

# 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 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. HelloFresh will collaborate with the rest of the food industry to meet the following goals across 100% of our supply chain by 2024:

- 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.

In addition, by 2026:

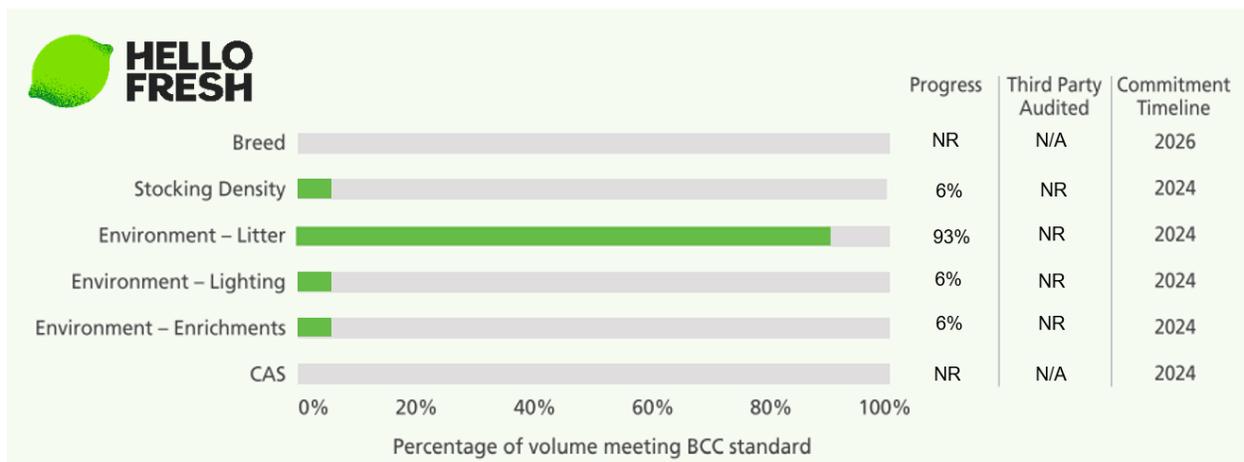
- Transition to new broiler breeds recognized as having higher welfare outcomes, and which meet the criteria of the RSPCA Broiler Breed Welfare Assessment protocol or Global Animal Partnership (GAP)

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.

# 2021 Progress Update

HelloFresh remains committed to this Broiler Chicken Welfare Policy since it was first published, despite facing unprecedented challenges in the livestock and processing industry. As we work towards these goals, our chicken standards have *always* met or exceeded the guidance of the US National Chicken Council. We are proud that we were able to maintain uninterrupted delivery during the Covid-19 pandemic, which created new challenges in the chicken supply along with massive growth in demand for meal kit home delivery.

Beyond the 2021 progress shown in the table below towards our 2024 and 2026 commitments, our chicken supply is 100% cage free. Our approach to meeting these goals is to build our supply chain around suppliers that share a common commitment to improving animal welfare outcomes in broiler chicken production. HelloFresh has also joined the Better Chicken Working Group of Compassion in World Farming, a nonprofit dedicated to reforming a broken food and farming system and introducing a more humane, fair, and sustainable one. The Better Chicken Working Group is a pre-competitive collaboration among food companies intended to drive positive change in broiler chicken production.



Additional items developed over the course of the last few years include our [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.