

ANIMAL DIGNITY NOW!

The Chicken
Check



Aldi

under the
microscope

ECC report 2025

The retailers' compliance with the
European Chicken Commitment

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Suffering built into the system

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 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 European Chicken Commitment (ECC), a science-based framework designed to reduce the suffering of broiler chickens.



Click to
learn more
about
the ECC.

Photo: Tier im Fokus (TIF), 2021



Photo: Observatoire du spécisme, 2025

From a Swiss factory

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Same Aldi, different standards across borders

Across Europe, Aldi groups are moving forward on animal welfare. Aldi Spain, Germany and France have adopted the ECC. Aldi Switzerland has not. Until now, many customers may not realise that Aldi Switzerland's standards lag behind its own European family.

?

Aldi has adopted
the ECC in Spain, Germany
and France – but not
in Switzerland.

The fix is straightforward: sign and commit to the ECC.
Same Aldi, same standards, across borders. Swiss customers
and broiler chickens deserve nothing less.



Photo: Brebra/Stockadobe.com

*Aldi Switzerland, sign
the European Chicken
Commitment!*

Aldi: it is time to align with your European counterparts













Aldi states adherence to Swiss-EU-equivalent law and references recognised Swiss programmes, but does not publish key ECC metrics on stocking density, breed selection, environmental enrichments or slaughter methods. Mentions of “proper stunning” lack detail, slower growing breeds are not disclosed, and **transparency is limited across the board.**

In short: It is time for Aldi to align with its European counterparts.

In comparison
with its European
counterparts,
Aldi Switzerland
lags behind on
both policy and
disclosure.

Aldi's compliance with the ECC



ECC CRITERION	ALDI'S COMPLIANCE AND ASSESSMENT	SCORE
 Legal compliance	<p>Comply with all EU animal welfare laws and regulations</p> <p>Policy language asserts compliance with applicable animal-protection laws and references Swiss frameworks (e.g., SST and SRPA/BTS and RAUS, organic lines). No evidence of legal non-compliance has been found in public materials.</p>	
 Stocking density	<p>Implement a maximum of 30 kg/m² or less</p> <p>No published maximum density. <u>Some products likely meet higher Swiss programme baselines</u>, but Aldi provides no numeric cap (e.g. 30kg/m²), or verified percentage coverage.</p>	
 Breed (slower-growing)	<p>Adopt breeds with improved welfare outcomes</p> <p>No disclosure on broiler breeds or percentages. Slower-growing strains may exist in small labelled segments (e.g., organic), but Aldi publishes no data or roadmap for wider adoption.</p>	
 Environmental enrichment	<p>Light, perches, air quality, and no cages</p> <p>No specific figures for light intensity, perch/pecking dimensions or air-quality metrics. Swiss baselines (often 15 lux) are below ECC's 50 lux threshold. The extent of enrichment across ranges is unclear.</p>	
 Slaughter method	<p>Adopt humane Controlled Atmosphere Stunning (CAS)</p> <p>General references to animals being “properly stunned” but no CAS commitment or percentages disclosed for broilers. No timeline for improvement is published.</p> <p><i>Transparency!</i></p>	
 Auditing and reporting	<p>Third-party audits and transparent annual reports</p> <p>Mentions of independent control bodies (e.g., Ecocert IMO Swiss, LebensmittelFairSicherung). However, no ECC-style annual report with criterion-level metrics, targets and year-on-year progress.</p>	

Aldi, it's
time to step up
your game.

What is missing?

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

- 2 No published **maximum stocking density**: 30 kg/m² or less is not confirmed
- 3 No public data on **breed selection** or percentage of slower-growing chickens
- 4 **Lighting and environmental standards**: figures on lux levels, air quality and enrichments are not published.
- 5 **Slaughter** methods undisclosed (no CAS data)
- 6 **Scope clarity**: no standards and figures for fresh, frozen AND processed chicken
- 6 **Reporting**: no ECC-style annual progress tracking

Aldi, bring your standards up to the level of your European neighbours

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

- ✓ **Stop** using fast-growing breeds that endure pre-programmed suffering as well as relying on vague claims about animal welfare
- ✓ **Continue** applying Swiss programme baselines and third-party checks where they exist; offering organic/labelled lines that likely exceed the legal baseline

- ✓ **Start** by signing the European Chicken Commitment (ECC); publishing the exact stocking density, breed selection, lighting levels, perch/pecking standards and air quality metrics; extending scope of transparency to all categories (fresh, frozen, processed); disclosing slaughter method data (CAS %); publishing an ECC-aligned roadmap with targets and timelines; committing to meeting those deadlines; publishing an annual public progress report on chicken welfare improvements

Sentience's verdict


Aldi is renowned for operational discipline; and the same consistency must apply to animal-welfare standards across countries. Today, Aldi Switzerland's lack of disclosure and absent ECC commitment **undercuts the brand's European progress**. The fix is straightforward: adopt the ECC, publish the numbers, and deliver a dated roadmap. Swiss customers and broiler chickens deserve nothing less.

Same Aldi,
same
standards,
across
borders.

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.

- ¹ https://www.aldi-suisse.ch/content/dam/aldi/ch/2022/nachhaltigkeit/1-16_broschueren-downloads/download/tierwohl_einkaufspolitik/neu/2408_A4_Tierwohl_Einkaufspolitik_DE_V3_FINAL.pdf (DE)
- ² <https://www.aldi-suisse.ch/de/nachhaltigkeit/lieferkette-anbau/fleisch-eier-und-milch.html> (DE)
- ³ <https://welfarecommitments.com/letters/europe/>



Change
won't happen
without
public
pressure

Your voice makes the difference — help us call on
retailers to raise their standards for chickens.
Send an email now on:

sentence.ch/en/project/chicken-check/