



Petition to improve broiler welfare at KFC

Dear Greg,

On behalf of more than **500,000 individuals**, we visit Yum! Brands headquarters today to hand in this petition to improve broiler standards at KFC.

Chicken welfare is a serious issue that is placing food retailers under increasing scrutiny. At the beginning of this month, we were on the streets of New York hearing first-hand how consumers are concerned about KFC's global approach to broiler welfare. With the addition of those reached online, it is clear that many are urging KFC to adopt higher welfare standards.

They are not alone - institutional investors are also pushing. This is demonstrated by **New York's Pension Fund's** warning given to **McDonald's** over the care of their chickens. With pressure mounting from different stakeholders, the moment to act is now.

As part of our *Change for Chickens* programme, we previously engaged with KFC and welcomed the recent commitments that apply to KFC's Western European supply chain. However, more needs to be done - and at a global level.

The production model that supplies chickens to KFC uses breeds that grow at an unhealthy rate. This issue is compounded by the crowded, barren and poorly lit sheds in which the animals are raised. It doesn't need to be this way; higher-welfare indoor systems are proven and nearly 100 companies have committed to improving the lives of broilers, including **Restaurant Brands International**, **Starbucks** and **Subway**. We are aware change does not happen overnight, hence we ask companies to implement commitments by 2024 or 2026, depending on the geography.

KFC has the power to influence the lives of many millions of animals. We want to ensure that the animals served in KFC restaurants (and in **Taco Bell** and **Pizza Hut** restaurants) have had the opportunity to live a good life.

We hope you accept this petition and agree to have an open dialogue with World Animal Protection to discuss your global approach to broiler welfare. We would like to work with you to identify and implement solutions that will allow you to thrive while ensuring that the animal at the heart of your business is afforded the same opportunity.

Yours sincerely,

A handwritten signature in black ink, appearing to read "S. McIvor".

Steve McIvor - Chief Executive Officer

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We were known as **WSPA**
(World Society for the
Protection of Animals)