



# SME Application Form

## Good Chicken Award 2018

The Good Chicken Award celebrates companies and organisations who are using higher welfare chicken.

**Applications are accepted following engagement and discussion with one of our Food Business Managers. We advise submission of a draft (unsigned) application form; this allows us to resolve any queries prior to Director level signature.**  
**This Award is for current policy only.**

### DETAILS:

Company/Brand: \_\_\_\_\_

Sector: (Manufacturer/processor, Food Service, Public Procurement Body)

Countries applicable: \_\_\_\_\_

Contact name: \_\_\_\_\_

Position: \_\_\_\_\_

Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

### CATEGORY OR CATEGORIES YOU ARE APPLYING FOR:

Fresh Chicken ( )

Frozen chicken ( )

Further processed & ingredient ( )

**ELIGIBILITY & CRITERIA:**

You will need to satisfy the following criteria for the category/categories you are applying for:

**1. Maximum stocking density must be equal to or less than 30kg/m<sup>2</sup>**

**2. Genetic growth potential of the birds must be no more than 50g per day. An active leg health plan must be in place for birds with a genetic growth rate potential above 50g/d**

**3. Enrichment\* must be provided**

**\*Indoor** enrichment must include natural light, straw bales, pecking objects and perches; shade and shelter must also be provided in free range and organic systems

**IF YOU USE ONLY HIGHER WELFARE CHICKEN:**

**Please tick the categories where you currently use only higher welfare chicken:**

Fresh Chicken ☐

Frozen ☐

Further processed & ingredient ☐

**Please tick the higher welfare chicken production system/s which you currently use:**

Organic ☐

Free-range ☐

RSPCA Freedom Food ☐

Other higher welfare indoors ☐, and specify details

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**1. What is the maximum stocking density used (kg/m<sup>2</sup>) by each production system covered by this application?**

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Is thinning practiced? **Yes ( ) No ( )**

If yes, do you use:

Segregated thinning ☐

Non-segregated thinning ☐

How many times do you thin before depopulation?

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**2. What breeds are you using and what is their genetic potential growth rates (g per day), by each production system covered in this application?**

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If you are using fast growth rate potential birds, do you conduct/ accept to conduct an agreed active leg health plan?    Yes ( ) No ( )

**3. Do you provide enrichment? If yes, please specify the type of enrichment by each production system covered by this application?**

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### **ALL APPLICANTS TO COMPLETE:**

**What numbers of chickens are covered by the current policy and by each production system covered by this application?** *This information is used to publicise the number of lives that will benefit every year from your 'Good Chicken' policy. Please detail as appropriate.*

**Number of chickens per annum (or specify timeframe):**

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**Quantity and portion\* of chicken per annum (or specify timeframe):**

\* Example, 'cut-up and processed', by portion 'breast', 'thigh', 'drumstick' and deboned 'leg meat'.

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**How do you audit your chicken supply?**

*For example: Contract with your supplier, RSPCA Freedom Food, Label Rouge, other.*

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**Please detail the name/s of your chicken supplier/s**

*For internal use only to help us calculate the number of animals set to benefit as a result of your policy.*

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**Please add any additional information that you would like to share with us especially the reasons why you want to apply for an award.**

*For example: Why have you chosen to change your current chicken supply policy? Has this change been motivated by your customers?*

## SIGNATURE OF OWNER/BOARD LEVEL DIRECTOR/PERSON OF AUTHORITY:

By signing this application you are confirming that:

- 100% of the chicken meat you use in the category or categories you wish to be awarded fulfil the criteria.
- It is written into your organisation's policy that you only use chicken meat matching or exceeding our criteria on an on-going basis. In the unlikely event, you will advise us of any change to this sourcing policy in the future.
- Your policy is publically available on your website following this award.

## SIGNATURE:

NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

DATE: \_\_\_\_\_

E MAIL: \_\_\_\_\_

## PLEASE RETURN APPLICATION FORM TO:

Food Business Team  
Compassion in World Farming  
River Court  
Mill Lane  
Godalming  
GU7 1EZ  
UK

Fax: +44 (0)1483 861 639

Email: direct to your Food Business manager or  
[foodbusiness@ciwf.org](mailto:foodbusiness@ciwf.org)

For marketing enquiries please contact our Food Business Marketing Communications Manager:  
[Jo.cooper@ciwf.org](mailto:Jo.cooper@ciwf.org). Please provide details of your marketing contact to discuss opportunities relating to the promotion of your award:

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**For more information please contact the Food Business Team on +44 (0)1483 521950.**