

Animal Welfare

(Focus: poultry & game)

Version number: 1

Date updated: 19.08.20



Key learning objectives

Aim: to introduce the concept of animal welfare

Learning objectives:

1. Introduce animal welfare standards and the reason for the additional cost of higher welfare standards
2. Engage with the concept of nose-to-tail eating, 'less and better' and zero waste
3. Understand poultry butchery, food safety and portion control



Practical task [from the lesson plan & recipes]

Concept: Less and better

Dish: Chicken Saute Chasseur and Chicken Yakitori

Quick description:

- Activity 1: Portion control
- Activity 2: Chef demonstration
- Activity 3: Nose to tail eating
- Activity 4: Service



Key things you need to know...



What is animal welfare?

There are three key principles

There are three key principles:

1. Physical wellbeing

Environments that allow animals to be fit, healthy, space for exercise, veterinary care etc.

2. Mental wellbeing

Opportunities for positive experiences e.g. excitement, companionship, and reduced negative experiences.

3. Ability to express natural behaviour

Right environment for natural behaviours e.g. nesting and rooting

What is animal welfare?:

The 3 main components are described in this Compassion in World Farming video:

<https://www.youtube.com/watch?v=r1-sd9JUoIE>



Why is moving towards 'better' chicken particularly important?

We eat more poultry than any other meat



Since 1990, chicken consumption in wealthy countries has grown by

70%

65Bn

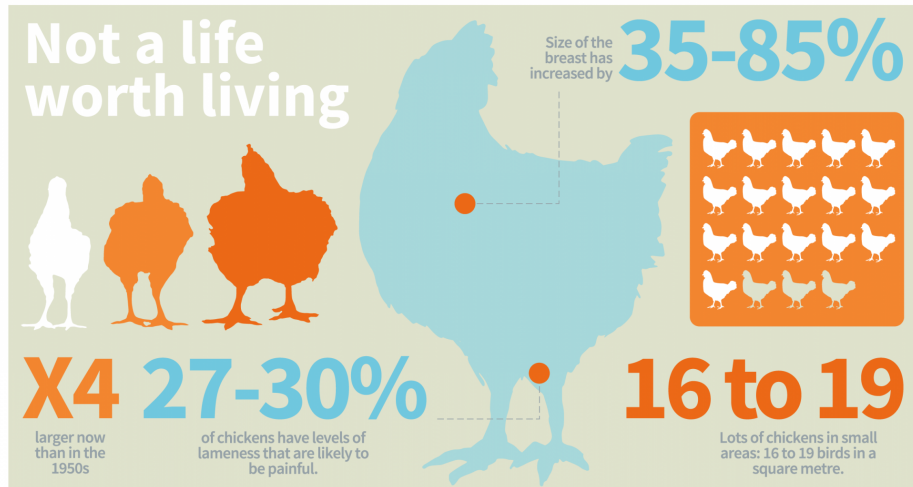
chickens are eaten worldwide every year.

Why is moving towards 'better' chicken particularly important?

In the UK, more than 90% of chickens are reared in intensive, low welfare conditions.

Understand more about how chickens are raised for meat:

<https://www.youtube.com/watch?v=mYX0Aa21sLI>



Meat chickens are one of the most intensively farmed animals on the planet and have been selected for **extremely high growth rates**, reaching 2kg in less than 6 weeks from birth, in **highly crowded and barren conditions**.



Consumers are increasingly concerned about animal welfare

Consumers are **increasingly aware and concerned about animal welfare** and often perceive animal-friendly products to be healthier, safer, tastier, more hygienic, authentic and environmentally friendly.

In Europe, the percentage of people who **rated the welfare of farmed animals as very important** increased from 34% in 2006 to **57% in 2015**.

A number of businesses are now responding with many committing to the [“Better Chicken Commitment”](#), such as KFC, Nandos and M&S.



The 'value' decision

- You can buy a whole factory-farmed chicken from just £2 per kilogram.
- Birds reared to improved indoor RSPCA standards have more space, opportunities for natural behaviour and slower growth that reduces risks of lameness and heart problems and the **cost difference is relatively low**.
- 'Free Range' has become a badge of quality on menus, and may enable you to **balance the additional value against the higher cost**



The question is **would you be willing to pay extra** – and perhaps eat meat less frequently to balance the costs – **for an animal to be treated humanely?**

The key is to eat “less and better” meat



Higher welfare production practices require more resources and can have a higher impact (e.g. on carbon emissions) than more intensive practices.

If we want to eat meat responsibly and sustainably we have to choose better meat and eat it less often.

Chefs have an important role in choosing ingredients and designing dishes that balance out these issues.

Tips for chefs...



Serve up 'less and better' meat

Consuming 'less and better' meat is a key part of the transition towards sustainable menus and better animal welfare.

Recommended daily portions for animal protein range from 70-130 grams -- we are often eating more than we need. **Experiment with more plant protein in your dishes, and feature more flexitarian or semi-vegetarian dishes on the menu.**

When you do use meat in your dishes, **choose 'better' meat options.**



Get to know the terminology

Higher-welfare indoor systems – the chickens are kept indoors with more space, natural light and enrichments like straw bales and perches

Free-range – the chickens also live indoors but they have more space and go outdoors during the day.



Look out for key assurance labels



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



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



Compassion in World Farming
have a handy **“Chick-O-Meter”**

Source: Chick-O-Meter https://betterchicken.org.uk/wp-content/uploads/2020/04/ChickometerLeafletApr20_AW.pdf



Remember that not every label has significant animal welfare requirements



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

Kosher and halal

- When it comes to chicken welfare, these are mainly concerned with the slaughter method.
- Kosher forbids the use of stunning. Halal requires the animal to be alive at point of death, but it is often stunned first.

British/ corn fed/ fresh

Meaningless terms when it comes to animal welfare.



Summary: key takeaways

Key things you need to know:

- Animal welfare refers to an animal's physical and mental wellbeing, as well as its ability to express its natural behaviour
- Most chickens are intensively reared in very low animal welfare conditions
- Consumers are increasingly concerned about animal welfare issues
- To eat more responsibly *and* more sustainably, we have to reduce our meat consumption

Tips for chefs:

- Serve up less and better meat
- When you do use meat, pay more to better value meat
- Get to know the important terminology and look out for key assurance labels

