



The Better Chicken Commitment (BCC)

The BCC is a science-based policy that aims to address key issues related to broiler chicken welfare. By 2024, it requires that chicken suppliers meet the following requirements for 100% of products:

1. Maximum stocking density of 6.0 lbs./sq. foot and prohibit broiler cages.
2. Provide birds enriched environments including litter, lighting, and enrichment that meets Global Animal Partnership's standards.
3. Process chickens in a manner that avoids pre-stun handling and instead utilizes a multi-step controlled-atmosphere processing system that induces an irreversible stun.
4. Demonstrate compliance with all standards via third-party auditing.

And by 2026:

5. Adopt breeds that demonstrate higher welfare outcomes, either: Hubbard Black, JA757, 787, 957, or 987; Rambler Ranger, Ranger Classic, or Ranger Gold; or others that meet the criteria of the RSPCA Broiler Breed Welfare Assessment Protocol or Global Animal Partnership (GAP).