



Policies of UK Supermarkets: *Broiler chickens*



LOOK OUT FOR HIGHER WELFARE CHICKEN WHEN YOU'RE OUT AND ABOUT SHOPPING!

The majority of retailers in the UK offer a variety of different chicken products with a range of different welfare standards.


Waitrose has signed up to the [European Chicken Commitment](#), but already provide their chickens with more space, natural light and a rich environment.

M&S has also signed up to the [European Chicken Commitment](#), which means from 2026, you will not have to worry about finding the best labels, as all the chicken they will be selling will be higher welfare!

For other UK retailers such as **ASDA**, **Co-op**, **Morrisons**, **Tesco** and **Sainsbury's**, you can use our [CHICK-O-METER](#) to guide you through what all the different labels mean for chicken welfare. You can also find out more about the different welfare standards for each retailer in the colour-coded table below.

Check your chicken now with the [CHICK-O-METER](#) and choose happy!

Retailer	Own Brand Fresh Whole and Portioned Chicken	Own Brand Chicken Products	Other Information
ASDA	<ul style="list-style-type: none"> • Standard chicken • Red Tractor chicken • RSPCA Assured • Free-range chicken • Organic 	<ul style="list-style-type: none"> • Standard chicken (assumed EU unless British flag labelled) • Some ASDA <i>Extra Special</i> products are RSPCA Assured – look out for the RSPCA Assured logo 	Asda weblink: https://sustainability.asda.com/animal-welfare
Coop	<ul style="list-style-type: none"> • Red Tractor chicken • RSPCA Assured • Free-range 	<ul style="list-style-type: none"> • Red Tractor, or Red Tractor equivalent (if non-UK) • RSPCA Assured – including some ready meals • Free-range 	Coop weblink: http://www.co-operativefood.co.uk/food-matters/farming-food/animal-welfare/
M&S	<ul style="list-style-type: none"> • M&S Oakham: stocked at not more than 30kg/m², natural light and enrichment provided, fast growing breed • Free-range • Organic 	<ul style="list-style-type: none"> • Red Tractor, or Red Tractor equivalent (if non-UK) • Free-range • Organic 	<ul style="list-style-type: none"> • M&S has signed up to the European Chicken Commitment, committing to higher standards of welfare for broiler chickens by 2026. M&S weblink: https://corporate.marksandspencer.com/stories/blog/our-animal-welfare-policyingredients/poultry
Morrisons	<ul style="list-style-type: none"> • Red Tractor chicken • Free-range chicken • Organic 	<ul style="list-style-type: none"> • Standard chicken (assumed EU unless British flag labelled) • Red Tractor 	Morrisons weblink: https://www.morrisons-corporate.com/cr/animal-welfare/

Retailer	Own Brand Fresh Whole and Portioned Chicken	Own Brand Chicken Products	Other Information
Sainsbury's	<ul style="list-style-type: none"> • Red Tractor chicken • RSPCA Assured • Free-range • Organic 	<ul style="list-style-type: none"> • Standard chicken (assumed EU unless British flag labelled) • RSPCA Assured – including some ready meals • Organic 	Sainsbury's weblink: https://www.about.sainsburys.co.uk/making-a-difference/sourcing/animal-health-and-welfare
Tesco	<ul style="list-style-type: none"> • Red Tractor, or Red Tractor equivalent (if non-UK) • Free-range • Organic 	<ul style="list-style-type: none"> • Standard chicken (assumed EU unless British flag labelled) • Red Tractor, or Red Tractor equivalent (if non-UK) • Free-range • Organic 	Tesco weblink: https://www.tescopl.com/little-helps-plan/reports-policies-and-disclosure/animal-welfare-policy/
Waitrose 	<p><u>Higher welfare indoor minimum standard</u></p> <ul style="list-style-type: none"> • Waitrose Essential: stocked at not more than 30kg/m², natural light, fast growth rates with a leg health plan and enrichment • Free-range • Organic 	<ul style="list-style-type: none"> • Waitrose Essential: stocked at not more than 30kg/m², natural light, fast growth rates with a leg health plan and enrichment • Free-range • Organic 	<ul style="list-style-type: none"> • Waitrose have signed up to the European Chicken Commitment, committing to higher standards of welfare for broiler chickens by 2026. <p>Waitrose weblink: http://www.waitrose.com/content/waitrose/en/home/inspiration/about_waitrose/the_waitrose_way/waitrose_animal_welfarecommitments.html</p>

Green = happier chickens (recommended)

Note: most Red Tractor chicken is standard chicken, but if coupled with 'Free-Range' on the label these will be happier chickens, although fast growing breeds will be used.

Overview of standards

Standard chicken

EU production:

- Chickens can be stocked up to 42kg/m², severely restricting their movement
- Fast growing birds are used which can suffer difficulty walking, have a poor immune system, cardiac disease and be lethargic
- Enrichment is not a requirement and birds are kept in sheds on litter, without natural light

UK production:

- UK legislation is in-line with EU standards except stocked up to 39kg/m²

Certification schemes for indoor birds

Red Tractor indoor:

- Chickens can be stocked up to 38kg/m²
- Fast growing birds which can suffer difficulty walking, have a poor immune system, cardiac disease and be lethargic
- Enrichment is not a requirement of standards and birds can be kept in sheds on litter without daylight

RSPCA Assured Indoor:

- Stocked at not more than 30kg/m² to allow birds room to move around the shed
- Slower growing birds are mandatory to improve broilers' health and welfare
- Natural light and enrichment required

Certification schemes for Free range birds

Red Tractor free range:

- Stocking density up to 27.5kg/m²
- Fast growing birds are allowed, which can suffer difficulty walking, have a poor immune system, cardiac disease and be lethargic
- Enrichment required in the shed and access to the outdoors during the day

RSPCA Assured free range:

- Stocking density up to 27.5kg/m²
- Slower growing birds are mandatory to improve broilers' health and welfare
- Enrichment required in the shed and access to the outdoors during the day

Organic UK (including Soil Association and Organic Farmers and Growers)

- Stocking densities from 21kg/m² to 30kg/m²

- Enrichment required in the shed and access to the outdoors during the day
- Slower growing breeds are recommended for improved broiler's health and welfare, but not mandatory