTOR: A BIRD'S EYE VIEW

HOTELS

Driven by consumer demand and increasing industry efforts toward CSR/ESG goals, cage-free eggs have become the standard among top hotel chains. [Four Seasons](#), [Marriott International](#), [Hyatt](#), [Hilton](#), and more brands have all publicly committed to serving 100% cage-free eggs by the year 2025. Some industry leaders have already completed their transitions—such as [Starhotels](#), which has been serving cage-free eggs to its global clientele since 2019. [Starhotels](#) sets a commendable example for how other companies can equitably raise animal welfare standards across their global supply chains.



Starhotels considers animal welfare an integral part of the principles of social responsibility that regulate company policies and decisions... All the eggs and egg products purchased each year by the company come exclusively from cage-free, free-range and organic laying hen farms.

—[Animal Welfare Policy, Starhotels](#)

AIRLINES

Airlines are also racing to provide cage-free eggs onboard, and companies seeking to deliver on their cage-free egg commitments can look to [JetBlue](#) as a fantastic example. We applaud the company for completing its transition and serving 100% cage-free eggs globally on its inflight menus since 2017. [Gategroup](#) is another leader in the travel industry, reporting 75% progress toward its commitment to transition to 100% cage-free eggs by 2025. Industry leaders like JetBlue and gategroup are setting a higher standard for food quality, responsibility, and safety—driving change across the entire airline sector.



JetBlue has been proud to source 100% cage-free liquid and shell eggs since 2017, which is a result of working with business partners in our international network that share our value of high-quality ingredients and ethical business practices.

—[Jayne O'Brien](#), [JetBlue Head of Marketing and Loyalty](#)





CRUISE LINES

In 2022, [Carnival Cruise Lines](#)—the world’s largest leisure travel company—joined its competitors Royal Caribbean and Norwegian Cruise Lines in publishing a global cage-free commitment. After facing public pressure to keep up with its peers, [Viking Cruises](#) followed up with a cage-free egg commitment in 2023. However, simply publishing a cage-free commitment is not enough. Companies need to stay accountable to their stakeholders by publicly reporting progress in all regions. While Carnival and Royal Caribbean are both reporting their progress (although not regionally), Norwegian Cruise Lines and Viking aren’t reporting at all—demonstrating a lack of transparency and a failure to keep pace with their competitors.



Carnival Corporation and our brands recognize animal welfare is an important issue for our guests, and addressing it is part of our ongoing commitment to how we operate. We have been working with our suppliers in this area, and look forward to continuing our efforts as we work towards our goal of 100 percent cage-free eggs.

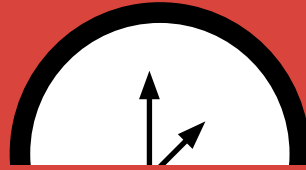
[Roger Frizzell, Chief Communications Officer, Carnival Corporation](#)

WHAT'S LIFE LIKE IN A BATTERY CAGE?

Each hen has just

93 in²
of usable space

—smaller than an A4 sheet of paper—
on which to live her entire life



On average, an egg-laying hen spends
10,000 HOURS
suffering in a battery cage



Battery cages restrict a hen's
natural behaviors, leading to
extreme psychological distress



WHY CAGE-FREE?

The laying hen is one of the most statistically exploited animals in the world. Around the globe, around 4 billion laying hens are confined to cages—each of which can hold as many as 100 chickens, depending on the type of cage. Unable to fully express their natural behaviors or even spread their wings, hens suffer extreme stress, pain, and frustration. Their overgrown claws can become caught in the metal wire as they jostle each other for space. In some severe cases, when hens die in confinement, investigators have documented their bodies being left to decay beneath the feet of their companions.

Cage-free systems allow hens to freely move around, stretch their wings, and walk on solid flooring. They also allow hens to engage in natural behaviors like dust-bathing, foraging, and nesting, dramatically improving their quality of life. Eliminating cages from their supply chains will benefit companies in countless ways—but above all, ending cages is simply the right thing to do.

CONSCIOUS CONSUMERS

It's a well-known fact that today's consumers are more CSR- and ESG-minded than ever before, seeking out socially responsible companies that align with their values. Animal welfare has risen to the forefront as one of these core consumer values. In a 2022 poll, 80% of likely voters stated that preventing animal cruelty was a matter of personal moral concern, with 82% agreeing that companies should be required to be transparent about their animal protection measures.

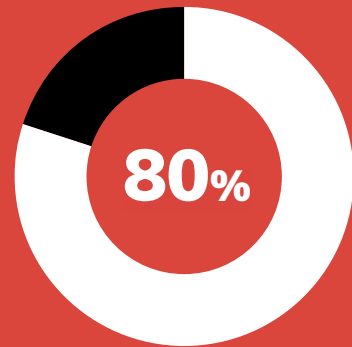
A recent study from McKinsey & Company found that “consumers are indeed backing their stated ESG preferences with their purchasing behavior.” Over the past five years, cumulative growth for packaged food products with ESG claims on their labels has been higher than that for products without ESG claims.

Additionally, more and more consumers are recognizing the health risks of caged eggs. According to the European Food Safety Authority, cage egg production is associated with a higher risk of salmonella. For companies looking to meet the evolving expectations of their customers, eliminating cages is truly a low-hanging fruit.

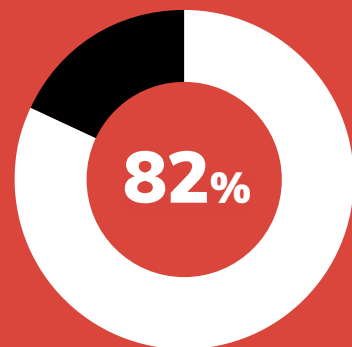
EVOLVING LAWS

It's not just consumers who are demanding better animal welfare policies. Numerous countries have addressed the cruelty of battery cages by banning them entirely. For example, France has banned the installation of new cages, and all cage systems for hens are already banned in Austria, Luxembourg, and Switzerland. Germany, the Czech Republic, and Slovakia have enacted bans that will come into force in the coming years. In 2022, the European Commission voted to phase out cages across the entire European Union, with cages potentially poised to be banned across all of Europe by the year 2027.

The United States is also making strides, with bans on battery cages across 11 different states and counting. When the 2023 Ending Agricultural Trade Suppression (EATS) Act threatened to unravel these laws, 202 legislators across 35 states signed a letter voicing their opposition to the bill. In short, restaurants that fail to make good on their promises will face serious scrutiny from their stakeholders, peers, and lawmakers.



of likely voters stated that preventing **animal cruelty was a matter of personal moral concern**
















agree that companies should be **required to be transparent about their animal protection measures**

EARLY BIRDS

Travel Companies Leading the Way













TO DATE, ALMOST 1,200 CORPORATE CAGE-FREE POLICIES HAVE BEEN FULFILLED, WITH THESE TRAVEL COMPANIES EXPECTED TO FOLLOW SUIT.

The following companies represent the gold standard in animal welfare, setting the bar when it comes to making cage-free commitments—and delivering on them.

	Commitment Fulfilled
	Commitment Fulfilled
	Commitment Fulfilled
	Commitment Fulfilled
	Reporting Globally + Regionally
	Partially Reporting
	Not Regionally
	Not Regionally
	Reporting Globally + Regionally
	Partially Reporting
	Not Regionally
	Not Regionally
	Partially Reporting

EARLY BIRDS

Restaurants Leading the Way

	Partially Reporting
	Not Regionally
	Reporting Globally + Regionally
	Reporting Globally + Regionally
	Not Regionally
	Not Regionally
	Not Regionally
	Not Regionally
	Glidepath only
	Not Reporting
	Not Regionally
	Reporting Globally + Regionally

BAD EGGS

Travel Companies Lagging Behind

Although we've seen the vast majority of companies following through on their commitments so far, some travel companies are still being cagey about their cage-free commitments and underperforming on animal welfare. Despite feedback from their customers and stakeholders, the following companies are refusing to address cruelty in their supply chains—demonstrating a concerning lack of transparency and integrity.

	Partially Reporting*
	Partially Reporting
	Not Reporting
	Partially Reporting
	Not Reporting
	Partially Reporting
	Not Reporting
	Not Reporting
	Not Reporting
	Not Reporting
	Not Reporting
	Partially Reporting
	Partially Reporting