

ANIMAL DIGNITY NOW!

The Chicken
Check



Coop

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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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?

Yet, all these actions matter very little when 88 percent of Coop's chickens come from fast-growing strains unable to benefit from environmental improvements. Will Coop take that final step to **shift to slower-growing breeds**, and establish itself as a retailer genuinely committed to animal welfare?



*Coop, sign the
European Chicken
Commitment!*

Coop has the infrastructure, partnerships and know-how. A clear and dated pathway commitment on breed would supercharge the impact of everything else they are already doing, and set the national standard.

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



















Coop performs consistently well across most ECC 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 ECC and sets a national standard for broiler chickens in Switzerland.

Coop, take
that final step
for broiler chicken
welfare and
stop using
fast-growing
breeds.

Coop's compliance with the ECC



ECC CRITERION	COOP' COMPLIANCE AND ASSESSMENT	SCORE
 <p>Legal compliance</p>	<p>Comply with all EU animal welfare laws and regulations</p> <p>Coop applies Swiss-level welfare requirements to nearly all chicken-products in its range, including imported meat (except Prix Garantie). Around 85 percent of its fresh chicken comes from Switzerland and meets the federal "SST" (animal-friendly housing systems) standards.</p>	 
 <p>Stocking density</p>	<p>Implement a maximum of 30 kg/m² or less</p> <p>Coop's products (mostly SST/SRPA) indicate alignment with the ECC cap. At least 84 percent of chickens are already at ≤ 30 kg/m², with policies suggesting near-system coverage. We encourage publishing a precise percentage.</p>	 
 <p>Breed (slower-growing)</p>	<p>Adopt breeds with improved welfare outcomes</p> <p>Approximately 88 percent of chickens are still from fast-growing breeds. Only the NaturaFarm (7 percent) and Naturaplan (≈ 5 percent) ranges use slower-growing strains. No roadmap exists to expand these breeds to standard lines.</p>	 
 <p>Environmental enrichment</p>	<p>Light, perches, air quality, and no cages</p> <p>Coop's welfare labels (NaturaFarm, Naturaplan) meet or exceed ECC standards, including perches and dust-bathing areas. In addition, most of the chickens come from SST production systems.</p>	 
 <p>Slaughter method</p>	<p>Adopt humane Controlled Atmosphere Stunning (CAS)</p> <p>Coop reports that 98 percent of chickens are slaughtered using CAS or equivalent humane methods. Transparency is needed for the remaining 2 percent.</p>	 
 <p>Auditing and reporting</p>	<p>Third-party audits and transparent annual reports</p> <p>Coop partners with Swiss Animal Protection (STS) and WWF for audits and sustainability oversight. Public animal welfare reports are available. However, no ECC-specific progress report with criterion-level metrics exists.</p>	 

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:

- 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:** 88 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 2 percent of chickens
- 6 **Reporting:** no ECC-style annual progress report with detailed welfare indicators

Coop, stop relying on fast-growing breeds and sign the ECC!

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

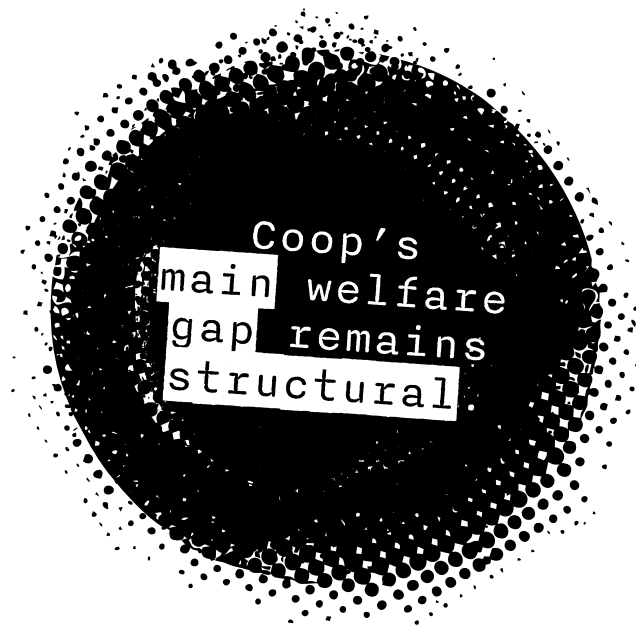
- ✓ **Stop** relying on fast-growing breeds that endure pre-programmed suffering
- ✓ **Continue** enforcing strong Swiss welfare standards and third-party audits through STS; partnering with WWF and STS to improve accountability
- ✓ **Start** by signing the European Chicken Commitment (ECC); publishing an ECC-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

Amongst Swiss retailers, Coop is closest to ECC alignment. It demonstrates credible progress and consistent auditing. Yet, its main welfare gap remains structural: the overwhelming reliance on fast-growing breeds keeps suffering at the heart of the production.

Coop has shown it cares; now it can prove it leads.

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.

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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/