

Royal Holloway - December 2023

Better chicken commitment - criteria		Implemented %
1	Comply with all EU animal welfare laws and regulations, regardless of the country of origin	75
2	Implement a maximum stocking density of 30kg/m ² or less. Thinning is discouraged and if practised, must be limited to one thinning per flock	2.5
3	Use only BCC approved breeds that demonstrate higher welfare outcomes: 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.	2.5
4	Improved environmental standard: at least 50 lux of light including natural light	8.75
	Improved environmental standard: at least 2 metres of usable perch space and two pecking substrates per 1,000 birds	62.5
	Improved environmental standard: at least two pecking substrates per 1,000 birds	62.5
	Improved environmental standard: on air quality, the maximum requirements of Annex 2.3 of the EU broiler directive, regardless of stocking density	75
	Improved environmental standard: No cages or multi-tier systems	75
5	Adopt controlled atmospheric stunning or effective electrical stunning without live inversion	52.5
6	Demonstrate compliance with all standards via third party auditing and annual public reporting on progress towards this commitment	25