



2023

Count Your Chickens Report

Company Progress Toward Better Animal Welfare



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Introduction

Since 2016, more than 200 companies in North America have adopted the [Better Chicken Commitment](#) (BCC), a meaningful set of standards to address some of the worst suffering chickens raised for meat endure. This second edition of Mercy For Animals' *Count Your Chickens Report* reveals that more companies than ever are demonstrating transparency and reporting progress toward their BCC policies. Additionally, numerous companies have begun publishing roadmaps with annual milestones.

Corporate accountability remains a key issue, however, as many companies have yet to demonstrate progress on their commitments. Many of these companies have set deadlines for implementation between 2024 and 2026. With these deadlines rapidly approaching, it is critical for companies to preserve their customers' trust by publicly reporting their progress and publishing roadmaps toward fulfilling their promises.

The State of the U.S. Chicken Industry

The overwhelming majority of land animals killed for food each year are chickens raised for meat, referred to as “broiler chickens” or “broilers” by the industry. In the United States alone, more than nine billion chickens are slaughtered every year. Their short lives are often spent in agony, and they are killed at the young age of five to seven weeks—a fraction of what their natural life span would be. Moreover, the chicken industry’s [own data](#) show that premature deaths at factory farms are increasing; mortality rates have risen from 3.7% to 5.3% in the past decade, a 43% increase. This means nearly 500 million chickens die in industry care before even reaching “slaughter weight.”

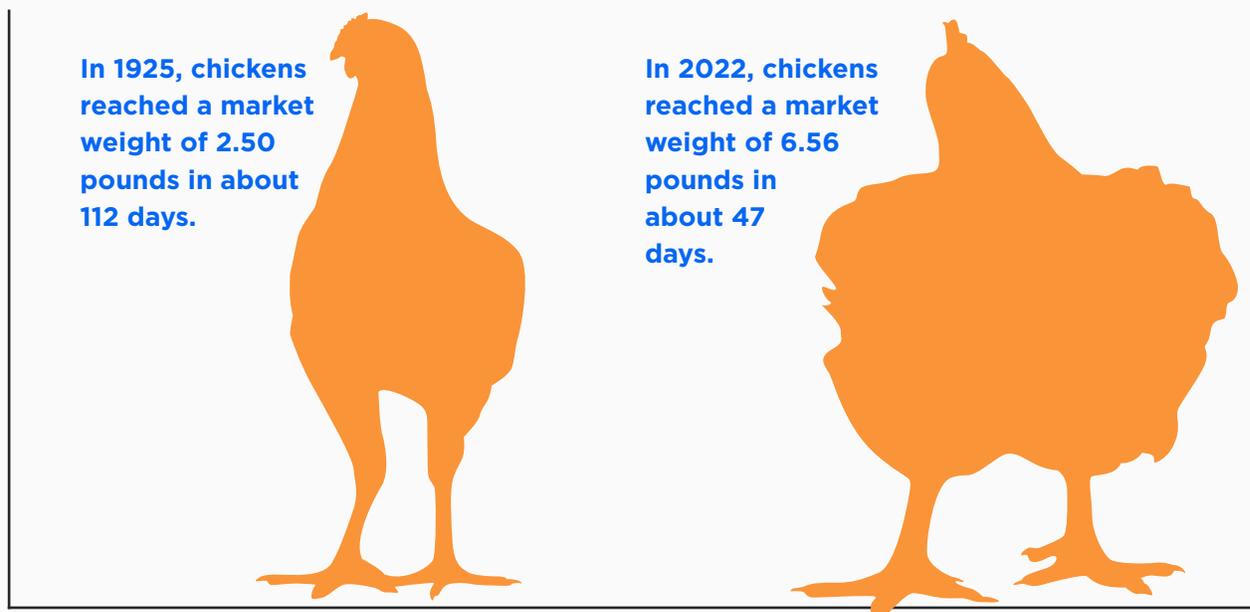
Such a high mortality rate is seen as the cost of doing business and reflects an industry that treats living animals like disposable objects.

In recent years, awareness regarding the widespread suffering at factory chicken farms and slaughterhouses has grown. Undercover investigations and public awareness campaigns have exposed the horrific conditions billions of chickens endure each year in the United States.

An estimated [99.9% of chickens](#) raised for meat are at factory farms, crammed into dark, barren sheds by the thousands. Many suffer from ammonia burns, forced to sit in waste-soaked litter all day. These young birds commonly suffer heart attacks and leg injuries, as their bodies cannot support their rapid growth. A focus on increasing growth rates and amount of breast meat has resulted in chickens bred to suffer.

Unnatural Growth

Generations of aggressive genetic manipulation to promote unnatural growth rates in U.S. factory farms have literally reshaped the American broiler chicken.



This means that **U.S. chickens today put on more than 2.5 times the weight in less than half the time than they did less than a century ago.**

“Breed is the single most important component to animal welfare, health, and environmental benefit. Enrichments lack value if the chickens cannot use them due to their genetic predisposition to poor welfare outcomes. To improve animal welfare, increase nutrition and transparency, for an increasingly demanding consumer, the industry must shift to adopting higher-welfare breeds.”

—Matthew Wadiak, Founder and CEO, Cooks Venture

“In our more than 55 years of experience with breeding higher-welfare breeds of chickens, we are seeing this market grow through the momentum of the BCC initiative. More companies are interested in transitioning to higher-welfare breeds that balance animal welfare, costs, and carbon footprint. Hubbard has a strong focus on this development and we offer a large range of accredited breeds to choose from.”

—Hubbard

The true cost of cheap chicken is paid for by not only the animals but workers, the environment, and consumers. Factory farms, also known as CAFOs (concentrated animal feeding operations), are an environmental nightmare. Industrial animal agriculture is **a leading cause of greenhouse gas emissions, pollution, and deforestation**. Intensive farming also allows for the rampant spread of disease. A **recent report** shows that *Campylobacter*—an infectious bacteria that can be transmitted from chickens to humans—is developing increasing resistance to antibiotics and spreads more easily in chickens with higher stress levels. And live-shackle slaughter, the predominant method of killing chickens, is not only cruel to animals but **harmful to workers** at slaughterhouses. Cheap chicken comes at a grave cost.



The Scale of Suffering

In 2022, the USDA reported that **9.165 billion chickens** were raised for meat in the United States. This is a low estimate, given that states with fewer than 500,000 broiler chickens were excluded. The U.S. chicken industry is a \$50 billion industry, yet some large chicken producers still claim that transitioning to higher-welfare standards is too expensive.

Comprehending such a huge number is difficult. The site **Factory-Farmed Chickens** represents the number of chickens in factory farm conditions in the United States at any given time (about 1.6 billion) as dots to help viewers understand the scale.

Other Ways to Grasp the Magnitude of Nine Billion

Counting to nine billion, averaging one number per second, would take



**285
years.**



Nine billion days is equivalent to
**24,641,163
years.**

Nine billion inches translates to more than
**142,000
miles**
(Earth's circumference is 24,901 miles).

A Case for the BCC and Transparency

The BCC calls for giving chickens more space; providing environmental enrichment and better litter and lighting conditions that more closely meet their needs; switching to higher-welfare breeds of chickens, since standard breeds grow so fast that many birds can't even walk without pain; and replacing live-shackle slaughter with controlled-atmosphere stunning.

Consumers and companies alike agree that improved animal welfare standards are needed. Since 2016, more than 200 companies in North America have adopted the BCC, with implementation deadlines ranging from 2024 to 2026. But many companies—after benefiting from public acclaim and media praise for their original commitments—have failed to publicly disclose how far they have come and still have to go to fulfill their policies. Multiple companies are reporting progress toward other ESG initiatives but have yet to disclose their progress toward BCC policies. Consumers deserve to know whether companies are following through on their word.

Consumers Don't Want Animals to Suffer

When polled last year, 80% of likely voters said that preventing cruelty to farmed animals was a matter of moral concern to them personally. In the same poll, an overwhelming majority of respondents (82%) agreed that companies should be required to be transparent about the steps they are taking to source fairly treated animals. When companies break their promises, consumers care. In a 2023 poll, nearly half (42%) of respondents said they would lose trust in their grocery store for renegeing on its animal welfare commitments.

Consumers specifically support switching from live-shackle slaughter to controlled-atmosphere stunning (CAS) systems, a core BCC standard. In a survey on this topic, a clear majority (71%) of American respondents said they preferred CAS systems over live-shackle slaughter, and a similar percentage (63%) said they would pay more for meat produced in CAS systems rather than those using live-shackle slaughter.

Animal Welfare as an ESG Issue

Just as concerned consumers are calling for improved welfare standards, investors are increasingly prioritizing animal welfare as an ESG issue. Food businesses who assert that animal welfare is a firm cornerstone of corporate sustainability should be held to that standard.

Many companies are choosing to report progress on some ESG issues, including some animal welfare commitments, but failing to do so on chicken welfare. As new standards and regulations are put into place, corporations dragging their feet on welfare improvements risk investing in an outmoded system. To avoid losing consumers and investors, corporations should publish transparent, realistic plans for meeting their welfare commitments.

"The negative impacts in terms of human health, emissions and the potential consumer backlash to animal cruelty are becoming major concerns to investors."

—Adam Black, Collier Capital

"Farm animal welfare is a key, though often neglected, issue for those concerned about developing sustainable food systems and for investors in the food sector."

—Robert Black, Chronos Sustainability

"Over the last decade or so animal welfare has become increasingly important for livestock operations. Regulatory oversight is expanding across the food supply chain, and consumer tastes are changing to demand both better welfare and food safety standards."

—John Hatton, International Finance Corporation

Certifications and Labels

Because the chicken industry wants consumers to think that the meat they buy comes from chickens raised humanely, some companies adopt claims that uphold industry guidelines. But the majority of these do little to mitigate the suffering of chickens in factory farms.

Many corporations follow standards set by the National Chicken Council (NCC), an industry group representing companies responsible for 95% of all broiler chickens

raised and slaughtered in the United States. These guidelines do little more than codify the gruesome practices we see in factory farms while masquerading as higher-welfare policies. Additionally, most certifications do not mandate higher-welfare breed selection, require sufficient litter and lighting, or ensure that birds have access to enrichments that enable them to express many natural behaviors. A description of how various certifications compare with the BCC can be found [here](#).

The BCC in 2023

By the Numbers

More than twice as many companies are demonstrating progress toward their broiler chicken welfare policies now than at the time of the first edition of *Mercy For Animals' Count Your Chickens Report*, increasing from 20 companies in 2022 to more than 40 in 2023.

Still, **further corporate accountability is needed**, as dozens of companies still have yet to transparently report their progress. With deadlines quickly approaching, companies must take action and show that they will follow through on the promises they have made.

Roadmaps

The 2023 edition of the *Count Your Chickens Report* features companies that have publicly reported progress and published detailed roadmaps with annual milestones for their future BCC progress.

Of the companies reporting progress, more than 10 have published roadmaps with annual milestones.

These roadmaps are crucial for companies to remain accountable to their customers and ensure continued progress.

Producers

As companies seek to source chicken meeting BCC standards, further investment and resources are needed from broiler producers to meet increased demand. To date, **four producers** have publicly pledged to meet demand for companies sourcing BCC chicken. **Cooks Venture** raises 100% higher-welfare breeds, meets all the requirements for enrichments and space, and will

be **transitioning to CAS** in the coming years. Mary's Chicken (Pitman Farms) also raises some chickens that meet higher-welfare breed requirements and other components of the BCC.

Perdue is **reporting progress** toward BCC components—its most recent animal care report states that 9% of chickens are processed via CAS, 26% of chickens have enrichments, and 38% meet BCC stocking-density requirements. Perdue will install its second CAS plant for chickens in Dillon, South Carolina, in 2023.

Wayne Farms has **also committed** to meeting demand for BCC-aligned meat. In 2022, Wayne Farms and Sanderson Farms announced a merger. As a giant chicken company with **\$8 billion in annual sales**, Wayne-Sanderson Farms must make meaningful progress toward the standards laid out in the BCC and report meaningful progress.



“At Sprouts, improving animal welfare is an ongoing process that is a fundamental part of our responsible sourcing efforts. It is important to our customers and is the right thing to do. We are proud to be leading in transparency as we continue to make progress on our chicken and other animal welfare commitments.”

*—Brandon Lombardi, Chief Sustainability Officer,
Sprouts Farmers Market*

“Good animal welfare is a central component of our vision for more sustainable animal agriculture. Where tradeoffs exist with other important elements of sustainability, we will not compromise on improving animal welfare.”

—IKEA

Company Rankings

How Companies Are Progressing on Chicken Welfare in 2023

Grade A Public policy, demonstrated progress, and a published roadmap toward policy fulfillment

The following companies have reported their BCC progress to date and published roadmaps for fulfilling their policy commitments.

- ARAMARK
- BLUE APRON
- BLUE SUSHI SAKE GRILL
- CAMPFIRE TREATS
- EVERMORE
- HELLOFRESH
- NORWEGIAN CRUISE LINES
- PEET'S COFFEE
- PRET A MANGER
- SPROUTS FARMERS MARKET
- SUN BASKET
- SWEETGREEN

Grade A- Public policy, demonstrated progress, and no published roadmap toward policy fulfillment

The following companies report more than 50% progress for at least two BCC policy components. These companies have not published clear roadmaps for fulfilling their policy commitments.

APPLEGATE

BUTCHERBOX

FARMER'S FRIDGE

GIANT EAGLE

GOOD CHOP

IKEA

MARLEY SPOON

NATURAL GROCERS

NONA LIM

NUGGET'S HEALTHY EATS

OPEN FARM

PCC COMMUNITY MARKETS

PORT TOWNSEND FOOD CO-OP

**SOUTHWEST FOODSERVICE
EXCELLENCE**

SQUARE BABY

THE HONEST KITCHEN

THRIVE MARKET

WHOLE FOODS MARKET

Grade B Public policy, some demonstrated progress, and no published roadmap toward policy fulfillment

The following companies report more than 50% progress for at least one BCC policy component. These companies have not published clear roadmaps for fulfilling their policy commitments.

COMPASS GROUP USA

JACK IN THE BOX

PANERA BREAD

SHAKE SHACK

Grade C Public policy, little demonstrated progress, and no published roadmap toward policy fulfillment

The following companies report some progress toward their broiler welfare goals but have not achieved 50% progress for any element of the BCC. These companies have not published clear roadmaps for fulfilling their policy commitments.

BENTO SUSHI AND SNOWFOX GROUP

CHIPOTLE

EARTH ANIMAL

THE CHEESECAKE FACTORY

UNILEVER

Grade D Partial public policy, some demonstrated progress, and no published roadmap toward policy fulfillment

The following companies do not have broiler welfare policies that cover the full list of BCC requirements. But their policies align with some elements of the BCC, and they are reporting progress toward their broiler welfare goals. These companies have not published clear roadmaps for fulfilling their policy commitments.

ALBERTSONS

CAMPBELL'S

KROGER

MCDONALD'S

Grade D– Public policy, no demonstrated progress, and no published roadmap toward policy fulfillment

The following companies have BCC policies but have failed to both report measurable progress and publish roadmaps for fulfilling their policies.

AU BON PAIN
BOSTON MARKET
BURGERFI
BURGERVILLE
CARIBOU
CREATIVE DINING SERVICES
DELAWARE NORTH
ELIOR NORTH AMERICA
EPICUREAN FEAST CAFES (LPM)
FIRST WATCH
FOCUS BRANDS
FRISCH'S BIG BOY
HHS CULINARY
JUST SALAD
NOODLES & COMPANY
POLLO TROPICAL
RED ROBIN
RESTAURANT BRANDS INTERNATIONAL (RBI)
SODEXO
STARBUCKS
SUBWAY
TGI FRIDAYS
WHITE CASTLE
WOWORKS

Grade F Withdrawn policy, no demonstrated progress, and no published roadmap toward policy fulfillment

The following companies have not reported progress toward their BCC policies, and their policy statements are partial, diminished, or no longer public.

CAVA
CHOPT
DENNY'S
DUNKIN'
LE PAIN QUOTIDIEN
NATHAN'S FAMOUS
OAK VIEW (SPECTRA)
SNAP KITCHEN
SONIC DRIVE-IN
UNFI

More details on each company's policy and recommendations moving forward can be found in the [index](#).

Poor Performers



BOSTON MARKET

Boston Market received [ample praise](#) in 2017 when it adopted the BCC. As a rotisserie chicken chain, the company recognized the responsibility it had to set high animal welfare standards. Unfortunately, seven years later, it is unclear whether Boston Market is making any progress toward the promise it made.

"We are committed to ensuring a high level of animal welfare, and are working jointly with our suppliers to achieve a set of ambitious animal welfare goals," said Daryl Still, vice president of supply chain for Boston Market. "We believe that setting animal welfare goals is the right thing to do for our guests, and we take our responsibilities and leadership position with respect to this issue seriously. We look forward to sharing our progress with our guests as we continue this journey with our vendors and other stakeholders."



SUBWAY

Subway has an enormous responsibility to make progress on animal welfare, being one of the [world's largest fast-food chains](#). The company committed to the BCC in 2017 and [originally promised](#) to communicate updates annually toward its goal. Subway's current [animal welfare policy](#) states that the company "will collect data from [its] suppliers and report on progress against stated animal welfare commitments." The chain is [reporting progress toward the European Chicken Commitment \(ECC\)](#) but has yet to report progress in the United States.



TGI FRIDAYS

TGI Fridays adopted [its BCC policy](#) in 2017. Despite reporting progress toward other animal welfare commitments, such as cage-free eggs, it has never once reported progress toward BCC standards.



UNFI

UNFI adopted a robust [animal welfare policy](#) in 2017. This policy would have demonstrated significant leadership had the company showed progress by implementing it. UNFI's [cage-free policy](#) outlines several meaningful goals:

- By 2018, eliminating all cages, ending "complete debeaking" and forced molting, providing proper litter in sufficient quantity with limited ammonia levels, and providing birds with environmental enrichments and sufficient nesting boxes
- By 2020, requiring in-ovo sexing technology to prevent the development and destruction of male chicks
- Regular progress reporting and other key policy components: "UNFI commits to the following: striving to meet the animal welfare requirements outlined above within the specified time frame, regularly reporting on its progress toward these animal welfare goals, continuing to lead the industry by adopting best practices for animal welfare, staying attuned to new technologies developed to advance animal welfare, engaging reliable third-party auditors to ensure animal welfare standards are enforced."

UNFI's [broiler welfare policy](#) features annual milestones for implementation, including establishing a monitoring and improvement plan for leg health and footpad dermatitis by 2020, reducing stocking density to BCC standards by 2022, and shifting to higher-welfare breeds and CAS by 2024.

UNFI acquired Supervalu in 2018. UNFI stated it was reevaluating its animal welfare policies and would have an updated animal welfare policy in 2020. [UNFI's website](#) now says the company expects to have an update in 2023. As UNFI is a leading natural food distributor whose tagline is "Better Food. Better Future," it's surprising and disappointing that it has fallen behind on animal welfare.



WHITE CASTLE

White Castle adopted [its BCC policy](#) in 2020, pledging to implement higher-welfare standards for chickens by 2024. It has yet to report progress toward this pledge. Its "[Naturally Focused](#)" page highlights that the company follows industry standards, and its [Naturally Focused annual report](#) mentions animal welfare only as a secondary focus of the company's environmental sustainability matrix.

Notable Omissions



AHOLD DELHAIZE USA

Years after publicly announcing plans to improve chicken welfare in its supply chain, Ahold Delhaize USA (ADUSA) has yet to report any progress or clarify the specifics of the standards it requires. Its published [animal welfare policy](#) from 2020 states the company was actively working with suppliers, stakeholders, and animal welfare experts to develop a set of standards related to breed, stocking density, enriched environments, and genetics (note: the research-backed BCC standards are the bare minimum needed to improve broiler chicken welfare). ADUSA also said it was asking all its chicken suppliers to transition to CAS and it aligned components of the BCC with the "five freedoms." At the time, ADUSA was demonstrating leadership on broiler chicken welfare. Other major retailers are demonstrating more transparency in this domain. We encourage ADUSA to be transparent regarding its progress to date and publish a BCC policy and roadmap.



AMAZON

Amazon acquired Whole Foods Market in 2017. Whole Foods Market has had a long history of requiring suppliers to meet high animal welfare standards aligned with those of Global Animal Partnership (GAP). Despite this acquisition, Amazon has yet to publish a meaningful policy for broiler chickens and has failed to report any progress toward BCC standards. We do commend Amazon's transparency on some animal welfare issues (such as cage-free eggs), but we expect Amazon to have the same level of concern for chickens raised for meat. We encourage Amazon to incorporate broiler chicken welfare into its larger ESG policy, publish a BCC policy, and begin transparently reporting progress toward implementation.



CHICK-FIL-A

Chick-fil-A prides itself on being the nation's largest chicken chain and says it takes "the treatment of animals very seriously," yet the company's [animal well-being standards](#) just reiterate common industry practices:

- "Hatched, raised and harvested domestically in the US"
 - This does not translate to meaningful animal welfare.
- "Climate-controlled barns, where chickens are cage-free and free to roam"; "full access to feed and water"; and "protected from predators"
 - These phrases essentially mean chickens are kept inside large sheds. Chickens raised for meat are not kept in cages. Companies want chickens to grow quickly, so of course the birds have unrestricted access to food and water, and keeping them protected from predators helps safeguard profits. Referring to CAFOs as "climate-controlled barns" is humane-washing.
- "Minimizing stress prior to harvest"
 - It is unclear what, if any, actions are taken to reduce stress before slaughter.

The average consumer would be shocked to learn that Chick-fil-A, a chain synonymous with chicken, lacks any meaningful chicken welfare standards.



CONAGRA

In March 2023, Conagra Brands released its [2022 Citizenship Report](#), which discusses the company's broiler chicken welfare progress. At first glance, it may appear Conagra is making impressive progress on its BCC policy, but this reporting is not meaningful and has the potential to confuse consumers for the following reasons:

- The report states Conagra is sourcing 100% GAP- or RSPCA-approved breeds. Under the current GAP program, higher-welfare breeds are not required. Therefore, the company is likely sourcing conventional breeds while touting the GAP standard, which may be technically correct but is also unremarkable. BCC-approved breeds can be found [here](#). Additionally, if Conagra were sourcing higher-welfare breeds, it would be sourcing from a supplier that is also making progress on other elements (such as stocking density and enrichments).
- The report states the company is 100% compliant with "no broiler cages." The BCC has a stocking-density requirement, which also notes that broiler cages are not allowed. But broiler cages are not used in the United States. Conagra is failing to report on stocking density yet saying its broiler chickens are out of cages. Touting this as an accomplishment and progress could confuse investors, consumers, and the general public.



KFC

Despite [adopting BCC standards](#) in the UK, Ireland, Germany, the Netherlands, Belgium, and Sweden, KFC has failed to commit to a meaningful broiler chicken welfare policy in the United States. Beyond adopting the ECC, KFC has [published extensive reports](#) on its progress toward meeting its commitment in these countries. KFC's lack of progress in the United States is puzzling given that global leadership has recognized the importance of signing on to the BCC and improving chicken welfare in some countries. Abroad, KFC acknowledges the power and responsibility it has as *the* chicken brand, yet it continues to

drag its feet in the United States, resulting in the egregious suffering of millions of birds for the company's fried chicken. Earlier this year, one of its U.S. chicken suppliers, Case Farms, was [sued](#) for animal cruelty.

"Signing up to the European Chicken Commitment isn't just a box-ticking exercise for us, we're doing this because we truly believe it's the right thing to do. Chicken is our business and we have a responsibility as the chicken brand, to make sure we're pushing improvement to chicken welfare standards across our supply chain. Our business depends on the health, sustainability and reputation of chicken farming and, our customers care about improving the lives of the chicken we buy. That's why we're adding our voice to the campaign and encouraging others to do the same—because to inspire real change and provoke meaningful action, we need the industry to move with us."

—Paula MacKenzie, General Manager of KFC UK & Ireland

TARGET



TARGET

Despite being one of the largest retailers in the United States, Target lacks a meaningful broiler chicken welfare policy. The company's publicly available animal welfare policy states that it expects suppliers to adhere to NCC standards. NCC standards are woefully inadequate to prevent the most egregious suffering for chickens.

TRADER JOES



TRADER JOE'S

Contrary to what consumers may expect from Trader Joe's cheerful branding and sustainability-buzzword-filled packaging, the company has no publicly available policies regarding welfare standards for broiler chickens in its supply chain.

Walmart



WALMART

Walmart has enormous power to shift the industry in a positive direction. But the company has dragged its feet for years on broiler chicken welfare while competitors surpass it. Walmart appears to be moving backward on animal welfare, noting it is [not on track](#) to meet its 2025 goal to be 100% cage-free and making miniscule progress year over year. For Walmart to keep up with consumer and investor expectations, it must adopt and make progress toward meaningful animal welfare policies.

Falling Behind Europe

Companies in the United States have fallen well behind their counterparts in other parts of the world on broiler chicken welfare. A comparison of the data from this and a [similar report](#) evaluating the UK and Europe reveals **the United States trails significantly on every BCC metric.**

Average Progress Among Reporting Companies in the UK and Europe	
Higher-welfare breeds	21%
Stocking density	30%
Enriched environments	43%–47%
CAS	54%
Third-party auditing	72%

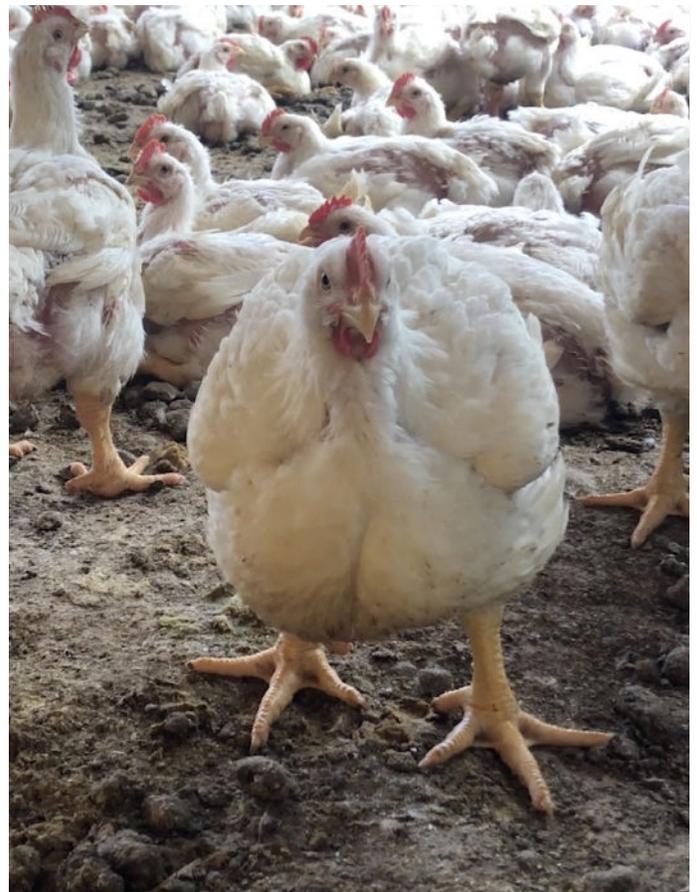
Where There's a Will, There's a Way

A number of prominent food companies are choosing to do more on animal welfare and be more transparent for their customers abroad than in the United States.

Despite reporting progress on their commitments in the UK and Europe, **Subway and Papa John's have never publicly reported any BCC progress in the United States.** Even more troublingly, **KFC, ALDI, LIDL, and Nando's refuse to commit to BCC standards in the United States despite doing so years ago in the UK and Europe.**

Food companies operating in the United States have the power and responsibility to enable a shift in chicken supply chains that will ensure a true transformation of the food industry and positively impact the lives of billions of birds. They must take action.

Animals used for food in the United States are no less deserving of being spared especially cruel treatment than animals raised elsewhere in the world. Nor are Americans less deserving of transparency and integrity from major food brands than their customers in other markets.



When given the option, American voters overwhelmingly support laws mandating higher welfare standards for farmed animals.

State	Year	Issue	Scope	Animals	Voter support
California	2018	Extreme confinement ban	Production and sale	<ul style="list-style-type: none"> • Calves raised for veal • Breeding pigs • Laying hens 	62.7%
Massachusetts	2016	Extreme confinement ban	Production and sale	<ul style="list-style-type: none"> • Calves raised for veal • Breeding pigs • Laying hens 	77.6%
Arizona	2006	Extreme confinement ban	Production	<ul style="list-style-type: none"> • Calves raised for veal • Breeding pigs 	61.96%
Florida	2002	Extreme confinement ban	Production	<ul style="list-style-type: none"> • Breeding pigs 	54.75%

Looking Ahead

Over the past several years, more than 200 brands have taken an important science- and consumer-backed stand for the treatment of animals by publicly committing to transitioning their chicken sourcing to meet BCC standards. Given that conditions in the chicken industry are so dire and suffering so pervasive that nearly half a billion animals are unable to survive less than two months to make it to slaughter and given that Americans consistently rate animal welfare as one of their most important causes, these corporate commitments make ethical and business sense.

But without follow-through, these promises will represent unearned public-relations accolades and betrayals of promises companies have made to their customers.

That a majority of companies have fallen behind in making progress or failed to report progress altogether is not a reason to throw in the towel on promised, critical changes. Rather, it is a reason to hold themselves accountable by accelerating their efforts to maintain trust with consumers who take companies' public commitments seriously.

Whatever the reasons for delay—be they turnovers in management, supply chain disruptions, or failure to dedicate necessary resources and attention—companies can take practical steps to accelerate their progress. These steps are also best practices for companies newly adopting the BCC:

- **Publish milestone-backed transition roadmaps.**
Year-by-year goals are essential for promoting internal and external accountability and avoiding nearing deadline years with little progress to show.
- **Publicly report annual progress.**
Setting and reporting on goals go hand in hand. Companies that publicly report on corporate social responsibility commitments make more and faster progress than companies that do not.
- **Harvest low-hanging fruit.**
Brands that demonstrate the greatest leadership on animal welfare have largely made the most progress meeting BCC requirements for stocking density, enriched environments, and third-party auditing. This is due to greater supply and lower associated costs.

- **Increase investment year over year in all BCC standards.**
Beginning to make progress on components for which supply is currently more limited, such as higher-welfare breeds and CAS, is essential.
- **Get suppliers to work with you, or transition to new suppliers.**
Some suppliers actively work with clients to meet their BCC purchasing needs; others are unresponsive or actively deter progress.
- **Reevaluate menu expansions.**
Companies struggling to meet current sourcing commitments should not increase chicken purchasing.

By implementing BCC promises, businesses will meaningfully impact the lives of millions of animals. If you seek support to transition your company's chicken purchasing to BCC standards, please contact our team at corporatepolicy@mercyforanimals.org.





Credit: Anima International

Index

The following reflects published statements as of June 16, 2023.

<p><u>Aramark</u></p> <p>A</p>	<ul style="list-style-type: none"> • 57% meets the standard for litter. • <1% meets standards for lighting, enrichments, stocking density, and auditing. <p>Note: Aramark has extended its deadline for lighting and enrichments to 2025, stocking density and CAS to 2026, and higher-welfare breeds to 2027. The company has published only a partial roadmap without annual milestones.</p> <table border="1" data-bbox="345 1272 1520 1787"> <thead> <tr> <th></th> <th>2024</th> <th>2025</th> <th>2026</th> <th>2027</th> </tr> </thead> <tbody> <tr> <td>Stocking density</td> <td></td> <td></td> <td>★</td> <td></td> </tr> <tr> <td>Lighting</td> <td></td> <td>★</td> <td></td> <td></td> </tr> <tr> <td>Litter</td> <td>★</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Enrichments</td> <td></td> <td>★</td> <td></td> <td></td> </tr> <tr> <td>CAS</td> <td></td> <td></td> <td>★</td> <td></td> </tr> <tr> <td>Higher-welfare breeds</td> <td></td> <td></td> <td></td> <td>★</td> </tr> <tr> <td>Third-party auditing</td> <td></td> <td></td> <td>★</td> <td></td> </tr> </tbody> </table> <p>Recommendations: Mercy For Animals recommends that Aramark establish annual milestones for each element of its BCC roadmap. We also recommend that the company continue to make and report progress toward fulfilling its policy.</p>		2024	2025	2026	2027	Stocking density			★		Lighting		★			Litter	★				Enrichments		★			CAS			★		Higher-welfare breeds				★	Third-party auditing			★	
	2024	2025	2026	2027																																					
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Enrichments		★																																							
CAS			★																																						
Higher-welfare breeds				★																																					
Third-party auditing			★																																						

[Blue Apron](#)

A

- 95% meets the standard for stocking density.
- 40% meets the standard for lighting.
- 100% meets the standard for third-party auditing.

	2021 results	2022 results	2023 goal	2024 goal	2025 goal	2026 goal
Stocking density	95%*	95%*	75%	100%	100%	100%
Lighting	38%	40%	75%	100%	100%	100%
Litter	0%**	0%**	75%	100%	100%	100%
Enrichments	0%	0%	75%	100%	100%	100%
CAS	0%	0%	0%	25%	50%	100%
Higher-welfare breeds	0%	0%	0%	25%	50%	100%
Third-party auditing	100%***	100%***	100%	100%	100%	100%

*Blue Apron’s sustainability policy reports on average stocking density: “5% of our purchases were over 6.0 lbs./sq. ft. but holistically over the course of the year we came in under 6.0 lbs./sq. ft.”

**Blue Apron meets “all the litter standards except a soiled feather check.”

***Third-party auditing is conducted by “USDA Process Verified Program and Merieux NutriSciences Certification, LLC.”

Note: Blue Apron has extended its CAS deadline from 2024 to 2026.

Recommendations: Mercy For Animals recommends that Blue Apron continue to make and report progress toward fulfilling its BCC policy in alignment with its roadmap.

[Blue Sushi Sake Grill](#)

A

- 100% meets standards for stocking density and third-party auditing.

Note: Blue Sushi Sake Grill recently published an updated statement confirming that it aims to meet the standards for GAP certification and CAS by 2024.

Roadmap Statement:

“Coming 2024: Our broiler chickens will be compliant with Version 1 of the BCC. GAP Step 3 certified with CAS. Given outdoor access and shade, a natural vegetative cover, and ample enrichment types. Never given antibiotics, hormones, or steroids.”

Recommendations: Mercy For Animals recommends that Blue Sushi Sake Grill continue to make and report progress toward its BCC policy in adherence to the roadmap statement above.

[Campfire Treats](#)

A

- 100% meets all standards of the BCC.
- In July 2023, Campfire Treats published the update that it had become the first company to fully comply with all components of the BCC, including transitioning to higher-welfare breeds.

Recommendations: Mercy For Animals commends Campfire Treats on its accomplishment, and we encourage the company to continue sourcing only chicken that meets all BCC standards.

Evermore

A

- 100% GAP certified
- 100% meets the standard for CAS.

Note: Evermore states that the company is “working with Mary’s to shift over to fully using their higher welfare heirloom GAP 4 birds” and anticipates this “to be implemented before the end of 2023.”

Recommendations: Mercy For Animals recommends that Evermore continue to make and report progress toward fulfilling its BCC policy.

HelloFresh

A

- 6% meets standards for stocking density, lighting, and enrichments.
- 93% meets the standard for litter.

	2021	Year-end 2022 goal	Year-end 2023 goal	2024	2025	2026
Stocking density	6%			100%	100%	100%
Lighting	6%			100%	100%	100%
Litter	93%	90%–100%*	>90%*	100%	100%	100%
Enrichments	6%	75%*	90%**	100%	100%	100%
CAS	0%			100%	100%	100%
Higher-welfare breeds	0%					100%
Third-party auditing						100%

*HelloFresh’s 2022 policy update states the company would meet litter standards for 90%–100% of its broiler chicken supply and add third-party auditing by the end of 2022 across at least 75% of its supply chain. The update also states that HelloFresh aims to exceed 90% by the end of 2023.

**The policy update states that 75% of the company’s broiler chicken supply would meet enrichment standards before the end of 2022 with third-party auditing. The company aims to exceed 90% by the end of 2023.

Recommendations: Mercy For Animals recommends that HelloFresh continue to make and report progress toward fulfilling its BCC policy.

<p>Norwegian Cruise Lines</p> <p>A</p>	<ul style="list-style-type: none"> 30% GAP certified <p>Note: Norwegian Cruise Lines' current animal welfare reporting does not include the CAS element of its BCC policy. The company has published a partial roadmap outlining only its progress milestones for GAP certification:</p> <ul style="list-style-type: none"> 2022: 30% 2023: 50% 2024: 75% 2025: 100% <p>Recommendations: Mercy For Animals recommends that Norwegian Cruise Lines restore the CAS element of its time-bound BCC policy and establish interim annual milestones toward fulfilling this component of its policy.</p>																																																
<p>Peet's Coffee</p> <p>A</p>	<ul style="list-style-type: none"> 0% meets any BCC standards. <p>Note: While Peet's Coffee is not currently sourcing any chicken that meets BCC standards, the company has published a new statement saying it will satisfy BCC standards for 100% of its chicken supply by year-end 2023. The company states that it will begin reporting progress annually by year-end 2023 and that it will stop sourcing chicken that does not meet BCC standards in 2024.</p> <p>Recommendations: Mercy For Animals recommends that Peet's Coffee begin exclusively sourcing chicken that meets BCC standards and begin reporting progress as soon as possible.</p>																																																
<p>Pret A Manger</p> <p>A</p>	<ul style="list-style-type: none"> 90% meets standards for litter, enrichments, and third-party auditing. <p>Note: Pret A Manger has extended the deadline for its BCC stocking-density standard to 2025 and CAS to 2026.</p> <table border="1" data-bbox="347 1157 1508 1661"> <thead> <tr> <th></th> <th>December 31, 2022</th> <th>2023</th> <th>2024</th> <th>2025</th> <th>2026</th> </tr> </thead> <tbody> <tr> <td>Stocking density</td> <td>0%</td> <td>30%</td> <td>60%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>Lighting</td> <td>0%</td> <td>50%</td> <td>50%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>Litter</td> <td>90%</td> <td>100%</td> <td>100%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>Enrichments</td> <td>90%</td> <td>100%</td> <td>100%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>CAS</td> <td>0%</td> <td>0%</td> <td>30%</td> <td>60%</td> <td>100%</td> </tr> <tr> <td>Higher-welfare breeds</td> <td>0%</td> <td>0%</td> <td>50%</td> <td>100%</td> <td>100%</td> </tr> <tr> <td>Third-party auditing</td> <td>90%</td> <td>100%</td> <td>100%</td> <td>100%</td> <td>100%</td> </tr> </tbody> </table> <p>Recommendations: Mercy For Animals recommends that Pret A Manger continue to make and report progress toward its BCC policy in alignment with its roadmap.</p>		December 31, 2022	2023	2024	2025	2026	Stocking density	0%	30%	60%	100%	100%	Lighting	0%	50%	50%	100%	100%	Litter	90%	100%	100%	100%	100%	Enrichments	90%	100%	100%	100%	100%	CAS	0%	0%	30%	60%	100%	Higher-welfare breeds	0%	0%	50%	100%	100%	Third-party auditing	90%	100%	100%	100%	100%
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**Sprouts
Farmers
Market**

A

- 24% meets standards for lighting, litter, and enrichments.
- 66% meets standards for stocking density and CAS.

Note: Sprouts’ BCC policy does not include a time-bound commitment to transitioning to higher-welfare breeds.

	2021	2022	2023	2024	2025	2026
Stocking density	60%	66%	70%	75%	100%	
Lighting	17%	24%	60%	100%		
Litter	17%	24%	60%	100%		
Enrichments	17%	24%	60%	100%		
CAS	17%	24%	35%	60%	65%	100%

Recommendations: Mercy For Animals recommends that Sprouts continue to make and report progress toward its BCC policy in accordance with its roadmap. We also recommend that Sprouts establish a timeline for sourcing higher-welfare breeds approved by the BCC.

Sun Basket

A

- 10% meets standards for stocking density, lighting, litter, enrichments, and higher-welfare breeds (GAP certified).
- 50% meets the standard for CAS.

Note: Sun Basket extended its BCC deadline for all elements to 2026.

	December 2022	2023 goal	2024 goal	2025 goal	Goal year to achieve 100%	Goal year for third-party auditing
Stocking density	10%	25%	50%	75%	2026	2026
Lighting, litter, and enrichments	10%	25%	50%	75%	2026	2026
GAP certification	10%	25%	50%	75%	2026	2026
CAS	50%	60%	75%	85%	2026	2026
Higher-welfare breeds	10%	15%	20%	50%	2026	2026

Recommendations: Mercy For Animals recommends that Sun Basket continue to make and report progress toward fulfilling its BCC policy in alignment with its roadmap.

<p>sweetgreen</p> <p>A</p>	<ul style="list-style-type: none"> Progress as of December 31, 2022: 25% meets the standard for CAS. 95% meets standards for stocking density, litter, lighting, enrichments, and third-party auditing. <p>Note: sweetgreen has amended its original BCC timeline and now aims to fulfill the following elements by 2025: stocking density, litter, lighting, enrichments, and third-party auditing.</p> <table border="1" data-bbox="347 365 1511 806"> <thead> <tr> <th></th> <th>December 31, 2022</th> <th>December 31, 2023</th> <th>December 31, 2024</th> <th>December 31, 2025</th> </tr> </thead> <tbody> <tr> <td>Stocking density</td> <td>95%</td> <td>50%</td> <td></td> <td>100%</td> </tr> <tr> <td>Lighting</td> <td>95%</td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>Litter</td> <td>95%</td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>Enrichments</td> <td>95%</td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>CAS</td> <td>25%</td> <td></td> <td></td> <td>100%</td> </tr> <tr> <td>Higher-welfare breeds</td> <td>0%</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Third-party auditing</td> <td>95%</td> <td></td> <td></td> <td>100%</td> </tr> </tbody> </table> <p>Recommendations: Mercy For Animals recommends that sweetgreen continue to make and report progress toward its BCC policy. The company should establish annual milestones for its roadmap and clarify its timeline for fulfilling the higher-welfare-breed element of its BCC policy.</p>		December 31, 2022	December 31, 2023	December 31, 2024	December 31, 2025	Stocking density	95%	50%		100%	Lighting	95%			100%	Litter	95%			100%	Enrichments	95%			100%	CAS	25%			100%	Higher-welfare breeds	0%				Third-party auditing	95%			100%
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Third-party auditing	95%			100%																																					
<p>Applegate</p> <p>A-</p>	<ul style="list-style-type: none"> 100% meets standards for lighting, litter, enrichments, stocking density, and auditing. <p>In June 2023, Applegate published the following statement regarding its BCC roadmap: “We look forward to publishing a detailed roadmap with meaningful incremental goals by the end of 2023.”</p> <p>Recommendations: Mercy For Animals recommends that Applegate continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>																																								
<p>ButcherBox</p> <p>A-</p>	<ul style="list-style-type: none"> 100% meets standards for stocking density, lighting, litter, and enrichments. 75% meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that ButcherBox continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>																																								
<p>Farmer’s Fridge</p> <p>A-</p>	<ul style="list-style-type: none"> 100% GAP certified <p>Recommendations: Mercy For Animals recommends that Farmer’s Fridge continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>																																								
<p>Giant Eagle</p> <p>A-</p>	<p>Note: Giant Eagle’s policy applies to 100% of its fresh, frozen, and rotisserie Nature’s Basket chicken, with a 2025 deadline.</p> <ul style="list-style-type: none"> 100% meets standards for lighting, litter, enrichments, and third-party auditing. <p>Recommendations: Mercy For Animals recommends that Giant Eagle continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>																																								

<p>Good Chop</p> <p>A-</p>	<ul style="list-style-type: none"> 100% meets standards for lighting, litter, enrichments, stocking density, and third-party auditing. <p>Recommendations: Mercy For Animals recommends that Good Chop continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>IKEA</p> <p>A-</p>	<p>Note: Unclear reporting: IKEA does not specify which of the BCC requirements the company has made progress toward. The company reports that “55% of the total IKEA chicken volume is sourced according to IKEA approved 3rd party certifications that covers the majority of the IKEA Better Chicken requirements.”</p> <ul style="list-style-type: none"> 55% meets standards for unspecified elements of the BCC. <p>Recommendations: Mercy For Animals recommends that IKEA clarify its BCC progress reporting and specify which elements of its policy the company is fulfilling. We also recommend that IKEA continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Marley Spoon</p> <p>A-</p>	<p>USA Progress</p> <ul style="list-style-type: none"> 100% meets the standard for stocking density. 100% meets the standard for lighting. 50% meets the standard for litter. 78% meets the standard for enrichment. 54% meets the standard for CAS. 5% meets the standard for higher-welfare breeds. 100% meets the standard for third-party auditing. <p>In June 2023, Marley Spoon published the following statement regarding its BCC roadmap: “In 2023, we will continue to work with our chicken suppliers ... on BCC compliance and will develop a public roadmap for the United States toward 100% compliance.”</p> <p>Recommendations: Mercy For Animals recommends that Marley Spoon continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Natural Grocers</p> <p>A-</p>	<ul style="list-style-type: none"> >90% meets standards for stocking density, lighting, litter, enrichments, CAS, and third-party auditing. <p>Recommendations: Mercy For Animals recommends that Natural Grocers continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Nona Lim</p> <p>A-</p>	<ul style="list-style-type: none"> 100% GAP certified <p>Recommendations: Mercy For Animals recommends that Nona Lim continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Nugget’s Healthy Eats</p> <p>A-</p>	<ul style="list-style-type: none"> 100% GAP certified <p>Recommendations: Mercy For Animals recommends that Nugget’s Healthy Eats continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>

<p>Open Farm</p> <p>A-</p>	<ul style="list-style-type: none"> • 100% meets standards for stocking density and enrichments. <p>Recommendations: Mercy For Animals recommends that Open Farm continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>PCC Community Markets</p> <p>A-</p>	<ul style="list-style-type: none"> • 99.9% meets standards for stocking density, lighting, litter, enrichments, and auditing. • 37.7% meets the standard for CAS. • 0.8% meets the standard for higher-welfare breeds. <p>Recommendations: Mercy For Animals recommends that PCC Community Markets continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Port Townsend Food Co-op</p> <p>A-</p>	<ul style="list-style-type: none"> • 100% GAP certified <p>Recommendations: Mercy For Animals recommends that Port Townsend Food Co-op continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Southwest Foodservice Excellence</p> <p>A-</p>	<ul style="list-style-type: none"> • 33% meets the standard for stocking density. • 100% meets standards for lighting and litter. • 12% meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that Southwest Foodservice Excellence continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Square Baby</p> <p>A-</p>	<ul style="list-style-type: none"> • 100% GAP certified • 100% meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that Square Baby continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>The Honest Kitchen</p> <p>A-</p>	<ul style="list-style-type: none"> • 100% GAP certified <p>Recommendations: Mercy For Animals recommends that The Honest Kitchen continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p> <p>Note: The Honest Kitchen reports chicken welfare progress for its “dehydrated diets.”</p>
<p>Thrive Market</p> <p>A-</p>	<ul style="list-style-type: none"> • 100% GAP certified • 75% meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that Thrive Market continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>

<p>Whole Foods Market</p> <p>A-</p>	<p>Note: Whole Foods Market’s broiler chicken policy applies to chicken in its “fresh meat department” and in “prepared foods items made in-store.”</p> <ul style="list-style-type: none"> • 100% GAP certified • 82% meets the standard for CAS. • Higher-welfare breed update: “In October 2022, Whole Foods Market became the first retailer to offer chickens raised through the program, which are available in every Whole Foods Market region in the United States.” <p>Recommendations: Mercy For Animals recommends that Whole Foods Market continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Compass Group USA</p> <p>B</p>	<ul style="list-style-type: none"> • 93% meets the standard for litter. • 1% meets the standard for enrichment. <p>Roadmap statement: “In Spring of 2023, we will issue our roadmap that addresses these standards and our plan for implementing meaningful progress in more detail, based on a careful assessment of our supply chain and look forward to providing continued updates on our progress.”</p> <p>Recommendations: Mercy For Animals recommends that Compass Group USA continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Jack in the Box</p> <p>B</p>	<ul style="list-style-type: none"> • 68% meets the standard for litter. • 12% meets standards for enrichment and third-party auditing. <p>Recommendations: Mercy For Animals recommends that Jack in the Box continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Panera Bread</p> <p>B</p>	<ul style="list-style-type: none"> • 89% meets the standard for litter. • 3% meets the standard for lighting. <p>Recommendations: Mercy For Animals recommends that Panera Bread continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Shake Shack</p> <p>B</p>	<ul style="list-style-type: none"> • 100% meets standards for lighting, litter, and enrichments. <p>Recommendations: Mercy For Animals recommends that Shake Shack continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Bento Sushi and Snowfox Group</p> <p>C</p>	<ul style="list-style-type: none"> • 11% meets the standard for stocking density. • 17% meets standards for enrichments, CAS, and third-party auditing. <p>Roadmap statement: “We are working with our suppliers on increasing the components of the Better Chicken Commitment and will develop a detailed roadmap by the end of 2023.”</p> <p>Recommendations: Mercy For Animals recommends that Bento Sushi continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>

<p>Chipotle</p> <p>C</p>	<ul style="list-style-type: none"> • 14% meets the standard for CAS. • 100% meets standards for litter and enrichments. <p>Recommendations: Mercy For Animals recommends that Chipotle continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Earth Animal</p> <p>C</p>	<p>Note: As of December 31, 2022, 100% of chicken sourced for Earth Animal's Wisdom Chicken Recipe was GAP certified and came from animals processed via CAS. Wisdom Chicken Recipe represents 7.6% of the company's total chicken products.</p> <ul style="list-style-type: none"> • 7.6% is GAP certified and meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that Earth Animal continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>The Cheesecake Factory</p> <p>C</p>	<p>Note: The Cheesecake Factory reports that 33% of its supply "comes from slower growing practices," but it is unclear whether breeds meet the BCC's higher-welfare standards. The Cheesecake Factory's deadline for its broiler policy fulfillment is 2025.</p> <ul style="list-style-type: none"> • 18% meets the standard for stocking density. • 16% meets the standard for enrichment. • 13% meets the standard for CAS. • 8% meets the standard for lighting. <p>Recommendations: Mercy For Animals recommends that The Cheesecake Factory continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Unilever</p> <p>C</p>	<ul style="list-style-type: none"> • 20.4% meets standards for stocking density and higher-welfare breeds. • 18% meets the standard for enrichment. <p>Recommendations: Mercy For Animals recommends that Unilever continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Albertsons</p> <p>D</p>	<p>Note: According to its chicken welfare policy, Albertsons aims to have at least 50% of its O Organics fresh chicken supply chain certified to GAP-3 standards by 2024.</p> <ul style="list-style-type: none"> • 85% is GAP certified. • 85% meets the standard for CAS.* <p>*Note: CAS is not required under GAP certification. Albertsons states, "Today, our GAP-3 Certified O Organics chicken prohibits the use of broiler cages, has a maximum stocking density of 6 lbs. per square foot, includes enriched environments and utilizes Controlled Atmosphere Stunning (CAS) systems."</p> <p>Recommendations: Mercy For Animals recommends that Albertsons continue to make and report progress toward its broiler welfare goal and develop a roadmap for full implementation. We also recommend that Albertsons amend its policy to include CAS, as well as GAP certification.</p>

<p>Campbell's</p> <p>D</p>	<p>Note: In 2017, Campbell's published a full BCC policy. In 2021, the company backtracked by limiting the scope of its time-bound policy commitment to address only litter and enrichments. The company also aims to source 100% GAP Step 2-certified chicken for its Pacific Foods products by 2023. Pacific Foods represents about 17% of Campbell's total chicken volume.</p> <ul style="list-style-type: none"> • 13% meets standards for litter and enrichments (for total chicken supply). • 76% GAP certified (for Pacific Foods) <p>Recommendations: Mercy For Animals recommends that Campbell's restore its full BCC policy for 100% of its chicken products. We also recommend that the company continue to make and report progress toward its policy and to publish a roadmap for the policy elements not yet fulfilled.</p>
<p>Kroger</p> <p>D</p>	<p>Note: Kroger's broiler chicken policy goal is for 50% of the fresh chicken in its Simple Truth Organic and Simple Truth Natural lines to meet BCC standards for stocking density, lighting, litter, enrichments, and CAS by 2024. The company's policy excludes the higher-welfare-breed element of the BCC, and it has unclear reporting regarding enrichments. Kroger notes that 48% of chicken sourced meets standards for litter, lighting, and enrichments, but it does not specify that these standards for enriched environments align with BCC standards. It is unclear what standards the company requires for litter, lighting, and enrichments and how auditing is conducted.</p> <ul style="list-style-type: none"> • 17.5% meets the standard for stocking density. • 10.4% meets the standard for CAS. <p>Recommendations: Mercy For Animals recommends that Kroger continue to make and report progress toward its BCC policy and to publish a roadmap for the policy elements not yet fulfilled. We also recommend that Kroger establish a goal for sourcing higher-welfare breeds and require that litter, lighting, and enrichments align with BCC standards.</p>
<p>McDonald's</p> <p>D</p>	<p>Note: McDonald's does not have a full BCC policy. The company aims to exclusively source chicken processed via CAS in the United States and Canada by 2024.</p> <ul style="list-style-type: none"> • 100% processed via CAS in Canada • 60% processed via CAS in the United States <p>Recommendations: Mercy For Animals recommends that McDonald's continue to make and report progress toward its CAS policy. We also recommend that the company establish time-bound policies for other BCC elements and publish a roadmap toward policy fulfillment.</p>
<p>Au Bon Pain</p> <p>D-</p>	<p>Au Bon Pain published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Au Bon Pain begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Boston Market</p> <p>D-</p>	<p>Boston Market published a BCC policy in 2017 and received positive praise from NGOs. But the company has yet to publish any progress on its commitment. It is unclear what, if any, progress is being made toward the implementation of BCC standards.</p> <p>Recommendations: Mercy For Animals recommends that Boston Market begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>

<p>BurgerFi</p> <p>D-</p>	<p>BurgerFi published its BCC policy in 2019 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that BurgerFi begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Burgerville</p> <p>D-</p>	<p>Burgerville published its BCC policy in 2018 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Burgerville begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Caribou Coffee</p> <p>D-</p>	<p>Caribou Coffee published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Caribou begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Creative Dining Services</p> <p>D-</p>	<p>Creative Dining Services published its BCC policy in 2017 but has yet to report progress. In 2022, the company published an updated statement affirming that it would begin reporting progress in July 2023. In June 2023, the company published a further update saying it would “report purchase percentage” that meets various standards of the BCC by year-end 2023.</p> <p>Recommendations: Mercy For Animals recommends that Creative Dining Services begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Delaware North</p> <p>D-</p>	<p>Delaware North published its BCC policy in 2016 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Delaware North begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Elior North America</p> <p>D-</p>	<p>Unclear reporting: Elior NA published its BCC policy in 2017. In 2022, the company reported that 2% of its chicken supply met requirements of the BCC, GAP, or American Humane. The company has yet to disclose how much of this volume meets the standards specifically.</p> <p>Recommendations: Mercy For Animals recommends that Elior NA begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Epicurean Feast Cafes (LPM)</p> <p>D-</p>	<p>Epicurean Feast published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Epicurean Feast begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>First Watch</p> <p>D-</p>	<p>First Watch published its BCC policy in 2018 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that First Watch begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Focus Brands</p> <p>D-</p>	<p>Focus Brands published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Focus Brands begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>

<p>Frisch’s Big Boy</p> <p>D–</p>	<p>Frisch’s Big Boy published its BCC policy in 2020 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Frisch’s Big Boy begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>HHS Culinary</p> <p>D–</p>	<p>HHS Culinary published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that HHS Culinary begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Just Salad</p> <p>D–</p>	<p>Just Salad published its BCC policy in 2019 but has yet to report progress. In April 2023, the company stated that it was “evaluating the feasibility of sourcing chickens raised in accordance with the standards of the Better Chicken Commitment.”</p> <p>Recommendations: Mercy For Animals recommends that Just Salad reaffirm its commitment to the BCC, begin transparently reporting its BCC progress, and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Noodles & Company</p> <p>D–</p>	<p>Noodles & Co. published its BCC policy in 2017 but has yet to report progress. The company is reporting progress toward its cage-free egg goal and group-housing goal for pork, but it has not disclosed its broiler chicken welfare progress.</p> <p>Recommendations: Mercy For Animals recommends that Noodles & Co. begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Pollo Tropical</p> <p>D–</p>	<p>Pollo Tropical published its BCC policy in 2018 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Pollo Tropical begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Red Robin</p> <p>D–</p>	<p>Red Robin published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Red Robin begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Restaurant Brands International (RBI)</p> <p>D–</p>	<p>Burger King and Tim Hortons published BCC policies in 2017, and Popeye’s published its BCC policy in 2020. In late 2022, RBI published an updated animal welfare statement with information about its broiler welfare policy. But RBI has yet to publish its quantified BCC progress to date.</p> <p>Recommendations: Mercy For Animals recommends that RBI begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>

<p>Sodexo</p> <p>D-</p>	<p>Note: Sodexo published the following partial roadmap statement:</p> <p>In relation to Sodexo’s continued commitment to improve the welfare of broiler chickens through the Better Chicken Commitment (BCC), we have outlined our roadmap and will detail the interim steps in the coming months. ... Our roadmap will have the following deadlines by component:</p> <ul style="list-style-type: none"> • Litter and physical enrichment components by end of 2024 • Lighting and auditing components by end of 2025 • Align with collaborative efforts for stocking density, breed and CAS (Controlled Atmosphere Stunning) components to meet the revised BCC model to ensure all components can be addressed <p>For each of these, we continue to work with our suppliers to detail the interim goals and, as part of our annual reporting cycle (published in July), we will track and report according to this roadmap.</p> <p>Recommendations: Mercy For Animals recommends that Sodexo begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>Starbucks</p> <p>D-</p>	<p>Starbucks published its BCC policy in 2016 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that Starbucks begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p> <p><i>Note: Starbucks states, “We are actively reviewing our broiler chicken commitment to identify the best path forward for implementation within our supply chain. Over the next year, we will be setting baseline targets for implementation, which will be reported in FY23.”</i></p>
<p>Subway</p> <p>D-</p>	<p>Subway published its BCC policy in 2017 but has yet to report progress in the United States and Canada despite reporting progress toward its broiler chicken welfare goals in Europe.</p> <p>Recommendations: Mercy For Animals recommends that Subway begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>TGI Fridays</p> <p>D-</p>	<p>TGI Fridays published its BCC policy in 2017 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that TGI Fridays begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>
<p>White Castle</p> <p>D-</p>	<p>White Castle published its BCC policy in 2020 but has yet to report progress.</p> <p>Recommendations: Mercy For Animals recommends that White Castle begin transparently reporting its BCC progress and publish a roadmap with annual milestone toward policy fulfillment.</p>
<p>WOWorks</p> <p>D-</p>	<p>WOWorks brand Saladworks published its BCC policy in 2017. WOWorks brands Garbanzo Mediterranean Fresh, The Simple Greek, and Barberitos published BCC policies in 2022. No WOWorks brands have reported progress. In 2023, the company extended its BCC deadline for fulfillment to 2027.</p> <p>Recommendations: Mercy For Animals recommends that WOWorks begin transparently reporting its BCC progress and publish a roadmap with annual milestones toward policy fulfillment.</p>

<p>CAVA</p> <p>F</p>	<p>CAVA published its BCC policy in 2019, but this commitment is no longer online.</p> <p>Recommendations: Mercy For Animals recommends that CAVA republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>
<p>Chopt</p> <p>F</p>	<p>Chopt published its BCC policy in 2019, but this commitment is no longer online.</p> <p>Recommendations: Mercy For Animals recommends that Chopt republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>
<p>Denny's</p> <p>F</p>	<p>Denny's published its BCC policy in 2019. Since then, Denny's has diminished its broiler chicken welfare commitment. The company's current policy refers only to the use of higher-welfare breeds.</p> <p>Recommendations: Mercy For Animals recommends that Denny's reinstate its full BCC policy and begin reporting progress toward its fulfillment.</p>
<p>Dunkin'</p> <p>F</p>	<p>Dunkin' published its BCC policy in 2017. Per Dunkin's June 2020 animal welfare statement, the company has pledged to "publish interim reports" on its progress by December 31, 2020, and December 31, 2022. Inspire Brands completed the acquisition of Dunkin' in late 2020, and this policy is not available on Inspire Brands' website.</p> <p>Recommendations: Mercy For Animals recommends that Inspire Brands publish a BCC policy on its website, especially for companies that had BCC policies before acquisition: Dunkin' and Sonic Drive-In. We also recommend Dunkin' begin transparently reporting progress toward policy fulfillment.</p>
<p>Le Pain Quotidien</p> <p>F</p>	<p>Le Pain Quotidien published its BCC policy in 2017, but this commitment is no longer online.</p> <p>Recommendations: Mercy For Animals recommends that Le Pain Quotidien republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>
<p>Nathan's Famous</p> <p>F</p>	<p>Nathan's Famous published its BCC policy in 2017, but this commitment is no longer online.</p> <p>Recommendations: Mercy For Animals recommends that Nathan's Famous republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>
<p>Oak View Group Hospitality (Spectra)</p> <p>F</p>	<p>In August 2022, Oak View Hospitality published its BCC policy. The company stated: "By the end of 2022, we will publish a plan with incremental annual benchmark goals to implement our commitments and align with our values. We will begin transparently reporting on our progress in 2023. ... As an organization, we will commit to developing and implementing a roadmap and timeline for our partners and suppliers to deliver these standards by 2024." But this commitment is no longer online. Spectra adopted the BCC in 2017 and was acquired by Oak View Group in 2021.</p> <p>Recommendations: Mercy For Animals recommends that Oak View Hospitality republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>
<p>Snap Kitchen</p> <p>F</p>	<p>Snap Kitchen published its BCC policy in 2018. But this commitment is no longer online.</p> <p>Recommendations: Mercy For Animals recommends that Snap Kitchen republish its BCC policy and begin transparently reporting progress toward its animal welfare commitment.</p>

<p>Sonic Drive-In</p> <p>F</p>	<p>Sonic published its BCC policy in 2017 before being acquired by Inspire Brands. Sonic’s policy is no longer online, and the company has not reported any progress.</p> <p>Recommendations: Mercy For Animals recommends that Sonic Drive-In republish its BCC policy and begin transparently reporting progress toward fulfillment.</p>
<p>UNFI</p> <p>F</p>	<p>UNFI published its BCC policy in 2017. At the time, it also established annual milestones and published both broiler and cage-free policies that went above and beyond. UNFI also committed to ending chick culling in its supply chain. Years later, UNFI has removed several of these policies from its website and has been delaying a public update on its animal welfare commitments. The company is reporting cage-free progress in Canada, but it is not reporting on its animal welfare policies in the United States and appears to be backtracking on animal welfare.</p> <p>Recommendations: Mercy For Animals recommends that UNFI restore its public animal welfare commitments and begin transparently reporting progress toward its goals.</p>