

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!**



## Soil Association

Space to move around  
Able to perch, peck and play  
Have natural daylight  
Healthier breeds used  
Live outdoors most 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**



**Free Range**

**5/5**

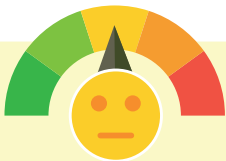


## **RSPCA Assured**

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



**4/5**



## 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](http://betterchicken.org.uk)

**COMPASSION**  
in world farming 