ANIMAL DIGNITY NOW!

The Chicken Check



Coop under the microscope

BCC report 2026

The retailers' compliance with the Better Chicken Commitment

Update!

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sentience politics for animals.

Suffering built into the system



Click to learn more about the BCC.

Photo: Tier im Fokus (TIF), 2021

What truly lies behind the animal-welfare labels and the happy chickens we see in ads? We decided to take a closer look. Whilst Switzerland prides itself on strong animal welfare laws, this means little in practice when we look at how broiler chickens are kept and killed.

Retailers hold the power to change millions of chickens' lives. Their choices shape what ends up on our plates.

In Switzerland, **over 80 million broiler chickens are killed every year.** Behind this number lie sentient beings bred to grow unnaturally fast, so fast that many can hardly stand or walk. **92 % of them spend their entire, painfully short lives indoors,** and never seeing the light of day. In just 30 days, their bodies grow faster than their hearts can keep up, which leaves many struggling to breathe or collapsing under their own weight.

Retailers hold the power to change millions of chickens' lives. Their choices shape what breeds are used, how animals are kept, and what ends up on our plates. By raising their standards, they can show that they take animal welfare seriously. In earlier campaigns, we gathered 23,000 signatures and sent more than 27,000 mails to demand more dignity for chickens. Together, we were able to build pressure and open a dialogue — because with great power comes great responsibility.

To this day, **not a single Swiss retailer has committed to the Better Chicken Commitment (BCC),** a science-based framework designed to reduce the suffering of broiler chickens.



Photo: Observatoire du spécisme, 2025

From a Swiss factory

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It is not a question of how, it is a question of when

Coop has moved the needle by applying Swiss standards to most imports, by partnering with STS and WWF, and by achieving very high CAS use at slaughter.

Will Coop become the retailer that takes animal welfare seriously?



Photo: k5hu / Stock.adobe.com

Coop, sign the Better Chicken Commitment!

Coop positions itself as a retailer that takes animal welfare seriously—yet it still falls short of its own promises. All these actions matter very little when 89 percent of Coop's chickens come from fast-growing strains unable to benefit from environmental improvements. Over the past two years, this percentage—which represents millions of animals—has remained unchanged. And Coop still has no plans to adjust the breed. When will Coop finally recognize that this is a fundamental step towards improving animal welfare?

Coop has the infrastructure, partnerships and know-how. Nevertheless, Coop is falling short of both its own promises and the progress made by its competitors. Its biggest competitor, Migros, is setting a new national standard with the transition of its own label, Optigal. This situation leaves Coop with a clear choice: either raise its standards by implementing a clearly dated roadmap for transitioning its product range, or risk falling significantly behind Migros and being left out of the industry's shift towards greater animal welfare.

Coop: improvements mean little when chickens come from fast-growing strains

Coop performs consistently well across most BCC criteria, particularly on legal compliance, stocking density, slaughter methods, as well as auditing. However, the use of fast-growing breeds for the vast majority of chickens, and a lack of detailed transparency on environmental enrichments for standard ranges, prevent full compliance. By choosing fast-growing breeds, suffering remains built into the system.

In short: change is possible if Coop stops using fast-growing strains, commits to the BCC and keeps up with the new national standard for broiler chickens in Switzerland.

Coop's compliance with the BCC



BCC CRITERION		COOP' COMPLIANCE AND ASSESSMENT	SCORE
 Legal compliance	Comply with all EU animal welfare laws and regulations	Coop applies the BTS standard or higher to 82 percent of its total product range, partially including imported meat products. However, the Prix Garantie category is excluded from this regulation. This meat is therefore not subject to Swiss animal welfare requirements.	
 Stocking density	Implement a maximum of 30 kg/m² or less	Coop's products (mostly SST/SRPA) indicate alignment with the BCC cap. 82 percent of chickens are already at ≤30 kg/m². We recommend extending this requirement to include imported products as well.	
 Breed (slower-growing)	Adopt breeds with improved welfare outcomes	Approximately 89 percent of chickens are still from fast-growing breeds. Only the NaturaFarm (6 percent) and Naturaplan (≈5 percent) ranges use slower-growing strains. No roadmap exists to increase the proportion of slow-growing breeds in the overall product line.	
 Environmental enrichment	Light, perches, air quality, and no cages	Coop's welfare labels (NaturaFarm, Naturaplan) meet or exceed BCC standards, including perches and dust-bathing areas. However, these two labels account for only 11 percent of the total product range. Most of the chickens come from BTS systems, where the regulated light intensity is far lower than in BCC systems and some of the other information cannot be verified.	
 Slaughter method	Adopt humane Controlled Atmosphere Stunning (CAS)	Coop reports that 97 percent of chickens are slaughtered using CAS or equivalent humane methods. Transparency is needed for the remaining 3 percent.	
 Auditing and reporting	Third-party audits and transparent annual reports	Coop partners with Swiss Animal Protection (STS) and WWF for audits and sustainability oversight. Public animal welfare reports are available. However, no BCC-specific progress report with criterion-level metrics exists.	
Progress since last year To what extent has the major retailer moved further towards BCC?		Not much has changed at Coop since our last report. The retail giant appears to rest on the measures implemented so far, with no current steps being taken towards BCC compliance. Given its significant market position and the responsibility that comes with it, this lack of progress is particularly disappointing.	=

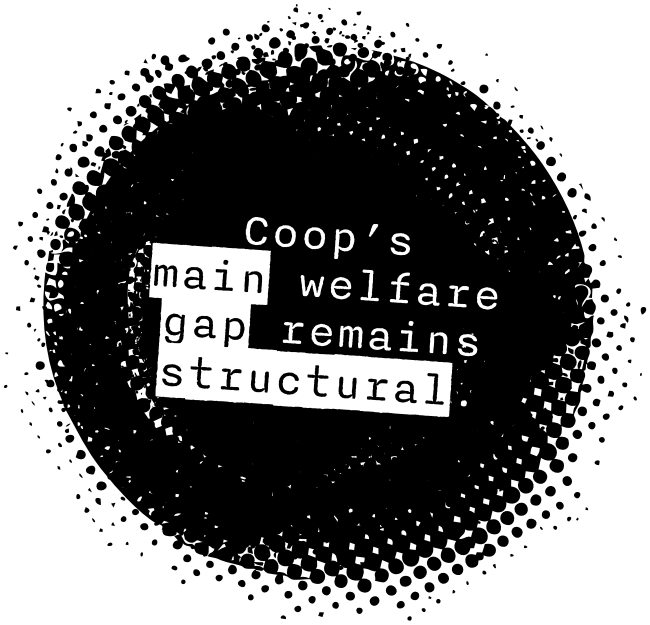
The reliance on fast-growing breeds keeps suffering at the heart of the production.

What is missing?

A closer look at Coop's standards shows that major shortcomings continue to undermine meaningful progress.

BCC-Criteria:

1. **Imported products:** high standards are claimed, but no independent verification is published.
2. **Stocking density precision:** no clear, audited percent of chickens at ≤30 kg/m² across the entire supply chain
3. **Breeds:** 89 percent of chickens come from fast-growing strains, and there are no public targets to phase out.
5. **CAS coverage:** confirmation is still needed for the remaining 3 percent of chickens
6. **Reporting:** no BCC-style annual progress report with detailed welfare indicators



Coop, stop relying on fast-growing breeds and commit to the BCC!

We urge Coop to take the next steps to improve chicken welfare. Specifically, we ask Coop to:

- ✓ **Stop** relying on fast-growing breeds that endure pre-programmed suffering
- ✓ **Continue** enforcing strong Swiss welfare standards and third-party audits through STS; partnering with WWF and STS to improve accountability
- ✓ **Start** by signing the Better Chicken Commitment (BCC); publishing an BCC-aligned roadmap with targets and timelines for adopting slower-growing breeds; committing to meeting those deadlines; release transparent data on welfare conditions (light, enrichments, air quality); publishing an annual public progress report on chicken welfare improvements

Sentience's verdict

Coop has already taken some steps toward BCC, but the decisive step—phasing out fast-growing breeds—has yet to be taken. The company remains heavily reliant on fast-growing breeds, thereby embedding immense suffering at the core of its production. To keep pace with the industry's changing standards, Coop must now prove that it takes animal welfare seriously and isn't just making empty promises.

Coop has shown it cares; now it can prove that it is willing to take on responsibility, too. **It is not a question of how, it is a question of when.**

SOURCES

Our analysis is based solely on information that is publicly available at the time of publication, including company reports, policy documents and official websites. Where certain information is not publicly available, we contact the companies concerned directly and incorporate their responses into our analysis. However, not all companies respond to our requests, and those that do respond do not always answer all of our questions.

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