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CAMPAIGN LAUNCHED TO HELP CHICKENS

One in a Billion campaign focuses on chickens reared for meat



Wednesday, 1st August 2018: The Humane League UK has launched a new campaign to advocate for the one billion chickens raised for meat in the UK every year.

The campaign, called “[One in a Billion](#),” highlights the plight of broiler chickens, who are bred to produce as much meat muscle as possible, and farmed in cramped, crowded conditions. It focuses on the life of Frank, a broiler chicken raised on a standard intensive farm.

Pru Elliott, Head of Campaigns at The Humane League UK, said: *“Much of the public is unaware of the sheer numbers and vast amount of suffering involved in the broiler chicken industry and would be appalled to find out the truth. With this campaign, not only will we be lifting the lid on the pain and distress experienced by chickens, but also asking food companies to commit to meaningful changes to reduce this suffering.”*

Preliminary work for the campaign has already seen [Zizzi](#), [Ask Italian](#), [Pret A Manger](#), and [Prezzo](#) commit to improving welfare standards for chickens in their supply chains. The companies have signed up to the Better Chicken Commitment (BCC), a set of chicken welfare standards produced by a group of leading animal protection organisations including The Humane League, Compassion in World Farming, and the RSPCA in order to reduce the suffering of chickens.

In July, the UK's largest chicken producer, 2 Sisters Food Group, pledged to meet demand by supplying chicken which complies with the BCC to any food company which asks for it.

As part of the campaign, The Humane League is asking supporters to [call on the British Poultry Council](#) to lead the way and encourage their members, who make up 90% of British chicken producers, to improve their animal welfare practices by signing up to the BCC.

The Humane League will also be applying public pressure on food companies to publicly commit to the standards laid out in the BCC.

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About The Humane League

The Humane League is funded through generous donations by its worldwide network of supporters and has been named Top Charity by Animal Charity Evaluators for every rating period. To learn more about what Peter Singer has called "one of the most effective animal charities in the world," visit thehumaneleague.org.

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