

HelloFresh US - Broiler Chicken Welfare Policy

Since our founding in 2011, HelloFresh has been committed to changing the way people eat. Our mission to re-invent the food supply chain using thoughtful analytics has made delicious home cooking easy and accessible for busy people around the country, and created significant reductions in food waste from farm to fork. We apply consistent quality standards on behalf of our customers so that they can focus on enjoying the home cooking experience worry-free.

HelloFresh has always sought to deliver high-quality proteins to our customers at a price that makes sense to them. Alongside our supply chain partners, we continually strive to enact high animal welfare standards for our customers who seek them, while also raising the bar for customers who are more price sensitive. Supporting continual improvement in the meat production industry is a key part of our strategy. As a part of that mission, we're sharing our 2018 progress at HelloFresh and Green Chef with regard to broiler chickens. As of 2018:

- 100% of our chickens were raised antibiotic-free (that means no antibiotics, ever)
- 23% of our chickens were raised to the HFAC "Certified Humane" Standard

As our supply chain grows, so does our ability to support broad-based efforts to improve animal welfare across the poultry industry. We believe that these practices will not only lead to better quality of life for chickens, but will also better reflect our customers' expectations for the ingredients our purchasing and quality teams provide.

Implementing these welfare practices in poultry production will require significant cooperation across the broader food industry, from companies like HelloFresh and Green Chef all the way to larger market players. HelloFresh and Green Chef will collaborate with the rest of the food industry to meet the following goals across 100% of our supply chain by 2024:

- Transition to new broiler breeds recognized as having higher welfare outcomes, and which meet the criteria of the RSPCA Broiler Breed Welfare Assessment protocol or Global Animal Partnership (GAP);
- Provide broiler chickens more space (reduced stocking density to a maximum of 6 lbs/sf and prohibit the use of Broiler Cages);
- Offer improved environments, including litter, lighting, and enrichment that meet the GAP standards;
- Ensure broilers are rendered unconscious using multi-step controlled atmospheric stunning prior to processing.
- Suppliers will demonstrate their compliance using third party verification.

Our belief is that these advancements will become codified animal welfare standards for broiler chickens. We'll be sure to keep you updated on our progress as we move toward achieving our goals. Thanks for being a part of the Fresh Fam and for always pushing us to be our best.