

NEWS RELEASE



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Chicken Out! campaign launches design a Tesco chicken label competition

The Chicken Out! campaign is asking for your creative skills in designing a new label for standard intensively reared chicken.

Following the broadcast of Channel 4's *Chickens, Hugh and Tesco Too* the Chicken Out! Campaign held a week long poll to find which top UK supermarket had the most misleading chicken label.

The chickenout.tv poll gave visitors current examples of chicken labels from five of the UK's leading supermarkets to choose from. Over 75 per cent of the almost 10,000 votes went to *Supermarket 2* – later revealed as Tesco.

Now the Chicken Out! campaign run by Hugh Fearnley-Whittingstall and Compassion in World Farming is asking you to come up with the label you think Tesco should be using in order not to mislead its customers.

The competition is open until 23 February and the winning entry as judged by a panel including Hugh Fearnley-Whittingstall will be presented to Tesco at the end of February.

"Since Tesco 'won' our most misleading label poll with over three quarters of all votes, we want the public to propose what they should put on the label," says Eloise Shavelar, Chicken Campaign Co-ordinator for Compassion in World Farming.

“Despite the increase of higher welfare chicken sales, more than 80 per cent of the fresh chicken sold in supermarkets is still reared in factory farmed conditions. These birds only live for up to 40 days – surely we can afford them a better life?”

“Many supermarkets are using packaging that includes ‘meaningless descriptions’ and images representing the ‘outdoors’ that could imply chickens live a healthy, outdoor life. Clear and honest labelling will ensure shoppers know the conditions in which their chicken was produced and make it easier to choose higher welfare alternatives.”

Since 2004, egg boxes by law must be labelled with the production method and this has led to a move away from caged eggs. Compassion in World Farming believes this scheme should be extended to chicken meat.

For full details of the competition visit www.chickenout.tv

Notes

For further information or interviews with Compassion in World Farming contact Annabel Davis or Valentina Moressa on 01483 521973 or 07771 926005 (out of office hours) or email annabel@ciwf.org