



As part of our vision to be a positive force for change, we've produced a series of factsheets to help our customers better understand sustainability issues, and what we're doing about them.

Overview

The Better Chicken Commitment (BCC) is a globally recognised, science-based set of welfare standards designed to improve the lives of chickens raised for meat. Developed by leading animal welfare organisations, it provides a clear framework for food businesses to address key welfare challenges in broiler chicken production. The BCC focuses on healthier chicken breeds, better living conditions, meaningful environmental enrichment, more humane slaughter, and greater transparency through public reporting. It is increasingly seen as the benchmark for higher welfare chicken sourcing.



What's the problem?

Conventional chicken production has historically focused on rapid growth rates and maximising efficiency. The widespread use of fast-growing breeds means birds can reach slaughter weight in a very short time, but this accelerated growth is associated with higher risks of leg disorders, lameness, heart and lung complications, and reduced mobility. As a result, birds may struggle to express natural behaviours and experience compromised welfare outcomes.

High stocking densities in standard systems can further restrict movement, limit opportunities to perch, forage or dustbathe, and increase competition for space and resources. In environments with minimal natural light or enrichment, birds have fewer stimuli to encourage activity and positive behaviours, which can contribute to stress and poorer overall health. These factors not only affect welfare but can also influence flock resilience, mortality rates, meat quality and public confidence in poultry production.

The Better Chicken Commitment (BCC) was developed by a group of NGO's that came together to address these challenges through a set of science-based welfare standards. It requires the adoption of slower-growing breeds with improved welfare outcomes, lower maximum stocking densities, and enriched environments that include natural light, perches and pecking objects to promote natural behaviours. It also calls for improved slaughter practices, including controlled atmosphere stunning, and robust auditing to ensure compliance. Together, these measures aim to shift the focus from maximum growth efficiency to balanced productivity, stronger welfare outcomes and more resilient poultry supply chains.

Jargon buster

Stocking density: The number of kilograms of chicken per square metre; lower densities allow birds more space to move and rest.

Environmental enrichment: Items such as perches, pecking objects, straw bales or platforms that encourage natural behaviours.

European Chicken Commitment: the same as the Better Chicken Commitment, but is the term used in Europe.

Our targets and plans

While we aren't a signatory to the Better Chicken Commitment, we recognise that many of our customers have made commitments to these higher welfare standards. We are therefore keen to work collaboratively with both customers and suppliers to support progress towards BCC aligned sourcing where it is required. This includes engaging with our supply base to understand availability, challenges and timelines, and helping customers navigate options that meet their welfare commitments, operational needs and commercial considerations.

Through this collaborative approach, Bidfood aims to play a constructive role in enabling higher welfare chicken sourcing across the foodservice sector.

What can you do?

- Ask questions about chicken welfare standards when sourcing or specifying products.
- Support suppliers and products that are aligned with the Better Chicken Commitment or equivalent higher welfare schemes.
- Engage customers and colleagues by explaining why higher welfare chicken matters and how it links to sustainability and responsible sourcing.
- Stay informed on progress and help champion continuous improvement across menus and supply chains.
- To find out more or if you are considering making a pledge visit the Better Chicken Commitment [website here](#).

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