



In 2017, after several months of dialogue and increasing pressure from The Humane League and other animal protection organizations, McDonald's issued a public chicken welfare policy. However, unlike the commitments from McDonald's competitors, this policy fails to meaningfully address several important welfare issues and is meant to mislead consumers.

UNDER MCDONALD'S NEW "IMPROVED WELFARE" POLICY, CHICKENS RAISED AND KILLED FOR THEIR MENU ITEMS ARE STILL:

- Forcefully bred to grow so large, so fast that they literally become paralyzed under their own enormous bodies. If humans grew at a rate similar to McDonald's chickens, they would weigh 660 pounds at just two months old.
- Forced to live in overcrowded, dark, barren barns, causing painful conditions including horrible ammonia burns on their chest and legs.

NO ANIMAL PROTECTION ORGANIZATION HAS PUBLICLY SUPPORTED MCDONALD'S POLICY.

The policy has, however, received public praise from industry insiders, such as Tyson and Cargill, who are motivated to maintain the status quo, rather than considering the suffering of these animals.

In response to McDonald's substandard chicken welfare policy, on March 25 The Humane League launched its largest campaign in history against the fast-food giant as part of a nationwide effort to convince the company to produce a basic welfare policy for the chickens in its supply chain. In our mission to help the billions of chickens raised for meat in the United States, The Humane League is dedicated to leading our most ambitious and innovative campaign yet to convince McDonald's to join its competitors in producing a meaningful policy.

THE HUMANE LEAGUE IS ALSO PART OF A COALITION OF ANIMAL PROTECTION CHARITIES, including Animal Equality, Mercy For Animals, Compassion in World Farming, World Animal Protection, and Compassion Over Killing, in our united ask for McDonald's to implement higher, science-based standards for its chicken supply chain by switching to healthier breeds of birds, providing more room for the chickens to move, monitoring air and litter quality, and providing environmental enrichment. To find out more about the coalition, visit [TruthAboutMcDonaldsChicken.com](https://www.truthaboutmcdonaldschicken.com).

Burger King, Subway, Jack in the Box, Sonic, and over 80 other major food companies have mandated that their chicken suppliers implement these precise reforms by 2024. Other fast-food companies, food service providers, CPG companies and even producers have committed to transitioning to strains of birds with improved welfare outcomes accepted for use by Royal Society for the Prevention of Cruelty to Animals (RSPCA) or Global Animal Partnership (GAP).

Ultimately, a policy from McDonald's will lead to a complete overhaul of the American chicken industry, dramatically reducing the suffering of billions of animals annually. It's time for McDonald's to change.

FOR MORE BACKGROUND AND LIVE UPDATES ABOUT THE CAMPAIGN, VISIT [IMNOTLOVINIT.COM](https://www.imnotlovinit.com) AND FOLLOW ON SOCIAL MEDIA WITH THE HASHTAG [#IMNOTLOVINIT](https://twitter.com/IMNOTLOVINIT).