

KFC Western Europe
Netherlands &
Sweden
2025

KFC

**Annual Progress
Report *On Chicken
Welfare***



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FOREWORD

At KFC, we care deeply about the welfare of the chickens in our supply chain. **Chicken welfare is not only a matter of ethics, but also a cornerstone of sustainable food systems and public health. Its impact reaches far beyond the farm, contributing to safer food, lower reliance on antibiotics, and more resilient ecosystems.** As the World Health Organization’s One Health approach highlights, the health of animals, people, and our shared environment are deeply interconnected.

Evolving chicken welfare contributes to tackling antimicrobial resistance, mitigating climate impacts, and strengthening health systems. It **requires cross sector collaboration, science-based standards, and a shared commitment to continuous improvement.**

This sixth KFC Western Europe Progress Report on Chicken Welfare reflects that commitment and the strong welfare foundation built over the past 20 years in partnership with our stakeholders, characterized by transparency and accountability.

The year 2023 posed significant challenges with a decline in key performance indicators as antibiotic and HPCIA usage. However, **our Chicken Welfare Programme was able to reverse this trend in 2024,** ensuring that KFC continues to offer food that our consumers can trust and enjoy.

This report shares our 2024 performance on chicken welfare, highlighting improvements across key metrics, guided by our Trust in Every Bite Cycle. This framework outlines a pathway

for ongoing, dynamic enhancement that engages stakeholders in a collaborative effort, creating a culture of continuous improvement, which is a testament to the power of collaboration and data informed action. **Since its implementation in 2022, this framework has delivered 15-percentage point improvement in welfare performance on important key welfare indicators (KWIs).**

The Trust in Every Bite Cycle has revolutionized supplier engagement, playing a crucial role on this year’s achievements across the region. **In 2024, we achieved significant milestones: total antibiotic use was reduced by 50%, from 16.84 to 8.51 mg/kg and a reduction of 47% on HPCIA use from 2.20 to 1.16 mg/kg.** These achievements not only mark a significant victory for chicken health but also vividly underscores our unwavering dedication to the One Health approach.

By embedding responsible antibiotic use into the Trust in Every Bite Cycle, we ensure that high animal welfare and strong food safety go hand to hand. **Issues like this are also worked through our Hypercare process, a bespoke specialized advice applicable to low performance suppliers.** These, **combined with the reinforcement of our Antimicrobial Policy,** aligned with EMA and RUMA principles, **have shifted the paradigm from routine use to responsible use of antibiotics.** This is more than a welfare metric; it is a public health intervention which helps limit emergence of antimicrobial resistance.

This year’s report also indicates some advancements in terms of enrichment and daylight provision, as well as the increase of birds raised under 30kg/m² of density. UK is the market leading these KPIs. **Together with other elements, our sourcing strategy focuses on increasing the availability of these items within our markets landscape, as much as possible.**

By taking welfare performance into account our sourcing strategy ensures that KFC collaborates with the appropriate stakeholders who consistently support these elements.

This sixth Progress Report on Chicken Welfare does however highlight challenges faced in 2024, including a rise in hock burn rates (10.51% to 12.17%) and pododermatitis rates (27.22% to 30.39). **These findings emphasize the need for continuous attention and support.**

We are enthusiastic about the significance of this work for KFC, and we are confident that, with a solid foundation in chicken welfare and our independent partners, **NSF¹ and FAI², we will continue to deliver impactful results to match our ongoing commitment to improving chicken welfare.**



Marc Hayes
Yum! Chief Supply Chain Officer, Europe

1 NSF
2 FAI

INTRODUCTION

2024 A Year Of Progress Through
Partnership And Daily Action

KFC continues to deliver food that consumers and stakeholders can trust, through a programme characterized by transparency, integrity and evidence-led action.

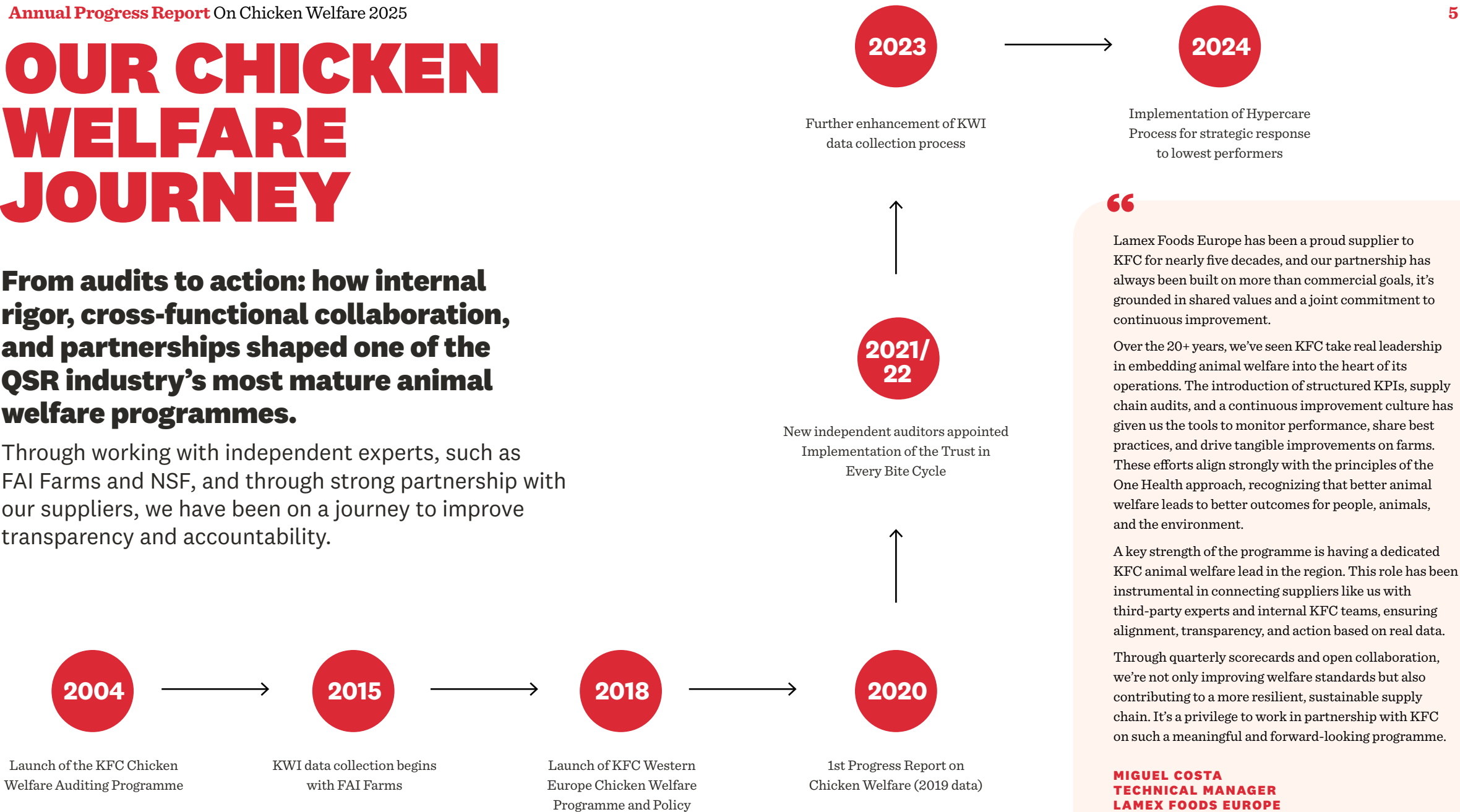
Despite one of the most challenging operating environments in recent years, marked by ongoing outbreaks of Highly Pathogenic Avian Influenza and Newcastle disease, rising production costs, geopolitical tension, and a worldwide cost-of-living crisis, our steadfast dedication to animal welfare, food safety, and quality has not only endured but has also been reinforced.



OUR CHICKEN WELFARE JOURNEY

From audits to action: how internal rigor, cross-functional collaboration, and partnerships shaped one of the QSR industry’s most mature animal welfare programmes.

Through working with independent experts, such as FAI Farms and NSF, and through strong partnership with our suppliers, we have been on a journey to improve transparency and accountability.



KFC CHICKEN WELFARE PROGRAMME

Acknowledging chickens as sentient beings and requiring all suppliers to comply with our Sourcing Code of Practice lies at the core of the KFC Europe Chicken Welfare Programme, which consistently aims to enhance the well-being of these animals that are essential to our operations.

The Programme is founded on the principle of establishing commitments and long-term, collaborative partnerships with suppliers. It includes our Poultry Welfare Policy, science-based standards that are audited annually by independent third-party auditors, along with corrective action plans. Additionally, it features science-based KPIs that are independently gathered and overseen by a third-party, as well as the Trust in Every Bite Cycle, which is designed

to encourage supplier engagement and ongoing improvement throughout our supply chain, allowing the business to report both progress and challenges robustly and transparently.

We have identified **three** specific areas of focus for our chicken welfare Programme:

1

Delivering year-on-year improvement in key KWIs.

2

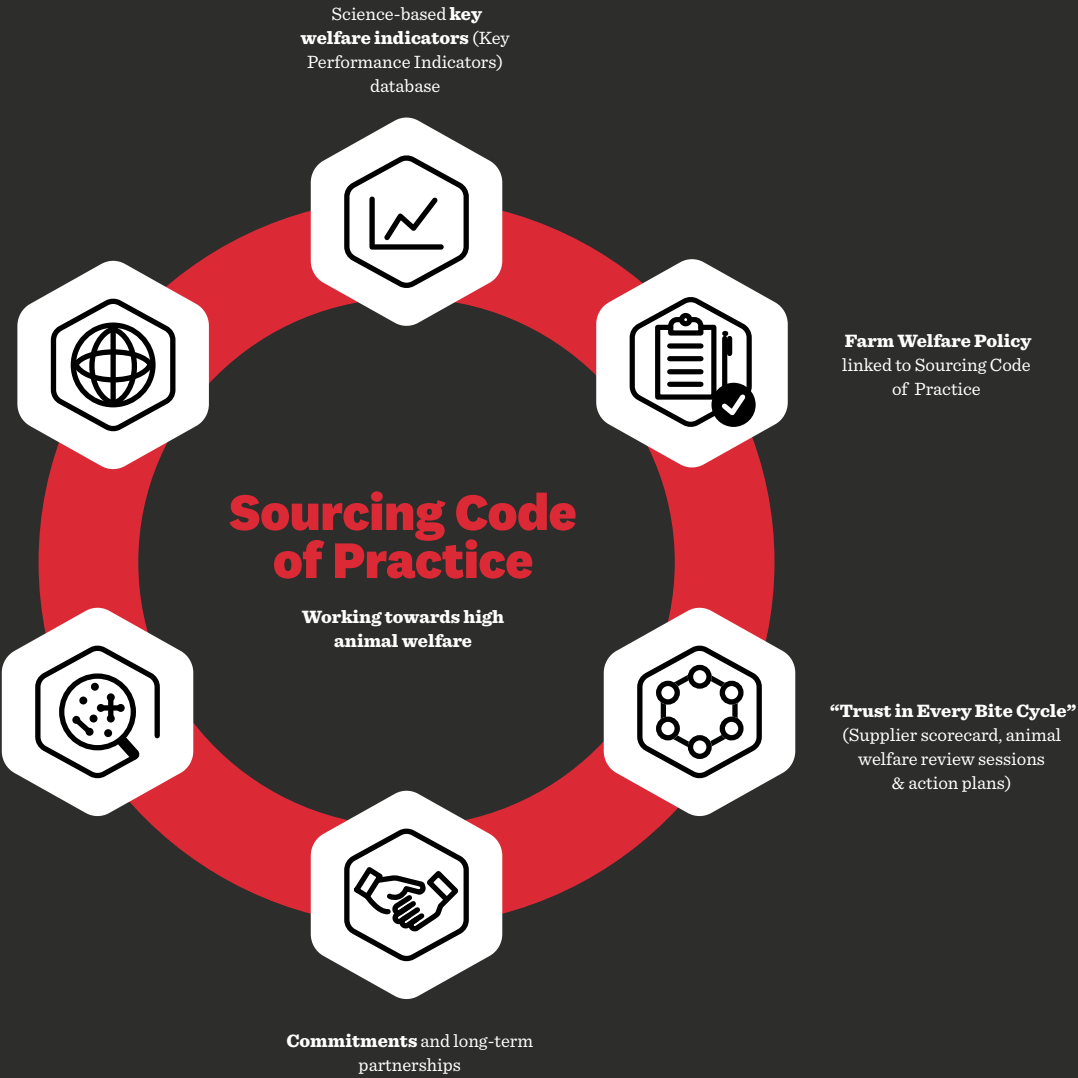
Providing environmental enrichment and natural light to as many birds as possible.

3

Reducing stocking densities as much as possible.

PROGRAMME SUMMARY

- 100% of the KFC Western European chicken supply chain is governed by this Programme
- 100% of chicken suppliers comply with all EU animal welfare laws and regulations
- Signing the KFC Western Europe Sourcing Code of Practice is mandatory to become a KFC supplier
- All chicken suppliers submit monthly, self reported, KPI data to FAI Farms who independently collate and review the data
- 100% of chicken suppliers were audited against the KFC Western Europe welfare standards by independent 3rd party auditors
- All chicken suppliers are committed to driving continuous improvement through the Trust in Every Bite Cycle



For more information please see:
[KFC Western Europe Sourcing Code of Practice](#)
[KFC Animal Welfare Programme](#)

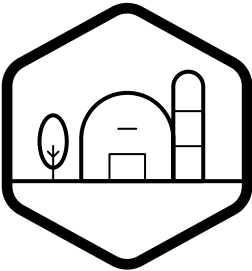
TRUST IN EVERY BITE CYCLE

Continuous Improvement Culture

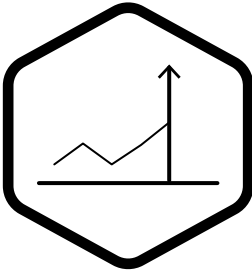
The Trust in Every Bite Cycle is how we embed animal welfare into daily decisions, track performance, and take action.

It is a pioneering framework at the heart of our welfare strategy designed to engage suppliers through anonymous benchmarking of key metrics, regular review sessions, and joint action planning. This framework has proven to be a powerful driver of welfare performance improvement since its establishment. It has revolutionized supplier engagement and accountability, enabling KFC to turn data into daily welfare actions with huge deliverables.

Through quarterly supplier leadership reviews, we ensure that insights are not only shared but acted upon. In 2024, we also developed a new process to support our continuous improvement, called Hypercare, which will be used when supplier benchmarking identifies suppliers with challenges on key KWIs. Hypercare consists of a consultative, bespoke, supplier visit designed to help identify the root causes of issues, offer advice, and agree an action plan to address these issues. The first Hypercare pilot will take place in 2025.



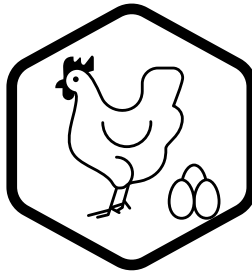
60+ processing plants monitored through the cycle (2024)



15-percentage point improvement in welfare performance (2022 – 2025)



100% supplier engagement rate in welfare review sessions (2024)



8,000+ farms covered under data-informed oversight (2024)

“

The anonymous benchmarking provided by the KFC Trust in Every Bite Cycle offered us invaluable insights into the industry, best practices and highlighted opportunities for growth. This collaborative process truly underscores KFC’s commitment to chicken welfare and gives suppliers a clear view of the standards that we all strive for

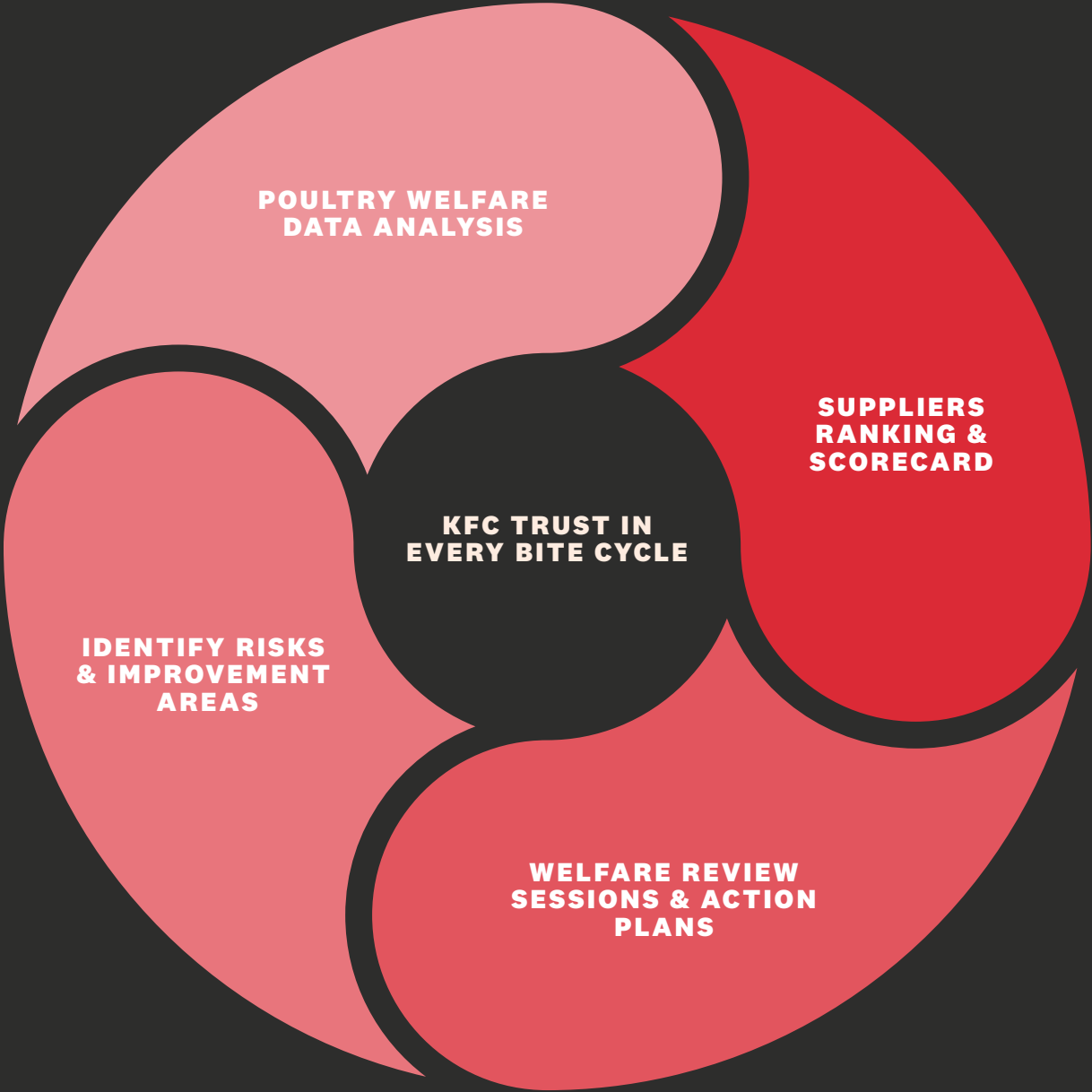
ANDREW DOUGLAS
TECHNICAL SALES MANAGER
PILGRIM’S EUROPE

TRUST IN EVERY BITE CYCLE

Continuous Improvement Culture

“ The ‘Trust in Every Bite’ cycle has fundamentally transformed our approach to animal welfare at Avidel. While we continue to uphold our own high standards, the focus has shifted beyond mere compliance. It’s now about truly understanding our partners’ objectives and working collaboratively to elevate both our standards and theirs. With this mindset, we are now leveraging our data more comprehensively, identifying risks earlier and fostering a genuine partnership with KFC to drive continuous improvement. This process challenges us to improve every day, and that sense of shared accountability is making a tangible difference on our farms.

ASIER AMBROSIO
SALES MANAGER
AVIDEL



KFC WESTERN EUROPE: DATA APPROACH

Suppliers report data for birds that are eligible for KFC supply. The data is weighted to reflect the volume produced, in metric tonnes, by each supplier into each market. Data is collected monthly at both farm and processing plant level. All data is self-reported, but KFC partners with FAI Farms, independent welfare and sustainability experts, who undertake checks on both the integrity and the completeness of the data. FAI also provide ongoing support and tools to suppliers to ensure the data is standardised across suppliers and regions.

Our approach and commitments to data handling align with Farm Data Principles.

[Farm Data Principles](#)



KFC

Dashboard
Western Europe
2025

The data in the following dashboard demonstrates that the Western European region maintained full compliance with all the core criteria of the Programme. Compared to 2023, 2024 performance improvements include more birds with access to different types of environmental enrichment, an increase in the number of birds transported under four hours, and a rise from 3.6% in 2023 to 19.9% in 2024 (+16.3%) in the number of birds raised at 30Kg/m² or less.

There was a significant reduction in the overall use of antibiotics from 16.8mg/kg in 2023 to 8.5mg/kg in 2024 (-8.3mg/kg) and the usage of HPCIA also dropped by over 47%, from 2.2 mg/kg to 1.2 mg/kg. After seven years of decreasing total antibiotic use and HPCIA use, the usage of both increased in 2023 across the region. Through the KFC Chicken Welfare Programme and close collaboration with our suppliers, these trends were reversed. Fighting antimicrobial resistance (AMR) and responsible use of antibiotics in our chicken supply chain is a priority area for KFC. Our Antimicrobial Policy has been meticulously

developed in consultation with our sustainability advisors, veterinary staff, and suppliers. We have aligned our policy with the recommendations from The European Medicines Authority (EMA) and the Responsible Use of Medicines in Agriculture (RUMA). This alignment ensures that our suppliers are guided in using antibiotics responsibly, which in turn promotes animal welfare and reduces potential AMR.

Despite seeing significant progress in some key metrics, this year's data also highlights some challenges, including increases in hock burn and pododermatitis. Addressing this, and maintaining the great results achieved in 2024, will be the focus of the programme moving forward.

Outcome	KPI	2023	2024	2024 Diff.
Stunning	Total Birds Stunned (%)	100.0	100.0	0.0
	Controlled Atmosphere Stun (%)***	64.3	64.8	0.5
	Multiphase Controlled Atmosphere Stun (%)	33.7	33.8	0.1
Enrichment	Daylight Provision (%)	48.2	54.6	2.4
	Enrichment Provision (%)	53.1	55.5	2.3
	BCC Enrichment (%)*	10.4	30.9	20.5
Stocking Density	Below 30kg/m ² (%)	3.6	19.9	16.3
	Average (kg/m ²)	34.4	34.1	-0.3
Breed	High Welfare (%)*	1.0	2.1	1.1
Confinement	Cage Free (%)	100.0	100.0	0.0
Antibiotics Use	Overall (mg/kg)	16.8	8.5	-8.3
	HPCIA (mg/kg)**	2.2	1.2	-1.0
Welfare	Mortality (%)	3.7	3.5	-0.2
	Leg Culls (%)	0.7	0.5	-0.2
	Foot Pad Dermatitis (%)	27.2	30.4	3.2
	Hock Burn (%)	10.5	12.2	1.7
Transport	Under 4 hours (%)	67.8	80.3	12.5

* As defined by the [Better Chicken Commitment](#).

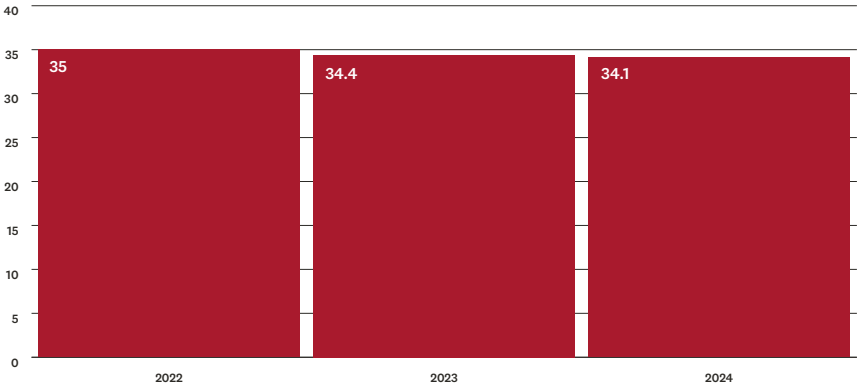
** [Highest priority critically important antimicrobial as defined by the WHO](#).

*** Controlled Atmosphere Stun covers all CAS systems including single-phase, bi-phase and multiphase.

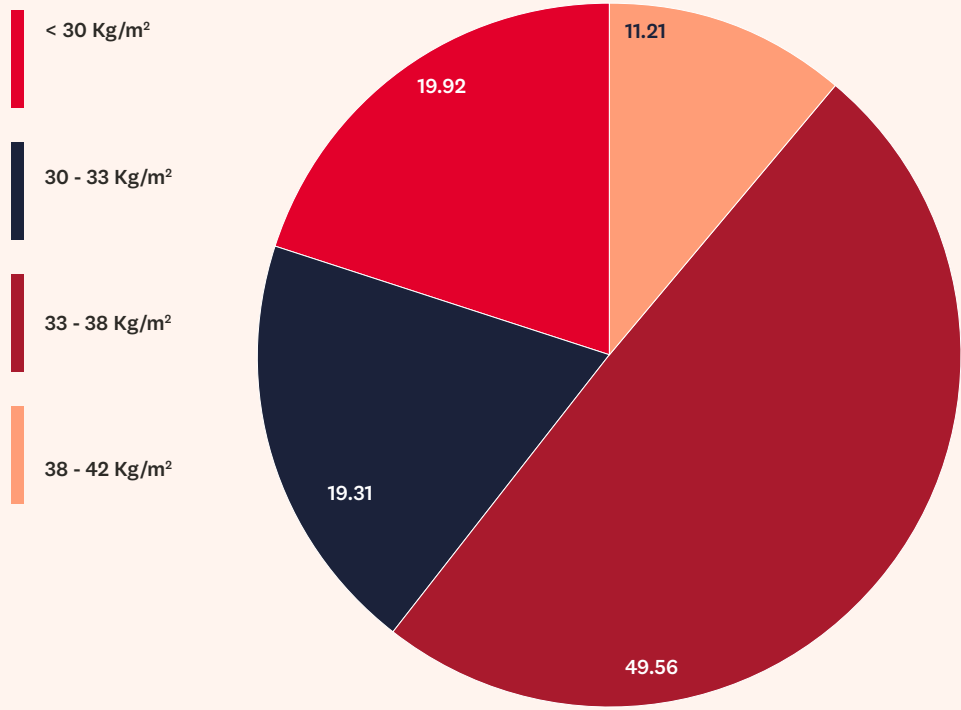
GROWING STANDARDS

KFC Western Europe | 2025 Performance highlights

Average Stocking Density (kg/m²)
Western Europe (2022-2024)



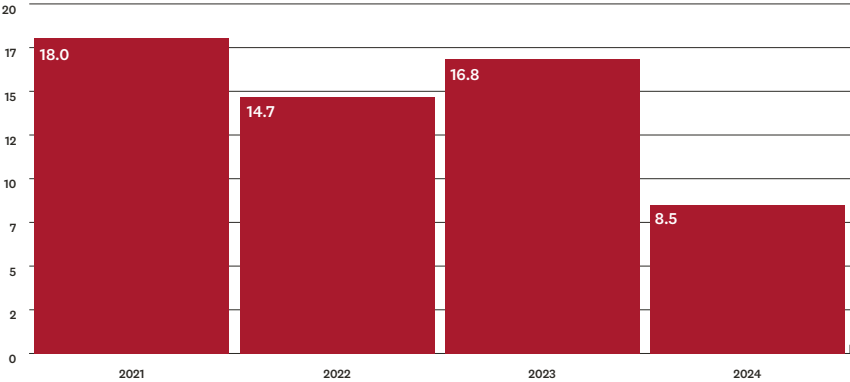
Stocking Density Breakdown (% birds)
Western Europe (2024)



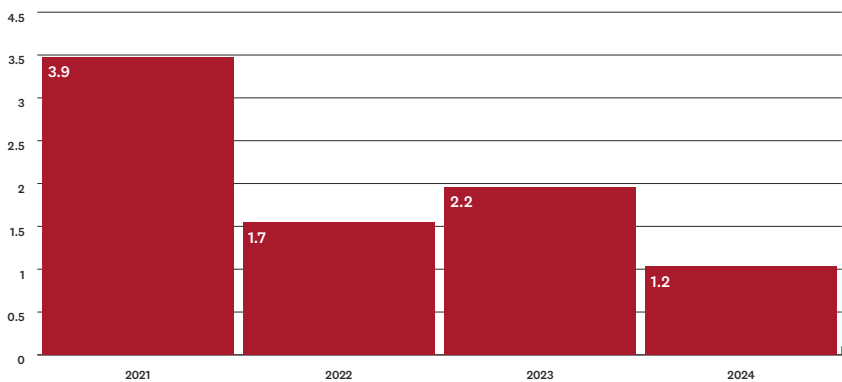
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KFC Western Europe | 2025 Performance highlights

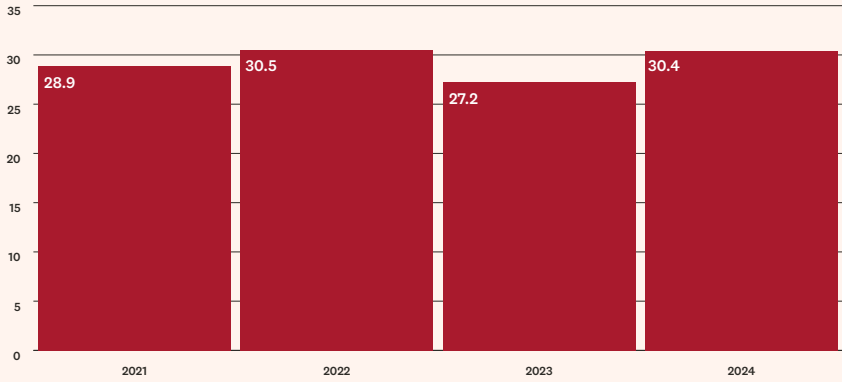
Total Antibiotic Usage (mg/kg)
Western Europe (2021-2024)



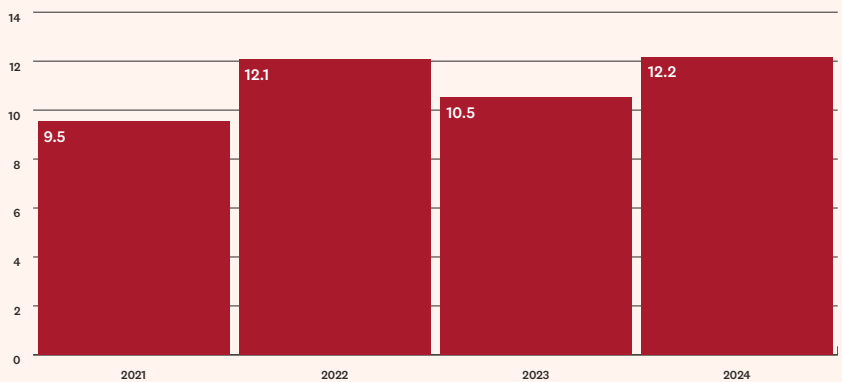
HPCIA Usage (mg/kg)
Western Europe (2021-2024)



Footpad Dermatitis (% birds)
Western Europe (2021-2024)



Hock Burn (% birds)
Western Europe (2021-2024)



KFC

Dashboard
Netherlands & Sweden
2025

The 2024 performance in Netherlands and Sweden reflects steady welfare progress, with +14.9% increase in daylight provision, higher welfare breed uptake increased significantly from a low baseline (+8.6%), and 14.9% of birds now being raised below 30kg/m², compared to 0% in 2023. Multiphase CAS stunning increased by +8.7%, and transport performance improved with +5.8% more birds moved within four hours, supporting better welfare during live handling and logistics.

Results for welfare outcomes were mixed. While leg culls (-0.1%) and hock burn (-0.5%) improved slightly, foot pad dermatitis (+4.1%) rates increased. These indicators point to the need to engage more closely with the supply chain to respond to this trend.

A strong outcome was seen in antibiotic reduction, with overall use decreasing by 12.2 mg/kg, and HPCIA use falling by 0.8 mg/kg. These shifts reflect growing adherence to responsible antibiotic use, supporting the One Health framework and aligning with EU antimicrobial reduction targets.

Outcome	KPI	2023	2024	2024 Diff.
Stunning	Total Birds Stunned (%)	100.0	100.0	0.0
	Controlled Atmosphere Stun (%)***	91.6	88.5	-3.1
	Multiphase Controlled Atmosphere Stun (%)	68.0	76.7	8.7
Enrichment	Daylight Provision (%)	26.0	40.9	14.9
	Enrichment Provision (%)	23.7	20.3	-3.4
	BCC Enrichment (%)*	0.0	2.3	2.3
Stocking Density	Below 30kg/m² (%)	0.0	14.9	14.9
	Average (kg/m²)	34.7	34.5	-0.2
Breed	High Welfare (%)*	2.5	11.1	8.6
Confinement	Cage Free (%)	100.0	100.0	0.0
Antibiotics Use	Overall (mg/kg)	22.8	10.6	-12.2
	HPCIA (mg/kg)**	2.5	1.7	-0.8
Welfare	Mortality (%)	3.2	2.7	-0.5
	Leg Culls (%)	0.4	0.3	-0.1
	Foot Pad Dermatitis (%)	22.4	26.5	4.1
	Hock Burn (%)	3.0	2.6	-0.5
Transport	Under 4 hours (%)	76.3	82.1	5.8

* As defined by the [Better Chicken Commitment](#).

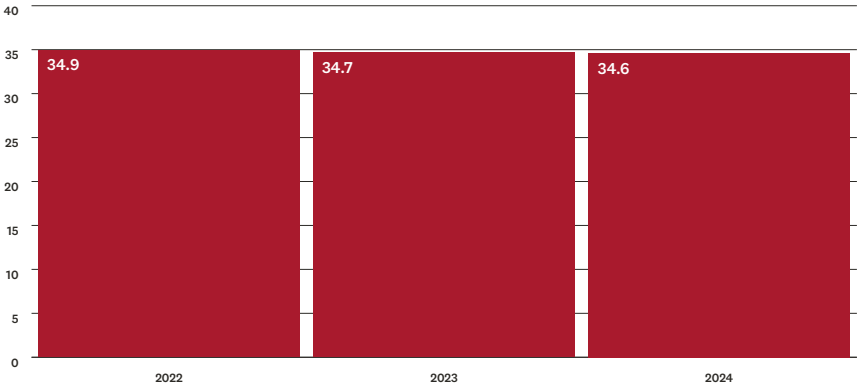
** [Highest priority critically important antimicrobial as defined by the WHO](#).

*** Controlled Atmosphere Stun covers all CAS systems including single-phase, bi-phase and multiphase.

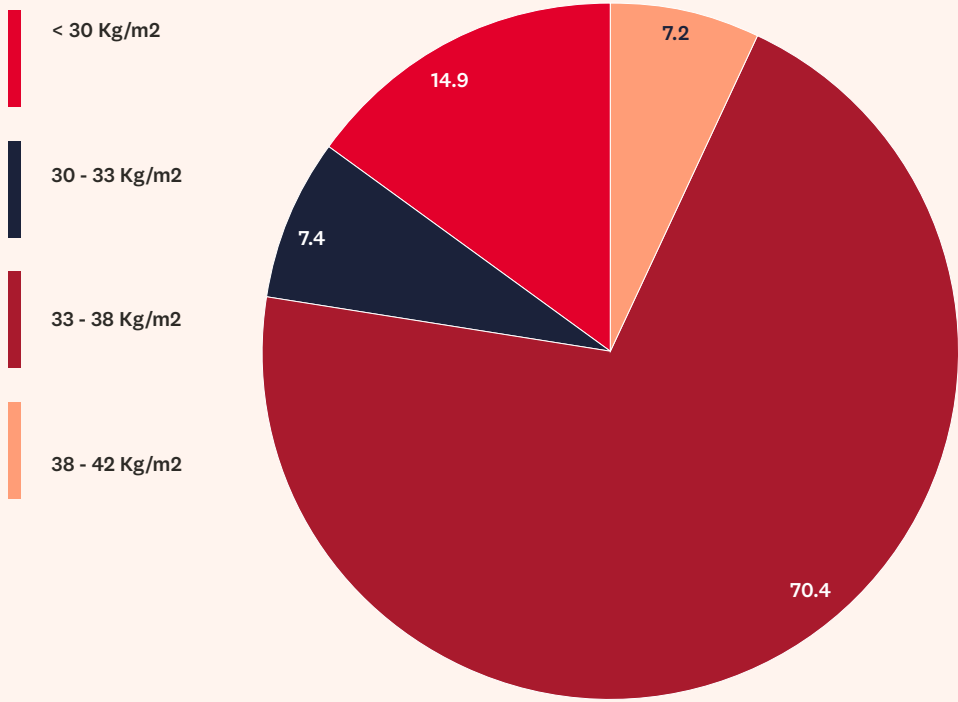
GROWING STANDARDS

KFC Netherlands & Sweden | 2025 Performance Highlights

Average Stocking Density (kg/m²)
Netherlands & Sweden (2022-2024)



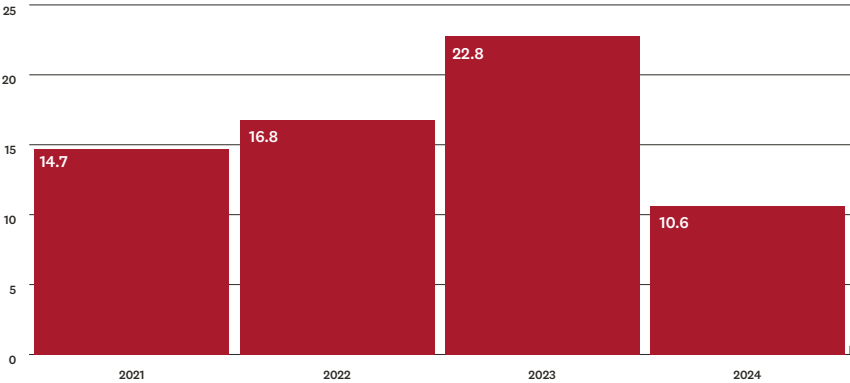
Stocking Density Breakdown (% birds)
Netherlands & Sweden (2024)



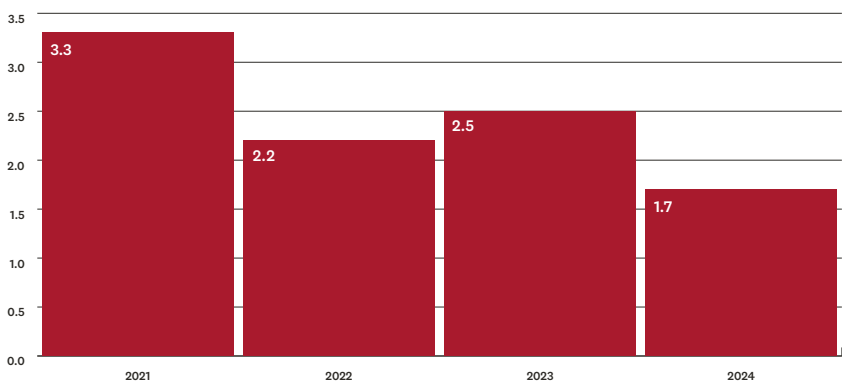
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KFC Netherlands & Sweden | 2025 Performance highlights

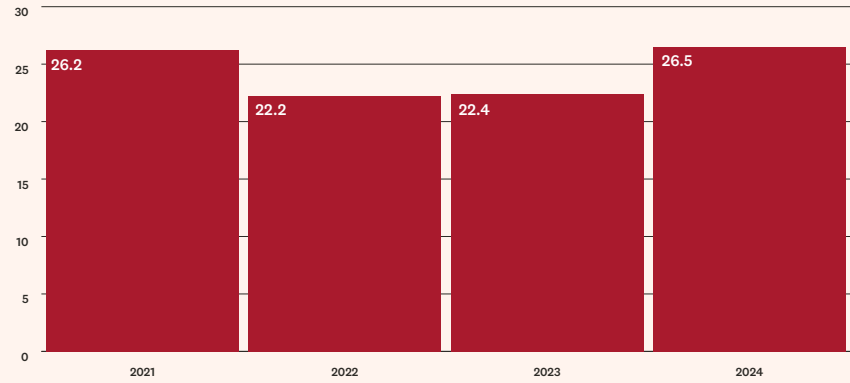
Total Antibiotic Usage (mg/kg)
Netherlands & Sweden (2021-2024)



HPCIA Usage (mg/kg)
Netherlands & Sweden (2021-2024)



Footpad Dermatitis (% birds)
Netherlands & Sweden (2021-2024)



Hock Burn (% birds)
Netherlands & Sweden (2021-2024)

