



Poultry Welfare Statement

Avara Foods is fully committed to the Health and Welfare of all birds in our supply chain, throughout all areas of the UK. It is our moral responsibility and an important business issue that applies to every bird throughout our process. Our animal husbandry is of the highest priority, and welfare outcomes are continually monitored and challenged.

We have established an overarching welfare policy and supporting standards developed in conjunction with our subject matter experts. Our standards exceed UK legislative requirements by a significant margin. We have adopted “Red Tractor” standards as a minimum, implemented a maximum stocking density 20% lower than Red Tractor standards, embraced our customers’ stringent requirements and added further protocols that we believe are appropriate. These standards contain the provision of species and generation-appropriate environmental enrichment.

Our standards are clearly communicated and championed by teams that are specifically trained in poultry welfare across all our agricultural sites, catching, transportation and at our slaughter sites. Adherence to our standards is a contractual requirement which is monitored through auditing. Where an instance of non-conformance relating to welfare is identified, this is investigated, and corrective/preventative action implemented accordingly.

Key Welfare Indicator (KWI) targets have been implemented to enable our welfare-related performance to be objectively observed and measured. To ensure transparency, we are committed to publishing our performance against our KWIs in our annual Welfare Report. Furthermore, the KWIs are regularly reviewed and communicated to the Executive Team.

We frequently engage with independent veterinary surgeons, welfare scientists working in academic and practical surroundings and with welfare Non-Government Organisations (NGOs) to ensure that our welfare standards are continually developed and grounded in science with an understanding of the birds’ needs.

In practice, Avara Foods ensures good welfare practices through:

- Understanding the individual needs of each species and making sure they are met.
- Monitoring the tell-tale signs of good welfare.
- Taking immediate action if standards have not been met.
- Demanding continual improvement from the teams charged with the care of birds.

Chris Hall, CEO

6th June 2025