

Check your chicken with our **CHICK-O-METER**



**Do you buy chicken and
care about animal welfare?**

This leaflet will help you
understand which labels mean
happier chickens.

**LOOK
INSIDE**



Over 70% of chickens reared for meat in Europe spend their entire lives crammed into barren sheds. Most are bred to grow so fast they can struggle to walk and develop serious heart conditions.

Chickens can feel emotions just like us, such as pain and fear, so regularly suffer in these harsh conditions.

Always choose higher welfare.

You have the power to give chickens a better life – where they can perch, peck, run and play – and behave like chickens!

When you are in the supermarket, look out for higher welfare labels on chicken products. This handy guide will help you - and if you can't see any of these labels ask the store manager what welfare standards their chickens are reared to.

**HIGHER WELFARE
MEANS HEALTHIER,
HAPPIER CHICKENS!**



Soil Association

Space to move around
Able to perch, peck and play
Have natural daylight
Healthier breeds used
Live outdoors two-thirds
of their lives



5/5



RSPCA Assured
• Free Range •

Space to move around
Able to perch, peck and play
Have natural daylight
Healthier breeds used
Live outdoors half of
their lives



5/5



Red Tractor • Free Range •

Space to move around
Able to perch, peck and play
Access to natural daylight
(outdoors only)

Healthier breeds used
Live outdoors half of
their lives



4/5



RSPCA Assured

- Space to move around
- Able to perch, peck and play
- Have natural daylight
- Healthier breeds used
- Live indoors all of their lives



4/5



Red Tractor Enhanced

- Space to move around
- Able to perch, peck and play
- Have natural daylight
- Healthier breeds used
- Live indoors all of their lives



4/5



EU Organic

Space to move around

Able to perch, peck and play

Have natural daylight

Fast growing breeds allowed

Live outdoors one-third of
their lives



3/5



Red Tractor

Little space to move around

Able to perch and peck

May have natural daylight

Fast growing breeds used

Live indoors all of their lives



1/5



EU minimum legislation

- No space to move around**
- No perches or pecking objects**
- No access to natural daylight**
- Fast growing breeds used**
- Live in barren sheds all of
their lives**



0/5

BETTER FOR CHICKENS

Chickens are healthier, happier and more active when they are bred to grow more slowly and have the space and stimulation they need.

BETTER FOR YOUR FAMILY

Buying higher welfare chicken means you can be sure you are giving your family higher quality meat that's more nutritious too!

BETTER FOR THE PLANET

By choosing higher welfare chicken, eating less and wasting less, we can all help take the pressure off the environment.

Find out more: betterchicken.org.uk

COMPASSION
in world farming 