



Bird health and welfare: a retailer perspective

BVPA
21st November 2019

Agenda

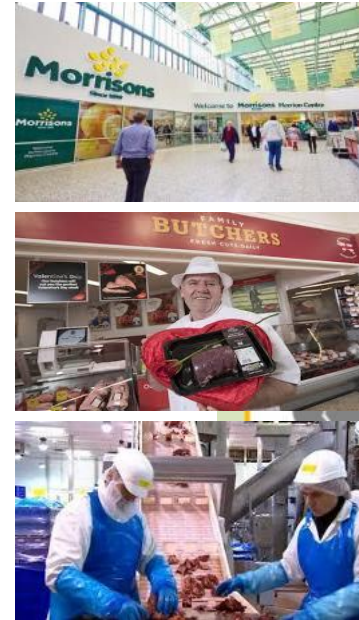
- Morrisons overview
- Agriculture and Morrisons
- Customer context
- Sourcing standards
- Summary



Morrisons: a unique, vertically integrated retailer



- UK's 4th largest retailer; 496 stores
- Nearly 12 million customers per week
- Over 98,000 colleagues including 10,000 on 'Market Street'
- Morrisons Manufacturing - 18 sites
- Britain's biggest fresh food manufacturer
- Morrisons Wholesale



- Woodhead Bros
- Farmers Boy
- International Seafoods Ltd
- Wm Produce
- FlowerWorld
- Rathbones
- Chippindale Foods

Wholesale: not just for Morrisons



Morrisons, Agriculture and British Farming

We buy directly from farm



Morrisons and British Farming



Agriculture is important to us: it's part of our heritage

- Woodheads Brothers Partnership
 - 1941 - Woodheads bought first farm
 - 1961 - started supplying Morrisons' first shop in Bradford
 - 1991 - vertical integration between Woodheads and Morrisons
- Similar story at Chippindale Foods (eggs) - integrated in 2018
- We're still the only retailer to have livestock buyers and to buy animals and whole crops directly from farm
- We're 100% British on fresh meat, eggs and milk and produce where possible



Our consumers' and stakeholders' views

Animal welfare matters to our customers



SOURCE: 2018/19 CSR Survey –
7,001 customers

Animal welfare stories

Guardian Search jobs Dating Sign in Search UK edition
by readers
ion Sport Culture Lifestyle More
e Wildlife Energy Pollution
This article is more than 4 months old
Footage reveals chickens in 'horrifying conditions' at big UK producer
Secret filming at three Moy Park farms in Lincolnshire shows birds that are lame, struggling to breathe and surrounded by carcasses



▲ Screenshots of undercover film from three Moy Park farms in Lincolnshire. Photograph: AP
One of the UK's biggest chicken producers has been keeping chick conditions on three farms in Lincolnshire, including in enormous multi-storey buildings, where secretly filmed footage shows chicks lame, struggling to breathe and surrounded by dead birds.

THE INDEPENDENT
POLITICS VOICES FINAL SAY SPORT
Z
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Nando's and Asda chicken: Birds 'stepped on and left convulsing and wounded in scenes of suffering and cannibalism'

Workers given extra training after secret cameras record 'harrowing shots of painful abuse'

Jane Dalton | @JournoJane | Monday 13 May 2019 20:23 |



Workers on chicken farms supplying **Nando's**, **Asda** and **Lidl** have been

THE TIMES

TIMES INVESTIGATION

Chicken farming: Red Tractor inspectors failed to revisit farm after deaths

Neil Johnson, Midlands Correspondent

August 10 2019, 12:01am,
The Times

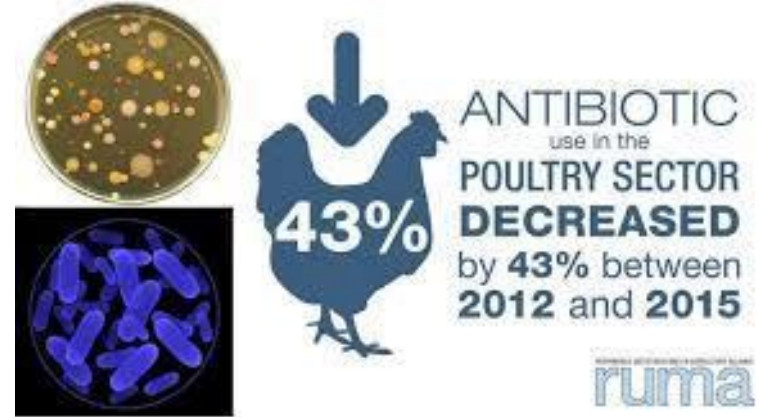
Animals
Environment
Retail



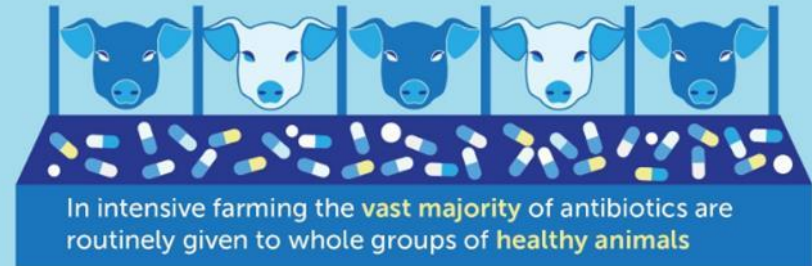
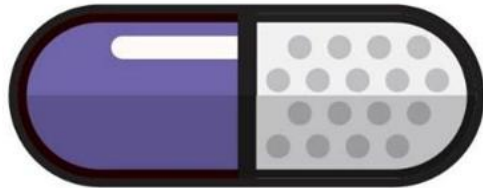
The Animal Justice Project has said its investigators found examples of animal abuse at two chicken farms in Suffolk

Tesco suspends chicken sales from 'ethical' farm after video shows injured birds being kicked and hurled into crates

Antibiotic use



NO INDIVIDUAL, ANIMAL OR HUMAN, SHOULD
RECEIVE UNNECESSARY ANTIBIOTICS



Animal welfare also concerns shareholders

ISS QualityScore

Governance, environment, social (includes stakeholders and society)



One of a number of surveys done and circulated to shareholders

The Better Chicken Commitment

European Chicken Commitment

Current commitment by 2026:

- 1. **Lower stocking density**
 - maximum stocking density equal to or less than 30kg/m²
- 2. **Transition to strains of birds that demonstrate higher welfare outcomes**
 - breeding for improved bird health & behavioural expression
-
- 3. **Enrichment provision**
 - natural light, straw bales, perches, pecking substrates
- 4. **Multi-step controlled atmosphere killing**
 - avoids pre-stun handling and live inversion
- 5. **Compliance via third-party auditing**



The importance of governance and transparency

We publish a report every year on livestock welfare

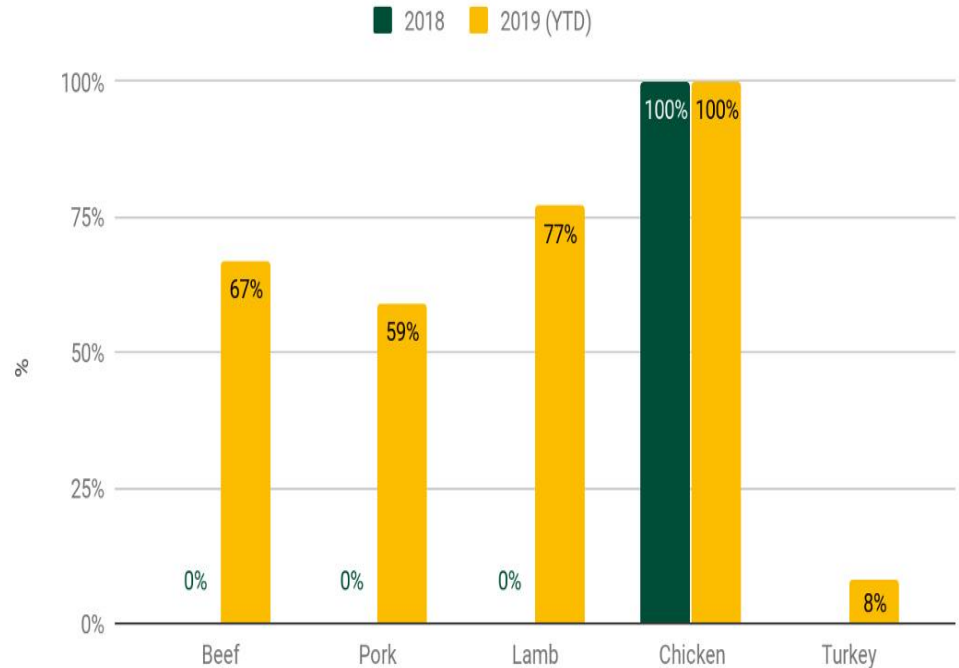


In 2011 we were the first major supermarket to introduce natural lighting into all our chick units following research into chicken behaviour with the University of Bristol

In 2018:

- 100% of male chicks were used from hatch;
- 100% of catching teams have been trained on animal welfare;
- 100% of birds had access to at least two forms of environmental enrichment, namely sawdust bales.
- 100% of birds were stunned before slaughter

Comparison of 0-4 hours travel time from 2018 to 2019 (YTD)

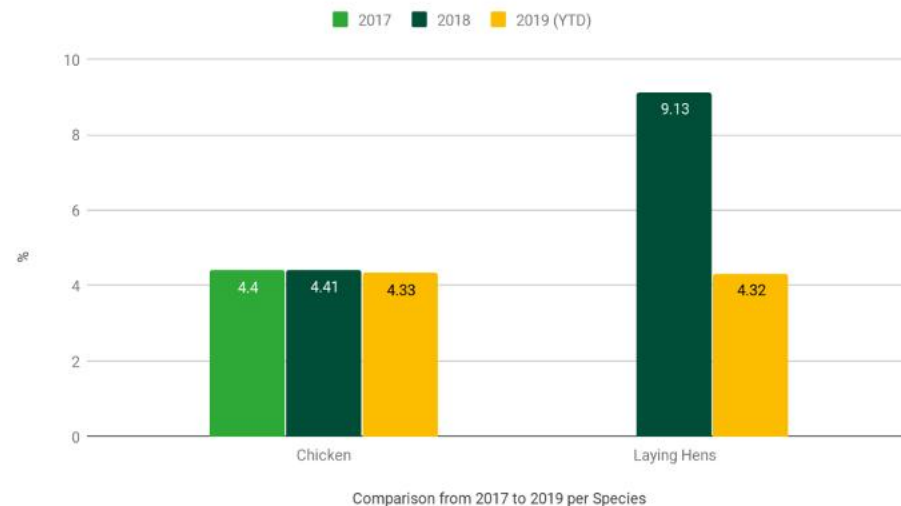


welfare report cont.

Stocking Density Comparison from 2017 to 2019 Against Targets



Comparison of Mortality Rates per Species from 2017 to 2019



Morrisons poultry sourcing standards



- All our fresh poultry (chicken, turkey, duck) is 100% British
- All our shell eggs are 100% British
- We are committed supporters of Red Tractor and the Lion Code - and always have been

Additional standards

- Objective, measured and reported key welfare indicators
 - Collation of results
- Staff training and consistency – including third party contractors
- Worker welfare
- Importance of end to end (hatch to dispatch) health and welfare

Customers expect us to 'do the right thing' and make their
lives easier when shopping

Customers need to trust what's on the packet



No fake farms

No misleading graphics

Agriculture Plan

Good Quality
and Great
Value

Sustainable
Solutions

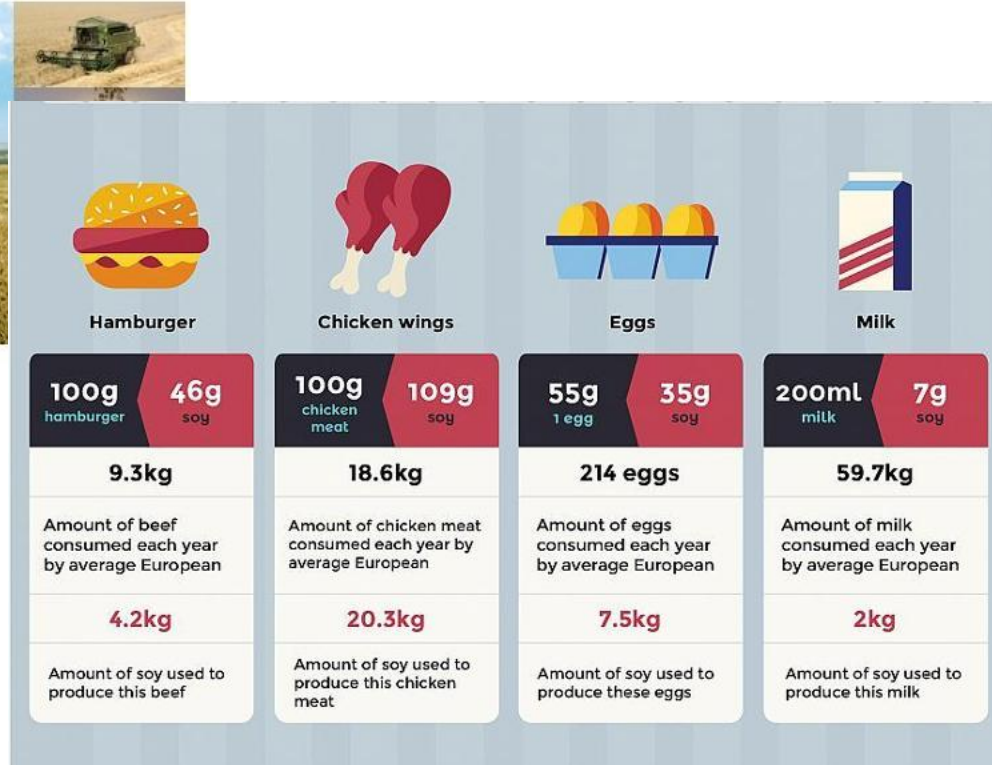
Innovation

Communication

What else is on the plate?

- *Brexit and new Agriculture Bill*
- Animal welfare
- Antibiotic use
- Sustainable soya use - and other feed considerations
- Climate change impact and agriculture's role

On the plate: 'sustainable' sourcing



Any questions?