



# ANIMAL WELFARE REPORT



2021





## CONTENTS

<b>FOREWORD .....</b>	<b>3</b>
<b>WELFARE PILLARS .....</b>	<b>5</b>
<b>WELFARE OUTCOME MEASURES .....</b>	<b>7</b>
<b>RESEARCH &amp; DEVELOPMENT .....</b>	<b>8</b>
<b>FUTURE OUTLOOK .....</b>	<b>13</b>



## FOREWORD



*Animals are sentient beings capable of feeling emotions ranging from fear and pain to contentment and joy; they can also lead complex, happy, active lives if given the chance. We all bear responsibility to ensure farm animals experience a good quality of life and a humane end, and none more so than the companies that produce them by the millions each year.*

Increasingly, food companies not only recognise animal welfare as a business risk but also as an opportunity and are taking important first steps in their corporate social responsibility to manage them through the implementation of policies and practices, alongside their supplying companies and producers.

It's important that producers like Moy Park not only respond to the requests of their customers, but that they take ownership of their own animal welfare strategy with strong governance and management. Establishing clear objectives and targets specific to their business, provides a good framework for continuous improvement and reporting forms a large part of this process.

Moy Park has taken steps to improve their poultry housing and management over the years, with investment in features such as windows for natural light which stimulate bird activity, indirect heating systems for better litter management, and biosecurity barriers for better health management, all resulting in better performance indicators and bird welfare.



**Dr Tracey Jones**

Global Director of Food  
Business Compassion in  
World Farming International



## FOREWORD CONTINUED

This first welfare report provides a snapshot of some of the key inputs, such as stocking density and enrichment provision, which are known to affect bird welfare and behaviour patterns. It also outlines important outcome metrics, such as physical condition, footpad dermatitis, hock burns and mortality, which indicate how well the inputs and management are delivering on welfare.

Responsible antibiotic use is vital if we are to protect animal health and welfare and maintain the efficacy of our antibiotics, for both animals and humans, into the future. It's great to see that Moy Park has a clear policy not to use any antibiotics as a routine preventative medication and that their work over the years has led to a significant reduction. By operating a higher welfare system - underpinned by good management and good welfare - any company with animals in its supply chain can reduce or totally remove its reliance on antibiotics.

As part of any welfare improvement programme, research is needed to continually assess animal behaviour, their quality of life and positive welfare. Moy Park has been at the front of this research with leading academics over many years contributing to the body of evidence behind our welfare asks.

By setting clear targets and demonstrating progress against those targets through regular public reporting, a company can demonstrate its ownership and drive in continually pushing for better welfare. This annual progress report from Moy Park is a positive first step in transparent reporting which over time could include other parts of its business and additional metrics such as production methods, types of breeds used, and positive welfare indicators.

I look forward to seeing continuing progress and hope other businesses follow Moy Park's example in terms of transparency and determination to improve the lives of their flock.

## WELFARE PILLARS

*Moy Park is proud of its strong agricultural heritage and today we partner with over 800 farmers across the UK who are committed to the health and happiness of our chickens.*

Moy Park recognises chickens as sentient animals and is committed to going beyond the five freedoms to give our birds the best possible conditions and care.



## THE 5 FREEDOMS

**1** FREEDOM FROM  
**HUNGER AND THIRST**

**2** FREEDOM FROM  
**DISCOMFORT**

**3** FREEDOM FROM  
**PAIN, INJURY, AND DISEASE**

**4** FREEDOM TO  
**EXPRESS  
NORMAL AND  
NATURAL  
BEHAVIOR**

**5** FREEDOM FROM  
**FEAR OR  
DISTRESS**



To embed welfare within our business, Moy Park established a 'Welfare Forum' in 2019. This forum, led by our veterinary team and sponsored by executive directors with responsibility covering Agriculture, Operations and Technical, is made up of expert stakeholders spanning our entire supply chain. The group meets quarterly and is focused on cementing Moy Park's position as an industry leader by ensuring animal welfare is at the heart of our operations. The work of the forum centres around six key pillars that will help deliver effective welfare outcomes. Through this forum, Moy Park is instilling a culture which does not accept any behaviour that could compromise bird health or welfare, and encourages people to call this out where needed.

As we continue on this journey, Moy Park will now regularly report on identified welfare outcome measures. These measures have been independently verified by veterinary partners and associated industry partners.

## WELFARE FORUM PILLARS



**MEASUREMENT  
& COMPLIANCE**



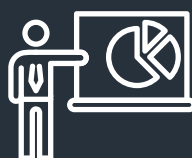
**CULTURE &  
BEHAVIOUR**



**BIRD HEALTH  
& WELLBEING**



**RESEARCH**



**TRAINING**



**COMMUNICATION**

# WELFARE OUTCOME MEASURES

*The outcome of welfare measures form a large part of welfare pillars within our business. These measurements allow Moy Park to track performance, trends, allow us to benchmark our farming supply base, identify areas where we are performing well, and areas where we need to drive further improvement.*

In our first ever published welfare report, we want to transparently share metrics across key areas of animal welfare. These metrics include both input measures such as levels of enrichment which we know can positively affect bird welfare, and output measures which inform us as to how the birds have performed during the flock. The metrics covered in this report include

- Levels of enrichment
- Antibiotic use
- Stocking density
- Mortality
- Health mark indicators
- Transport times

All metrics reported are on a per flock basis, for flocks grown in 2020. Where applicable, data is also shared for previous years to provide a trend.

## ENRICHMENT

*Providing natural enrichment for poultry is fundamental to good bird welfare. The aim of this enrichment is to stimulate and allow the birds to display the natural behaviours for which they have an underlying motivation such as perching and pecking.*

100% of Moy Park birds have access to natural enrichment within their barns. This includes access to natural light, perches and pecking substrates.

Moy Park has never, and will never rear broiler chickens in cages. All the chickens we grow are barn reared with access to natural light. Moy Park pioneered the use of windows to provide natural light for chickens in the early 2000s and we have continued to lead the way on other aspects of enrichment such as perching and bale provision.

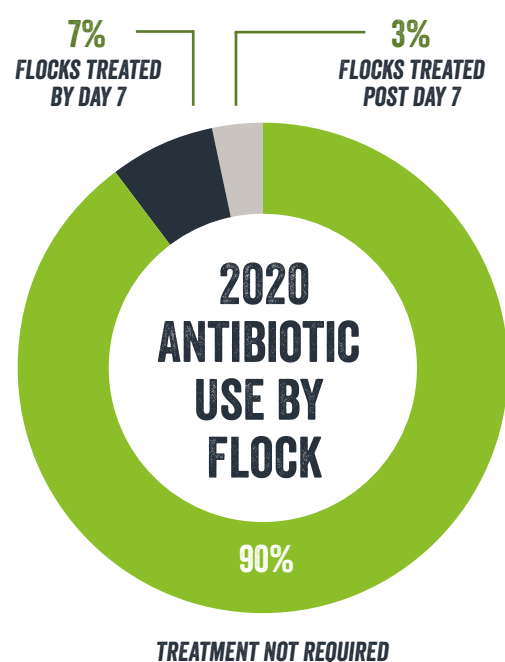
We have also invested heavily along with our partner farmers in our farming estate, building biosecurity barriers on entry to poultry sheds and using indirect heating systems for improved bird health.

## ENRICHMENT SUMMARY

ACCESS TO NATURAL LIGHT	100%
ACCESS TO PERCHES & PECKING OBJECTS	100%
FREE FROM MUTILATION	100%
BARN REARED/CAGE FREE	100%
USE OF INDIRECT HEATING SYSTEMS*	94%
*EXCLUDES FREE RANGE & ORGANIC FARMS	

# RESPONSIBLE ANTIBIOTIC USE

*Moy Park has been working collectively with our farmers, veterinary partners and leading external public health professionals to ensure we have a best-in-class approach to the use of antibiotics. Moy Park does not administer antibiotics as a routine preventative medication. We are focused on producing healthy birds through good hygiene and husbandry practices.*



**84%** REDUCTION IN OUR ANTIBIOTIC USE FROM 2014

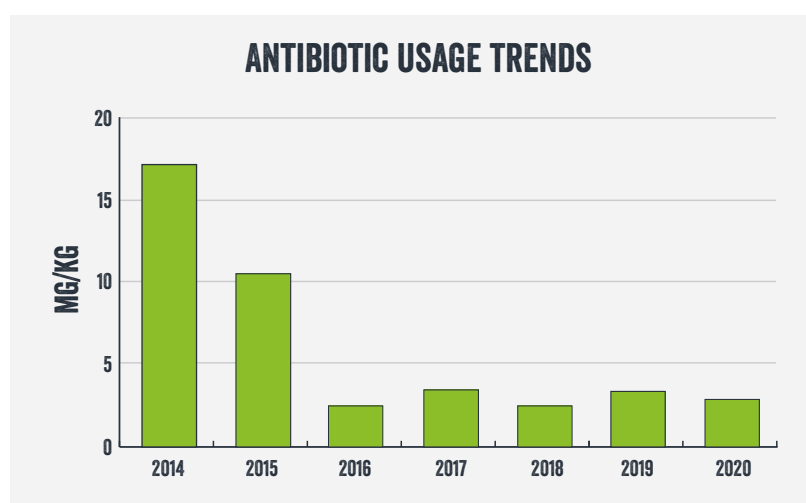
Moy Park is part of the Food Industry Initiative on Antimicrobials (FIIA) and fully ascribes to its principle of responsible usage. Like humans however, poultry may become ill from time to time, requiring the use of antibiotics. Any use of antibiotics is strictly governed by national regulations and requires authorisation by the veterinary surgeons who care for the birds. Antibiotics are not used in the UK poultry industry as growth promoters.

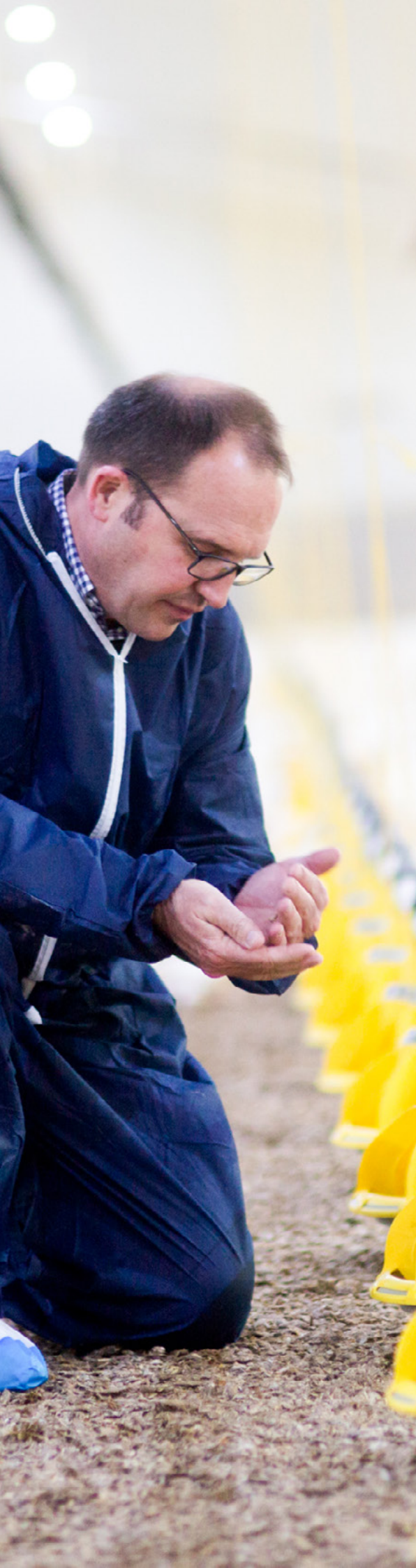
Moy Park is proud to state that in our broiler production, we do not use any antibiotic classes identified by the World Health Organisation (WHO (Sixth Revision 2018)) as the 'Highest priority critically important antimicrobials'.

These classes include:

- Quinolones
- Cephalosporins (3th, 4th and 5th generation)
- Macrolides and ketolides
- Glycopeptides
- Polymyxins (Colistin)

As you can see the use of antibiotics has greatly reduced over the last seven years, and we now are in an industry leading position of consistently using less than 5mg/kg. Our ambition is to maintain this low level of responsible usage while continuing to maintain the health and welfare our birds.





## STOCKING DENSITY

*Giving chickens adequate space has been shown to be extremely important when it comes to chicken welfare. Chickens require space to display natural behaviours such as dust bathing, foraging, and sparring.*

Moy Park operates to a maximum stocking density of 38kg/m<sup>2</sup>, well below the EU maximum stocking density standards of 42kg./m<sup>2</sup>.

In fact, 40% of all flocks grown were stocked at what is widely recognised as 'higher welfare' specification of 30kg/m<sup>2</sup> or less. This includes c5% of volume operating at free range or organic production standards.



# HEALTH MARK INDICATORS

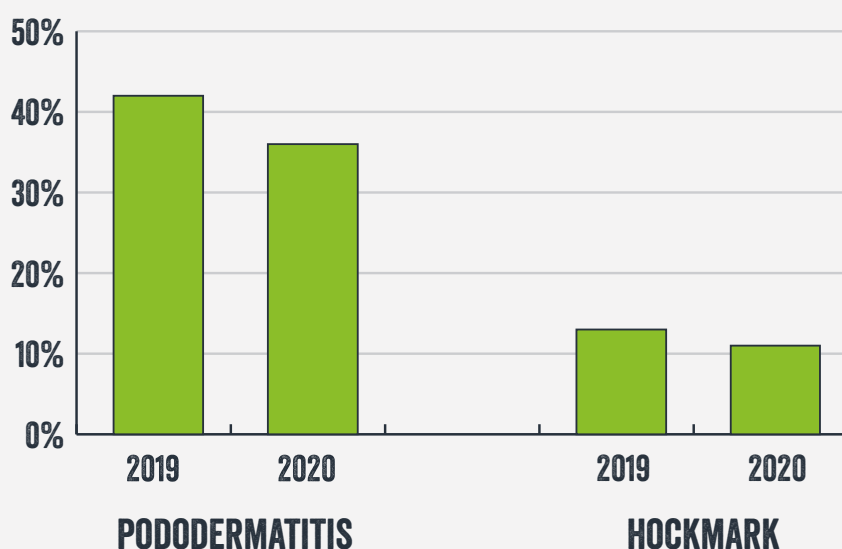
*Pododermatitis and hockmarking are monitored throughout the flock cycle on farm and measured in the factory during processing.*

Elevated levels of pododermatitis and hockmark can occur as a result of a health challenge on farm, adverse litter conditions or ventilation issues.

In flock monitoring is conducted a minimum of once, but typically 2-3 times in every flock cycle by our field teams as part of their welfare audit programme. This allows our team members to work along with our farmers to identify any sign of these issues early and agree with the farmer corrective actions such as alteration of ventilation or drinking systems if required. Our supplying farms are focused on reducing levels of both these key indicators and have invested significantly over recent years to upgrade heating and ventilation systems alongside improved hygiene and biosecurity.

Our farms teams are currently rolling out a “precision management” programme to all farms. This programme reviews on a flock cycle basis with farmers the system settings within their poultry houses focusing on elements such as, ventilation, optimum water pressures and the upgrade of drinking equipment as needed. This constant review of some basic principles has been proven to improve these key welfare measures. and has driven a >20% reduction in both metrics on farms where the programme is fully rolled out.

## HEALTH MARK INDICATORS



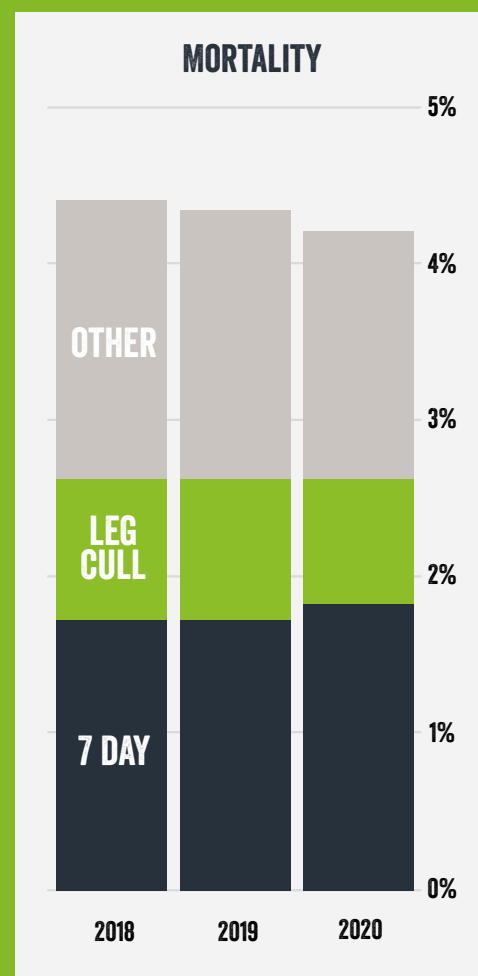
## MORTALITY

*Mortality is a measure of animals which have died during the growing cycle or have been humanely culled for reasons such as injury or disease. Mortality records, including cause, are updated daily on all farms by the stock keeper. Three key mortality figures are tracked: '7 day mortality', 'leg culls' and overall 'total mortality'.*

These figures are used to track and monitor flock health, field health challenges and bird management on farm. 7 day mortality gives an indication of parent flock status and early life challenges. Leg culls are reflective of leg health and walking ability and it is strict Moy Park policy in line with industry best practice, for stock keepers to humanely remove chickens with gait issues (Bristol Gait Score 3 or above) to ensure good welfare is maintained.

All Moy Park team members working on farm and all our contracted partner farmers have been appropriately trained on methods of humane culling. Overall, our mortality rates show an improving trend with a 5% reduction in levels from 2018 to 2020. Moy Park is committed to working with its partner farmers to drive mortality down further all the while maintaining its industry leading position on antibiotic usage. We are focused on achieving a mortality rate below 4% by 2023.

**5%**  
**IMPROVEMENT IN**  
**MORTALITY FROM**  
**2018**





## TRANSPORT TIMES

*Moy Park avoids transporting birds over long distances with the majority of our farms within a 30 mile radius of our Fresh Primary sites.*

The average journey time for 2020 measured just 2 hours 45 mins, the maximum transport time on the road is 3 hours 30 mins from our primary sites. This applies to all our broiler birds, own-brand and customer brand, in all geographies.

We adhere to all legislative requirements and industry standards in the transportation of our live birds.

**2 HOURS  
45 MINS**  
**AVERAGE TRANSPORT  
TIME FOR 2020**

## RESEARCH & DEVELOPMENT

*Moy Park in conjunction with leading academics has contributed to over 17 peer reviewed papers over the past 15 years, including pioneering research on the benefits of natural light for broilers, the development of platform perching which has been adopted into Red Tractor standards, and most recently a three year study which helped support the approval of Hubbard's Redbro breed as a higher welfare breed under Better Chicken Commitment.*

Moy Park has a proven track record in using science and data as a means to answer questions in how we can provide the best environment and care for our chickens.

Links with academic partners such as Queen's University Belfast, Agri-Food Biosciences Institute, Newcastle University as well as SRUC and the London School of Hygiene and Tropical Medicine and others ensure all our research is independent and peer reviewed.

Our most recent peer reviewed paper can be found here

[CLICK HERE](#)

# £3.5M

MOY PARK COLLABORATIVELY INVESTS IN GRANT FUNDED RESEARCH PROJECTS

# 10 LIVE PROJECTS

- NEW BREED DEVELOPMENT
- IDEAL HOME FOR THE FUTURE
- INFRARED TECHNOLOGY TO QUANTIFY WELFARE AND MANY MORE...

# 17 PAPERS

PEER REVIEWED PUBLISHED PAPERS IN COLLABORATION WITH LEADING ACADEMICS



## FUTURE OUTLOOK

### Chris Kirke

President Moy Park

*Moy Park is focused on creating better food for everyone, sustainably. This commitment is built on almost 80 years of agriculture heritage and in this time, we have fostered a culture of continuous improvement internally and with our farming partners. Establishing a Welfare Forum within our business was an important step in this journey and affirms the importance we place on safeguarding animal health and welfare.*

From stocking and housing to breed quality and animal safety, we always strive to put the welfare of our birds first. We are proud to now be the largest producer of indoor higher welfare birds in the UK. Working closely with industry and academics we have also been researching animal welfare options to deliver better outcomes for our chickens. This work was central in establishing a new slower growing broiler breed, Redbro, which has now been approved by animal welfare NGOs for use in higher welfare schemes.

As we bring you our inaugural Animal Welfare Report we are already looking at how we can build on this for the future. Our commitment to industry leading research goes hand in hand with our focus on training to deliver best rearing and husbandry practices for farming partners and agriculture teams, as well as continued investment in our facilities to include modern feeding, heating and lighting technologies. As we take stock of trends to date, we are also committing to excellence in the future across all welfare measures and will continue to report these transparently each year.