



We Can Do Better For Farmed Chickens

The Better Chicken Option (TBCO) aims to adopt higher animal welfare standards in chicken farming.

We urge producers to improve the way they raise meat chickens, often called broilers, in their farms.



And we need your help to make this happen.

Better Meat? Bet na Bet.

Better Chickens make Better Meat. And Better Meat is better for your health.

This is why when we surveyed* Pinoys who eat chicken, we found that most are willing to pay more for chickens raised under better farm conditions.

*Market Study on Farm Animal Welfare, n=500 Online Survey in Urban Nationwide Philippines, data gathering October to November 2020, conducted for PAWS by GoodThinking.
Report copy available upon request.



So how can we do better?

Together with PAWS, we can identify companies that care and urge them to improve the welfare of farmed chickens.

But what do they need to improve?
Here are the 7 Checks for Better Chicken:

Welfare Factors

The Better Chicken Option (TBCO)

✓ 1. Space

No Cages.



✓ 2. Litter Flooring

Deep Litter Flooring to allow chickens to dust-bathe, peck, and scratch.



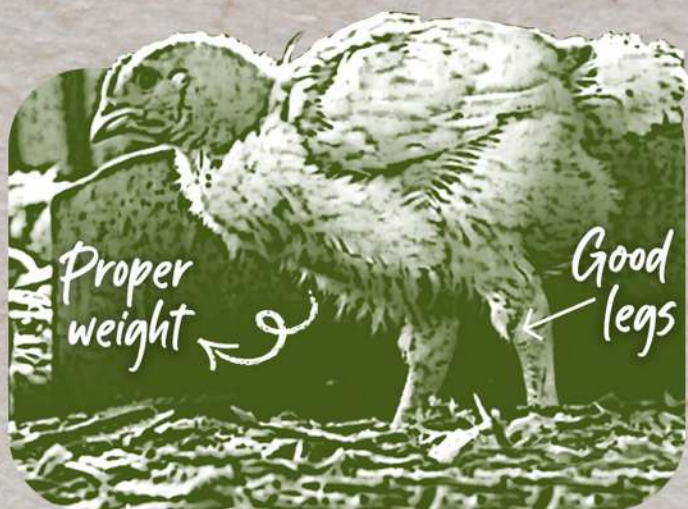
✓ 3. Enrichment

Perches and pecking materials to help chickens be active and express their natural behaviours.



✓ 4. Growth Rate

Slower growth and more balanced growth rate; This ensures that the chickens do not suffer joint or leg pain from having to support an extraordinary large body compared to what their legs can carry.



✓ 5. Light

50 lux is about as bright as a family living room. Adequate light intensity is important to encourage chickens to be active and have normal sleep and wake cycles.



✓ 6. Rest Hours

Six hours constant darkness minimum for every 24 hours, giving chickens sufficient rest.



✓ 7. Stocking Density

Maximum density of 30kg live bird per square meter –that is about the space of 1 1/2 sheets of letter paper per chicken.



**Check na check ba? Kung check na check chicken mo,
bet na bet sa Better Chicken Option!**



How can you help?

Upon surveying Filipino consumers on animal welfare concerns, PAWS found that next to dogs and cats, it was chickens they cared most about.

Consumers admitted that they did not know a lot about how farmed chickens were treated and wanted to learn more about choosing chickens that were raised humanely.

As a consumer... bet mo dapat ang better chicken!

Are you concerned about where your **food comes from**?

Do you think about how meat production **affects the environment**?

Are you willing to buy meat that is not only sustainably sourced, but **farmed in a more humane manner**?

Are you concerned about **chicken welfare**?

Do you want your **favorite restaurants and brands** to help urge their suppliers to do better for chickens?

As a producer... check dapat ang chicken mo!

Do you think **healthier animals** make better food?

Do you think local industries should **meet global standards**?

Are you willing to **make a better world possible**, not only for consumers, but for the animals you raise?

If you answered **yes** to any of these questions, then we need **you to get involved!**

- Sign the petition at thebetterchickenoption.com/petition
- Share the TBCO flyer or videos
- Message or tag your favorite restaurant and supermarket about TBCO

Together, you and PAWS can do better for farmed chickens.
To request a seminar on The Better Chicken Option, email us at
betterchicken@paws.org.ph

www.thebetterchickenoption.com

