

CHICKEN WELFARE PROGRESS

Annual Progress Report on Chicken Welfare

July 2020

A report prepared for KFC Western Europe



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Foreword



Dr Tracey Jones

**GLOBAL DIRECTOR OF FOOD BUSINESS
COMPASSION IN WORLD FARMING**

All animals used to produce our food deserve a good quality of life and a humane end. Irrespective of our place in the farm to fork cycle, it's a responsibility we all share.

We entrust food companies to be responsible stewards of the animals in their supply, to deliver the best welfare possible while producing delicious, safe food, with increasing attention to its impact on the environment. Such corporate social responsibility is driven by a range of stakeholders, including consumers, governments, NGO's, and investors, as well as companies themselves, coupled with a desire to do the right thing for people, the planet, and animals.

Recognising animals as sentient beings is a fundamental part of doing the right thing for them. Being sentient means that animals can feel a range of emotions from pain to joy, and can lead complex, active lives if given the opportunity. Acknowledging this allows us to create systems from the animal's perspective – based on a mix of scientific evidence, best practice guidance and what the animals themselves tell us.

It's refreshing to see KFC recognise chicken sentience along with the established five freedoms, which describe an acceptable state of animal welfare, encompassing not only good health and physical condition, but good mental wellbeing and the ability to express natural behaviours.

Animal welfare is no longer some abstract concept. We know what aspects are needed to deliver a better life for chickens, which is why it is so important that KFC have signed up to the Better Chicken Commitment across six of their European markets, and are continuing to explore ways to drive progress across other markets. Following the criteria will provide chickens with more space to live, an enriched

environment, and will ensure the breeds used will be able to lead active lives with good welfare outcomes. It will also ensure that chickens have a more humane end and are protected by third-party auditing.

This first report from KFC on its chicken welfare progress, provides valuable information on key inputs, such as stocking density, natural light provision, and type of breed used; health indicators such as the use of antibiotics and mortality rates; as well as indicators of welfare, such as the condition of feet, hocks and legs. Coupled with an active improvement programme, we expect to see these animal-based outcome measures gradually improve as KFC transition their supply to meet the requirements of the Better Chicken Commitment.

To date, over 100 companies in Europe have signed up to the Better Chicken Commitment. The transition from current production systems to the new criteria will take time and will require collective action from a range of stakeholders. It will also require leadership.

This annual progress report from KFC is a shining example of leadership and a proactive approach to improving the lives of the millions of farm animals in its supply. It demonstrates that chicken welfare is genuinely built into the DNA of the company and is a bold way to communicate their agenda. We wholeheartedly applaud this transparency.

There has never been a more important time to improve farm animal welfare and a true market shift to higher welfare chicken is achievable if the food industry works together now to make it a success.

Chicken is our Business



A word from
David Moran

**CHIEF SUPPLY CHAIN OFFICER,
KFC WESTERN EUROPE**

We are proud of the progress we have made since 2004, when we first introduced a formalised set of welfare standards in Europe. In 2019 we were focused on step changing our efforts, introducing a state-of-the art auditing system to give us an even greater understanding of how every single farm is doing, on any given day, against a raft of welfare KPIs that were designed with the help of welfare experts and leading independent NGOs.

Alongside this we committed to publishing this data; where we're doing well and where we still need to improve. By publicly showing where we are at with things like average stocking density or where things have gone wrong, we will be more proactive in managing issues. This will not only introduce a greater accountability for ourselves and our suppliers but will also help drive progress and raise standards further.

This first annual report is an important moment in our farm animal welfare journey giving our external stakeholders and our consumers a full and transparent view of our welfare performance.

While I know that there is much, we, our suppliers and others can still do, I think we're all aware that the truly bold unilateral announcements of 10 years ago are beginning to dry up, especially when it comes to poultry. The 'easy yards' have been made up and the real work lies ahead to make meaningful change.

Higher welfare, at least for now, means higher costs for farmers, and customers recognise this — they know buying meat and poultry at lower prices means compromising on welfare standards. It is this conundrum that lies at the centre of the challenge facing us — it is only if the industry moves as one that we can make the changes necessary to make a real difference to welfare at a price that customers are willing to accept.

While we continue to push further for higher welfare standards and ways in which we can implement the aspirational standards of the Better Chicken Commitment, it will be interesting to see how we can work with other businesses to unlock a new generation of chicken welfare standards that meet heightened consumer anxiety around animal welfare.

The KFC Western Europe Welfare Programme

KFC's parent company Yum! Brands established its first welfare programme in 2002, which has continued to evolve up to the latest Global Animal Welfare Policy in 2018. KFC Western Europe established a complimentary programme in 2004, building on the UK Farm Animal Welfare Council's 5 Freedoms and European legislation. This programme includes KFC Western Europe. The standards — currently in their 20th edition — are supported by scientific research, and changes to the programme are based on the latest available science.

KFC Western Europe believe chickens are sentient and that they have the ability to suffer and feel pain. In order to ensure that the welfare of chicken is continuously improving, all suppliers are independently audited to formally assess compliance, share best practice and identify opportunities for improvement. 100% of KFC Western Europe's poultry supply is governed by this programme.

Number of KFC Western Europe suppliers in 2019:	41
Number of sites audited in 2019:	20
Number of sites audited since 2004:	Approx. 350

Audited Stages of Broiler Production

All seven stages of broiler production are audited as part of the programme:

Feed Mills

Focus on preventing use of growth promoters and ensure responsible sourcing.

Broiler Growing

Ensuring birds are reared in litter-based systems, at low stocking densities, good light, low antibiotic use and enrichments provided.

Breeder Rearing

Ensuring birds are reared in litter-based system and enrichment is provided.

Catching

Encourage suppliers to use single-bird or automatic catching systems.

Breeder Laying

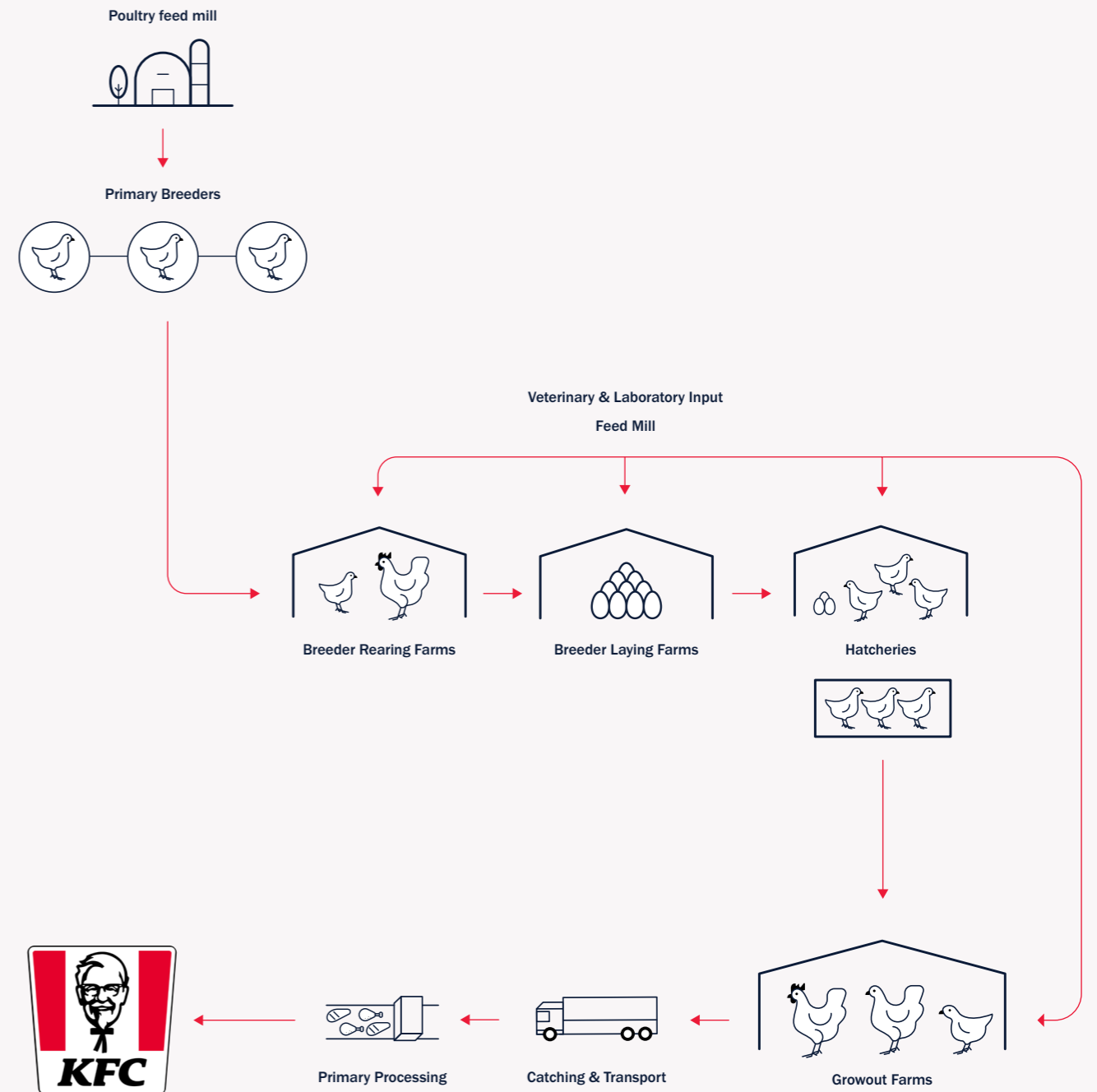
Ensuring birds are reared in litter-based system and enrichment is provided.

Slaughter

Insist all birds are stunned, and control both electrical or controlled atmosphere systems.

Hatchery

Ensure traceability, good handling and vaccinations.



Audit Process

Suppliers are visited every 15 months and all aspects of supply are audited:

- 1 × Breeder Rearing site – flock to be over 10 weeks of age
- 1 × Breeder Laying site – flock to be over 45 weeks of age
- 1 × Hatchery – during the period of chick processing
- 1 × Feed Mill
- 1 × Broiler Growing site – in the last week of the growing period
- 1 × Broiler Growing site during catching
- All supplying Slaughterhouses – during processing (observing from arrival to exiting defeather)

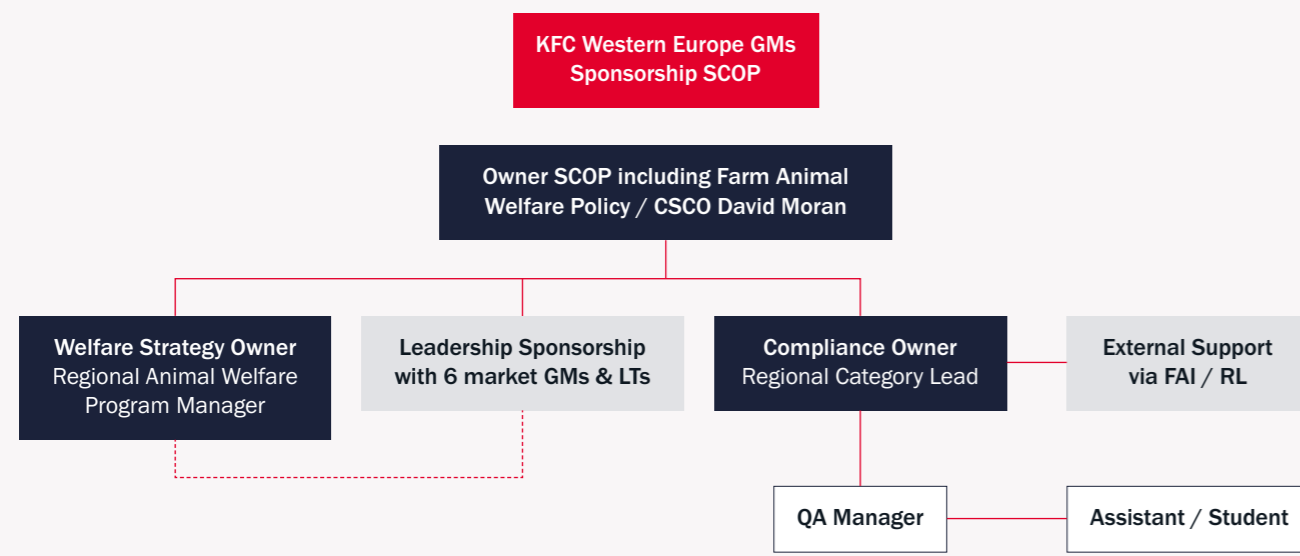
If any non-compliances highlighted as “Action Required” are observed suppliers must provide an action plan within 20 days. If suppliers receive a score of less than 80% they will be subject to a re-audit after 60 days to verify that corrective actions have been implemented. Non-compliance against any of the critical audit points results in automatic failure of the audit and immediate suspension from the KFC Western Europe supply chain. Two suppliers were suspended in 2019 due to non-compliance issues.

Governance & Reporting Structure

KFC Western Europe has defined strong policies and included the animal welfare programme as part of the Sourcing Code of Practice, which is a prerequisite in order to become a supplier.

The ownership of the Sourcing Code of Practice itself sits with David Moran Chief Supply Chain Officer. The Farm Animal Welfare Program Manager and respective Category Managers report into David Moran on program development and changes as well as compliance & performance to standards.

Farm Animal Welfare Governance



- *SCOP Sourcing Code Of Practice
- *CSCO Chief Supply Chain Officer
- *GM General Manager
- *LT Leadership Team

Roles & Responsibilities

The key roles and responsibilities within the Farm Animal Welfare Program include:

Owner Sourcing Code Of Practice (SCOP)

Oversight & approval of the SCOP in general with all facets including ethical sourcing, sustainable sourcing and the farm animal welfare program.

Regional Animal Welfare Owner

Definition / Development of the Farm Animal Welfare Program including policies, management of internal & external stakeholders, owner of the third party company relationships, initiator and facilitator of science activities related to animal welfare.

Compliance Owner

Validation of the supplier capability through the regional Supply Chain Manager and insurance of meeting strategic targets through long term strategic relationships.

QA Manager / Assistant

Ensuring welfare compliance against the set policies and targets through completeness and accuracy of the data, drive tailored continuous improvement with the available audit and KPI data, link between FAI third party company and suppliers.

Annual Report on Policy Compliance

CRITERIA	POLICY REQUIREMENT	2019 COMPLIANCE AUDIT
EU legislation	Following EU animal welfare laws are required throughout the Western Europe supply chain	100%
No cages or multi-tier	4.2.1: birds are reared in open floor housing	100%
No cloning or gm breeds	1.0.0: no cloned or genetically modified birds	100%
No growth promoters	4.6.3: growth promoters are not permitted	100%
Mutilations	4.5.4: no mutilations such as beak-trimming, dubbing etc.	100%
Transport time	6.2.1: no journey times exceed 8 hours	100%
3rd party verification	15 month audit cycle for all suppliers	100%
Stunning	7.2.1: effective stunning in place	100%
Stocking Density	Below 38kg/m ²	94.88%
Antibiotics	No prophylactic use	100%

Welfare Outcome Measure Reporting

In the last year KFC Western Europe has invested in new software to help monitor animal welfare outcomes across the poultry supply base. “Outcome measures” are key performance indicators that cover critical areas of health & production that are important indicators of “Good Husbandry” and the welfare of chickens. All suppliers regularly submit monthly outcome measures to the Welfare KPI Data Portal. The data is collected by suppliers on farm and at slaughter to cover all life stages of production.

The purpose of this initiative is to identify, report and drive meaningful improvement on the most pressing challenges across the industry. This system allows KFC Western Europe to benchmark suppliers to identify where good or better levels of welfare are achieved. Demonstrating that solutions are known and feasible within the industry helps with acceptance and implementation across the supply base. KFC also continues to make structural changes to their supply chain and the data base enables the monitoring of the impact of these on chicken Welfare.

In 2019 KFC was supplied by 41 suppliers. The KPI results reported below are weighted by volume of product supplied in 2019. As this is the first Annual Progress Report on animal welfare the historical data represented below is from a more varying pool of suppliers, and have mostly been submitted in arrears and weighted based on 2019 supply volumes. So, while providing an indication of certain major trends it's not as accurate a reflection of our suppliers' performance as the 2019 data. The historical trending will improve in future reports as the quality of the underlying data improves.

Farm Flock Outcome Measures

Environmental Enrichment

Environmental enrichment encourages individual birds to demonstrate natural behaviours. These include bird activities such as feeding, drinking, preening, dustbathing, walking, exploration, and social interactions. Enrichment positively impacts on behaviour, health, and development of birds.

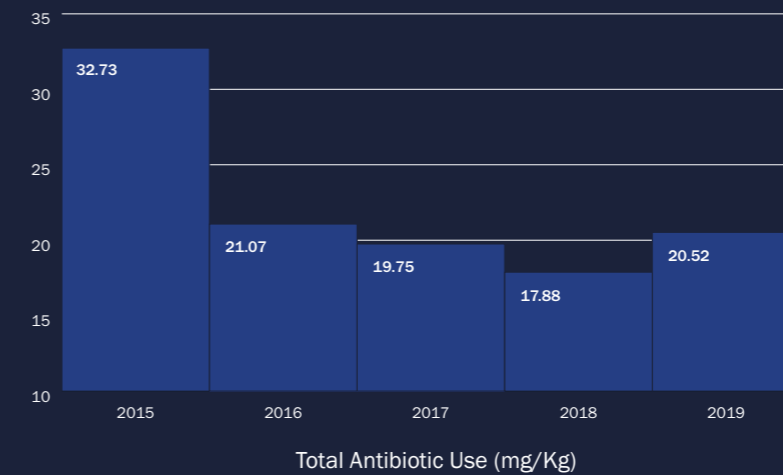
Currently KFC Western Europe requires that all birds have access to periods of light and dark, suitable ventilation, a nutritionally balanced diet and unrestricted clean water. KFC Western Europe ensures that all birds raised have a minimum of 6 hours of daily darkness with at least four hours of continuous darkness and encourages all suppliers to adopt natural lighting and environmental enrichment.

In addition, there are plans in place with suppliers to address the gap in provision of natural light and perches, as well as other

environmental enrichments, such as straw bales and pecking materials. The Data Portal allows easy identification of suppliers who are lagging behind on provision of enrichment. KFC is also exploring widening the scope of the KPIs collected to include monitoring of behaviour. This might include gait scoring, farmer observations, or use of novel technology. KFC Western Europe is seeking possibilities to partner with NGO's, suppliers and technical vendors to agree the right measures and find ways to implement them across the supply.

Weighted Total Antibiotic Use (mg/Kg)

KFC Database – 2015–2019



Responsible Antibiotic Use

KFC Western Europe is committed to ensuring that suppliers use medicines responsibly, with all treatments prescribed and strictly controlled by veterinarians in response to specific diagnosed illness. Only medicines licensed in the European Union are permitted to be prescribed. KFC Western Europe works with chicken suppliers to meet the long-term goals of continuous reduction & eventual elimination of antibiotics important to human medicine according to WHO classification. All suppliers follow European legislation which does not permit the use of antibiotics as a growth promoter. The routine use of antibiotics as a preventative measure is strictly forbidden. During every audit all treatments of birds must be evidenced by a reason for treatment, veterinary prescriptions and medicine book entries to ensure that antibiotics are only used for specific diagnosed illnesses.

The KFC Western Europe antibiotic use target is set in alignment with the Responsible Use of Medicines in Agriculture Alliance (RUMA) for meat chicken at a maximum of 25mg/PCU. The PCU – or Population Correction Unit – for chicken is set at 1 KG. Based on a typical KFC bird weighing approximately 2KG at slaughter 25 mg/PCU equates to 50 mg/KG of chicken produced. In 2019 the data shows that suppliers are currently operating well below this target.

Through ongoing engagement with suppliers, steady progress has been achieved in reducing the amount of antibiotic use across the supply base over the 2015–18 period. The reasons for the slight increase this year is currently being investigated.

Also collected and reported is information on antibiotics used during the first 7-days of chicks' lives. Treating chicks during the first week of their lives was practiced in some markets as a preventative measure to avoid disease outbreaks and the associated mortality. Through improved husbandry practices at this early life stage we are seeing this practice reduce. However, use during the first 7 days might still occur in response to a specific diagnosed illness. During audits all use of antibiotics must be evidenced with a reason for treatment, veterinary prescriptions and medicine book entries to ensure it was not done as a preventative measure.

Finally, KFC Western Europe monitors usage of the highest priority critically important antimicrobials for human health (HPCIA) as defined by the WHO. To reduce the risks of emerging antimicrobial resistance a commitment has been made to phase out the use of HPCIA's. If the use of an antibiotic deemed by WHO as HPCIA Category 1 (or EMA category A) is observed during an audit, this results in a failure. In 2019 no such medicine was found to be used. However, the KPI measure for use of HPCIA's does not subdivide into different categories of HPCIA and covers usage of critical medicines beyond only Category 1 (A).

Using antibiotics prophylactically is in breach of KFC Western Europe policy and is addressed through supplier communication and business reviews. Supply from suppliers not willing to change will be discontinued. FAI is running investigations based on the reported data on HPCIA use and first 7-day-treatments to determine appropriate improvement action plans.

Breed Change

Currently nearly all broilers in the KFC UK & Ireland supply chain are derived from fast-growing breeds – including Ross 308, Ross 708, Cobb 500, Hubbard Classic, Hubbard F15. These take 30 days to achieve a slaughter weight of 1.8kgs. Five suppliers are reportedly using slower growing Hubbard or Ross lines. Compassion in World Farming notes, in its document, *Broiler welfare in commercial systems*, that, ‘intense genetic selection for high growth rate and breast meat yield with continued improvement in feed efficiency has resulted in a broiler with low activity, and leg, metabolic and physiological disorders such as

ascites and sudden death syndrome. High growth rate also exacerbates the need for feed restriction and problems of chronic hunger in broiler breeders rearers. By contrast, slower growing breeds have better gait, fewer injuries and are less prone to disease, which translates into lower use of antibiotics. As a result, slower growing breeds are better able to demonstrate natural behaviours’.

KFC Western Europe recognizes that breed transition on this scale will take time but are committed to reporting the progress that they make in their supply chain. In 2019, 2.10% of the supply consisted of slower growing breeds.

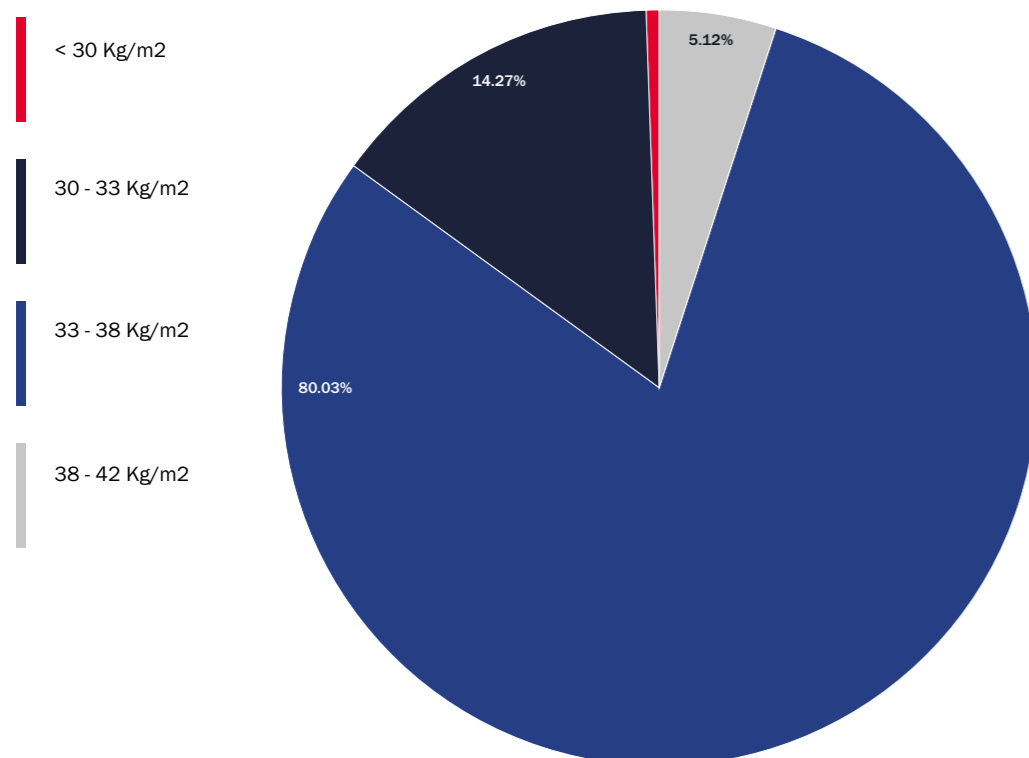
Stocking Density

KFC Western Europe is committed to ensuring that all its chickens are reared in spacious barns with well-maintained dry litter, typically wood shavings. Currently maximum stocking density is stipulated at 38kg/m² and farmers are encouraged to further reduce planned densities to 30kg/m². Stocking density over 38kg/m² results in an automatic fail on the welfare audit and subsequent exclusion from supply if not rectified. In 2019 5.12% of supply reported stocking densities over 38kg/m². This has subsequently been dropped from supply.

Higher stocking densities are associated with an immediately diminishing capacity to exhibit the natural behaviours, which are a cornerstone of farm animal welfare science. Other negative impacts of higher stocking densities can include poor litter quality, poor walking ability (gait), and foot pad dermatitis. Higher stocking densities lead to reduced walking, both length and distance travelled (Buijs et al 2010; Febrer et al. 2006), increased jostling (Dawkins 2004) and interruptions to resting period (Hall 2001), and a reduction in walking and running, ground pecking and lying and preening patterns (Hall, 2001).

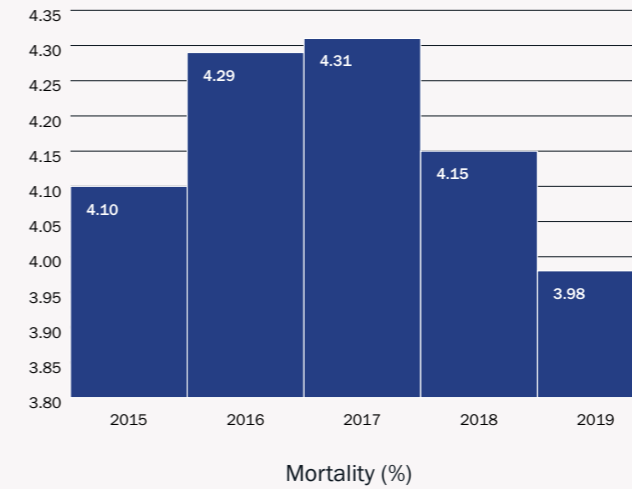
Weighted Broiler Stocking Density

KFC Database – 2019



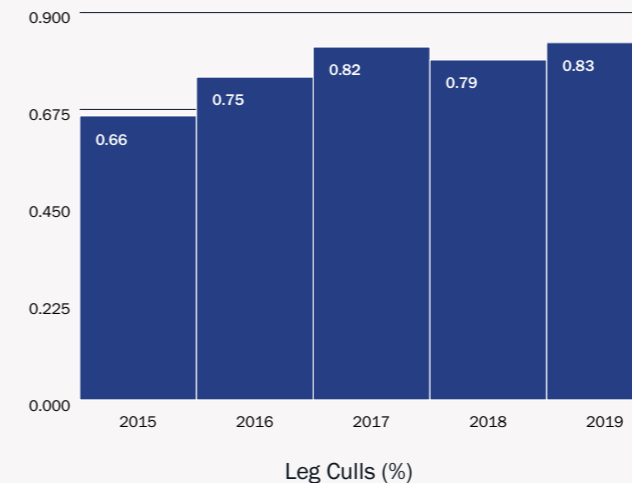
Weighted Mortality (%)

KFC Database – 2015–2019



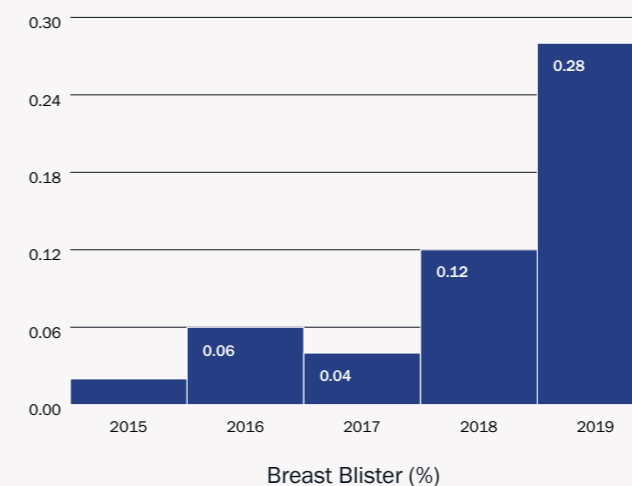
Weighted Leg Culls (%)

KFC Database – 2015–2019



Weighted Breast Blister (%)

KFC Database – 2015–2019



Mortality

This outcome measure records all chickens which die or are culled for any reason – including disease, injury or lameness. The mortality level on a farm indicates the robustness of the breed and how well the environment and health of the birds are managed.

Despite an increase in mortality from 2015 – 2017, perhaps due to removal of the prophylactic use of antibiotics, suppliers have now adjusted husbandry practices and are seeing mortality levels dropping again. The 2019 average was 3.98%, while our top quartile of producers reported mortality levels under 3%.

Leg culls

This outcome measure provides an indication of the birds’ leg health and ability to walk. Farmers will gait score and are encouraged to cull birds with the poorest gait. This is important to prevent suffering and ensure good welfare in the flock. KFC Western Europe has not set a target for this metric, as culling should be in response to need, however, by collecting this data trends can be observed and potential problems identified that require further investigation.

The (%) leg culls has increased very slightly over the 2015–2019 period, however, as seen in the graph, above overall mortality has reduced over the last 2 years. This indicates that farmers are managing leg health more proactively with overall positive outcomes for the health of the flocks.

Breast blister

A breast blister is a swelling over the keel bone (an extension of the sternum) with bruising and discoloration. Breast blisters are more likely in heavier and inactive birds that spend more time sitting and laying down. As an outcome measure it indicates the general activity levels of the birds, as well as the quality of litter, litter management, ventilation and disease management.

While still low – 0.28% – the rise in incidents in 2019 is largely due to better reporting, as data collection on breast blisters was only formally required of suppliers in 2019. However, based on the performance of the top quartile of suppliers in 2019, KFC believes breast blisters can be kept consistently under 0.02%. This is also consistent with the low levels of breast blister seen across the supply base through the audit programme.

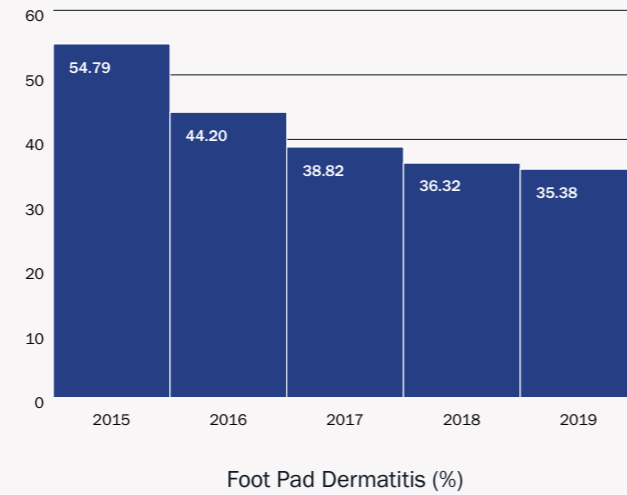
Foot pad dermatitis

Foot pad dermatitis is characterised by lesions on the feet of chickens, arising usually as a result of poor litter and ventilation. This is a painful condition for the birds and in severe cases, ulcers can prevent birds from walking normally. Monitoring the prevalence of foot pad dermatitis provides us with indicators of the quality of litter, the litter management, ventilation systems, and disease management on farm.

There have been steady improvements achieved by suppliers on reducing footpad dermatitis over the 2015–19 period. The results reported from the top quartile of producers – achieving levels of 15% or below – shows that more can and needs to be done to reduce foot pad dermatitis across the supply chain. Similarly to several of the other outcomes, KFC Western Europe believes that reductions are achievable alongside other longer-term initiatives, like reducing stocking density and changing breed.

Weighted Foot Pad Dermatitis (%)

KFC Database – 2015–2019



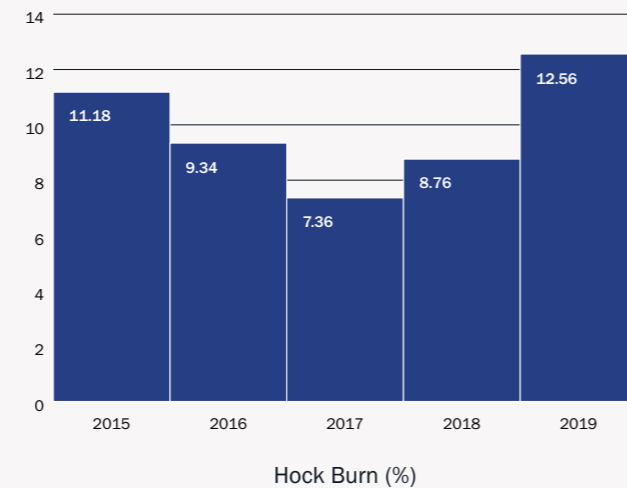
Hock burn

Hock burns are marks on the upper leg joints of broilers, caused by ammonia from the waste of other birds, which can burn through the skin of the leg. These can also be caused by wet litter. It is typically associated with birds that spend more time sitting. This outcome measure indicates general activity levels of the birds, as well as the quality of litter, litter management, ventilation, breed robustness and disease management.

While improvements were made from 2015 – 2017, levels have increased the last 2 years to an average of 12.56% in 2019. This is a concerning trend and in stark contrast to the performance of the top quartile of producers who kept hock burn levels under 1.13% the same year. Achieving these lower levels across the supply chain requires investigation of the management practices of the top quartile producers, as well as careful monitoring and targeting of improvement interventions at certain lower-performing suppliers.

Weighted Hock Burn (%)

KFC Database – 2015–2019

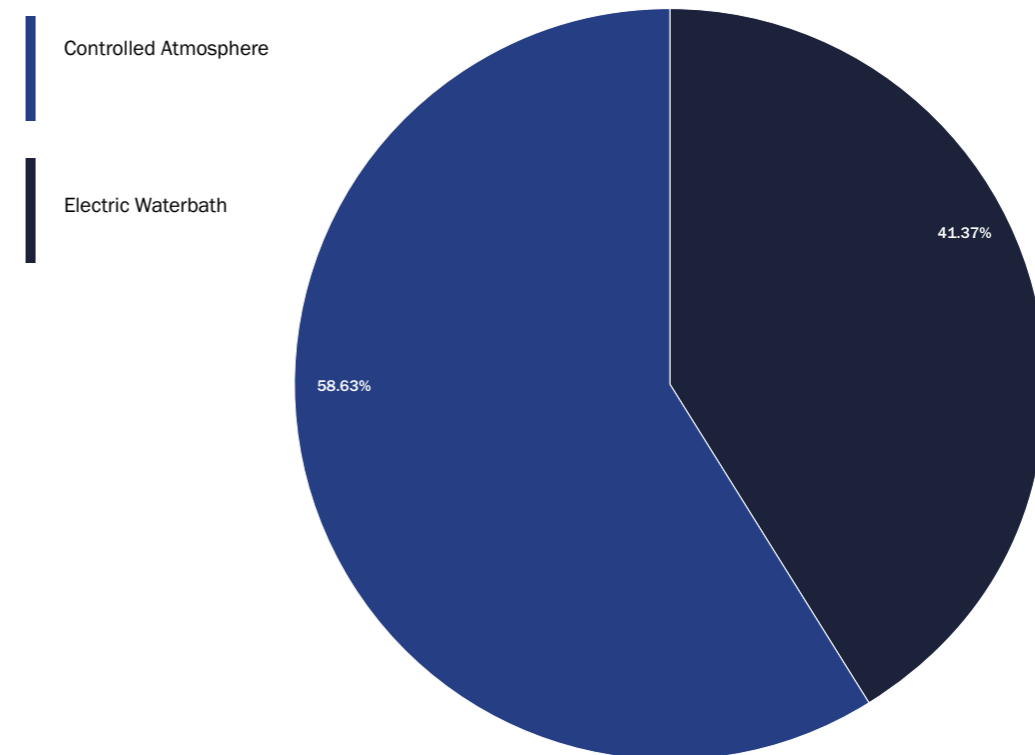


Stunning Before Slaughter

KFC Western Europe insist that all birds are stunned before slaughter and all suppliers were 100% compliant to this policy in 2019. Whatever method of stunning is used, the system must be humanely carried out, and suppliers must ensure that all slaughter facilities follow regulations and best practices around pain and stress during handling, pre-stunning, stunning and slaughtering. Currently, the majority (58.63%) of the birds supplied are killed using Controlled Atmosphere Stunning (CAS) systems, as recommended by the European Chicken Commitment. KFC Western Europe are committed to transitioning as much of the supply chain as possible to this method and publicly report their progress on an annual basis.

Stunning System Used

KFC Database – 2019



Welfare Outcome Performance Report

OUTCOME	KFC KPI DATA POINT	2019 PERFORMANCE
Environmental enrichment	% of supply with natural daylight	53.65%
	% of supply with enrichment (perches, bales, pecking objects)	63.17%
Responsible antibiotic use	Overall use (RUMA target)	20.52 mg/kg
	Use of Antibiotics in first 7-days	7.63 mg/kg
	Use of HPCIA	4.29 mg/kg
Higher welfare breed	% of supply using higher welfare breeds	2.10%
Stocking density	% of supply below 30 kg/m ²	0.58%
Welfare outcome measure reporting	Mortality	3.98%
	Leg culls	0.83%
	Foot pad dermatitis	35.38%
	Hock burn	12.56%
	Breast blister	0.28%
Stunning	% of supply using controlled atmosphere stunning	58.63% ¹

All data is weighted by volume purchased for for Western Europe markets in 2019. UK suppliers account for 45.5% of volume.

¹ There is currently no CAS system that is acceptable to the Halal authorities, but we continue to explore new technologies to resolve this challenge as we remain committed to serving Halal chicken.

Key Challenges and Opportunities for KFC

Currently 100% of the chicken we source for our Western Europe restaurants — regardless of country of origin — is compliant with EU regulation and the standards set by KFC. Our product portfolio varies from country to country, which makes it challenging for us to accelerate change within our global poultry supply chain.

Utilising the strong foundations of the Welfare Programme, long term supplier relationships and wider industry partnerships, detailed plans and initiatives are being devised for how to drive progress across the following main challenge areas associated with the European Chicken Commitment:

The European Chicken Commitment

By 2026, KFC Western Europe in UK & Ireland, Germany, Denmark, Netherlands, Belgium, Sweden have committed to the following standards for 100% of [fresh, frozen, and processed] our chicken:

1. Comply with all EU animal welfare laws and regulations
2. Implement a maximum stocking density of 30kg/m² or less. Maximum one thin per flock.
3. Adopt breeds that demonstrate higher welfare outcomes.
4. Meet improved environmental standards including:
 - At least 50 lux of light, including natural light.
 - At least two meters of usable perch space, and two pecking substrates, per 1,000 birds.
5. Adopt controlled atmospheric stunning or effective electrical stunning without live inversion.
6. Third-party auditing and annual public reporting on progress.

Supplier Partnership

“As a key chicken supplier, we support KFC and Yum! in meeting the animal welfare objectives and commitments they have made, and will continue to improve going forward.

We have a fantastic working relationship and understand fully the expectations they have for their suppliers in relation to farm standards, continuous improvement and data sharing on welfare outcomes. We work collaboratively with them using an evidence-based scientific approach, supported by their data capture tool which provides instant feedback to the supplier and simplifies the transparent monitoring of key welfare indicators. Both KFC and

Moy Park are members of the Food Industry Initiative on Antimicrobials (FIIA) and are committed to responsible antibiotic usage by balancing reduction without compromising health. Animal welfare is a condition, a pre-requisite within Moy Park, so we are delighted to see KFC UK and Ireland provide open and transparent data on their commitments and continue to put such an emphasis on chicken health and well-being.”

Ursula Lavery,
Moy Park

European Technical and R&D Director

NGO Partnership

The KFC Western Europe business, from the top down, recognised and accepted that expertise in fried chicken did not automatically translate to expertise in chicken welfare. This issue was addressed by engaging with a number of trusted partners and NGOs, allowing KFC Western Europe to shape its policies and decision-making over recent years.

Key partnerships have been forged with Compassion in World Farming (CIWF), World Animal Protection (WAP) and The Humane League. These key thought partners have been instrumental in developing KFC Western Europe’s commitments around improving animal welfare.

“Transparency is key to KFC UK & Ireland meeting their commitment to improve the lives of millions of chickens by 2026. We welcome the transparency of the first annual report and we look forward to tracking their progress in the coming years. Customer and stakeholder trust is reinforced by regular reporting. As more companies join the Better Chicken Commitment, World Animal Protection are proud to support the sector in working together to improve the lives of millions of chickens across the UK.”

Lindsay Duncan,
World Animal Protection

As well as offering guidance on policy and the development of the Sourcing Code of Practice,

these groups have also played a role in the development of the Data Portal. This focus on measurement allows KFC Western Europe to ensure the most relevant improvements are made.

Director of Food Business, CIWF, Dr Tracey Jones, said: “It is fantastic to see such an iconic chicken brand boldly commit to such significant welfare improvements. We have been working with KFC Western Europe for nearly 10 years and we are delighted with their genuine desire to do the right thing, not only for the chickens in their supply, but for a wholesale market shift towards better chicken too.

Collaborations with NGOs has also resulted in improved rankings for KFC Western Europe’s parent company Yum! in the 2019 Business Benchmark on Farm Animal Welfare Report (BBFAW). This year the company moved up two tiers in the benchmark backed by both CIWF and WAP, demonstrating a shift in direction made by the brand.

“We’re encouraged to see Yum! Brands rise 2 tiers in the BBFAW, into Tier 3. This is largely due to their improved published data on Governance and Management of welfare within their brands, and their regional policies and reporting on cage free egg sourcing and antibiotic reduction in meat chickens.”

Dr Tracey Jones,
CIWF

Slaughter

Currently, the majority (61%) of the birds supplied to KFC Western Europe are killed using Controlled Atmosphere Stunning (CAS) systems, as recommended by the European Chicken Commitment. However, electrical water bath stunning is the main method used globally for the slaughter of poultry. There are animal welfare concerns with this method and in 2012 the European Food Safety Authority called for an end to its use. Whilst the industry needs time to convert to more slaughter facilities with this new equipment, KFC Western Europe will continue to focus on the sites using electrical water bath stunning operating to the best possible standards and the stunning itself is practiced in the most humane way.

KFC Western Europe operates Halal stores and provides products to the Halal community, which does not accept the Controlled Atmosphere Stunning technology. KFC UK & Ireland is committed to help finding solutions to improve welfare standards whilst respecting religious slaughter standards.

To address this issue KFC Western Europe is engaging with Halal certification bodies, universities, suppliers, and technology providers to do research and review policies and practices in an effort to drive the development of effective electrical stunning of poultry without conscious inversion, and meet the 1st of January 2026 as laid out in the European Chicken Commitment.

Reducing Stocking Density

Lower stocking densities require more space and therefore more farms. The commercial and environmental impact of this industry change has to be managed in partnership with supplier, the other customers in the supply chain and government agencies responsible for planning and environment. These challenges need to be overcome while at the same time assuring that the welfare outcomes measures in the supply are improved as a direct result of the investment.

KFC Western Europe will identify and share best practice, engage suppliers and producers, and establish roadmaps for achieving reduced stocking density, to assure safe and demonstrable compliance. Through the data platform monitoring and reporting of welfare outcome improvements at different stocking densities will continue during the transition.

Breed Change

KFC Western Europe recognises that the selection of a new slower growing breed will require the supply chain to balance the Animal Welfare, Environmental and Commercial impact in order to meet the demands of all stakeholders in the supply chain. This will require extensive research and development in all relevant supply markets, and KFC Western Europe are committed to being at the forefront of investing and supporting these research initiatives. Once the right breeds have been identified the transition on the scale required will take more than 3–4 years to implement in each market. It is therefore important to ensure that progress is made not only in the UK but across the EU as well as in Thailand and Brazil. This will require significant influence and global industry engagement and collaboration. Successful transition will also require producer and supplier training, and best practice will need to be identified and shared to ensure good management and good welfare outcomes are achieved throughout the transition process.

Digital Evolution of Welfare Outcome Data Collection

KFC Western Europe has invested significantly in a database as well as in supplier engagement to enable data capture at all slaughterhouses across the supply chain. After one year the tool already provides insights, but improvements are underway. While the analysis of the data

is an automated process, collection of data on farm is still highly dependent on people. With a scope and reach of 10,700 broiler farms there is naturally opportunities for mistakes to take place and inaccuracies to enter the system. Therefore, education and training related to outcome measure collection will continue across the supply chain during the next 12 months. To allow welfare footprint reporting weighted by the volume purchased from all suppliers, work is underway to automatically link purchased product volumes with related welfare outcome measures.

As this initiative continues to grow and develop, KFC Western Europe expect to see changing numbers in the coming years before improved accuracy and detail in the data collection deliver consistent results.

Final Word from the Lead Auditor

Having been involved with the development and implementation of the Welfare Programme for the last 10 years, it is immensely gratifying to see the commitment and results demonstrated by suppliers around the world. Their active engagement is a critical part of implementing the welfare programme and the success of the new welfare data initiative.

Close collaboration and dialogue over several years have resulted in greater supplier awareness of what constitutes good animal welfare. The programme's focus on delivering and sharing "best practice" is driving progress along all sections of suppliers' integrations, as demonstrated in this first annual progress report.

From what I see around the world, suppliers to KFC Western Europe are in a strong position to implement the requirements stipulated by the European Chicken Commitment. The welfare programme have laid a strong groundwork by raising suppliers' awareness about the benefits of lower stocking densities, improved enrichment, including adoption of natural daylight and restrictions of practices such as thinning.

Bird health and welfare has always been of paramount importance to KFC Western Europe.

The unique combination of regular site audits, training & consultancy support for suppliers, supported by the new welfare KPI initiative enable both monitoring and improvement of key issues facing the industry. Antibiotic usage, leg health, and stocking densities are all areas we have worked closely with suppliers, helping to solve critical challenges and continually drive progress. The evidence is seen in the policy compliance and results demonstrated in this report, as well as improved audit scores year on year.

FAI's partnership with KFC Western Europe, and their suppliers, has always been defined by a shared passion for continuous improvement of chicken welfare on a global scale. It also has the additional benefits of providing brand protection, improving customer trust and loyalty, and delivering a consistent global message around farm to fork food integrity.

Andrew Raybould

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