

GO FREE-RANGE ...IT'S THE ETHICAL CHOICE

CHICKEN WELFARE

Intensively farmed chickens suffer greatly in their short lives. Overcrowding in barren sheds means that they have little opportunity for the natural foraging and investigatory behaviour of chickens. Selectively bred to reach slaughter weight in less than 40 days, these unnaturally fast growth rates result in millions of chickens suffering from painful leg disorders and millions dying of heart failure each year.

MORE SUSTAINABLE FARMING

It comes as no surprise that the unhealthy, overcrowded conditions that intensively farmed birds endure have contributed to the creation of highly virulent strains of avian 'flu.

LEAD A NEW TREND IN BRITISH EATING

You can be in the vanguard of a new trend in British eating if you offer your customers cruelty-free, healthier and better tasting free-range chicken.

Visit ciwf.org/chickens or call 01483 521 950 for more details.

Visit chickenout.tv to join the Chicken Out! campaign



GO FREE-RANGE ...IT'S GOOD FOR BUSINESS

PUBLIC OPINION IS CHANGING

British consumers increasingly want their food to be healthier and more ethical, as well as tasting good. Sales of higher welfare chicken rose by 42% between December 2007 and December 2008, with a decrease in sales of standard chicken in the same period. Offering free-range chicken shows that you are responding to concern about the conditions in which farm animals are reared.

FACT: HEALTHIER BIRDS = HEALTHIER, TASTIER FOOD

Many consumers are beginning to understand that because free-range chickens live healthier lives, they are healthier to eat. Free-range chicken meat contains less fat, more protein and more Omega-3 than intensively-farmed chicken meat.

PUBLICITY

There is great potential to generate local publicity by switching to free-range chicken. Local media is keen to have a local angle on this high profile national story. You could be listed on Hugh Fearnley-Whittingstall's online directory of free-range chicken suppliers.

IT DOESN'T COST THE EARTH

It only costs an extra 74p/kg more to produce free-range chicken meat than 'standard' chicken meat.

COMPASSION
in world farming 
ciwf.org

