KFC UK & IRELAND
2026

ANNUAL PROGRESS REPORT ON CHICKEN WELFARE

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FOREWORD

Chicken welfare matters deeply to KFC. It is fundamental to the resilience of our supply chain, the trust our customers place in us every day and ultimately, the quality of our food.

As a business built around chicken, we have a responsibility to help drive high welfare standards.

For over 20 years, we have continuously strengthened our welfare program, guided by scientific evidence, independent expertise and close collaboration with our suppliers.

The scale of that responsibility is significant. Through our wider welfare measurement program, we have collected welfare data from more than 13,000 farms, helping us better understand welfare outcomes and identify opportunities for progress across our supply chain.

At the same time, the chicken sector is navigating a complex and rapidly evolving landscape. As we work alongside farmers, suppliers and industry partners to address challenges such as climate change and antimicrobial resistance, we need to consider welfare improvements alongside other important considerations including environmental performance, supply resilience and the ability to continue providing quality, affordable meals to our customers.

This report sets out KFC Europe's welfare performance in 2025. It reflects both the strength of the program we have built and our commitment to keep evolving as science advances and expectations change.

Transparency is essential to driving progress, which is why we report openly on both our achievements and the challenges that remain. By sharing our annual progress, our data and our learnings, we aim to help raise standards across our supply chain and contribute to positive change across the wider chicken industry.

MARC HAYES
Yum! Chief Supply Chain Officer, Europe

INTRODUCTION: EVOLVING WHAT PROGRESS MEANS

This report outlines 2025 KFC Europe's chicken welfare performance which is built on a more than 20-year history of program development and is part of our parent company Yum!'s global chicken welfare program.

In this latest edition of our report, we have expanded our perspective to place welfare outcomes within a broader context. The way we raise chicken is intrinsically linked to public health outcomes such as antimicrobial resistance and environmental considerations including greenhouse gas emissions (GHGs) and resource efficiency. Experience across European supply chains shows that single-framework approaches cannot fully reflect the complexity of modern chicken production.

While KFC works to advance toward a more holistic, system-based approach that balances welfare outcomes with environmental impact, supply chain resilience and public health priorities, we will continue to monitor, report transparently and engage in meaningful work alongside peers and partners.

Our evolving approach is rooted in the principles put forth by the One Health European Joint Program (One Health), a landmark partnership between more than 40 acclaimed food, veterinary and medical laboratories and institutes across more than 20 member states in Europe. This framework integrates animal welfare, human health and environmental considerations and combines outcome-based indicators with system measures to support balanced, evidence-based progress.

We refer to the welfare outcome measures we collect as Key Welfare Indicators (KWIs). We will continue to collect and monitor these science-based indicators to help us better understand how our chickens are raised. We will continue to disclose our performance on these within this wider framework, along with maintaining third-party auditing of KFC's standards, helping to enable continuity, transparency and ongoing accountability with our suppliers.

OUR CHICKEN WELFARE PROGRAM

TRUST IN EVERY BITE CYCLE:

KFC UK & Europe's continuous improvement process that combines supplier benchmarking and scorecard, structured performance reviews and joint action planning to identify opportunities, share best practices and drive measurable improvements in animal welfare outcomes across the supply chain.

LONG-TERM IMPACT

Average Antibiotic use down 68% since 2021

HPCIA use down 79% since 2021*

The KFC Europe Chicken Welfare Program is grounded in recognising chickens as sentient beings and requiring supplier compliance with our Sourcing Code of Practice.

It combines science-based standards, independent audits and robust data collection. Transparency is central: monthly farm and processor-level data is independently reviewed, supporting evidence-based decision-making.

Our Program is founded on the principle of long-term collaborative partnerships with suppliers. We use KWIs to aim for continuous improvement by engaging suppliers through anonymous benchmarking of key metrics, quarterly supplier leadership review sessions and joint action planning.

Responsible antibiotic use is a good example of our program in action. Progress is not always linear, but the long-term trend demonstrates the value of sustained measurement, supplier engagement and evidence-based action.

We also regularly evaluate our program to help ensure our process is evolving alongside the industry. For example, in 2024 we developed a new process called Hypercare to support continuous improvement. This process is used when supplier benchmarking identifies suppliers with challenges on KWIs. Hypercare is a bespoke, consultative process designed to identify root causes, offer advice and agree an action plan. The first Hypercare pilots took place in 2025.

Additionally, at Yum! level, oversight of animal welfare efforts more broadly is led by the Yum! Brands Global Animal Welfare Governance Council, a cross-functional group of senior leaders from Food Safety and Quality Assurance, Sustainability, Supply Chain and our Brands. We also work with external partners to get counsel and inform this council. The Council evaluates and oversees welfare initiatives, monitors progress, facilitates collaboration and addresses emerging risks, to help ensure animal welfare remains integral to Yum!'s ethical sourcing and sustainability objectives.

* Highest priority critically important antimicrobial as defined by the WHO

ONE HEALTH IN PRACTICE

This section explains how our program aims to deliver value across all three dimensions while navigating complex trade-offs within the chicken sector. Starting with Animal Health and Welfare, we then move on to cover Public Health, and Planet Health.

ANIMAL HEALTH AND WELFARE

Good welfare is reflected in the lived experience and health of the birds. Our program focuses on collecting outcome-based KWIs alongside farm inputs or resource-provision information such as enrichment, access to natural daylight and stocking density. Suppliers are required to submit KWI data monthly for farms that have completed a production cycle, with submission completeness independently reviewed as part of the data quality process.

On an annual basis we also collect data on practices in other parts of the supply chain that are important for welfare such as stunning method and transport times.

More detail on the Key Welfare Indicators that KFC collects are provided in the Appendix.

PRODUCTION METRICS

- Breed
- Stocking density (kg/m²)
- Average liveweight (kg)
- Age at slaughter (days)
- Dead on arrivals (%)
- PMI* rejects (%)
- Total culls (%)
- Leg culls (%)

ENVIRONMENT

- Birds with environmental enrichment (% birds)
- Birds with access to natural daylight (% birds)

ANTIBIOTIC USAGE

- Active antibiotic ingredient given to flock (g)
- Antibiotics given in first 7 days
- HPCIAs**

DISEASE & INJURY

- Pododermatitis (%)
- Hock burn (%)
- Breast blister (%)
- Wing damage (%)
- Leg damage (%)
- Airsacculitis (%)
- Ascites (%)

MORTALITY

- Mortality (%)
- 7-day mortality (%)

* Post Mortem Inspection

** Highest priority critically important antimicrobial as defined by the WHO.

ONE HEALTH IN PRACTICE

PUBLIC HEALTH: RESPONSIBLE ANTIBIOTIC USE

Responsible antibiotic use is a key public health priority, which is why KFC embeds antimicrobial stewardship into daily operations. We recognize that sometimes antibiotics will be needed to treat birds if they become ill to safeguard their health and welfare. As outlined by the Responsible Use of Medicines in Agriculture Alliance (RUMA), responsible use means using as little medicine as possible by adopting good husbandry practices,
but as much as necessary if animals become ill, ensuring they are treated with antibiotics prescribed by a veterinary surgeon.

We have actively used European Medicines Agency (EMA) guidance and the RUMA targets within the program and our animal welfare policies to ensure that critically important antibiotics are protected for human health.

We are encouraging our suppliers to investigate and implement alternative approaches such as enhanced biosecurity measures or the use of probiotics to help reduce the need for antibiotics while maintaining or improving bird health and welfare.

Since 2019, weighted antibiotic use across the European supply chain has decreased by approximately two thirds, alongside sustained reductions in Highest Priority Critically Important Antimicrobials (HPCIAs). These improvements support the global effort to combat antimicrobial resistance.

ONE HEALTH IN PRACTICE

PLANET HEALTH: MANAGING ENVIRONMENTAL TRADE-OFFS

KFC Europe considers climate and resource implications alongside welfare, recognizing that long-term progress depends on addressing both together. As set out in our Sustainable Sourcing Policy, we are also committed to reducing environmental impacts and supporting responsible agricultural practices.

Through our work to map and understand our supply chain, we have identified key opportunities including feed ingredients such as soy and palm oil, which can be linked to land use change and deforestation in some sourcing regions.

Rather than treating these challenges separately, we take a whole-system approach. We work proactively with suppliers, industry partners and non-governmental organizations (NGOs) to improve both welfare and environmental outcomes.

A key example is our annual soy mapping program, which helps us understand where soy enters our supply chain and target action where it can have the greatest impact. We recently started working with Conservation International to support production of soy and palm oil in key sourcing regions by helping to improve land management practices, reduce deforestation risk, strengthen supply chain resilience and support farming communities.

By combining robust data, supplier engagement and industry collaboration, we can make better-informed decisions that work to support animal welfare, environmental sustainability and the long-term resilience of our supply chain.

OUR CHICKEN WELFARE JOURNEY

2004

Launch of the KFC Chicken Welfare Auditing Program

2015

Key Welfare Indicators data collection begins with FAI Farms

2018

Launch of KFC Western Europe Chicken Welfare Program and Policy

2020

1st Progress Report on Chicken Welfare (2019 data)

2021

New independent auditors appointed Implementation of the Trust in Every Bite Cycle

2023

Further enhancement of Key Welfare Indicators data collection process

2025

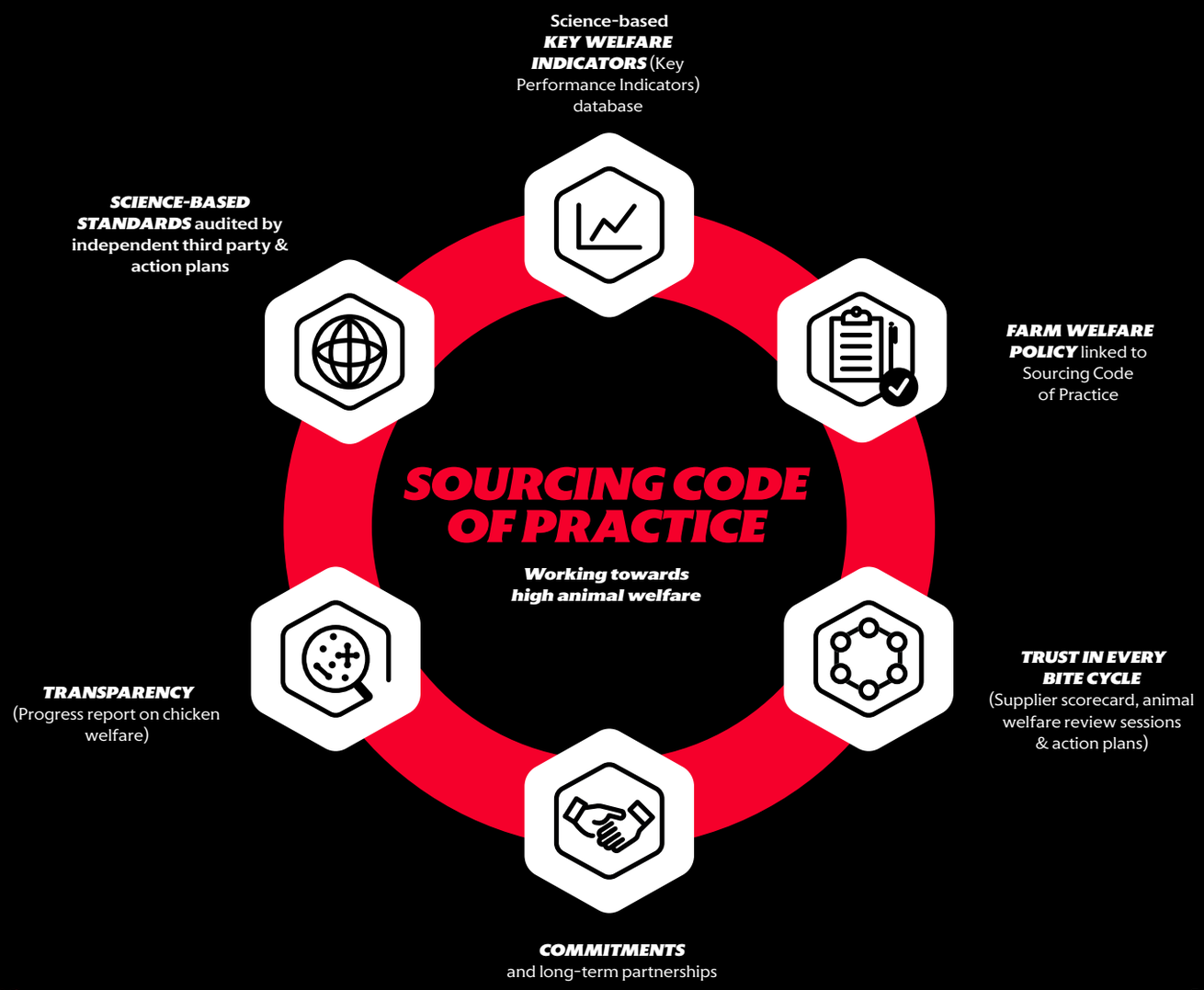
Implementation of Hypercare Process for strategic response to lowest performers

KFC EUROPE ANIMAL WELFARE PROGRAM SUMMARY

- The Program is applied across KFC Europe's full chicken supply chain.
- All chicken suppliers are required to comply with all European Union (EU) animal welfare laws and regulations.
- Signing the KFC Europe Sourcing Code of Practice is mandatory to become a KFC supplier.
- Suppliers are required to submit self-reported KWI data monthly for farms that have completed a production cycle. FAI Farms independently collates and review the data.
- Chicken suppliers across KFC Europe are subject to annual audits against the KFC Europe welfare standards by independent third-party auditors.
- No cages or multi-tier systems are used.
- All chicken suppliers are part of the KFC continuous improvement process called *Trust in Every Bite Cycle*.

FOR MORE INFORMATION PLEASE SEE:

KFC Europe Sourcing Code of Practice
KFC Animal Welfare Program



LOOKING AHEAD

KFC is committed to maintaining momentum and building on the success we have achieved to date to deliver sustained progress. We will continue to prioritise transparency, independent oversight and continuous improvement across our European Chicken Welfare Program.

KEY FOCUS AREAS INCLUDE:

- Welfare improvements can carry environmental implications; our approach manages these trade-offs through evidence-based decision-making.
- Sustained improvement in bird-based welfare outcomes, supported by data-driven management practices.
- Targeted progress on structural welfare measures, recognising variation in starting points, infrastructure and supply chain constraints.
- At KFC, we are taking a holistic approach to chicken welfare, working with farmers and collaborating across the supply chain to support both animal welfare and environmental sustainability. This includes an on-farm carbon assessment pilot program in France, to identify practical opportunities for farmers to reduce emissions while supporting better farming practices.
- Continued focus on responsible use of antibiotics, including reductions in HPCIA use and alignment with RUMA targets and broader public health objectives.
- Keep embedding Hypercare within the KFC sourcing process.
- We will continue to invest in science, research and innovation to strengthen our understanding of animal welfare and support the development of practical solutions that deliver meaningful improvements for chickens across our supply chain.
- 90% of emissions come from ingredients, with roughly half from chicken. This is where we focus our efforts.
- Scope 3 target: 46% reduction in GHG emissions per metric ton for core proteins by 2030 vs 2019 (Yum! level).
- Performance across markets demonstrates that progress pathways differ, with some indicators advancing more rapidly than others depending on system maturity and local conditions.
- Through a One Health lens, the program will continue to evolve in line with scientific evidence, regulatory developments and societal expectations, while delivering safe, affordable food and measurable progress across animal, human and planetary health.

TRANSPARENCY IN PRACTICE: MARKET-LEVEL RESULTS

KFC Europe operates across diverse markets with varying regulatory frameworks and production systems. Across 2025, our program delivered continued progress on key welfare and health indicators, including reductions in antibiotic use, improvements in enrichment provision, lower incidence of pododermatitis and hock burn and improved transport outcomes.

While progress on stocking density remains more gradual, reflecting structural supply chain constraints, overall results demonstrate consistent forward movement across multiple dimensions of chicken welfare. Market-level reporting provides transparency on this performance while reflecting local context and ongoing improvement efforts.

KFC EUROPE DATA APPROACH

Suppliers report data for birds that are eligible for KFC supply. The data is weighted to reflect the volume produced, in metric tons, by each supplier in each market. Data is collected monthly at both farm and processing plant levels. All data is self-reported. FAI, an independent animal welfare and sustainability consultancy, checks the integrity and completeness of the data.

FAI also provides ongoing support and tools to suppliers to ensure the data is standardized across suppliers and regions. Our approach and commitments to data handling are aligned with Farm Data Principles.

2025 KEY POSITIVE OUTCOMES

REDUCTION ON ANTIBIOTIC USE
INCREASE OF ENRICHMENT PROVISION
REDUCTION OF PODO & HOCK BURN INCIDENCE
INCREASE OF TRANSPORT PERFORMANCE

EUROPE CHICKEN WELFARE PERFORMANCE (2025)

Overall performance demonstrates consistent forward progress across multiple welfare dimensions, with variation in pace reflecting structural system realities.

OVERALL PROGRESS:

- Broad-based improvements across animal health, welfare and antibiotic stewardship
- Strong progress in enrichment and transport practices
- Continued evidence-based improvement across multiple indicators

KEY STRENGTHS:

- Significant reduction in antibiotic use, including HPCIAs, supporting public health objectives
- Welfare outcomes improved, reflected in lower incidence of pododermatitis and hock burn
- Transport practices improving, supporting end-of-life welfare
- Enrichment provision increased, strengthening behavioural welfare conditions

AREAS OF FOCUS:

- Daylight: minor variation linked to infrastructure differences
- Stocking density: progress remains gradual due to structural supply chain constraints and implementation timelines at scale

PERFORMANCE CONTEXT:

- Results reflect diverse production systems and regulatory environments across markets
- Indicator progression varies due to scale, infrastructure and implementation timelines
- Outcome-based indicators confirm measurable welfare improvements, even where system changes take longer

WEIGHTED DATA: EUROPE 2024 VERSUS 2025

OUTCOME	KPI	2024	2025	2025 +/-
Enrichment	Daylight Provision (%)	54.57	52.57	-2.01
	Enrichment Provision (%)	55.47	62.31	6.84
Abx Use	Total Use (mg/Kg)	8.51	5.74	-2.77
	7 Day Use (mg/Kg)	2.64	1.62	-1.02
	HPCIA (mg/Kg)**	1.16	0.80	-0.36
Breed	High Welfare (%)*	2.08	3.41	1.33
Stocking Density	Below 30kg/m² (%)	19.92	12.86	-7.05
	Average (kg/m²)	34.10	34.30	0.20
Confinement	Cage Free (%)	100.00	100.00	0.00
Welfare	Mortality (%)	3.45	3.44	-0.02
	Leg Culls (%)	0.52	0.51	-0.01
	Foot Pad Dermatitis (%)	30.39	22.88	-7.51
	Hock Burn (%)	12.17	9.87	-2.29
	Breast Blister (%)	0.26	0.25	-0.01
Stunning	Controlled Atmosphere Stun (%)***	64.79	65.78	0.99
	Multiphase CAS (%)	33.85	39.09	5.24
	Total Birds Stunned (%)	100.00	100.00	0.00
Transport	Under 4 hours (%)	80.29	83.63	3.34

* As defined by the RSPCA Broiler Breed Welfare Assessment Protocol.

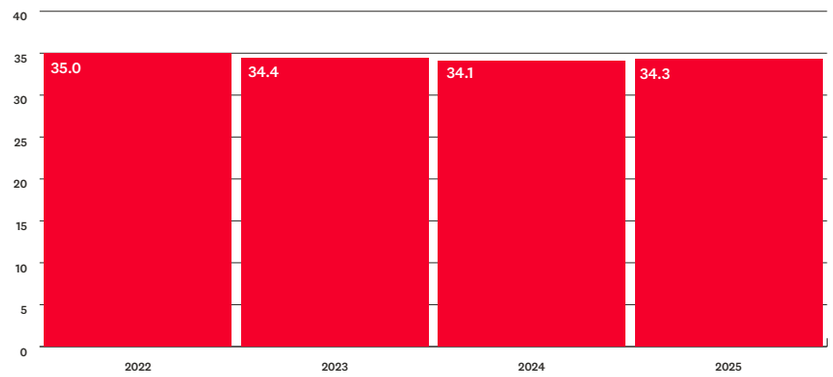
** Highest priority critically important antimicrobial as defined by the WHO.

*** Controlled Atmosphere Stun covers all CAS systems including single-phase, bi-phase and multiphase.

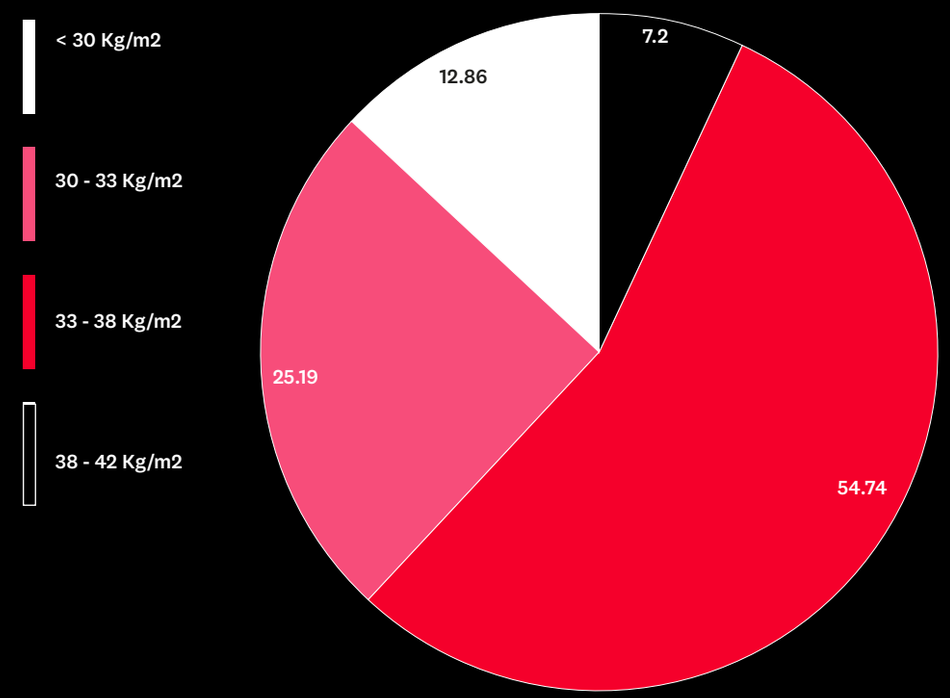
KEY WELFARE INDICATORS

KFC Europe | 2025 Performance Highlights

Average Stocking Density (kg/m²)
Europe (2022-2025)



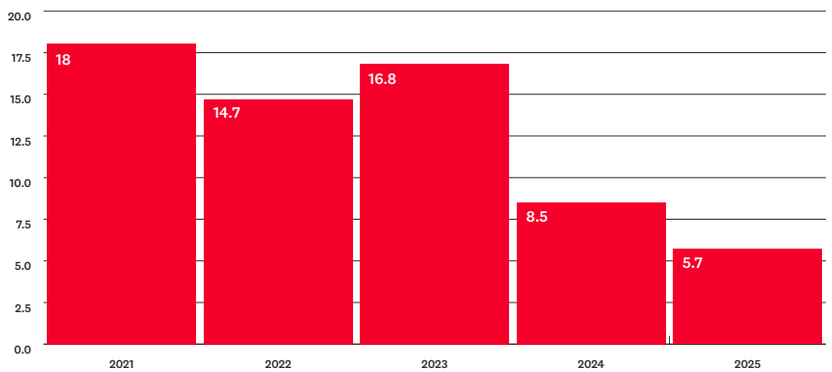
Stocking Density Breakdown (% birds)
Europe (2025)



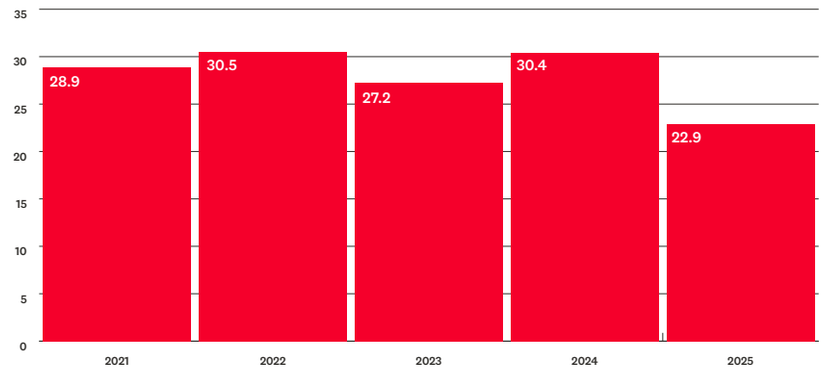
KEY WELFARE INDICATORS

KFC Europe | 2025 Performance Highlights

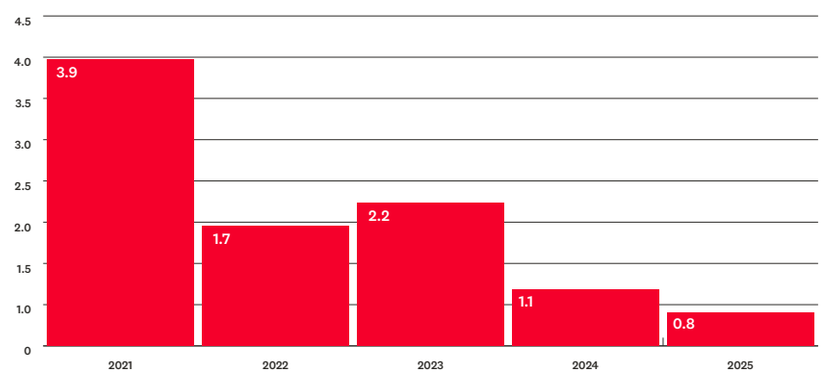
Total Antibiotic Usage (mg/kg)
Europe (2021-2025)



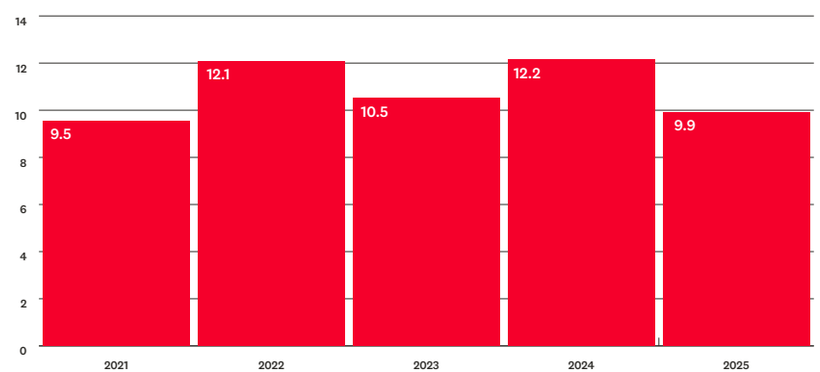
Footpad Dermatitis (% birds)
Europe (2021-2025)



HPCIA Usage (mg/kg)
Europe (2021-2025)



Hock Burn (% birds)
Europe (2021-2025)



UK & IRELAND CHICKEN WELFARE PERFORMANCE (2025)

Overall, results indicate continued progress across key welfare and health indicators, with changes reflecting system maturity and structural constraints rather than direction of travel.

OVERALL PROGRESS:

- Continued progress across animal health, welfare and antibiotic stewardship indicators
- Improvements observed in enrichment, welfare outcomes and transport performance
- Performance reflects ongoing development within an established and mature supply system

KEY STRENGTHS:

- Antibiotic use reduced across all metrics, including HPCIAs, supporting public health objectives
- Welfare outcomes improved, with significant reductions in foot pad dermatitis and hock burn
- Enrichment provision increased slightly, strengthening behavioural welfare conditions
- The proportion of flocks transported for under four hours remained broadly stable, increasing from 79.02% to 79.95%

AREAS OF FOCUS:

- Daylight provision: year-on-year variation linked to infrastructure and farm-level differences
- Mortality: slight increase, remaining within expected operational ranges
- Stocking density: reduction in flocks below 30kg/m² reflects system rebalancing and structural supply constraints, within a mature production environment

Supply pressures on the poultry supply chains of UK hospitality businesses are significant. Consumer demand for chicken continues to rise, but production capacity is a squeezed by a number of factors including disease outbreaks, changes to farming systems and planning constraints. Across 2025 and into 2026, highly pathogenic avian influenza (HPAI) H5 has been a severe threat, with around 90 outbreaks in the UK over the winter season.

In the UK planning constraints have limited the poultry industry's ability to grow with demand, with a 42% decrease in the number of chicken sheds built in the UK between 2020 and 2025. Planning applications for the larger farms required to accommodate lower densities or slower-growing breeds are frequently being rejected, so restricting British farmers' ability to rear more birds.

PERFORMANCE CONTEXT:

- Results reflect a mature and relatively stable supply base, with improvements driven through incremental system optimisation
- Some indicators show limited variability due to already high baseline performance levels
- Outcome-based welfare indicators continue to show measurable improvement in bird health and condition

WEIGHTED DATA: UK & IRELAND 2024 VERSUS 2025

OUTCOME	KPI	2024	2025	2025 +/-
Enrichment	Daylight Provision (%)	70.06	65.88	-4.18
	Enrichment Provision (%)	72.96	74.80	1.83
Abx Use	Total Use (mg/Kg)	7.02	5.46	-1.57
	7 Day Use (mg/Kg)	2.22	1.55	-0.68
	HPCIA (mg/Kg)**	0.90	0.75	-0.15
Breed	High Welfare (%)*	0.74	1.25	0.51
Stocking Density	Below 30kg/m² (%)	28.35	16.76	-11.59
	Average (kg/m²)	33.50	33.60	0.10
Confinement	Cage Free (%)	100.00	100.00	0.00
Welfare	Mortality (%)	3.80	3.92	0.13
	Leg Culls (%)	0.61	0.60	-0.01
	Foot Pad Dermatitis (%)	31.84	22.36	-9.48
	Hock Burn (%)	18.14	14.36	-3.78
	Breast Blister (%)	0.13	0.15	0.02
Stunning	Controlled Atmosphere Stun (%) ***	58.78	57.81	-0.97
	Multiphase CAS (%)	22.17	22.85	0.68
	Total Birds Stunned (%)	100.00	100.00	0.00
Transport	Under 4 hours (%)	79.02	79.95	0.92

* As defined by the RSPCA Broiler Breed Welfare Assessment Protocol.

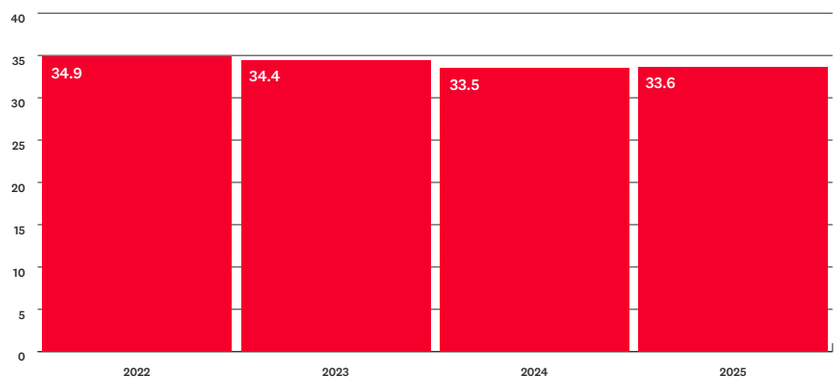
** Highest priority critically important antimicrobial as defined by the WHO.

*** Controlled Atmosphere Stun covers all CAS systems including single-phase, bi-phase and multiphase.

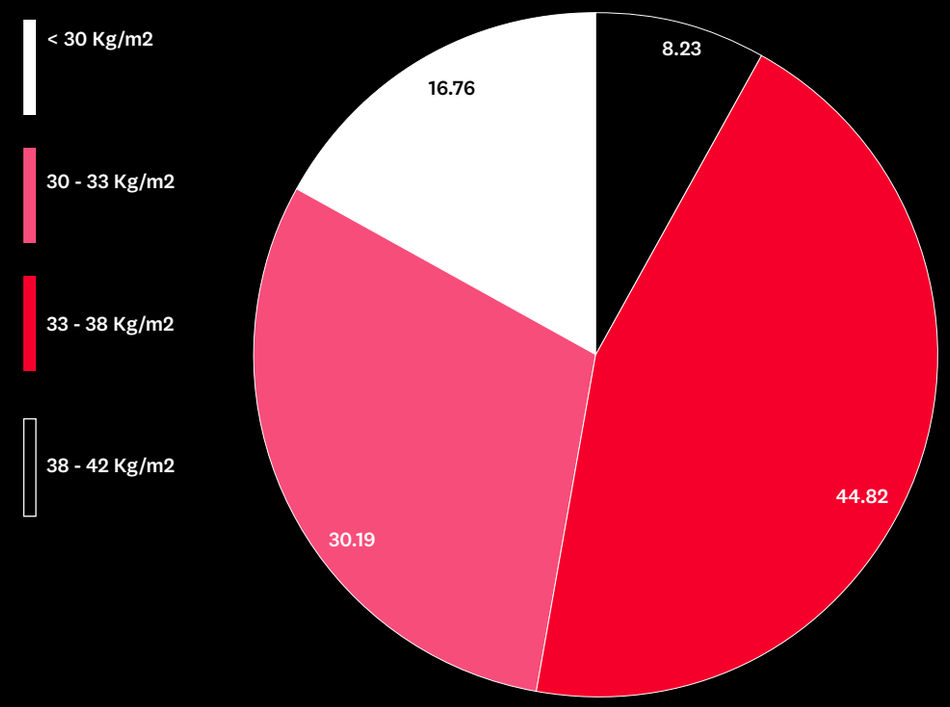
KEY WELFARE INDICATORS

KFC UK & Ireland | 2025 Performance Highlights

Average Stocking Density (kg/m²)
UK & Ireland (2022-2025)



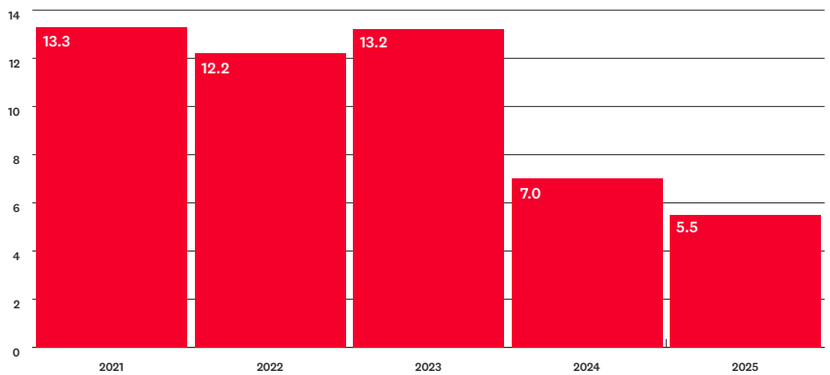
Stocking Density Breakdown (% birds)
UK & Ireland (2025)



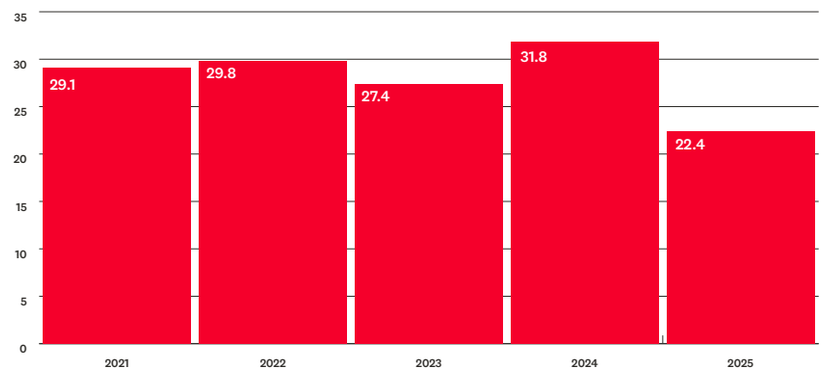
KEY WELFARE INDICATORS

KFC UK & Ireland | 2025 Performance Highlights

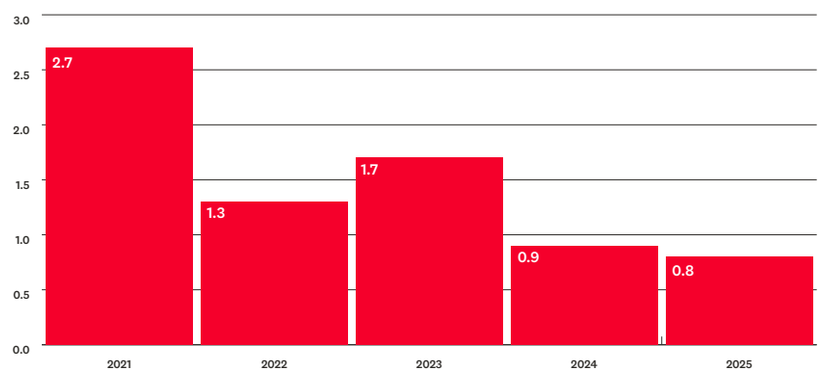
Total Antibiotic Usage (mg/kg)
UK & Ireland (2021-2025)



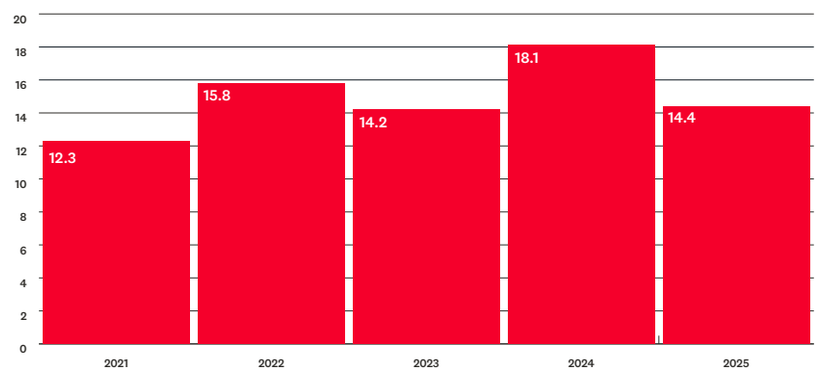
Footpad Dermatitis (% birds)
UK & Ireland (2021-2025)



HPCIA Usage (mg/kg)
UK & Ireland (2021-2025)



Hock Burn (% birds)
UK & Ireland(2021-2025)



APPENDIX
KEY WELFARE INDICATORS: WHY DOES KFC COLLECT THIS INFORMATION?

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, KFC 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.

CATEGORY	INDICATOR	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 HPCIAs, 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.

APPENDIX

CATEGORY	INDICATOR	WHY DOES KFC COLLECT THIS INFORMATION? *What does this welfare outcome measure indicate?*
Stocking density	Stocking density (kg/m²)	Stocking density is the kilograms of body weight per square meter 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.