

HelloFresh, the world's leading meal kit provider, has been committed to changing the way people eat since its beginnings in 2011. The company's mission of re-inventing the food supply chain has made delicious home cooking easy and accessible for people around the world, and created significant reductions in food waste from farm to fork. HelloFresh applies consistent quality standards on behalf of its customers so they can focus on enjoying the home cooking experience worry free.

HelloFresh has always sought to deliver high-quality, locally sourced proteins to customers. In keeping with its mission "to change the way people eat, forever," HelloFresh believes in responsible sourcing practices including the welfare of the animals in its protein sources. Working in partnership with its supply base, HelloFresh strives to continuously improve the overall sustainability of its products. As HelloFresh grows, so does its ability to support broad-based efforts across the broiler chicken industry to improve animal welfare standards.

Alongside other leading food companies across New Zealand, HelloFresh has announced its pledge to the Better Chicken Commitment (BCC). This commitment endeavors to bring about some of the most extensive improvements to chicken welfare at scale and through this collective effort, the BCC seeks to achieve the following improvements in broiler chicken welfare.

As part of the BCC, we will require by 2026, that our suppliers meet the following requirements for 100% of the [fresh, frozen, and processed] chicken in our supply chain:

1. Implement a maximum stocking density of 30kg/m² or less. Thinning is discouraged and if practiced must be limited to one thin per flock.
2. Adopt breeds that demonstrate higher welfare outcomes: either the following breeds, Hubbard Redbro (indoor use only); Hubbard Norfolk Black, JA757, JACY57, 787, 957, or 987, Rambler Ranger, Ranger Classic, and Ranger Gold, or other breeds that meet the criteria of the RSPCA (England & Wales) Broiler Breed Welfare Assessment Protocol or equivalent protocol validated by the Better Chicken Commitment committee.
3. Meet improved environmental standards including:
 - a. At least 50 lux of light, including natural light. At least six hours of darkness in each 24-hour period, with four hours of that darkness being continuous.
 - b. At least two metres of usable perch space, and two pecking substrates, per 1,000 birds.
 - c. On air quality: the concentration of ammonia does not exceed 20 ppm and the concentration of carbon dioxide does not exceed 3000 ppm at the level of the chickens' heads, regardless of stocking density.
 - d. No cages or multi-tier systems¹.
4. Adopt controlled atmosphere stunning using inert gas or multi-phase systems, or effective electrical stunning without live inversion as soon as is feasible

5. Demonstrate compliance with the above standards via third-party auditing and annual public reporting on progress towards this commitment.

The Statement of Intent (SOI) - Halal

Electrical waterbath stunning is the main method used globally for the slaughter of poultry. There are, however, significant animal welfare concerns with this method and in 2012 the European Food Safety Authority called for an end to its useⁱⁱ. Effective electric alternatives are yet to be developed. However, recognising that under halal standards, Controlled Atmosphere Systems may not be accepted as the animal must not be dead at the time of slaughter (cutting), it is a bare minimum that a stunning method which renders the animal insensible to pain, but still alive, is developed and adopted as soon as possible -

We agree to:

- Actively press our suppliers and call for investment into alternatives to electrical water bath stunning as a matter of urgencyⁱⁱⁱ
- Support the international call for the use of water bath stunning to be banned by 2026, and new, more humane systems for the effective electric stunning of poultry without conscious inversion to be developed and commercially available
- Commit to investing and adopting such a stunning method (without conscious inversion) as soon as it is commercially available.

In preparation for this pledge, HelloFresh has been assessing its chicken supply chains across New Zealand in an effort to benchmark current standards to the BCC. This analysis will serve as a baseline in drafting its roadmap to the 2026 commitments. Upon completion, the BCC roadmap will be an integral component of HelloFresh's larger vision for its global animal welfare policy alongside its partnership with Compassion in World Farming and will be aligned to its ambitious sustainability targets. Going forward, HelloFresh New Zealand will explore with suppliers the current availability of higher welfare products, their plans for welfare enrichments, and assess mid to long term goals across its supplier base to achieve the 5 tenets and SOI - Halal of the BCC by 2026.

As a global company, HelloFresh has made additional progress on chicken welfare across all of our regions, as reported in our [Sustainability Report 2021](#). We have also implemented a global [Ethical Trading Policy](#), protecting human rights across our supply chain and in our own facilities, and the [HelloFresh Code of Ethics](#), which all employees are held accountable to.

i. This clause is to prevent these systems being developed and used in future.

ii [Scientific Opinion on the electrical requirements for waterbath stunning equipment, applicable for poultry \(2012\) EFSA Journal 2012;10\(6\):2757](#).pg35

iii For example, by making submissions on reviews into state or national legislation around commercial slaughter.