



# 2023 Africa Ranking Report



# INTRODUCTION

This Africa Ranking Report ranks companies operating in Africa that use or provide eggs and egg products to the public based on their cage-free egg status. The report highlights those that are leading the way, as well as those that are falling behind. It encompasses companies operating in different sectors, including hotels, retailers, fast food outlets, and wholesalers.

The cage-free movement<sup>1</sup>, which has already seen thousands of companies around the world fulfilling their pledges to end the cruel and irresponsible practice of sourcing eggs from caged hens, is rapidly gaining momentum all across Africa. An increasing number of African animal welfare organizations, all members of the Open Wing Alliance coalition, are exposing the brutal welfare consequences and human health risks involved in cage farming. These organizations are asking companies to meet the demands of the vast majority of consumers who, surveyed across continents and countries (including Nigeria and Sudan), do not want their eggs to result from suffering. Over 80 companies operating in Africa, including major ones like Famous Brands and Majid Al Futtaim (exclusive franchisee of retail giant Carrefour in Egypt, Cameroon, Kenya and Uganda), have already pledged to spare millions of hens from cruelty in their supply chains by making cage-free commitments. But others, like the retailer Pick n Pay, are lagging behind.

Companies active and operating in Africa have a tremendous opportunity—and responsibility—to benefit the well-being of people, the environment, and animals on a huge, and growing, scale. In the coming years, the population and formal economy of Africa are projected to increase more than any other continent—meaning that urgent cage-free commitments will be pivotal in protecting hundreds of millions of hens from being confined to cages. Massive-scale, automated cage farming also threatens the livelihoods of many smaller-scale African cage-free farmers. Colombia offers an example of how vast, rapid increases in egg production can be successfully achieved through cage-free systems all while ensuring affordability and sustainability.

For these reasons, the twenty-three Open Wing Alliance member organizations in Africa, from 11 African countries, have been running a unified African campaign to hold companies operating in the region accountable for adopting a cage-free commitment (for those without one), and for publicly reporting their progress (for those with an existing cage-free commitment).

<sup>1</sup>Female chickens who produce eggs (hereinafter referred to as 'Laying Hens' or 'hens') are often kept in battery cages on egg production farms. While the sizes differ, each cage contains between four and ten hens which means the hens have much less space than they need and they are not able to express natural behaviors or live meaningful lives. They suffer intense cruelty and distress as a result of the highly unnatural conditions they live in due to confinement in battery cages. The cage-free movement advocates for the welfare of layer hens by calling for the ban of battery cages.

# POSITIVE HIGHLIGHTS

This page will provide **POSITIVE** studies of selected companies operating in Africa depending on their cage-free commitment status.



**FAMOUS BRANDS** is Africa's leading quick service and casual dining franchisor, headquartered in South Africa. It is an extensive vertically integrated business model comprising brands, manufacturing, and logistics. Some of its associated brands include Debonairs, Mugg & Bean, Wimpy, Fishaways, Tru Fruit, and Aqua Monte, among others. It is also one of the first companies in Africa to fulfill its cage-free commitment ahead of its initial deadline, reporting 100% cage-free usage throughout all its operations.

In its 2022 [annual integrated report](#) (see page 70), Famous Brands indicated, "All operations using cage-free eggs, ahead of the 2025 target." The company has accomplished its cage-free promise three years ahead of its pre-existing deadline, making it the first African multinational company to fulfill a global cage-free commitment.

By successfully eradicating cruel cages for egg-laying hens from its supply chain, **Famous Brands** sets a positive example for other African multinational companies to make cage-free commitments.



**MAJID AL FUTTAIM (MAF)** is the exclusive franchisee for Carrefour in over 30 markets, with 450 stores across 17 countries: UAE, Lebanon, Egypt, Saudi Arabia, Oman, Bahrain, Kuwait, Qatar, Jordan, Pakistan, Cameroon, Iraq, Armenia, Kenya, Uganda, Iran (through Hyperstar, a Carrefour subsidiary company), and Georgia. They have a global cage-free egg commitment [published on its website](#), as part of its [Animal Health and Welfare Policy](#):



We will work with our suppliers to increase our offerings of cage-free shell eggs in private label assortment, working toward a 100% cage-free shell eggs private label assortment across all our markets by 2030, and all national brands by 2032. The cage-free shell egg range including cage-free or organic production systems, cage-free systems vary and include barn-raised and free-range raised hens.

We will annually review and disclose our progress as we move forward so that we remain transparent regarding both the challenges we face and the progress we are able to make.

This announcement is the region's first ever Farmed Animal Health and Welfare Policy to state overarching business commitments and positions on crucial welfare standards. It's a pioneering and ambitious commitment that will drive change in the regions where **Majid Al Futtaim** has presence and beyond. The impact of this truly cannot be underestimated. MAF continues to work closely with the Open Wing Alliance on its cage-free transition and reporting process.

# NEGATIVE HIGHLIGHTS

This page will provide **NEGATIVE** studies of selected companies operating in Africa depending on their cage-free commitment status.



**PICK N PAY** is a retailer in the fast-moving consumer goods industry, operating through various store formats under three brands: Pick n Pay, Boxer, and TM Supermarkets. Additionally, Pick n Pay has established itself as a major player in the online grocery market in Sub-Saharan Africa, controlling 16% of the South African retail market share. Its operations span eight African countries, namely South Africa, Namibia, Botswana, Zambia, Nigeria, Eswatini, Lesotho and Zimbabwe.

Despite persistent engagement from several leading animal welfare experts and NGO's regarding its absence of a cage-free policy, Pick n Pay has yet to make any meaningful progress. While numerous other leading food businesses in Africa have committed to eliminating animal cruelty by adopting a cage-free commitment, **Pick n Pay** continues to subject around 90% of the estimated **3 million hens** in its supply chain to inhumane practices by refusing to adopt a cage-free commitment across all its operations in Africa. This refusal has prompted the OWA Africa Coalition to launch a continent-wide campaign against Pick n Pay.

As part of this campaign, **groundbreaking footage** has been released highlighting the deplorable conditions of the battery cage farms from which Pick n Pay sources its eggs. Furthermore, a **petition** with over 700 signatures demonstrates that Pick n Pay's consumers, stakeholders, and the general public want the company to do better.



**SHOPRITE CHECKERS** is a retailer in the fast-moving consumer goods industry. It operates in nine African countries, namely: South Africa, Ghana, Lesotho, Angola, Botswana, Namibia, Eswatini, Zambia, Malawi, and Mozambique through various store formats under the following brands: Shoprite, Checkers, CheckersHyper, Checkers Foods, Shoprite U-Save, and OKFoods, as well as the digital commerce platform Checkers Sixty60. As of 2022, the company reported a sales revenue of over 11 billion USD. Despite persistent pressure spanning several years regarding its absence of a cage-free policy, Shoprite has yet to engage in dialogue around hen welfare or a cage-free egg policy. Shoprite continues to subject millions of egg laying hens in South Africa to inhumane practices, and the company increases human health risks by refusing to adopt a cage-free commitment across all its operations in Africa. As it is a leading retailer in the continent, with significant buying power and market influence, this refusal has prompted the OWA Africa Coalition to include Shoprite in this Africa Ranking Report.



Photo: Jo-Anne McArthur • We Animals





**SUBWAY** is a renowned fast-food giant with over 25 locations and seven countries across Africa, namely: Kenya, South Africa, Morocco, Tanzania, Mauritius, Egypt, and Djibouti. It has been under scrutiny by the Open Wing Alliance Africa Coalition for its lack of a cage-free policy in the continent. Despite persistent pressure and several other appeals, Subway continues to fail to make meaningful progress towards adopting a cage-free egg policy in its supply chain in Africa. Meanwhile, Subway has made a cage-free commitment in other regions of the world (several countries in Asia, Latin America, Oceania, North America, and Europe), where it acknowledges that animal welfare improvements need to be made and cages need to be banned from its egg supply chains.

**By refusing to expand its commitment to its operations in Africa, Subway is ignoring the increasing concerns for animal welfare and food safety in the continent, thus demonstrating inequity in its global sourcing and standards.**

<sup>2</sup>A cage free commitment is a public pronouncement made by a company that they will only source eggs from suppliers that do not use battery cages and confine hens cruelly.

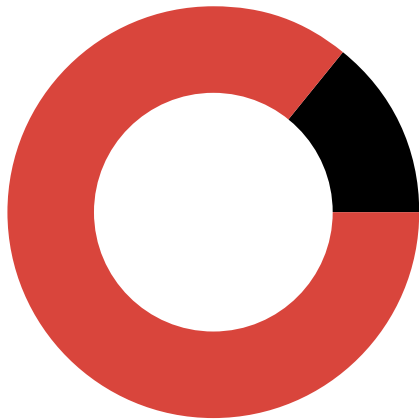
<sup>3</sup>South African egg supply: In 2021, 706.7 million dozen eggs were produced in South Africa by 26.85 million hens. Avg extrapolated hen productivity in South Africa = 315 eggs per hen (706.7 \* 12 / 26.85). Pick n Pay South African retail market share = 16%. South African retail sector egg market share ≈ 70%. Pick n Pay egg usage: 16% \* 70% \* 8,480,400,000 = 949,804,800 eggs. Pick n Pay hen usage: 949,804,800 / 315 = 3.02 million hens (South Africa only, so including other countries of operation probably increases the number by 5-10%).

<sup>4</sup>Data according to the South Africa Poultry Association: <https://www.sapoultry.co.za/wp-content/uploads/2023/01/2021-Industry-Profile.pdf>

# OVERALL PROGRESS

THE GRAPH BELOW PROVIDES AN OVERALL LOOK AT THE **CAGE-FREE COMMITMENT STATUS OF DIFFERENT COMPANIES IN AFRICA**, categorized by global companies and African multinational companies. Global companies are international companies with operations and presence in Africa, while African multinational companies are headquartered in Africa and have a presence in multiple African countries.

Market leaders across all industries are pledging to go cage-free in Africa. **The food manufacturing and hotel industries are leading the way with the highest number of companies committed (30 and 25, respectively), including sector leaders such as Unilever & Marriott.** The restaurant and foodservice industry is also showing significant progress with over 20 companies committed, including leading groups like Famous Brands and Sodexo. Retailers, however, are lagging behind, with only a few companies like Majid Al Futtaim having made cage-free commitments.



## Global Companies with cage-free commitments

- 86% of Global Companies with cage-free commitments
- 14% of Global Companies without cage-free commitments



## African Multinational Companies with cage-free commitments

- 30% of African Multinational Companies with cage-free commitments
- 70% of African Multinational Companies without cage-free commitments

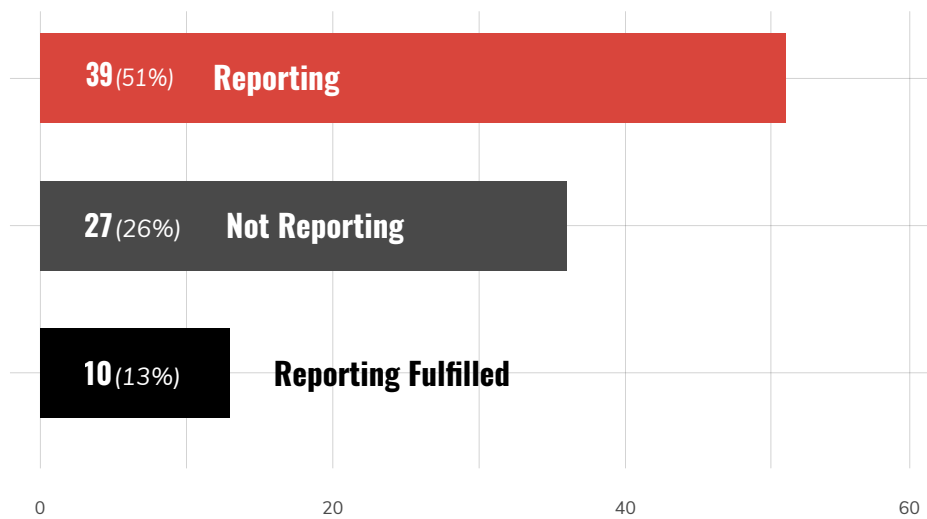
The data on cage-free egg statuses of companies is available at [Chicken Watch](#).

# OVERALL REPORTING

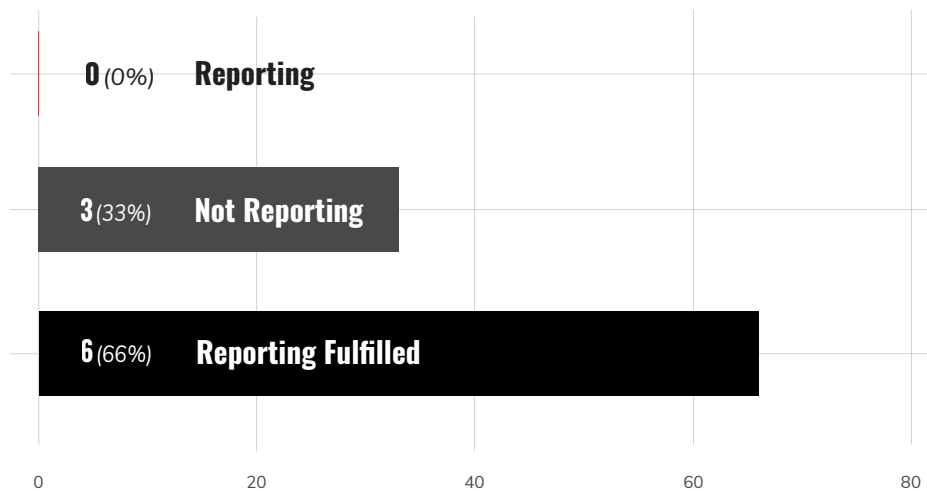
THE GRAPH BELOW PROVIDES AN OVERALL LOOK AT THE REPORTING STATUS OF COMPANIES OPERATING IN AFRICA THAT HAVE MADE A CAGE-FREE COMMITMENT. These companies are classified as either completely fulfilled (“Reporting Fulfilled”), partially fulfilled (“Reporting Progress”), or still lacking a public report on their fulfillment status (“Not Reporting”).

Of all the companies with commitments in Africa, the vast majority are following through: **66% of them have either already fulfilled their cage-free pledge or reported on their progress.**

## Number of Commitments for Global Companies



## Number of Commitments for African Multinational Companies



The data on cage-free egg statuses of companies is available at [Chicken Watch](#).



**This report highlights how market leaders across all sectors are **making cage-free commitments in Africa—and following through with them.****

However, while 86% of global companies operating in Africa have cage-free commitments, only around a third of African multinational companies do. Food manufacturers, restaurants, and hotels are leading the way in the transition, with dozens of the largest companies in each industry having already made cage-free pledges. Retailers, however, are lagging behind, with only a few companies committed.

In summary, there is a great need for African multinational companies to catch up and commit to going cage-free—particularly retailers, who have the means to enact positive change for millions of hens.

Looking to 2030, with cages being phased out by over 2,400 companies and banned in an ever-growing number of countries worldwide, we anticipate increased cage-free commitments from new companies and fulfilled reporting by companies with existing cage-free commitments. The Open Wing Alliance organizations in Africa will continue to jointly hold companies in Africa accountable and to advocate for cage free progress in the region, thus protecting hundreds of millions of hens from cruel confinement in cages.



**COMPANY RANKINGS**

\*Disclaimer: This information is accurate as of August 15th 2023. If you think this information is incorrect, please contact us at: [info@openwingalliance.org](mailto:info@openwingalliance.org)