



Better Chicken Commitment

SMART BRIEF

BCC Environmental Impact:

1.5
BILLION more chickens
needed to fill
demand

7.6
MILLION more acres of
land needed

670
THOUSAND more tractor
trailers needed

28
BILLION pounds of
additional manure
produced

Animal Welfare Impact of Change:
Likely Negative

Environmental Impact of Change:
Negative

The so-called “Better” Chicken Commitment is a campaign run by vegan animal rights activists. The campaign demands restaurants, foodservice companies, and grocers pledge to only purchase chicken raised under restrictive guidelines.

Among other things, the Commitment requires farmers to only use “slow-growing” chickens that take longer to go to market. This would have a significant negative environmental impact. The numbers in the sidebar would be the environmental cost if just one-third of chicken farmers switched to slower-growing birds.

Additionally, because the Commitment bans modern practices, the supply of BCC-certified chicken is low. It would cost an estimated \$27 billion to implement BCC across the entire poultry industry, driving up costs for American consumers.

