

# Annual Progress Report on Chicken Welfare

A Report Prepared for  
KFC UK & Ireland  
**2023**



# Contents

3	<b>Foreword</b>
4	<b>Introduction</b>
5	<b>KFC Western Europe Farm Animal Welfare Programme</b>
6	<b>Animal Welfare Policy &amp; Standards</b>
8	<b>Supply Chain Audits</b>
9	<b>Measurement of Key Welfare Indicators (Key Performance Indicators)</b>
10	<b>What's New?</b>
11	<b>Supplier Engagement &amp; Beyond Welfare</b>
12	<b>KFC UK &amp; Ireland Key Performance Indicators Performance for 2022</b>
19	<b>KFC UK &amp; Ireland Europe Closing Remarks &amp; Future Focus</b>
20	<b>Appendix</b>

**We're really pleased to publish our fourth annual progress report on chicken welfare for the UK & Ireland —** providing transparency around our chicken welfare programme and to give an independent overview about our progress to improve the lives of chickens in our supply.

Chicken is who we are — it's in the name. We use real chicken; hand-breaded and freshly prepared in our restaurants each day. We take pride in the quality of the food we serve and that quality starts with chickens that are well cared for — sourced and raised humanely.

**That's why we work really closely with our supplier community who uphold and adhere to our strict welfare standards whilst supporting best practices — from proper ventilation to light and space requirements. Our supplier partners are critical for the care of the birds supplied to our restaurants, and we want to thank them for their continued engagement and hard work on welfare procedures and data sharing, even in the face of difficult circumstances.**

And the last 12 months have been another tough macro-economic environment for businesses, suppliers and our customers. With the aftermath of COVID-19, the war in Ukraine, and the largest observed highly pathogenic avian influenza (HPAI) epidemic to date, significant challenges remain — but, we also remain eager to continue to share learnings, enhance practices and champion welfare.

Progress and performance improved across several key welfare indicators for the UK and Ireland — higher welfare breeds, the use of controlled atmosphere stun, leg culls and most notably across the use of antibiotics, which reached its lowest level for 8 years in 2022. And alongside the areas we're leading in, there are others where we can still improve — and we're focused on doing just that to get there.

If we look back to when we signed the Better Chicken Commitment, the world has changed significantly. So, in designing the right roadmap to enable us to achieve higher welfare outcomes, we need to continue to work with NGOs such as Compassion in World Farming (CIWF), FAI Farms and other organisations, so that we can set the right direction together — ensuring our choices for future supply chains are sustainable and achieve improvements in welfare, simultaneously.

As part of this, we acknowledge the role of soy in poultry feed and the need to link chicken welfare to other elements of the ESG agenda — and, as a signatory of the UK Soy Manifesto, we'll continue to report annually on the soy within our supply chain.

As always, this is an ongoing journey and we're up for the challenge — taking a science and data driven approach, implemented with the support of FAI Farms to add rigour and accountability to our welfare programme; and guided by care and compassion thanks to our amazing teams and partners.

We invite you to join us in reading about the progress made in 2022 in this report.



**Jenny Packford**  
Chief Corporate Affairs  
and Sustainability Officer,  
KFC UK & Ireland

# Introduction

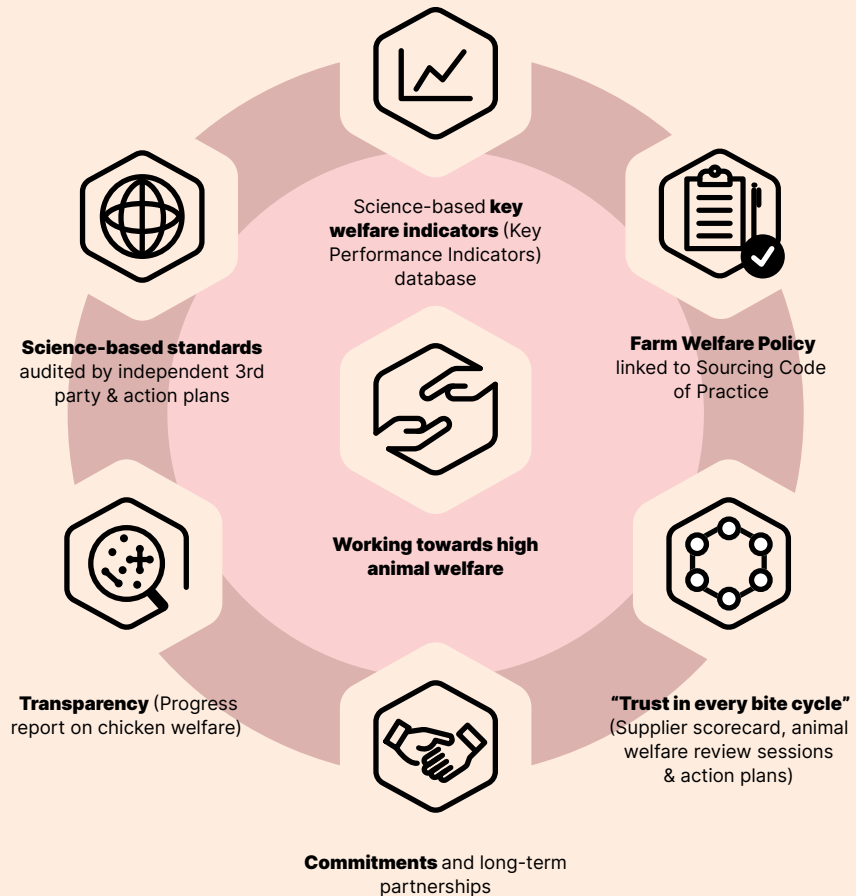
**KFC UK & Ireland (UK&I) is one of the six main markets of KFC Western Europe (WE). This report provides an overview of KFC Western Europe's Farm Welfare Programme and KFC UK & Ireland's 2022 market context, outlining some new KFC initiatives.** It then summarizes KFC UK&I 2022 supply chain performance against several key welfare metrics. Suppliers report data for birds that are eligible for KFC UK & Ireland supply. The data is weighted to reflect the volume produced, in metric tonnes, by each supplier into the UK & Ireland market. The report concludes by highlighting some focus areas for the coming year.

# KFC Western Europe Farm Animal Welfare Programme

**KFC Western Europe’s welfare journey started in 2004, developing into the current programme of continuous work to improve welfare performance and increase KFC supply chain transparency. The programme aims to create consistency across the** different geographies where KFC suppliers are located, and to improve data collection so that KFC can better communicate progress and challenges to their stakeholders.

As outlined in the diagram below, KFC’s work towards high animal welfare performance sits at the centre of the KFC Western Europe Farm Animal Welfare Programme. With its six main elements, the programme covers the different aspects of the poultry production chain. KFC is proud to have 100% of their poultry supply chain governed by this programme, which helps to identify, report and drive meaningful improvement on chicken welfare.

With a Policy linked to the KFC Sourcing Code of Practice, which is signed by each of KFC’s chicken suppliers, the programme reinforces KFC’s commitment to always look for ways to accommodate the best welfare practices within its supply chain.



# Animal Welfare Policy & Standards

A summary of the KFC Western Europe animal welfare governance structure is provided in the Appendix. KFC Western Europe's Animal Welfare Policy and Standards, their supply chain audits and the measurement of Key Welfare Indicators (Key Performance Indicators) are described in more detail below.

## **KFC UK & Ireland acknowledge that animals are sentient beings and should experience positive health, wellbeing and no inhumane practices.**

This is reflected in the 'Five Domains' model<sup>1</sup> of animal welfare, which recognises the importance of positive welfare states<sup>2</sup> and providing animals with a 'Good Life'. Starting with a review of its Welfare Policy and Standards, KFC Western Europe are working to embed this concept and build from the globally recognised 'five freedoms'<sup>3</sup> currently outlined in their welfare policy.

Importantly, the KFC Western Europe Animal Welfare Policy also sets minimum standards for all supply. All EU Animal Welfare Legislation must be met as a minimum and the following are prohibited:

- Cages and multi-tier systems
- Genetically modified or cloned birds
- Antibiotic and hormonal growth promoters
- Live transport of birds for > 8 hours
- Maximum planned stocking density > 38kg/m<sup>2</sup>
- Broiler mutilations
- Production or selling of foie gras<sup>4</sup>

Of the KFC UK&I suppliers<sup>5</sup> included in this report, 100% also have their own company level welfare policies covering similar aspects of bird welfare. To help ensure policy implementation across the supply base KFC Western Europe's Standards cover the entire supply chain, as outlined on the next page.

Birds entering KFC UK&I supply are also certified/assured to other third-party independent certification/assurance schemes used by individual suppliers for business purposes. These schemes include Red Tractor (100% of suppliers based in the UK); Better Leven 1\*; Genesis; GlobalGAP; IKB; Lloyds Register Poultry Scheme, Platinum & Gold and QS Germany.

## **A Note on Eggs**

**KFC Western Europe's focus on chicken welfare covers both chickens that lay eggs used in products and broiler chickens used for meat. The Laying Hen welfare policy requires that egg is sourced from hens kept in cage free systems. This means that 100% of all ingredient/processed egg used within KFC UK&I products is sourced from cage free systems. KFC UK & Ireland do not use any fresh shell egg.**

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<sup>1</sup> Mellor and Reid, 1994

<sup>2</sup> Mellor and Beausoleil, 2015

<sup>3</sup> Farm Animal Welfare Committee (FAWC), 2009

<sup>4</sup> Foie gras has never been a KFC menu item

<sup>5</sup> i.e., suppliers into the UK&I market.

# Animal Welfare Policy & Standards

**Feed mills:** Focusing on responsible sourcing and preventing use of growth promoters.

**Breeder rearing farms:** Ensuring birds are reared in litter-based system and enrichment is provided.

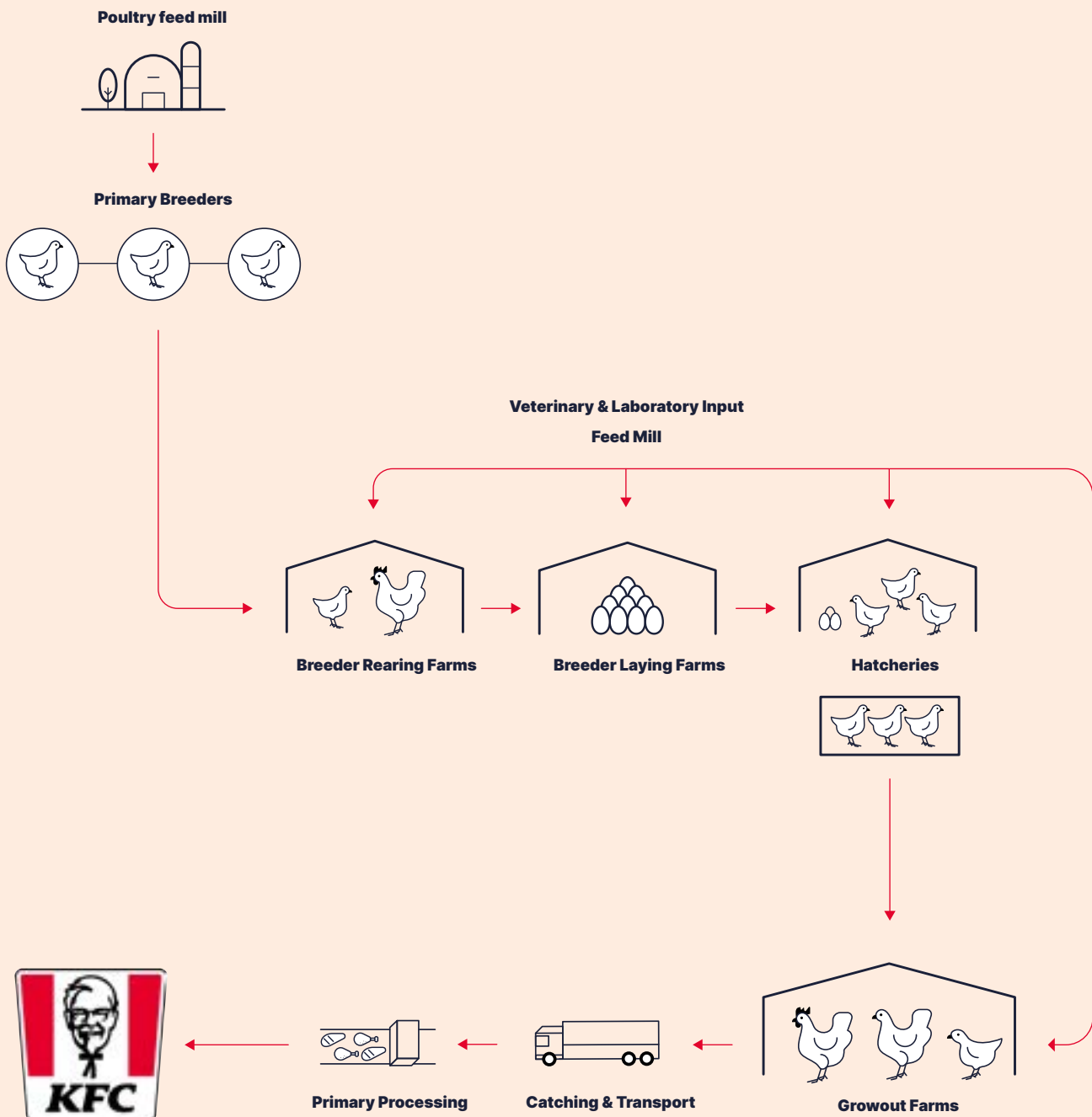
**Breeder laying farms:** Ensuring birds are reared in litter-based system and enrichment is provided.

**Hatchery:** Ensuring traceability, good handling and vaccinations.

**Broiler growing farms:** Ensuring birds are reared in litter-based systems meeting KFC stocking density, lighting, antibiotic use and enrichment standards.

**Catching:** Encouraging suppliers to use single-bird or automatic catching systems.

**Slaughter:** Ensuring all birds are stunned and humanely slaughtered through an approved slaughtering system.



# Supply Chain Audits

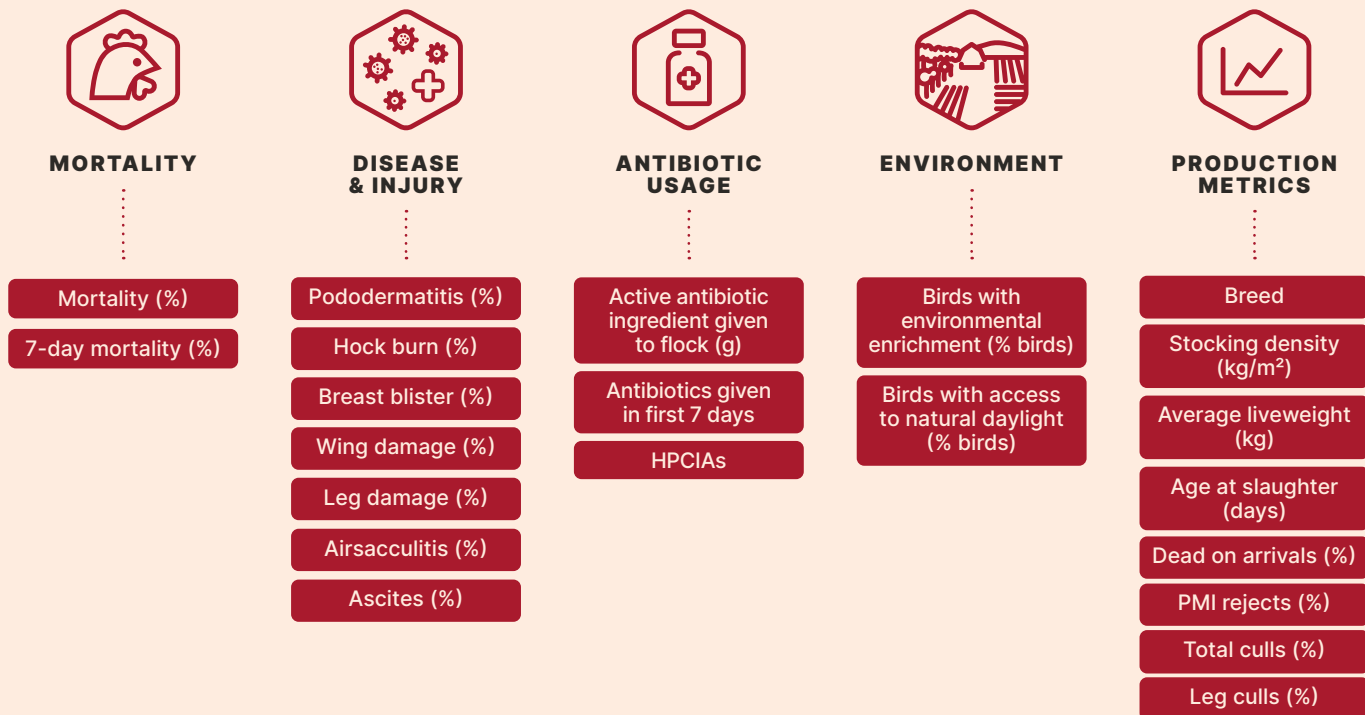
**In 2022, 100% of suppliers and broiler chickens used within the company global supply were assessed by third party auditors.** All KFC Western Europe chicken suppliers are audited against the KFC Western Europe welfare standards, by NSF International, an independent 3rd party. Audits are carried out every 12 months, recognising the length of the chicken production cycle and aligning with the schedule used by many poultry certification schemes. The audit scheduling process considers specific details related to the stages of broiler production, as follows:

- 1x breeder rearing side (flock > 10 weeks of age)
  - 1x breeder laying site (flock > 45 weeks of age)
  - 1x hatchery (during chick processing period)
  - 1x feed mill
  - 1x broiler growing site during the last week of the growing period
  - 1x broiler growing site during catching
  - All supplying slaughterhouse during processing (observed from arrival to exiting defeather)
- The pass level required by the programme is >80% plus no critical non-conformances at each production stage. If suppliers receive a score of less than 80%, they will be subject to a re-audit after 60 days to verify that corrective actions have been implemented. Non-compliance against any of the critical audit points results in automatic failure of the audit and immediate suspension from the KFC supply chain.



# Measurement of Key Welfare Indicators (Key Performance Indicators)

As a key aspect of the welfare programme, KFC has invested in **software to help monitor animal welfare** across their poultry supply base. Suppliers submit monthly, self-reported Key Performance Indicators data to the **FAI Data Portal**. Data is collected at both farm and slaughterhouse level and includes both 'input' and 'outcome' measures. **Input measures are linked to standards and are metrics that are known to have an impact on welfare**, for example daylight and enrichment. **Outcome measures are based on outcomes and tell us about the experience the chicken had when it was alive**. Examples include foot pad dermatitis and hock burn. The different Key Performance Indicators collected from suppliers are summarised below, with more detail provided in the Appendix.



Key Performance Indicators data is anonymized, benchmarked, trended and reported over time and data collection, management and reporting are undertaken independently by FAI.

Summary of the Key Welfare Indicators (Key Performance Indicators) collected for the KFC Western Europe welfare programme.

# What's New?

## Market Challenges

KFC UK & Ireland suppliers faced a challenging operating environment in 2022. The 2021-2022 highly pathogenic avian influenza (HPAI) epidemic season was the largest observed in Europe to date, with both an unprecedented geographical spread<sup>6</sup> and number of summer cases within Europe<sup>7</sup>. HPAI has caused challenges for KFC UK&I's local UK suppliers. Local outbreaks of HPAI result in the establishment of avian influenza protection zones, which prevent birds from being moved in or out of a certain area. These can delay the movement of birds, with knock-on impacts for stocking density and disease pressures. Suppliers have also experienced increased costs of production as well as market volatility, linked to the war in Ukraine. Rising feed and energy costs have been cited as particular challenges.

## Standards Review

In line with the regular standard reviews undertaken by most certification schemes, KFC Western Europe initiated a review of their Animal Welfare Standards in 2022. The aim of the review is to develop revised standards that: ensure compliance with evolving EU and potentially UK legislation; reflect KFC and consumer welfare priorities; and ensure clarity for both KFC suppliers and auditors. This is an on-going initiative with more to report in future years.

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<sup>6</sup> [European Centre for Disease Prevention and Control \(ECDC\), 2022: 2021-2022 data show largest avian flu epidemic in Europe ever \(europa.eu\)](#)

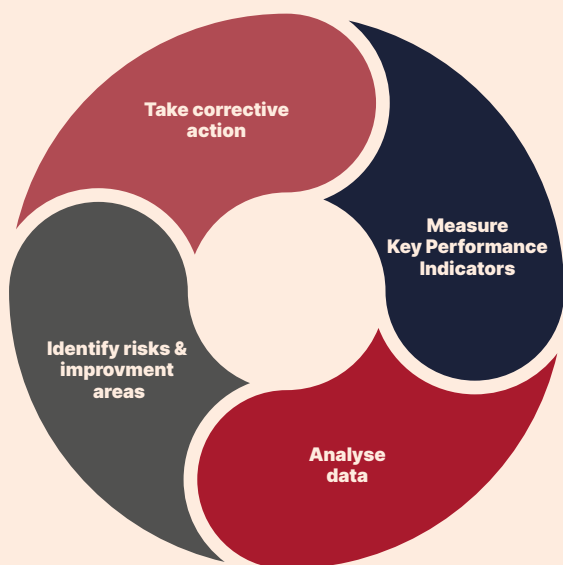
<sup>7</sup> [European Food Safety Authority \(EFSA\), 2022: Avian influenza: unprecedented number of summer cases in Europe | EFSA \(europa.eu\)](#)

# Supplier Engagement & Beyond Welfare

## Supplier Engagement

Over the past year, KFC have worked hard to collaborate with suppliers on chicken welfare. KFC Western Europe engages suppliers each year through their annual supplier and slaughterhouse surveys, which cover a range of welfare topics. New supplier welfare reports were also developed and rolled out in 2022, with the aim of bringing useful and actionable welfare data into hands of the suppliers. KFC also meets with individual suppliers for regular welfare review sessions. The objective of these sessions is to work together to better understand performance, supplier challenges and any opportunities for positive change. In some cases, problem areas can be usefully tackled through the development of action plans. The aim is that the Key Performance Indicators data feeds into an ongoing improvement cycle.

## Trust in Every Bite Cycle



## Beyond Welfare

Recognising that good welfare sits as part of a wider landscape of sustainable production, KFC UK&I is also looking beyond welfare to focus on other sustainability issues.

Aware of the potential environmental impacts of soy in chicken feed, KFC UK&I has signed up to the UK Soy Manifesto<sup>8</sup>, which includes the following commitments:

- Set a deforestation and conversion-free commitment with a cut-off date of January 2020 or earlier.
- Ask direct suppliers to adopt and cascade the same commitment.
- Integrate Manifesto commitments within direct supplier commercial contractual requirements, and support compliance.
- Publicly disclose progress.
- Encourage harmonised monitoring, verification, and reporting.

KFC Western Europe will also publish its first soy report in 2023. This will explore the use of soy and palm in KFC Western Europe's supply base.

KFC Western Europe has also engaged suppliers<sup>9</sup> on the sustainability initiatives they have in place within their own operations. This has revealed a range of positive supplier initiatives already underway, including:

- Renewable energy generation (e.g., solar and biogas)
- Generation of energy from waste using chicken manure
- Projects to reduce the carbon and environmental impact of chicken feed (e.g., the inclusion of alternative pulses in chicken feed to reduce reliance on south American soy)
- Carbon footprint reduction initiatives and net zero commitments

Recognising the need to reduce reliance on animal sourced foods as a business issue and that vegetarian food plays a role in sustainable diets, KFC Western Europe also offers vegetarian options<sup>10</sup>. For example, KFC's Original Veggie Strips are offered as a classic bucket, burger, wrap or with a dipping sauce. KFC is innovating in this area to help reduce reliance on animal sourced food.

<sup>8</sup> <https://www.uksoymanifesto.uk/>

<sup>9</sup> Through the 2023 Supplier Survey.

<sup>10</sup> For example: KFC | Vegan Burger - Find A KFC Vegan Burger Near You

# **KFC UK & Ireland Key Performance Indicators Performance for 2022**

**All data within this report has been independently collated and reported by FAI from the Key Performance Indicators data provided by KFC suppliers. Results have been weighted based on the volume supplied to KFC UK & Ireland.**

The table on the next page summarises KFC UK & Ireland's performance across the key welfare indicators (Key Performance Indicators). Please note that both hock burn and foot pad dermatitis figures are reported based on absence/presence not on level of severity. This is done to help ensure standardized recording across supply. Key Key Performance Indicators results and trends are illustrated in the following table and graphs and discussed within the following sections of the report.

# KFC UK & Ireland Welfare Key Performance Indicators Performance Summary — Weighted Data

OUTCOME	KFC KWI DATA POINT	RESULTS 2021	RESULTS 2022	% SUPPLY REPORTED 2022*
Stocking Density	Below 30kg/m <sup>2</sup> (% birds)	4.35	2.15	100
	30 to 33kg/m <sup>2</sup> (% birds)	6.68	7.90	100
	33 to 38kg/m <sup>2</sup> (% birds)	87.89	80.48	100
	38 to 42kg/m <sup>2</sup> (% birds)	1.09	9.47	100
Stunning	Controlled Atmosphere Stun (% birds)	62.68	64.20	100
Welfare	Mortality (% birds)	4.17	4.07	100
	Leg Culls (% birds)	0.84	0.77	92.45
	Foot Pad Dermatitis (% birds)	29.11	29.81	100
	Hock Burn (% birds)	12.29	15.80	100
	Breast Blister (% birds)	0.10	0.14	100
Abx Use	Overall (mg/kg)	13.32	12.16	100
	7 day (mg/kg)	4.02	3.09	100
	HPCIA (mg/kg)	2.72	1.28	100
Enrichment <sup>1</sup>	% Daylight Provision (% birds)	61.21	62.12	100
	Enrichment Provision (% birds)	63.83	69.89	100
Breed <sup>2</sup>	High Welfare (% birds)	2.16	3.06	100

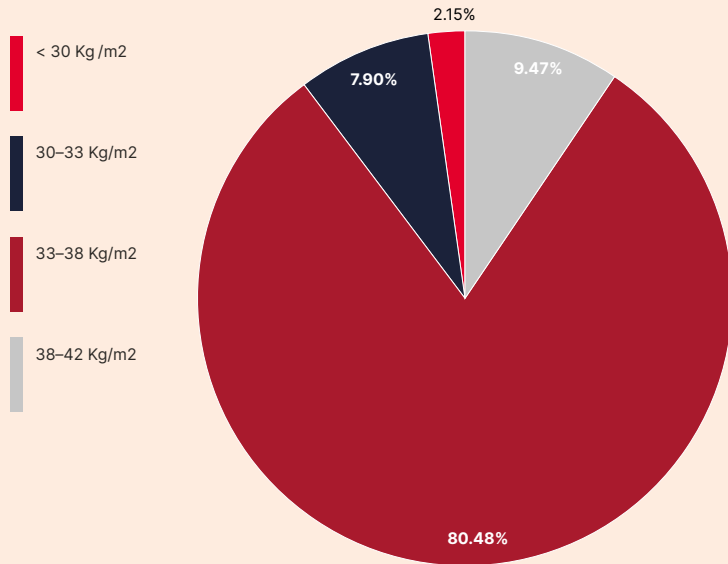
KFC UK & Ireland Welfare Key Performance Indicators Summary table, weighted data.

\* % reported of those suppliers that submitted data (excludes 3 KFC Western Europe suppliers).

<sup>1</sup> 2021 data shows % houses providing daylight/enrichment while 2022 data shows % birds with access to daylight/enrichment, meaning the data is not directly comparable.

<sup>2</sup> Higher welfare breeds reported by suppliers supplying into the UK&I market in 2022 include: Hubbard JA57 (includes 957, 787); Hubbard JA87 (includes 987 and 787); JA 987/787; JA 787/Redbro; Ranger Gold; Ranger Classic; Rowan Ranger.

**Weighted Broiler Stocking Density (% birds)**  
UK&I (2022)



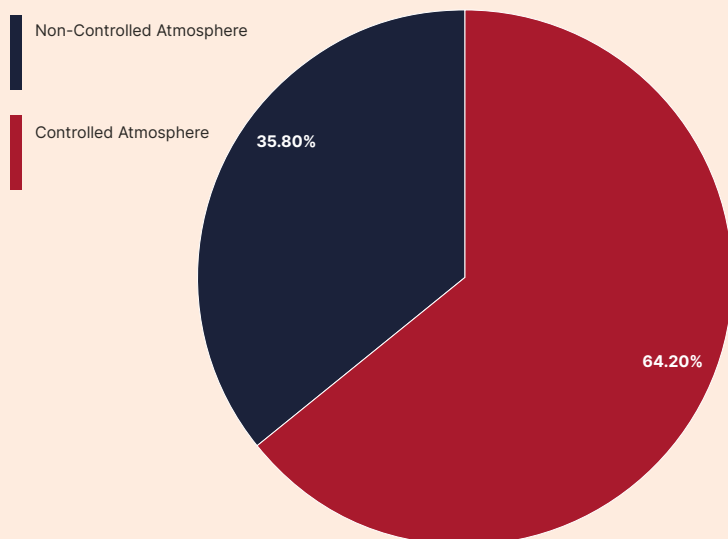
**Maximum Stocking Density**

The maximum planned stocking density permitted by KFC Western Europe is 38kg/m<sup>2</sup>. Exceeding this limit at audit is a critical indicator of failure to comply with KFC standards, and suppliers consistently exceeding this level are excluded from supply. Suppliers are encouraged to reduce planned densities further to 30kg/m<sup>2</sup>.

For KFC UK&I the majority (80.48%) of birds were stocked at 33-38kg/m<sup>2</sup> in 2022. The biggest changes from 2021 densities was a shift to more birds stocked at 38-42kg/m<sup>2</sup> (up by 8.38%) and fewer at 33-38kg/m<sup>2</sup> (down by 7.41%). Pressures from avian influenza may have had an impact, since movement restrictions can delay the movement of birds. For actual stocking density, two suppliers exceeded the KFC limit of 38kg/m<sup>2</sup> (one by 0.10kg/m<sup>2</sup> and the other by 0.37kg/m<sup>2</sup> based on their annual average stocking densities for 2022). These issues have been discussed and actions implemented to avoid reoccurrence.

KFC encourages farmers to depopulate flocks on the principle of 'all in all out'

**Weighted Stunning Method (% birds)**  
UK&I (2022)



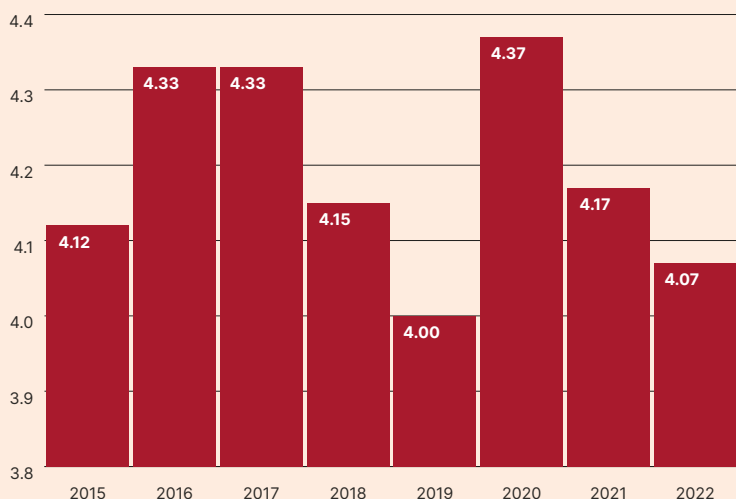
**Stunning System**

KFC Western Europe requires that suppliers into all markets use humane methods of pre-slaughter stunning for all birds. Suppliers must ensure that all slaughter facilities follow regulations and best practices around pain and stress during handling, pre-stunning, stunning and slaughtering. The stunning methods reported by KFC UK&I suppliers in 2022 included: controlled atmosphere stun (multi-phase, bi-phase and single-phase), electric water bath and halal electric water bath. In 2022, 64.2% of birds were stunned with Controlled Atmosphere Stunning (CAS), this was fairly consistent with 2021 (up 1.52% from 62.68% in 2021).

KFC UK&I is committed to transitioning as much of their supply chain as possible to humane methods, as specified in the Better Chicken Commitment (BCC). These include multi-phase CAS, inert gas or effective electrical stunning without live inversion<sup>11</sup>. KFC Western Europe will continue to publicly report their progress on an annual basis and will aim to provide better granularity on the stunning methods used.

<sup>11</sup> The Policy Better Chicken Commitment EU The Policy — BCC [EU] ([betterchickencommitment.com](https://betterchickencommitment.com))

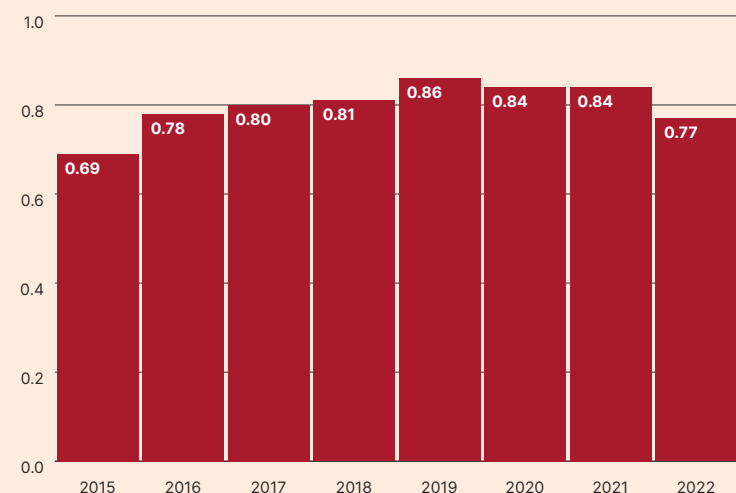
**Weighted Mortality (% birds)**  
UK&I (2015–2022)



**Mortality**

Mortality levels on a farm give an indication of breed robustness and bird health. This Key Performance Indicator includes all chickens that die or are culled for any reason, including disease, injury or lameness. At 4.07% of birds in 2022, mortality has been decreasing since 2020 for KFC UK&I. It is encouraging to see this trend alongside a decrease in total antibiotic use. However, mortality was higher for KFC UK&I than for the wider KFC Western Europe region (3.68%) showing scope for further improvement. Regrettably, the heatwave of summer 2022 led to higher-than-average mortality for some UK&I suppliers. KFC are engaging with suppliers on their heatwave and climate change mitigation plans for the future.

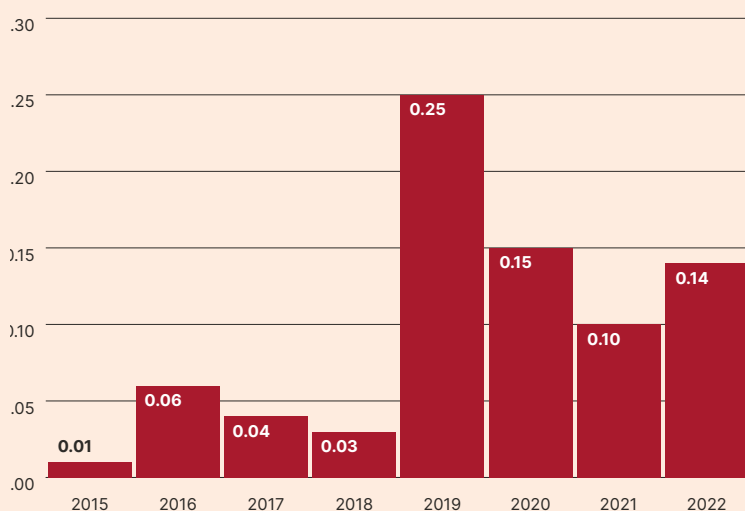
**Weighted Leg Culls (% birds)**  
UK&I (2015–2022)



**Leg Culls**

Leg culls are monitored as an indicator of leg health and walking ability. This is not a metric on which reduction targets are set to ensure that farmers cull birds that are lame, or have reduced walking ability, to prevent suffering. As part of KFC's on-farm audits, birds' walking ability and the farmers approach to culling is assessed. At 0.77% of birds in 2022, leg culls were down by 0.07% from 2021 levels (0.84% of birds) for KFC UK&I. This metric has remained relatively stable over recent years, with a maximum variation of 0.17% seen over the past 8 years.

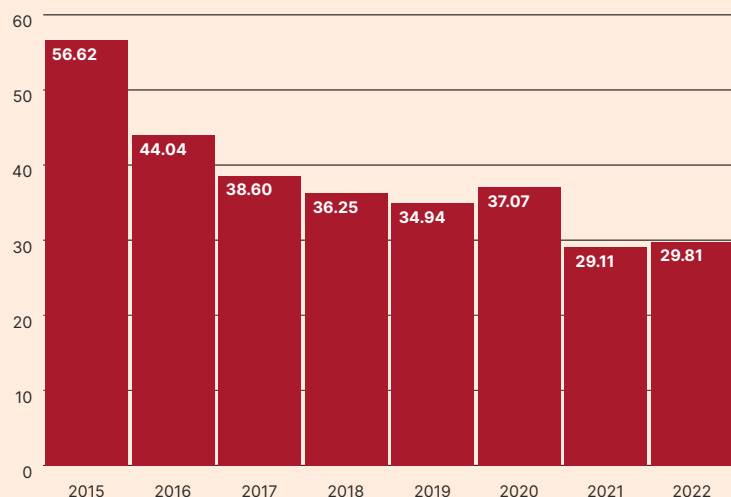
**Weighted Breast Blister (% birds)**  
UK&I (2015–2022)



**Breast Blister**

Breast blister incidence is linked to bedding management and bird husbandry. Breast blister levels within KFC UK&I's supply chain increased slightly to 0.14% of birds in 2022, from 0.10% of birds in 2021. However, KFC UK&I still performed relatively better than the wider KFC Western Europe region on breast blister in 2022 (0.23% of birds for the WE region).

**Weighted Foot Pad Dermatitis Usage (% birds)**  
UK&I (2015–2022)

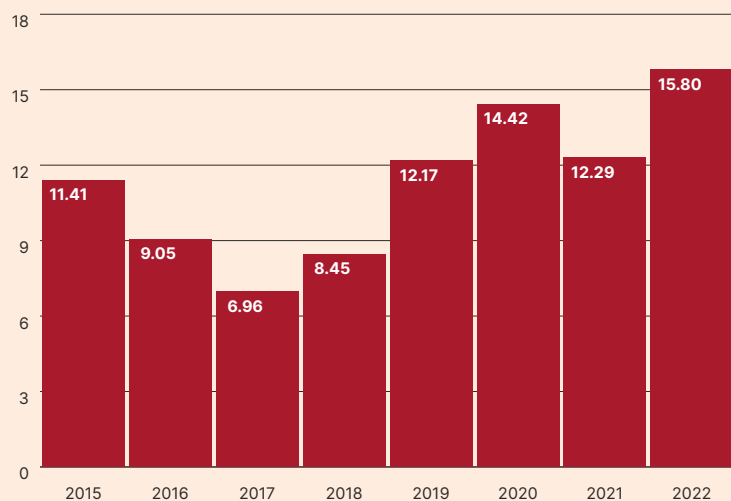


**Please note:** in order to help ensure standardized recording, foot pad dermatitis figures are reported based on an absence/presence not the level of severity.

**Foot Pad Dermatitis**

Footpad dermatitis is linked to housing environment, litter type and bird husbandry. In 2022, footpad dermatitis affected 29.81% of birds, remaining similar to 2021 levels (29.11% of birds). This is the second lowest level of foot pad dermatitis recorded over the past eight years, with a largely downward trend over this timeframe. In 2020, suppliers reported problems with moving birds due to COVID-19. This had knock on effects for increased stocking densities and disease levels, including foot pad dermatitis. Movement restrictions due to avian influenza may have played a similar role in 2022. Often considered as an ‘iceberg indicator’ of broiler welfare, foot pad dermatitis is a priority Key Performance Indicators for KFC UK & Ireland. It represents an important focus area for supplier welfare reviews and action plans.

**Weighted Hock Burn (% birds)**  
UK&I (2015–2022)



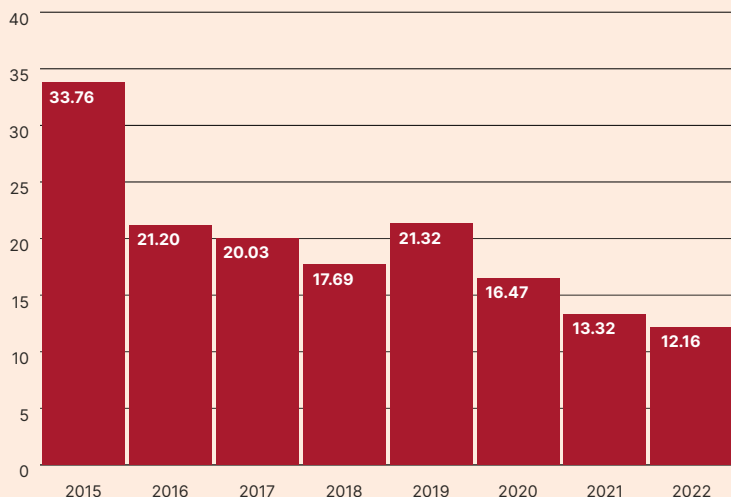
**Please note:** in order to help ensure standardized recording, hock burn figures are reported based on an absence/presence not the level of severity.

**Hock Burn**

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## Weighted Total Antibiotic Usage (mg/kg) UK&I (2015–2022)



## Antibiotic Usage

Positive trends have been seen for all measures of antibiotic use in KFC UK&I's supply chain in 2022. Total antibiotic use fell from 13.32g/kg active ingredient in 2021 to 12.16mg/kg in 2022. HPCIA use and antibiotic use in the first 7 days also fell (by 1.44mg/kg and 0.93mg/kg respectively).

The responsible use of antibiotics is a key priority for KFC Western Europe, including UK&I. While recognising that antibiotics will sometimes be required to safeguard bird health and welfare, KFC Western Europe seek to reduce antibiotic use as far as possible. Only medicines licensed for use in the European Union are permitted for use in their supply chains. These must be used only when needed, under the direction of a vet and their use must be recorded. At audit, suppliers must be able to: provide information on the reason for treatment; show the medicine book entries; and provide the associated veterinary prescriptions upon request. The use of antibiotics as growth promoters is strictly forbidden by KFC Western Europe (in line with EU legislation), as is the routine prophylactic use of antibiotics.

With antimicrobial resistance (AMR) identified as one of the greatest global health challenges of our time<sup>12</sup>, KFC Western Europe supports the RUMA approach to the use of Highest Priority Critically Important Antimicrobials (HPCIA) — i.e., as a treatment of last resort, only after diagnosed illness and prescribed under veterinary supervision. In line with their Welfare Policy, the elimination of HPCIA from the supply chain is a priority for KFC Western Europe. In 2022, suppliers representing 82.6% of the volume supplied to KFC UK&I used no HPCIA within their broiler supply chains. KFC UK&I was the best performing market on antibiotics within the Western Europe region in 2022, with the lowest score across all antibiotic measures. With a considerable contribution from domestic supply, this may partly reflect the British Poultry Council's successful Antibiotic Stewardship campaign<sup>13</sup>.

Total antibiotic and HPCIA use are focus Key Performance Indicators for supplier reporting and welfare review sessions. For example, unexpectedly high or low usage might be discussed with suppliers and considered alongside their reported levels of disease<sup>14</sup>. Through the provision and discussion of usage data, the aim is to help suppliers recognise any challenges and identify opportunities for reducing antibiotic use over time.

<sup>12</sup> WOA: <https://www.woah.org/en/what-we-do/global-initiatives/antimicrobial-resistance/>

<sup>13</sup> BPC: 'Working together works': Stewardship delivers again on antibiotic reductions - The British Poultry Council

<sup>14</sup> Aiming to ensure that low disease is not consistently linked to high antibiotic usage, or vice versa.

## Meaningful Environmental Enrichment Provision

Enrichment plays an important role in encouraging birds to exhibit their natural behaviours. This is beneficial for both the physical and mental well-being of the birds, and it helps to improve their quality of life.

KFC Western Europe's welfare standards state that suppliers should be able to demonstrate that they are actively managing their birds by providing suitable resources to enable them to exhibit a wide range of natural behaviours, such as dust bathing, wing flapping and pecking. Practical enrichments, such as bales and pecking objects, should be provided on or before day seven. These should be evenly spaced throughout the house and meet the following requirements:

- Bales (straw or shavings) or other objects to encourage perching behaviour: supplied at a rate of 1 bale per 1000 birds and 2m of perches per 1000 birds or 0.3m<sup>2</sup> of platform per 1000 birds.
- Pecking objects (e.g., strings, blocks) — a minimum of 1 pecking object per 1000 birds should be provided.

Dry, friable litter should also be maintained to encourage dust bathing. Both enrichment provision and litter condition are assessed at audit. Poor litter condition, with no evidence of remedial action, that is compromising bird welfare results in automatic audit failure.

The data included on environmental enrichment is based on suppliers who have reported providing their birds with one or more of the following enrichments: perches, bales, pecking objects and/or perching platforms. Overall enrichment provision was at 63.83% of birds in 2022. Of those suppliers providing enrichment, 57.1% of volume was covered by suppliers using pecking objects, 58.1% by suppliers using perches, 32.1% by suppliers using platforms and 4.8% by suppliers using other enrichment including bales<sup>15</sup>, with some suppliers providing more than one type of enrichment. In 2022, 42.4%<sup>16</sup> of supply for KFC UK&I was sourced from suppliers who provided 100% of their birds with environmental enrichment. In 2022, enrichment reporting was improved to provide % birds with access to enrichment, rather than % houses with enrichment. While an improvement, this means the 2022 data is not directly comparable to 2021 performance. Increasing enrichment provision is a priority area for KFC Western Europe, and one that they are looking to strengthen in the next revision of the KFC Western Europe Welfare Standards.

## Lighting & Daylight Provision

Light and dark periods within a broiler house over the course of 24 hours are important to support natural behaviours and bird wellbeing. Light periods encourage activity, while adequate dark hours allow birds a period of uninterrupted rest. KFC Western Europe's welfare policy requires that all birds have a minimum of 6 hours of daily darkness with at least four hours of continuous darkness.

Daylight provision is also important in encouraging birds to exhibit their natural behaviours, and it is beneficial for both the physical and mental wellbeing of the birds. In 2022, 62.12% of birds had access to daylight and 49.2%<sup>17</sup> of KFC UK&I suppliers provided 100% of their birds with access to daylight. Of those suppliers providing daylight, the average minimum lux level in houses normally used to supply KFC UK&I was 20.52 lux<sup>18</sup>. In 2022, daylight reporting was improved to provide % birds with access to daylight rather than % houses with daylight. While an improvement, this means the 2022 data is not directly comparable to 2021 performance. KFC encourages suppliers to provide daylight and is keen to improve on this level. KFC will be consulting suppliers on daylight provision, with the aim of strengthening requirements in the next revision of the KFC Western Europe Welfare Standards.

## Use of Higher Welfare Breeds

The percentage of higher welfare breeds within the KFC UK&I supply chain increased slightly in 2022 (from 2.16% in 2021 to 3.06% in 2022). This may reflect the wider change that is occurring as companies look towards 2026 and delivering against the Better Chicken Commitment. The higher welfare breeds reported by suppliers supplying into the UK&I market in 2022 included: Hubbard JA57 (includes 957, 787); Hubbard JA87 (includes 987 and 787); JA 987/787; JA 787/Redbro; Ranger Gold; Ranger Classic; Rowan Ranger. The list includes the Hubbard Redbro, a newer slower growing breed of broiler developed by Hubbard with the Better Chicken Commitment in mind.

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<sup>15</sup> Based on an annual survey result in which suppliers representing 83.8% of the KFC Western Europe volume responded to the question requesting a breakdown of enrichment types.

<sup>16</sup> This is a conservative estimate, with any suppliers not answering the survey question assumed to be non-compliant.

<sup>17</sup> This is a conservative estimate, with any suppliers not answering the survey question assumed to be non-compliant.

<sup>18</sup> Average figure based on the lux data reported by suppliers answering the KFC Western Europe Annual survey.

## KFC UK & Ireland Europe Closing Remarks & Future Focus

**KFC UK & Ireland's performance across the focus key welfare indicators (Key Performance Indicators) was mixed in 2022. This was not unexpected given the tough market conditions facing suppliers over recent months<sup>19</sup>.** However, performance still improved for several Key Performance Indicators, most notably across all antibiotic measures. Total antibiotic use for KFC UK&I reached its lowest level for 8 years in 2022. KFC UK&I was also the best performing market on antibiotics within the Western Europe region in 2022, with the lowest score across all antibiotic measures. Other Key Performance Indicators showing improvement in 2022 were higher welfare breeds, the use of controlled atmosphere stun and leg culls. Due to a change in measurement approach, daylight and enrichment provision were not directly comparable from 2021 to 2022.

However, when benchmarked against the wider KFC Western Europe region in 2022, KFC UK&I performed particularly well on daylight and enrichment provision (exceeding the regional average by over 10% for both measures). In 2022, performance worsened for stocking density, hock burn, footpad dermatitis and breast blister and these will be areas of focus for the coming year. Other important areas for ongoing focus will include antibiotic and HPCIA use (to continue the good practice), enrichment, daylight, stunning system and exploring the potential for the use of more higher welfare breeds. FAI continues to work with KFC UK & Ireland suppliers to implement a more detailed level of data collection. With farm level data collection and more metrics now collected on a monthly basis, improved welfare reporting is possible across KFC UK & Ireland's supply base. For example, for 2022, it has been possible to report daylight and enrichment provision on the basis of % birds, rather than the % houses reported in previous years. During 2022, there has also been an increased emphasis on sharing accessible and actionable Key Performance Indicators data with

suppliers. New supplier welfare reports have been developed to help feed Key Performance Indicators performance back to suppliers, enabling them to understand and ultimately improve their welfare practices over time. A regular schedule of supplier welfare review sessions now also allows KFC Western Europe and their suppliers to work more collaboratively towards the joint goal of improved bird welfare.

Through Key Performance Indicators analysis, supplier benchmarking and reporting, the KFC Welfare Programme helps identify where good welfare levels are being achieved and where improvements can be made. Over time, the programme will help improve the lives of many chickens within the KFC Western Europe supply base. None of this would be possible without the hard work, support and trust of the KFC Western Europe suppliers, who form the bedrock of the programme. FAI are pleased to be collaborating with both KFC Western Europe and their suppliers on this important welfare programme.

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<sup>19</sup> For example, the impacts of an unprecedented bird flu outbreak in Europe and rising production costs linked to the war in Ukraine.

# Appendix

## KFC Western Europe Farm Animal Welfare Governance

As welfare is integral to KFC Western Europe, KFC has defined strong policies and included the Animal Welfare Programme as part of the Sourcing Code of Practice (SCOP), which is a prerequisite to becoming a KFC supplier.

The SCOP is sponsored by the General Managers of the related business units. As per the picture below, the ownership of the SCOP and related policies sits with the Product Integrity Director, who approves any amendment of these documents with the markets through the Chief Supply Chain Officer (CSCO).

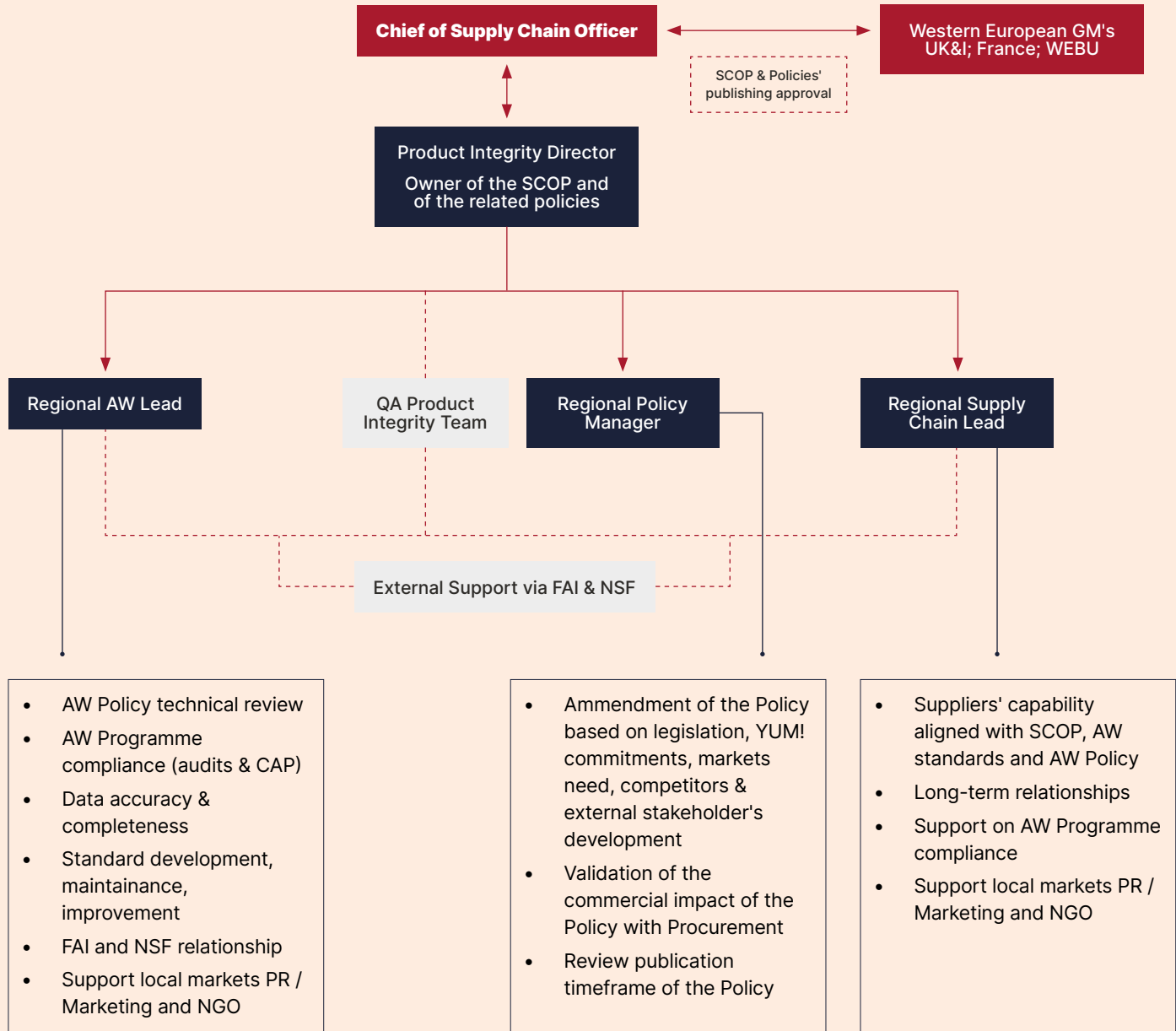
The Regional Animal Welfare (AW) Lead is responsible for the technical review of the AW Policy and works on the development of the Farm AW Programme and its standards and owns its compliance management. The Regional AW Lead also works with the QA Poultry Team on the suppliers' management and on third-party company relationships as a facilitator of science-based activities related to animal welfare.

The Regional Policy Manager works on the amendment of the SCOP and the related policies, getting it aligned with legislation and commitments in place and with its commercial impact. The review publication timeframe for these documents is also part of the Policy Manager's responsibility.

The establishment of long term and sustainable relationships with suppliers capable of delivering the KFC Western Europe SCOP and AW standards sits with the Supply Chain Lead.

# Appendix

## KFC Western Europe Farm Animal Welfare Governance



### Animal Welfare Strategy

## Key Performance Indicators: Why does KFC collect this information?

**Broiler welfare outcome measure data is collected as absolute figures on an individual house or farm basis for each flock depopulation.** Percentages and averages are calculated within the data portal (FAI Insite) to show trends at a slaughterhouse or supplier level. In the table below, 'input measures' show how the broiler system is managed (i.e., stocking density). 'Input' criteria do not capture the actual impact of the system. Therefore, FAI also records 'outcome measures' (e.g., hock burn). Animal welfare 'outcome measures' are simple metrics that indicate how an animal has experienced the environment in which it has lived.

OUTCOME	DATA POINT	WHY DOES KFC COLLECT THIS INFORMATION? What does this welfare outcome measure indicate?
Enrichment	% Daylight provision	Unlike humans, chickens' visual acuity extends into the infrared (IR) spectrum of light. IR light is easily provided with natural light. Natural light is therefore important for the expression of natural behaviours and has been shown to improve broiler welfare and leg health, with a significant effect on fast-growing birds (Ballie, 2013).
	% Enrichment provision	Objects appear to be successful point-source enrichment for broiler chickens with respect to increasing species-specific behaviours (Riber et al., 2018). Different certification or retailer requirements vary in their expectations for enrichment provision. According to the RSPCA guidelines, for every 1000 birds, there must be at least two items of environmental enrichment inside the house which must: a) be permanently available to the birds and b) include some destructible forms of enrichment.
Antimicrobial use	Overall (mg/kg)	It is crucial that we report the quantity and type of anti-microbial treatments used within our food supply chain. RUMA targets and guidelines are in place to support the responsible use of antibiotics in the UK and the use of Highest Priority Critically Important Antibiotic (HPCIA) antibiotics is analyzed. Inappropriate antibiotic use, particularly HPCIA, can lead to antibiotic resistance (AMR), with wider implications for both human and animal health.
	7 day (mg/kg)	For antibiotic reporting, the active ingredients used are reported by suppliers. The FAI system then classifies these by antibiotic class and calculates the mg/kg based on the indicated dose.
	HPCIA (mg/kg)	High usage of antibiotics at one time can indicate the presence of a disease, but high usage over a long period of time/ across several crops would require further investigation.
Breed	Breed	Welfare problems, such as high mortality, are commonly associated with fast-growing broilers (Dixon, 2020). Collecting breed information furthers our understanding of the welfare benefits and challenges associated with different breeds.

OUTCOME	DATA POINT	WHY DOES KFC COLLECT THIS INFORMATION? What does this welfare outcome measure indicate?
Stocking density	Stocking density (kg/m <sup>2</sup> )	Stocking density is the kilograms of body weight per meter square and maximum stocking density regulations have been put in place by UK Government bodies and the EU. Suppliers will need to consider the impact of increased stocking density on the available space to the birds, ventilation, feeding and drinking space availability, and the challenges posed by disease. Lower stocking densities, are considered better for broiler welfare as it allows sufficient space for animals to lie down, demonstrate natural behaviour and escape aggressors. It is important to record stocking density to ensure suppliers do not exceed legal limits and to better inform our understanding of the impact of stocking density on broiler welfare.
Welfare	Mortality %	High mortality results in production losses and it is vital to record as an indicator of overall house or farm performance. High mortality rates can be due to environmental factors, poor management practices, disease, or a lack of preventative measures e.g., vaccination and biosecurity protocols.
	Leg culls %	The walking ability of broilers can be associated with rate of growth (breed/genotype), age, feed type, high stocking density and antibiotic use (Knowles et al., 2008). The total number of birds culled with the worst gait scores (gaits 4 & 5 according to the 6-point Kestin scoring system) can indicate a variety of welfare problems. Lameness is most associated with fast-growing breeds.
	Foot pad dermatitis %	Pododermatitis is a bacterial infection of the avian foot. PMI checks will reveal birds with marks and lesions associated with these conditions. Like hock burn, pododermatitis can be associated with breed, litter moisture, general housing conditions and engagement with environmental enrichment. Levels can be affected by season and increased levels may be seen over the wetter winter months.
	Hock burn %	Hock burn is a skin pathology occurring on the hock region of the leg. PMI checks will reveal birds with marks and lesions associated with hock burn. Hock burns are marks on the bird's skin most associated with decreased bird activity levels and high ammonia levels from bird waste within the litter and litter moisture. Levels can be affected by season and increased levels may be seen over the wetter winter months.
	Breast blister %	Breast blister is the inflammation of the sternal bursa along the keel bone of the broiler. It is usually seen in birds that spend most of their time lying down and therefore can be a good indication of disease, poor mobility, over-stocking or poor litter management.