

Better Chicken Commitment – Loungers Annual Progress Report – July 2024

Loungers is committed to improving chicken welfare standards and is working towards meeting the Better Chicken Commitment for 100% of the chicken in our supply chain by 2026.

The table below shows our current compliance versus BCC criteria.

BCC CRITERIA	PROGRESS	CHICKEN FILLET – EU Supply	CHICKEN WINGS – UK Supply
		81% Loungers' Fresh Chicken Supply.	17% Loungers' Fresh Chicken Supply. UK supply.
Comply with all EU animal welfare laws and regulations, regardless of the country of production.	Completed	100% compliance.	100% compliance.
Implement a maximum stocking density of 30kg/m ² or less. Thinning is discouraged and if practiced must be limited to one thin per flock.	In Progress	"Stocking density range is between 34–38kg/m ² . If thinning is practiced, it is always limited to one per flock."	"Stocking density is currently at 38kg/m ² . Will be 30kg/m ² by August 2024. Thinning is used."
Adopt breeds that demonstrate higher welfare outcomes: either the following breeds, Hubbard Redbro (indoor use only); Hubbard JA757, JACY57, 787, 957, or 987, Rambler Ranger, Ranger Classic, and Ranger Gold, or others that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol.	Not Started	None of these breeds are farmed with our current producer.	None of these breeds are farmed with our current producer.
Meet improved environmental standards:			
a) at least 50 lux of light, including natural light.	In Progress	"90% farms achieved 50 lux. 15% of birds have houses with windows for natural light"	100% of farms have windows and have access to natural light but only meet the Red Tractor standard of 20 lux.
b) at least two metres of usable perch space, and two pecking substrates, per 1,000 birds.	In Progress	48% compliance – supplier is working on this all the time to get all farms in line.	100% compliance
c) On air quality, the maximum requirements of Annex 2.3 of the EU broiler directive, regardless of stocking density.	Completed	100% compliance	100% compliance
d) no cages or multi-tier systems.	Completed	100% compliance	100% compliance
Adopt controlled atmospheric stunning using inert gas or multi-phase systems, or effective electrical stunning without live inversion.	In Progress	Not currently practiced by our producer.	100% compliance
Demonstrate compliance with the above standards via third-party auditing and annual public reporting on progress towards this commitment.	Completed	100% compliance. BRCGS, Supplier Client Audits, Genesis GAP* compliance	100% compliance. All farms audited by NSF for Red Tractor annually. Internal customer audits also carried out annually as a minimum.

Commentary

Our two primary chicken suppliers remain committed to meeting the BCC criteria by 2026. We are challenging them to improve on their metrics for 24/25 and continue to explore our options. Our supplier of chicken fillet now has a dedicated poultry buyer who is working with their farmer suppliers to raise standards. It has made good progress on environment with further improvements to come this year. We also expect to see further progress in stocking density with both suppliers. We support the call for a ban on the use of water bath stunning and have requested that our chicken fillet supplier adopts controlled atmospheric stunning.

We recognise that slower growing breeds have better welfare outcomes but this continues to be a challenge as neither of our principle suppliers currently farm them. We have requested that they begin supplying us chicken from these breeds and are also exploring direct supply to challenge this.

The remaining 2% of the volume of chicken we procure is in chicken strips. We have communicated to our supplier that we are committed to meeting the BCC criteria by 2026. We are awaiting their compliance report.