

# Good Chicken Award



## Background

- Meat chickens (broilers) are protected to minimum standards under the EU broiler directive [Council Directive 2007/43/EC].
- EU legal definitions are in place for organic, free-range and extensive indoor systems [Commission Regulation 543/2008].
- Main welfare concerns for broiler chickens are associated with: high stocking density, fast growing breeds, lack of environmental enrichment, and live inversion of birds before electrical stunning.
- NGO coalitions are asking food companies to address these welfare issues in their supply chain by signing up to the [European Chicken Commitment](#) (ECC) in Europe and to the [Better Chicken Commitment](#) (BCC) in North America. In other parts of the world, we expect companies to apply the criteria of the European Chicken Commitment (which may be referred to as 'Better Chicken Commitment').
- So far, over 500 food companies have signed up to either the ECC or BCC across the world.
- The Good Chicken Award is designed to showcase companies that are leading the way in converting their chicken supply in line with the ECC/BCC criteria.

## Good Chicken Award Criteria

- **Companies applying for a Good Chicken Award in Europe must meet the following criteria:**
  1. A valid public sign up to the [European Chicken Commitment](#) (ECC)
  2. Significant progress\* in the implementation of the ECC
  3. Publicly available timelines for transition to ECC compliant products
  4. Annual public progress reporting towards the ECC
- **Companies applying for a Good Chicken Award in North America must meet the following criteria:**
  1. A valid public sign up to the [Better Chicken Commitment](#) (BCC)
  2. Significant progress\* in the implementation of the BCC
  3. Publicly available timelines for transition to BCC compliant products
  4. Annual public progress reporting towards the BCC
- **Companies applying for a Good Chicken Award in other regions of the world (i.e. outside Europe and North America) must meet the following criteria:**
  1. A valid public sign up to the [Better Chicken Commitment](#)\*\*
  2. Publicly available timelines for transition to BCC compliant products
  3. Annual public progress reporting towards the BCC

\*\* Better Chicken in accordance with the [ECC criteria](#)

\* **significant progress** = at least **50%** of the total volume of fresh/frozen chicken covered by the ECC/BCC perimeter already compliant with the on farm criteria (stocking density, breed change, natural light, enrichment).

**Retailers** can apply for their own label (fresh, frozen and processed) chicken range only, and may exclude branded goods.

**Manufacturers/producers** can apply for a specific brand under the following conditions:

- **Europe and North America:** application based on current policy for that brand PLUS overarching commitment for all the company's own brand production
- **Other regions of the world:** a commitment at brand level can be accepted.

Full text of the **European Chicken Commitment**: <https://welfarecommitments.com/europeletter/>

Full text of the **Better Chicken Commitment** here: <https://betterchickencommitment.com/policy/>