



**Martyn Jones**

### ***How to keep our customers buying British chicken?***

UK fresh chicken retail market

	Value	Standard	High welfare	Free range	Organic
<b>Retail sector</b>	Imported	Imported & British Intensive	British Intensive production with higher welfare	British Free range	British Organic
<b>Morrisons</b>	British Standard intensive production		British High welfare	British Free range	British Organic

Problems we faced:

- Too many premium standards
- At a premium and unaffordable to most.
- Many customers moved to cheaper imported chicken that our competitors provided



## What approach did Morrisons take?

Use our supply chain groups to solve the problem.

- Poultry integrators
- Growers
- Processors
- Morrisons



## What did they actually do?

### Agreed on a common standard

- Sheds to have windows to provide natural light
- Environmental enrichment in the form of bales and perches
- Maintain commercial stocking densities
- Weekly welfare performance indicators to be generated at the completion of each shed batch



### ***What worked well?***

#### **Agreement of how to tackle lower stocking density**

- Welfare lobby groups insist that British retailers should reduce stocking density of birds from 38kg/sq m down to 30kg/sq m
- Agreed to maintain at 38kg/sq m
- Agreed to weekly welfare performance monitoring against the 38kg/sq m standard



### ***What challenges did you have to overcome?***

- Environmental standards set by the RSPCA  
Freedom Foods not commercial in mass market
- Little scientific evidence to support enrichment
- Cost of providing windows and other enrichments without cost increase to customer



## *How did we overcome them?*

- Commissioned a research project with the University of Bristol
- Positive results shared with growers and processors
- Full in-store marketing campaign on Morrison Higher Welfare Standard for chicken
- No increase in retail price
- More sales

