
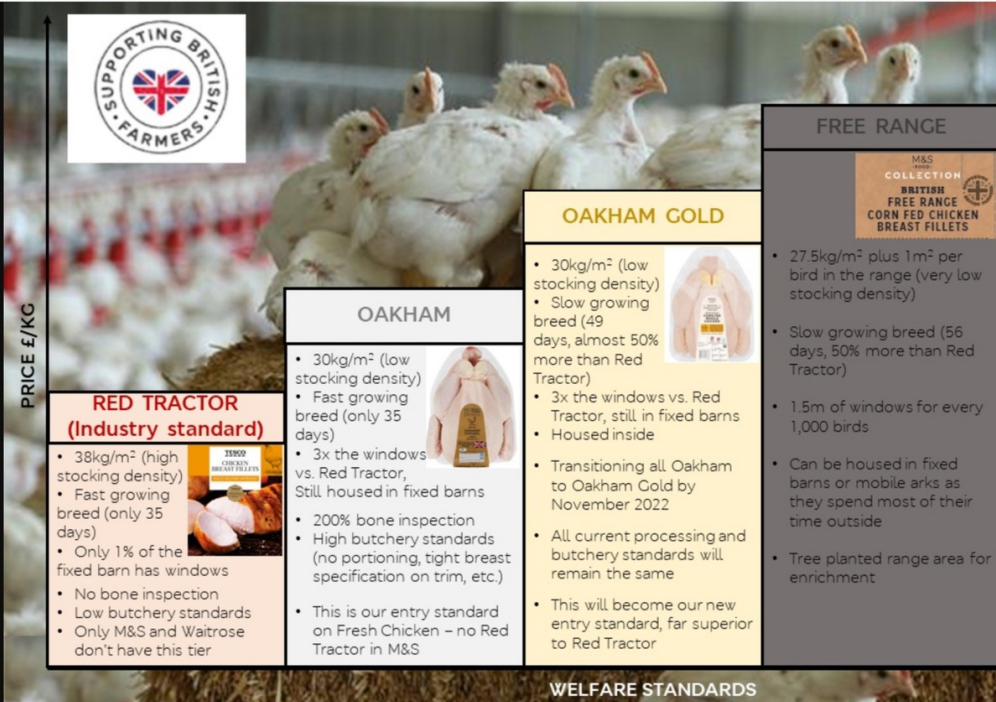


# M&S Chicken Welfare Standards


Last Modified on 06/06/2023 11:06 am BST

PRICE £/KG



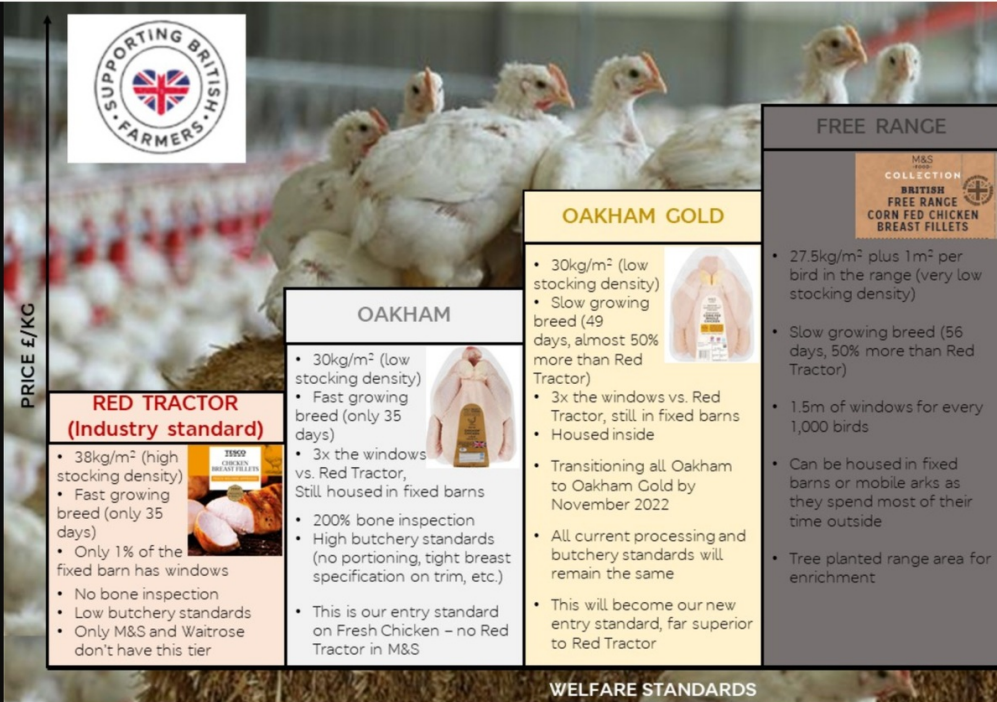


ORGANIC



- 27.5kg/m<sup>2</sup> plus 2.5m<sup>2</sup> per bird in the range (very low stocking density)
- Slow growing breed (72 days, 100% more than Red Tractor)
- 1.5m of windows for every 1,000 birds
- Housed in mobile arks as they spend most of their time outside
- Tree planted range area for enrichment
- Perches and pecking
- All our organic products are accredited by the Soil Association

WELFARE STANDARDS



RED TRACTOR  
(Industry standard)

- 38kg/m<sup>2</sup> (high stocking density)
- Fast growing breed (only 35 days)
- Only 1% of the fixed barn has windows
- No bone inspection
- Low butchery standards
- Only M&S and Waitrose don't have this tier

OAKHAM

- 30kg/m<sup>2</sup> (low stocking density)
- Fast growing breed (only 35 days)
- 3x the windows vs. Red Tractor, Still housed in fixed barns
- 200% bone inspection
- High butchery standards (no portioning, tight breast specification on trim, etc.)
- This is our entry standard on Fresh Chicken – no Red Tractor in M&S


OAKHAM GOLD

- 30kg/m<sup>2</sup> (low stocking density)
- Slow growing breed (49 days, almost 50% more than Red Tractor)
- 3x the windows vs. Red Tractor, still in fixed barns
- Housed inside
- Transitioning all Oakham to Oakham Gold by November 2022
- All current processing and butchery standards will remain the same
- This will become our new entry standard, far superior to Red Tractor

FREE RANGE

M&S COLLECTION  
BRITISH FREE RANGE CORN FED CHICKEN BREAST FILLETS

- 27.5kg/m<sup>2</sup> plus 1m<sup>2</sup> per bird in the range (very low stocking density)
- Slow growing breed (56 days, 50% more than Red Tractor)
- 1.5m of windows for every 1,000 birds
- Can be housed in fixed barns or mobile arks as they spend most of their time outside
- Tree planted range area for enrichment



- 27.5kg/m<sup>2</sup> plus 2.5m<sup>2</sup> per bird in the range (very low stocking density)
- Slow growing breed (72 days, 100% more than Red Tractor)
- 1.5m of windows for every 1,000 birds
- Housed in mobile arks as they spend most of their time outside
- Tree planted range area for enrichment
- Perches and pecking
- All our organic products are accredited by the Soil Association

PRICE £/KG

WELFARE STANDARDS