



# Retailers under the microscope

ECC report 2025

The retailers' compliance with the  
European Chicken Commitment

ANIMAL DIGNITY  
NOW!

The Chicken  
Check

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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

## ANIMAL DIGNITY NOW!

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# The Chicken Check: Who Leads and Who Lags?

Over the past month, Sentience has published four reports that examine how the country's largest retailers – Migros, Coop, Aldi, and Lidl – measure up against the ECC. Today, we bring those findings together in a single ranking: the Chicken Check 2025.

The welfare of over 80 million chickens depends on what happens next ...



Photo: Remberto/stock.adobe.com

## The Chicken Check at a glance — the truth behind the retailers' words

*Retailers, sign the European  
Chicken Commitment!*



### Coop is leading, but it is not leading the way

Coops shows leadership potential through its Swiss-level standards, STS and WWF partnerships, as well as near-universal controlled-atmospheric stunning (CAS) use at slaughter. Yet, 88 per cent of its chickens **still come from fast-growing breeds**, which means that the suffering continues despite strong frameworks.



### Migros is in a powerful position, with unfulfilled potential

With almost 40 per cent of market share, Migros has the influence to shift the entire sector. Transparency is relatively strong, but progress on breed transition and ECC-style reporting has stalled. A single ECC commitment from Migros could **transform the entire market**, and restore consumers' trust.



### Lidl makes vagues promises and omits important data





Lidl's claims to exceed Swiss standards for fresh poultry remain unsupported by detailed evidence. **Transparency gaps persist** across all major welfare criteria: stocking density, breed, environmental enrichment and slaughter methods.



### Aldi does not align the same standards across borders

Aldi Switzerland lags behind its European counterparts such as Germany, Spain and France; all of which have signed the ECC. Key data such as stocking density, breed selection and CAS percentages remain unpublished. Swiss customers deserve **the same standards as elsewhere in Europe**.

# The retailers' compliance with the ECC

ECC CRITERION		ALDI	LIDL	COOP	MIGROS
<div><div>1</div><div></div><div>Legal compliance</div></div>	Comply with all EU animal welfare laws and regulations	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>2</div><div></div><div>Stocking density</div></div>	Implement a maximum of 30 kg/m² or less	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>3</div><div></div><div>Breed (slower-growing)</div></div>	Adopt breeds with improved welfare outcomes	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>4</div><div></div><div>Environmental enrichment</div></div>	Light, perches, air quality, and no cages	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>5</div><div></div><div>Slaughter method</div></div>	Adopt humane Controlled Atmosphere Stunning (CAS)	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
<div><div>6</div><div></div><div>Auditing and reporting</div></div>	Third-party audits and transparent annual reports	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>	<div><div></div><div></div><div></div><div></div><div></div></div>
AVERAGE SCORE		2.2	2.7	4.3	3.3



# Will retailers step up for broiler chickens and sign the European Chicken Commitment?



## What the data shows

Swiss retailers perform reasonably well on paper when it comes to legal compliance and stocking density. However, these gains are overshadowed by a system-wide dependence on fast-growing chicken breeds. Until these breeds are phased out, improvements in housing or lighting will not deliver meaningful welfare gains. Without a decisive shift to slower-growing breeds, better space and enrichments can only do so much. More space is meaningless if they can't access it.

Across all four retailers, none currently meet the ECC standards, and none have committed to doing so.

## Sentience's verdict

Our Chicken Check 2025 reveals that Switzerland, despite its reputation for quality and responsibility, is falling behind multiple of its European counterparts on animal welfare. Strict standards on paper and the toughest animal welfare laws count for little while fast-growing breeds and opaque supply chains persist.

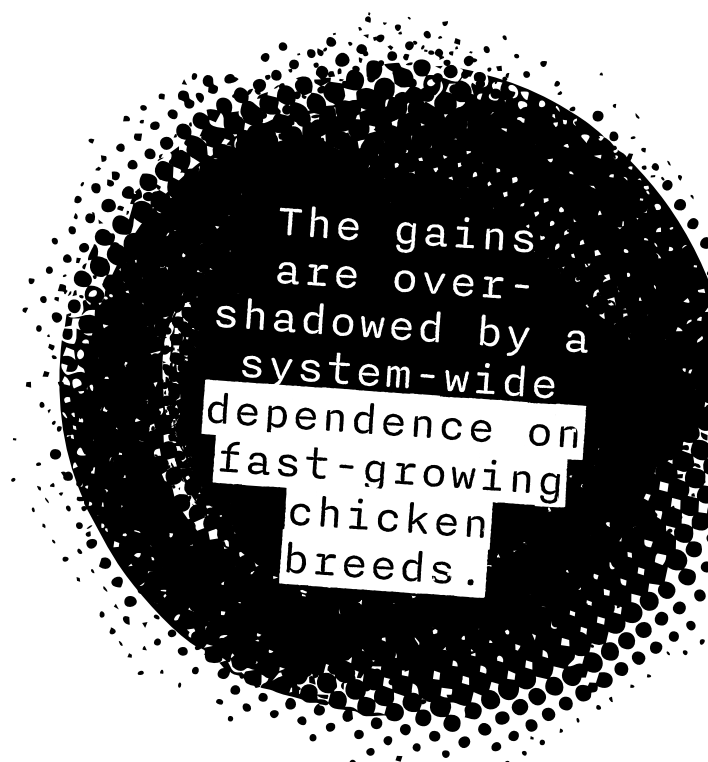
Progress is possible: Coop is close, Migros has the influence, Aldi and Lidl have precedents to follow.

What happens next will determine whether over 80 million chickens continue to suffer in silence, or whether Swiss retailers choose to change the course of action.

## Our message to retailers

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

- ✓ **Stop** hiding behind broad "Swiss-quality" claims whilst relying on fast-growing breeds; treating high-welfare progress as a niche label rather than a minimum standard
- ✓ **Continue** enforcing existing Swiss-level standards and working with independent auditors; partnering with credible organisations such as STS and WWF
- ✓ **Start** committing publicly to the ECC, with dated roadmaps and full transparency; phasing in slower-growing breeds, publish CAS per cent data; and aligning with European peers who already signed the ECC




## SOURCES

Our analysis is based solely on information that is publicly available at the time of publication. All data is drawn from the four retailer-specific reports (Coop, Migros, Aldi, Lidl) and their publicly available materials, including company sustainability reports, animal welfare guidelines, and official websites.

### Discover our reports on:

<https://sentience.ch/en/project/chicken-check/>



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:

[sentience.ch/en/project/chicken-check/](https://sentience.ch/en/project/chicken-check/)