

REINSTATE YOUR BETTER CHICKEN COMMITMENT

To: Burger King UK, Lemon Pepper Holdings (*Wingstop*), Loungers UK (*Brightside, Cosy Club, Lounge Café Bars*), Nando's UK & Ireland, PLK Chicken UK (*Popeyes*), The Big Table (*Banana Tree, Bella Italia, Las Iguanas, Frankie & Benny's*), The Restaurant Group (*Barburrito, Brunning & Price, Wagamama, TRGC*), Yum! Brands (*KFC UK & Ireland, Pizza Hut UK, Taco Bell UK*)

We are writing to express our deep concern and disappointment at your recent decision to withdraw from the Better Chicken Commitment (BCC). This move comes at a time when tangible progress on broiler welfare is being made – Better Chicken production is growing, farmers are embracing this way of farming, and consumers are buying it.

The BCC is a science-based framework designed to address the most serious welfare issues in conventional broiler production. When implemented in full, it delivers a healthier, more enriched life for chickens through a combination of measures, including using slower-growing breeds, lower stocking densities, provision of natural light and environmental enrichment, and more humane slaughter practices.

Crucially, the breed requirement is not an optional add-on, it's the foundation that underpins all other BCC welfare criteria. Without transitioning from fast-growing breeds to more robust, slower-growing strains, birds are physically unable to fully benefit from the improved environment and additional space you may provide. Poor mobility, leg disorders, cardiovascular problems and other health issues associated with rapid growth severely limit their capacity to move, explore, perch, and engage with enrichment. In other words, without breed change, the full welfare potential of the other improvements cannot be realised.

Animal welfare is a key pillar of sustainability – ditching welfare is not only irresponsible, but short-sighted. Companies delivering Better Chicken are managing to balance cost, welfare and sustainability commitments, whilst also expanding capacity to meet consumer demand and fulfil customer expectations.



Changing breed also brings wider socio-economic and environmental benefits that should be part of any credible sustainability assessment, such as lower mortality, fewer carcass downgrades (reducing food and feed waste) and reduced antibiotic use – supporting both animal welfare and public health.

True sustainability requires food systems that are ethical, resilient, and responsible – where animal welfare isn't competing with environmental goals but integral to achieving them. The companies that get this and make it work are the future.

Recent policy signals reinforce this direction of travel. In its Animal Welfare Action Plan, the UK Government has committed to supporting voluntary efforts to move away from fast-growing broiler breeds. Similarly, Norway has announced a phase out of fast-growing broiler strains, recognising the serious welfare implications of their continued use. Against this backdrop, the UK food service sector—already having made meaningful progress on several BCC criteria—should be moving forward, not taking a huge step backwards.

There are timeline extensions available to companies who may struggle to meet the original 2026 BCC deadline. Rather than abandoning your pledge, we urge you to stand firm and reinstate your Better Chicken Commitment, including the breed component, making use of the available timeline extensions. Reversing course on the BCC risks undermining trust in your brands at a moment when public expectations around animal welfare, sustainability and corporate accountability have never been higher.

We therefore call on you to show ethical leadership and help drive a transition to chicken production that is genuinely compatible with both animal welfare and long-term sustainability.

Yours

