

## NEWS RELEASE



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### **SUPERMARKET GIANT MAKES HUGE COMMITMENT ON CHICKEN WELFARE**

Sainsbury's have committed to improve the lives of 70 million chickens a year by moving away the most intensively farmed chickens in a decision that is heralded as a 'huge step forward' by leading farm animal welfare charity, Compassion in World Farming.

The supermarket giant has announced a move away from stocking poor welfare factory farmed chickens across all the chicken they sell and will instead adopt Freedom Food standard or equivalent as the minimum.

Dr. Lesley Lambert, Director of Food Policy, welcomed the move saying, "This will dramatically improve the lives of 70 million chickens every year and is one of the most significant moves in farm animal welfare in the UK."

Freedom Food or equivalent standards ensure more space, slower growing birds which have fewer welfare problems and environmental enrichment such as straw bales which allow for more natural behaviour.

"By reaching the equivalent of Freedom Food standards, Sainsbury's is leading the way amongst the big four supermarkets on chicken welfare, joining M&S and Waitrose as pioneers in this area. This is a huge step forward. We urge consumers to support higher welfare for chickens through the power of their purse and preferably chose free-range," continued Dr Lambert.

Sainsbury's won two categories in Compassion in World Farming's Supermarket Awards for their commitment to improvements particularly for laying hens and for their promises to make further improvements.

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**Notes:**

[www.ciwf.org/supermarkets](http://www.ciwf.org/supermarkets)

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