

Check Your Chicken with our
CHICK-O-METER

*...and
Buy HAPPY*



**LOOK
INSIDE**

DID YOU KNOW...

90% of the chickens we eat are crammed into barren sheds on factory farms. Most are bred to grow so fast they can struggle to walk and can develop serious heart conditions.

THE SOLUTION

Buy higher welfare chicken.

When you are in the supermarket, look out for higher welfare labels on chicken products. This leaflet will guide you on which labels mean happier chickens. If you can't see any of these labels ask the store manager what welfare standards their chickens are reared to.

DON'T BUY CRAPPY. BUY HAPPY!



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



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



Soil Association

Space to move around

Able to perch, peck and play

Have natural daylight

Fast growing breeds allowed

Live outdoors most of
their lives



4/5



Organic

Space to move around

Able to perch, peck and play

Access to natural daylight

Fast growing breeds allowed

**Live outdoors half of
their lives**



4/5



Red Tractor • Free Range •

Space to move around
Able to perch, peck and play
Have natural daylight
Fast growing breeds allowed
**Live outdoors half of
their lives**



Free Range

4/5



Red Tractor

Little space to move around

Able to perch and peck

May have natural daylight

Fast growing breeds used

**Live in sheds all of
their lives**



2/5



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 