

Animal Welfare Policy

Cooperation with Farmers

To ensure the best possible conditions for the chickens, ROSE POULTRY works closely with farmers through contractual agreements that support a loyal and strong collaboration.

We employ our own veterinarians as well as an experienced production specialist who advise and assist farmers with disease monitoring and the continuous improvement of animal welfare. Farmers are trained in the care and handling of chickens – both under normal conditions and in relation to disease.

The slaughterhouse also supports the establishment of ERFA groups, where farmers can share experiences and knowledge to optimize operations and improve the welfare of the chickens.

The Five Freedoms and the KIK System

We work continuously on optimization in collaboration with both public institutions and private stakeholders to ensure that health and welfare comply with the latest standards.

A central tool in this effort is KIK (Quality Assurance in Poultry Production), a unique Danish quality management system that ensures animal welfare, traceability, and food safety throughout the entire value chain – from parent stock to the refrigerated counter.

The KIK system includes:

- Animal welfare: Ongoing registration and monitoring of the chickens' health and wellbeing.
- Traceability: The ability to follow the chickens' journey from egg to finished product, with documentation of parent stock, hatchery, producer, cleaning companies, feed mills, and slaughterhouse.
- Food safety: Systematic documentation of hygiene, health checks, and food safety.

A comprehensive annual audit is carried out by the slaughterhouse's veterinarians or production specialist on all flocks supplying the slaughterhouse. Animal welfare is a cornerstone of this audit and ensures the Five Freedoms: freedom from hunger and thirst, freedom from discomfort, freedom from pain, injury, and disease, freedom to express normal behavior, and freedom from fear and stress. The annual audit also includes checkpoints concerning infection control, biosecurity, traceability, recordkeeping, requirements for care and management, as well as emergency procedures. The annual audits are independently verified by Bureau Veritas.

The Production Period

To ensure optimal conditions in the chicken houses, modern ventilation and heating systems are used to

regulate temperature, air quality, and humidity, along with automated feeding and watering systems that ensure constant access to feed and water. The systems are equipped with alarms and emergency equipment that immediately safeguard animal welfare in case of operational disruptions.

The chickens are provided with:

- Free movement with opportunities for natural behavior and social interaction.
- Dry and loose litter for dust bathing, which also supports foot health.
- Constant access to fresh water and feed.
- Dark periods of at least six hours daily with gradually dimmed lighting around rest periods.
- Optimal climate conditions in terms of temperature, humidity, ammonia, and carbon dioxide levels.

Farmers perform at least two daily inspections, supplemented by computer-based monitoring of the chickens' welfare. Feed and water quality are continuously ensured.

Antibiotics are used only in the event of diagnosed disease outbreaks, and only after examination and prescription by a practicing veterinarian. On average, about 3% of chicken flocks are treated with antibiotics. Animal health regarding vaccination and additional vitamin and mineral supplements is discussed with a veterinarian.

Biosecurity and Disease Control

Healthy chickens enjoy better welfare.

To minimize the risk of disease, several biosecurity measures are in place:

- Proper cleaning and disinfection of chicken houses, carried out by trained staff or approved cleaning companies.
- Hygiene barriers and restrictions on equipment and materials.
- Maintenance of outdoor areas and proper storage of feed and litter.
- Quarantine rules and pest control.
- Systematic monitoring for salmonella and campylobacter.

Government Supervision

The Danish Veterinary and Food Administration conducts annual inspections in all broiler flocks. Upon arrival at the slaughterhouse, each flock is inspected by official veterinarians, who assess animal welfare and possible signs of disease. In addition, the veterinarians check footpads, mortality, plumage, and disease occurrence.

Catching and Transport

The chickens are caught by professional teams using modern, government-approved equipment. Transport

takes place in specially built, approved trucks, which are adapted with extra equipment depending on the season to protect the chickens from weather conditions and to provide optimal ventilation. Transport time for chickens is under four hours.

At the slaughterhouse, special holding facilities with regulated temperature, humidity, and calming lighting are provided to minimize stress prior to slaughter.

Investments

ROSE POULTRY continuously cooperates and exchanges knowledge with our Dutch owners, Plukon Food Group, on new investments that help improve chicken welfare.

Read and see more at:

<https://www.rosepoultry.com/danish-chicken/animal-welfare/>