



**Humane  
World for  
Animals™**

Formerly called  
Humane Society International

# **The Pecking Order 2024 – Poland**

**Paving the path forward for improved  
chicken welfare in the fast-food industry**





**Chickens are active, social, curious animals with surprising cognitive abilities. Yet, conventional chicken production ignores their natural abilities and causes serious animal welfare problems.**

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**The fast-food industry is an important buyer of chicken meat and as such has the ability and responsibility to drive improvements on farms to support higher animal welfare.**

# Introduction

More than 6.4 billion chickens, commonly known as 'broiler chickens', were slaughtered in the European Union in 2023.<sup>1</sup> Poland is a market leader in Europe's chicken industry, responsible for slaughtering 1.233 billion chickens,<sup>2</sup> and supplying both local and international markets. The fast-food industry, a major chicken meat buyer, influences how these animals are kept and killed.

Current chicken production methods have led to serious welfare problems, and scientific studies reveal the depth and degree of suffering endured. Surveys highlight the significant consumer concern for the welfare of farmed animals, and the increasing demand for more ethically produced products. Companies around the world are adopting higher welfare standards, and there is a growing call to address outdated EU legislation. Combined, these factors indicate that a reform of the poultry sector in Europe and Poland is needed. The fast-food industry has the power to make meaningful change for the better.

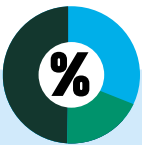
*The Pecking Order* is designed to help drive this change by providing insights into higher animal welfare standards and holding companies accountable for the conditions of animals in their supply chains. This initiative aims to improve the lives of millions of chickens, ensuring they have basic protections that align with animal welfare science and the criteria of the science-based European Chicken Commitment (ECC).

*The Pecking Order 2024 - Poland* evaluates the fast-food industry's progress in Poland by assessing the progress of 11 leading fast-food chains and summarizing the industry's movement toward improved broiler chicken welfare standards. It aims to encourage better practices among companies in the fast-food industry, provide producers key insights to stay ahead of the curve, guide lawmakers in supporting industry welfare improvements, and help consumers make more informed food choices.

# The case for updated legislation

More than 25 years ago the European Union adopted overarching legislation on the protection of animals kept for farming purposes (Council Directive 98/58/EC). In 2007, the EU adopted Directive 2007/43/EC, known as the Broiler Directive, which lays down minimum standards for chickens kept and slaughtered for meat.

In its 2020 Farm to Fork Strategy, the European Commission acknowledged the need to update and expand the scope of the European Union's existing body of animal welfare legislation by the end of 2023 but has yet to deliver any legislative proposals concerning the welfare of animals on-farm. The current legislation, including the Broiler Directive, is outdated and does not reflect scientific understandings of animal welfare. The European Food Safety Authority (EFSA) published a series of [scientific opinions](#) on farm animal welfare in 2023, which highlight the shortcomings in current law and the need for legislative change to improve the welfare of animals kept and killed for food.



## Europeans and farm animal welfare

- 84%** of Europeans and
- 80%** of Polish people want better protection for farmed animals.<sup>3</sup>
- 89%** of European consumers state that it is important to implement stricter rules for farm animal welfare.<sup>4</sup>

## European Chicken Commitment

*The Pecking Order* evaluates the fast-food industry using the science-based criteria of the [European Chicken Commitment \(ECC\)](#), agreed to by animal welfare organizations worldwide. These criteria set minimum standards for addressing the most urgent welfare issues in broiler chicken production, as current EU legislation falls short. Current law permits overcrowding, dim lighting, barren environments and inhumane slaughter. It also allows the use of fast-growing genetic lines of chickens, who grow to market weight so quickly that they are prone to debilitating, painful skeletal disorders and walking abnormalities.<sup>5,6,7</sup> The ECC standards align with the EFSA recommendations, providing guidance for producers and businesses to better adhere to science, respond to evolving consumer sentiment and demand, and prepare for future broiler chicken welfare legislation.

Current EU legislation, which is also the law for Poland, is compared to the ECC criteria in Table 1. The EU legislation covering broiler chicken welfare is the Directive for chickens kept for meat production (Council Directive 2007/43/EC).



Criteria	EU legislation <sup>8</sup>	ECC requirement <sup>9</sup>
<b>Legislation</b>	General Directive on the protection of animals kept for farming purposes and directive for chickens kept for meat production	Compliance with EU animal welfare directives, regardless of the country of production
<b>Stocking density</b>	A maximum stocking density of 33 - 42 kg/m <sup>2</sup>	A maximum stocking density of 30 kg/m <sup>2</sup>
<b>Breeds</b>	Low welfare, fast-growing genetic lines permitted	Only slower-growing genetic lines with higher welfare outcomes permitted
<b>Daylight</b>	At least 20 lux light intensity	At least 50 lux light intensity, including natural light
<b>Perches</b>	No requirements	At least 2 meters of usable perch space per 1,000 birds
<b>Enrichment</b>	No requirements	At least 2 pecking substrates per 1,000 birds
<b>Air quality</b>	Requirements for the holdings: (a) the concentration of ammonia (NH <sub>3</sub> ) does not exceed 20 ppm and the concentration of carbon dioxide (CO <sub>2</sub> ) does not exceed 3,000 ppm measured at the level of the chickens' heads; (b) the inside temperature, when the outside temperature measured in the shade exceeds 30 degrees C, does not exceed this outside temperature by more than 3 degrees C; (c) the average relative humidity measured inside the house during 48 hours does not exceed 70% when the outside temperature is below 10 degrees C.	At least the requirements of Annex 2.3 of the EU Directive protecting chickens raised for meat (as stated under EU legislation)
<b>Cages</b>	Cages allowed	No cages or multitier systems <sup>a</sup>
<b>Slaughter</b>	Electrical waterbath stunning permitted <sup>10</sup>	Controlled atmospheric stunning using inert gas or multiphase systems, or effective electrical stunning without live inversion
<b>External audits</b>	Authorities carry out inspections to verify compliance on an adequate proportion of animals kept within each Member State	Required to demonstrate compliance

Table 1: Comparison EU legislation and ECC criteria

<sup>a</sup> Broiler chickens kept for meat production are not typically reared in cages, but breeding birds (i.e., parent and grandparent generations) may be housed in cages or multitier systems where their movement is restricted, and they do not have access to litter.



# Poland's broiler chicken industry



## Antibiotics and public health

The intertwined relationship between antibiotics, public health and chicken production has far-reaching implications for both animal welfare and human health. Antibiotics have been widely used in chicken production to enhance growth and prevent diseases, yet their misuse and overuse has contributed to antibiotic-resistant bacteria, impacting animals and humans alike. The transmission of antibiotic-resistant bacteria from animals to humans raises concerns about the emergence of difficult-to-treat infections, potentially resulting in increased mortality rates.<sup>11</sup> Since January 2022, EU legislation prohibits routine antibiotic use in animal farming, including preventative (prophylactic) group treatments.<sup>12</sup> The Feed Additives Regulation, which took effect in January 2006, bans antibiotics for growth promotion, allowing use only for medicinal purposes under veterinary supervision.<sup>13</sup> Poland ranks 2nd out of 31 European countries regarding the highest sales of antibiotics for farmed animals, with only Cyprus ranking higher.<sup>14</sup> Slower-growing chickens, breeds required under the ECC, have better immunity,<sup>15,16</sup> are more robust and require fewer antibiotics.<sup>17,18</sup> Combined with a lower stocking density, the slower-growing breeds help reduce the use of antibiotics and mitigate the development of antibiotic-resistant pathogens.

Poland is one of the most important players in Europe's broiler chicken industry, supplying both domestic and international markets with poultry products. In 2023, more than 6.4 billion chickens were slaughtered in the European Union. Poland ranked first, about 1.233 billion chickens, followed by France with 726.8 million and Spain with 710.5 million.<sup>19</sup>

Chicken meat production plays an important role in Poland's economy. The sector has experienced solid growth since 2000.<sup>20</sup> Forecasts suggest production will rise until 2027, making the need for improved welfare an even more urgent issue.<sup>21</sup> Chickens are the most slaughtered animals by numbers in Poland.

The European fast-food market, including Poland,<sup>22</sup> is expected to continue growing, driven by consumers' fast-paced lifestyle, expansion of international food chains, technological advancements in online ordering and delivery, and strategic promotions.<sup>23</sup> This growth suggests that fast-food chains will be a major factor in the chicken industry's expansion in Europe and in Poland.

Currently, approximately 90% of chickens are raised in intensive indoor systems in the European Union, in which tens of thousands of birds with fast growth rates are packed into barns at high stocking densities.<sup>24</sup> The vast majority of chicken production in Poland follows the same intensive indoor production model. So far, only a few chicken producers in Poland use alternative, higher welfare farming models, consistent with the ECC criteria, or raise higher welfare chicken breeds.



### Polish companies and ECC

The European food sector is evolving as customer demand for higher animal welfare products increases. Over 380 companies in Europe have committed to meeting the ECC criteria.

Table 2 lists 23 companies in Poland that have already made this commitment.<sup>5</sup> Several fast-food companies in the section 'Restaurants' are assessed in this report.

Retailers	Restaurants	Hospitality / Food service	Manufacturer	Producer / Farmer
Auchan	Domino's	Scandic Hotels Group	Freiberger Lebensmittel GmbH & Co. Produktions- & Vertriebs KG	Res-Drob
Carrefour	Vapiano	Louvre Hotels, including sub-brands Campanile, Première Classe and Golden Tulip	McCain	
Frisco	Subway	Accor, including sub-brands Sofitel, Raffles, Novotel, Mercure, Ibis Budget, Hotel Ibis and Ibis Styles	Kraft Heinz	
	Food Delivery Brands, including sub-brands Telepizza and Pizza Hut	Klüh Catering	Bonduelle	
	Papa John's (GB)	Compass Group	Frosta	
	Pizza Hut UK & Europe	Sodexo	Dr. Oetker	
	IKEA	Diana Food	Danone, including sub-brand Blédina	
			Nestlé, including all sub-brands	
			Unilever, including sub-brand Knorr	



Except for feed and water lines, conventional production facilities are empty barns. The chickens are unable to express their natural curiosity or innate behaviour patterns such as perching or foraging.



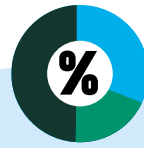
# Shifting consumer preferences

Consumer preferences have changed over the years, with people wanting to know more about how their food is produced. This shift is changing fast-food menus. Recent surveys show more concern for farm animal welfare and a growing demand for more ethically produced products.

According to the 2023 Eurobarometer, the official European Commission poll, over 90% of Europeans indicate that it is important to protect the welfare of farmed animals, with nearly nine out of 10 Polish people sharing this view.<sup>26</sup>

The 2023 Eurobarometer revealed that 60% of Europeans and 44% of Polish people are willing to pay up to 20% or more for products from animal welfare-friendly farming systems.<sup>27</sup> The trends are clear: Polish consumers are asking for companies to make animal welfare a priority.

A recent Maia Research study, commissioned by Humane Society International (now called Humane World for Animals), showed that from 2018 to 2022, EU retail/grocery sales of chicken decreased by 1.1%, overall. During this same period, sales of chicken provided with higher welfare (i.e., free-range and organic) grew by 8.9%. Combined, higher welfare chicken meat increased market share by 10%. In Poland, retail sales of chicken grew by 6.6%, with free-range and organic chicken meat sales increasing by 13.9%, boosting their market share by 6.9%.<sup>28</sup> These numbers show that consumers are buying more higher welfare products at the grocery store.



## Polish people and farm animal welfare

**44%** of Polish people are willing to pay up to 20% or more for higher animal welfare products.<sup>29</sup>

**13.9%** increase of retail sales of free-range and organic chicken meat in Poland between 2018-2022.<sup>30</sup>





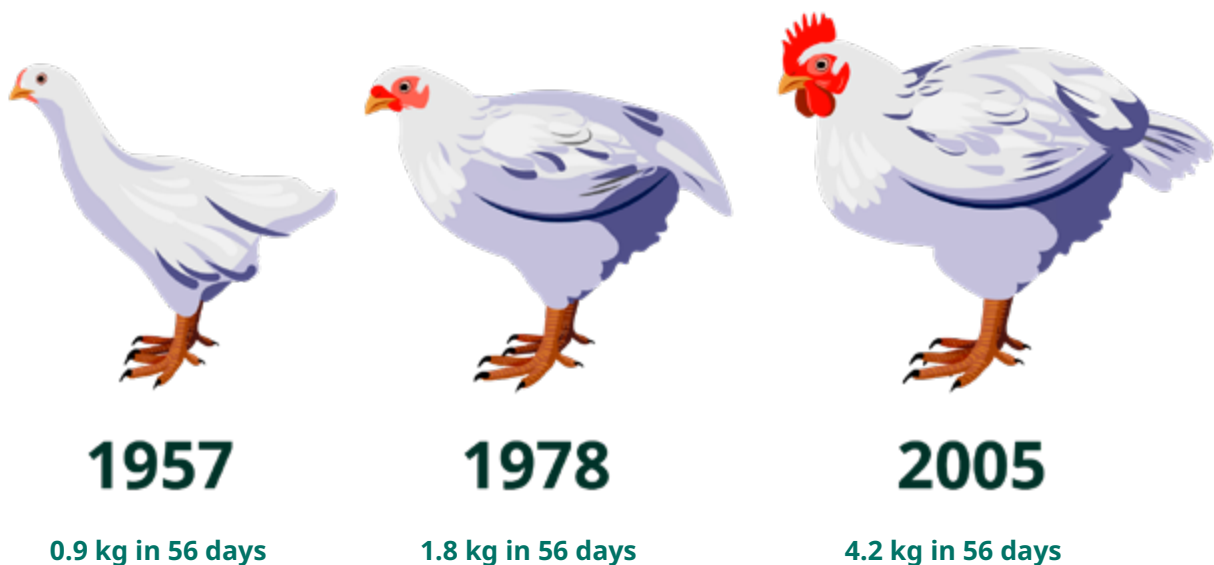
# Broiler chicken welfare and the European Chicken Commitment

Chickens are active, social and curious animals with notable cognitive abilities and complex behavioural needs. They have a distinct vocal repertoire, with dozens of different kinds of calls. However, conventional chicken production fails to account for the complexity of these birds and causes serious welfare issues. The science is clear: Chickens raised for meat suffer greatly under conventional production methods. The ECC criteria aim to reduce this suffering and include the most prominent welfare issues. These include the following:

## Welfare issue: Overcrowding



Overcrowding in commercial facilities reduces the health of the birds,<sup>31</sup> by, for example, increasing the risk of intestinal disease.<sup>32</sup> It also reduces chickens' ability to express natural behaviour<sup>33,34</sup> and avoid disturbance.<sup>35</sup> High stocking density means more manure, which can lead to wet litter, a cause of foot pad lesions. It can also contribute to reduced walking ability, which may be the result of constrained activity and reduced mobility.<sup>36</sup>



Graphic 1: Chickens raised conventionally are bred for extremely rapid weight gain.<sup>43</sup>



# The Pecking Order 2024: Methodology

The Pecking Order 2024 European Methodology document offers comprehensive insights into the benchmark’s purpose, assessment criteria, approach and scoring system. This document was shared with all assessed companies before the evaluation period began.

The criteria for *The Pecking Order* are based on the ECC. The assessment evaluates the progress of the fast-food companies in two pillars. There are 14 questions, and each question focuses on a specific attribute of the ECC to improve chicken welfare.

**Pillar 1: Commitments and Targets**

Questions focus on published time-bound commitments to improve chicken welfare. The score in Pillar 1 reflects the scope and completeness of a company’s commitment to the specific criteria outlined in the ECC.

**Pillar 2: Performance Reporting**

Questions focus on reporting of progress against each of the elements of the ECC. The score in Pillar 2 reflects the extent to which a company has implemented its commitments in relation to the ECC criteria.

Each company receives a pillar percentage score, which combine, with equal weighting, for an overall percentage score. Scores are also translated into Tiers and Grades as shown in Table 3.

Tier	Grade	Overall result %
1	Leading	86-100
2	Good	76-85
3	Making progress	60-75
4	Getting started	50-59
5	Poor	26-49
6	Very poor	0-25

**Table 3: Tier and Grade percentage thresholds**

The report only uses information that the companies have shared publicly, such as on their national or international websites, or in their annual reports. Before the ranking process, all the companies were informed about the analysis and had the opportunity to publish any missing information.

In 2024, an additional question has been included in the Commitments and Targets Pillar 1, asking companies whether they have a published road map in place to achieve the requirements of the ECC. This question has been included to encourage companies to publish progress milestones toward achieving the requirements within a specified time frame.

## European and Polish fast-food chains












This report targets leading international and national fast-food chains serving chicken meat. The 2024 European edition of The Pecking Order assessed 75 fast-food chains across Czechia, France, Germany, Italy, Poland, Poland, and Spain. Humane World for Animals Europe evaluated Poland and Poland, focusing on eight international and three national chains in Poland. These national chains were selected for their size, brand visibility, or existing animal welfare commitments. The selection of fast-food chains in 2023 and 2024 remained the same, except that the chain Vapiano was taken out of the assessment.

World Animal Protection initiated *The Pecking Order* project. The 2024 European report and methodology are available at [World Animal Protection \(worldanimalprotection.org/pecking-order-2024\)](https://worldanimalprotection.org/pecking-order-2024).





# Results

Company	ECC	Pillar 1: Commitments and Targets	Pillar 2: Performance Reporting	Overall score %	Overall score grade	Change since 2023
<b>International brands</b>						
	✓	87%	27%	57%	Getting started	+
	✓	100%	0%	50%	Getting started	=
	✓	82%	0%	41%	Poor	-
	✓ <sup>b</sup>	18%	20%	19%	Very poor	-
	✗	18%	0%	9%	Very poor	-
	✗	11%	0%	5%	Very poor	+
	✗	3%	0%	1%	Very poor	+
	✗	0%	0%	0%	Very poor	=
<b>National brands</b>						
	✗	0%	0%	0%	Very poor	=
	✗	0%	0%	0%	Very poor	=
	✗	0%	0%	0%	Very poor	=

**Table 4: Overview of individual scores of the Polish fast-food companies**  
Calculation of the overall score is based on the overall results of two pillars.

<sup>b</sup> In 2021, Subway committed to ECC with a 2026 deadline but removed in 2023 the deadline.

## Results on company level

The data shows the overall scores for the 11 assessed fast-food companies based on their publicly available procurement policies and practices on chicken welfare. Domino's, IKEA and Pizza Hut lead the ranking with scores of 57%, 50% and 41%, respectively. These companies have set strong chicken welfare targets, but their overall performance is affected by low scores in reporting their progress on these targets. Domino's outperforms IKEA and Pizza Hut due to better communication about the company's progress. The three leading companies are followed by Subway, McDonald's and KFC, with overall scores of 19%, 9% and 5%, respectively.

IKEA scores highest in Pillar 1, being the first to get points for publishing a road map showing milestones toward achieving its welfare goals. Subway received few points for its welfare commitment because the company removed its deadline. Domino's and Subway are the only chains that scored above zero in Pillar 2. Subway has published some progress

related to decreasing stocking density, adding enrichment and moving to higher welfare slaughter practices for a proportion of the chickens in the European supply chain, while Domino's reports on slaughter and not using cages.

The international brands Burger King and Starbucks, along with national companies Pasibus, Salad Story and Zahir Kebab, received low overall scores of 1% or 0%.

## Results on industry level

The Polish fast-food industry, represented by the 11 assessed companies operating in Poland, has an average overall score of 17%, falling into the "Very Poor" category. The score is slightly lower than in 2023, which was 18%. The average score has been impacted by an extra question to Pillar 1 (Commitments and Targets), Subway's lower score due to the unexplained removal of its ECC deadline and the removal of Vapiano from the list.

## Polish fast-food industry brands making progress

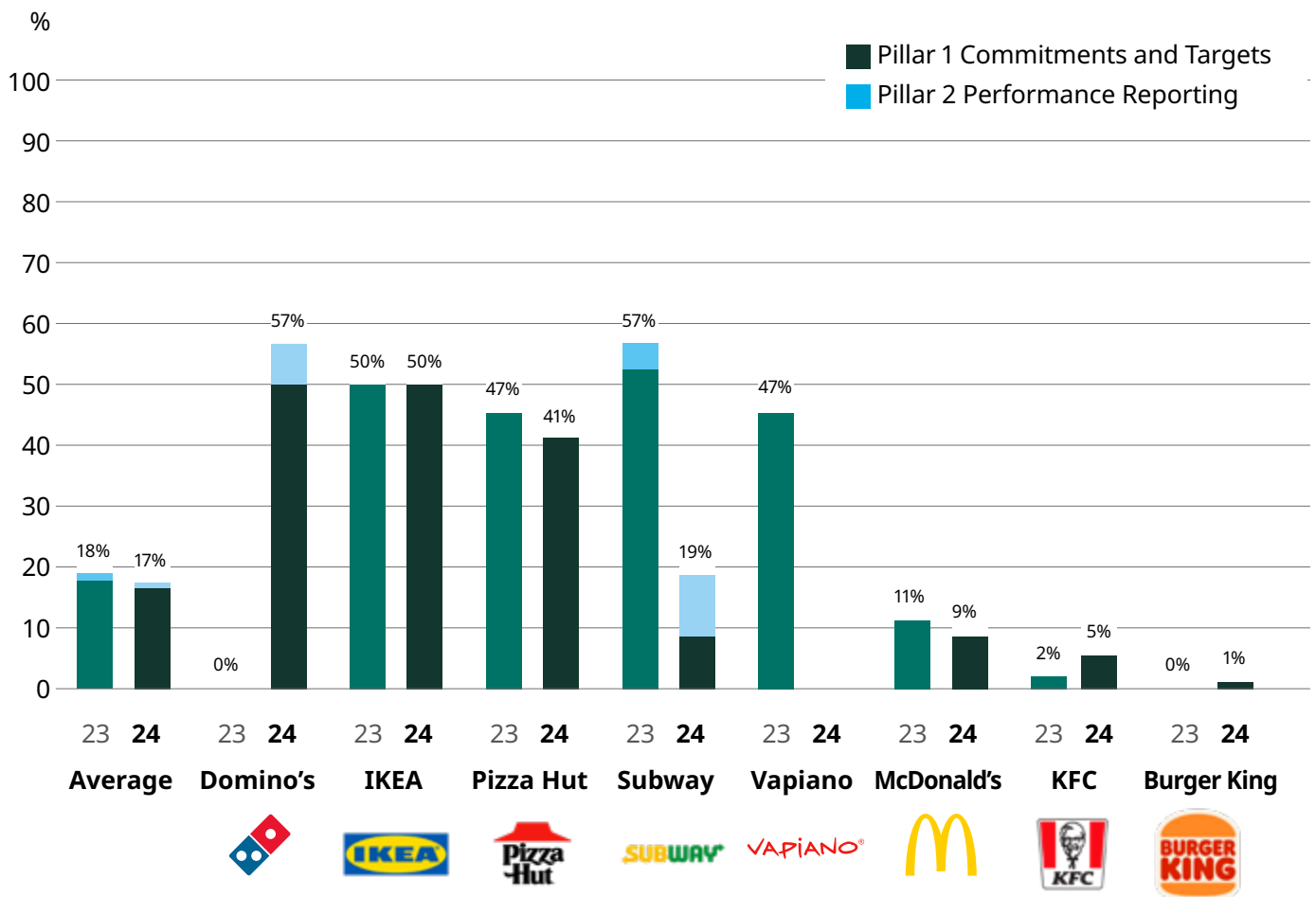


Figure 1: Industry brand overview based on assessed fast-food companies that made progress



## Domino's leads the Polish industry

In 2024, Domino's Pizza Poland published an animal welfare policy on its website, committing to ensuring that by 2030, 100% of the chicken meat (both frozen and processed) used in its menus will meet ECC criteria. The company also began reporting its progress on chicken welfare.

Despite the lower score at industry level, there are positive developments in Poland's industry:

- Four out of 11 companies (36%), including Domino's, IKEA, Pizza Hut and Subway, have published commitments. Domino's and IKEA have a "Getting started" performance. Disappointingly, all other brands, both international and national, exhibit "Poor" or "Very poor" performance in broiler welfare practices.
- Five companies, including Burger King, Domino's, IKEA, KFC and Subway, made changes to their online communications, and four have enhanced their communications regarding their commitments or performance impacting the lives of chickens positively.
- In 2024 IKEA received points for a published road map. The road map serves as an important tool for achieving commitments and reassuring consumers the company works on broiler chicken welfare.

- In 2023, six companies scored above zero, and this year Domino's and Burger King joined the list of companies taking steps toward higher broiler welfare.
- In 2023 only one company, Subway, communicated about its progress toward the implementation of its higher welfare commitment, and this year Domino's joined as the second company.

These changes indicate that companies are actively working on improving broiler chicken welfare. International brands generally score higher than national brands, mainly due to commitments made by their parent companies through the ECC. However, the survey revealed that few fast-food brands communicate about broiler welfare on their websites in Poland, a shortfall which needs to be improved.

## Industry brands with a 0% score



SaladStory  
*Online fresh!*



ZAHIR  
KEBAB

**Table 5: Industry brand overview on assessed fast-food companies without progress**



## Results on EU level

At the EU level, 75 fast-food chains were assessed in Czechia, France, Germany, Italy, Poland, Poland and Spain. The average industry score across these countries decreased from 25% in 2023 to 22% in 2024, placing most of the industry in the “Very Poor” category. This decline is mostly due to the inclusion of Czechia, which scored below the EU average, and the generally lower performance in the “Commitments” pillar, influenced by an extra question on publishing a road map.

There is notable variation in scores among the EU countries. France and Germany consistently score the highest, maintaining scores between 33%-36%, reflecting stronger commitments to higher chicken welfare standards, though they still fall into the “Poor” category. Czechia, assessed for the first time in 2024, scored 19%. Spain and

Poland scored slightly lower, between 17%-18%, suggesting the need for improvement in making commitments and implementing higher welfare practices and public reporting. Italy and Poland scored the lowest among the six EU countries, with 14% in 2024, underscoring a significant need for improvement. Except for France and Germany, the other five countries remain in the “Very Poor” category. Notably, all countries, except France, which remained at 36%, saw a decrease in scores from 2023 to 2024, with Italy, Spain, Poland and Germany experiencing the largest declines, while Poland dropped only 1%.<sup>c</sup>

## The average fast-food industry score by country 2023-2024

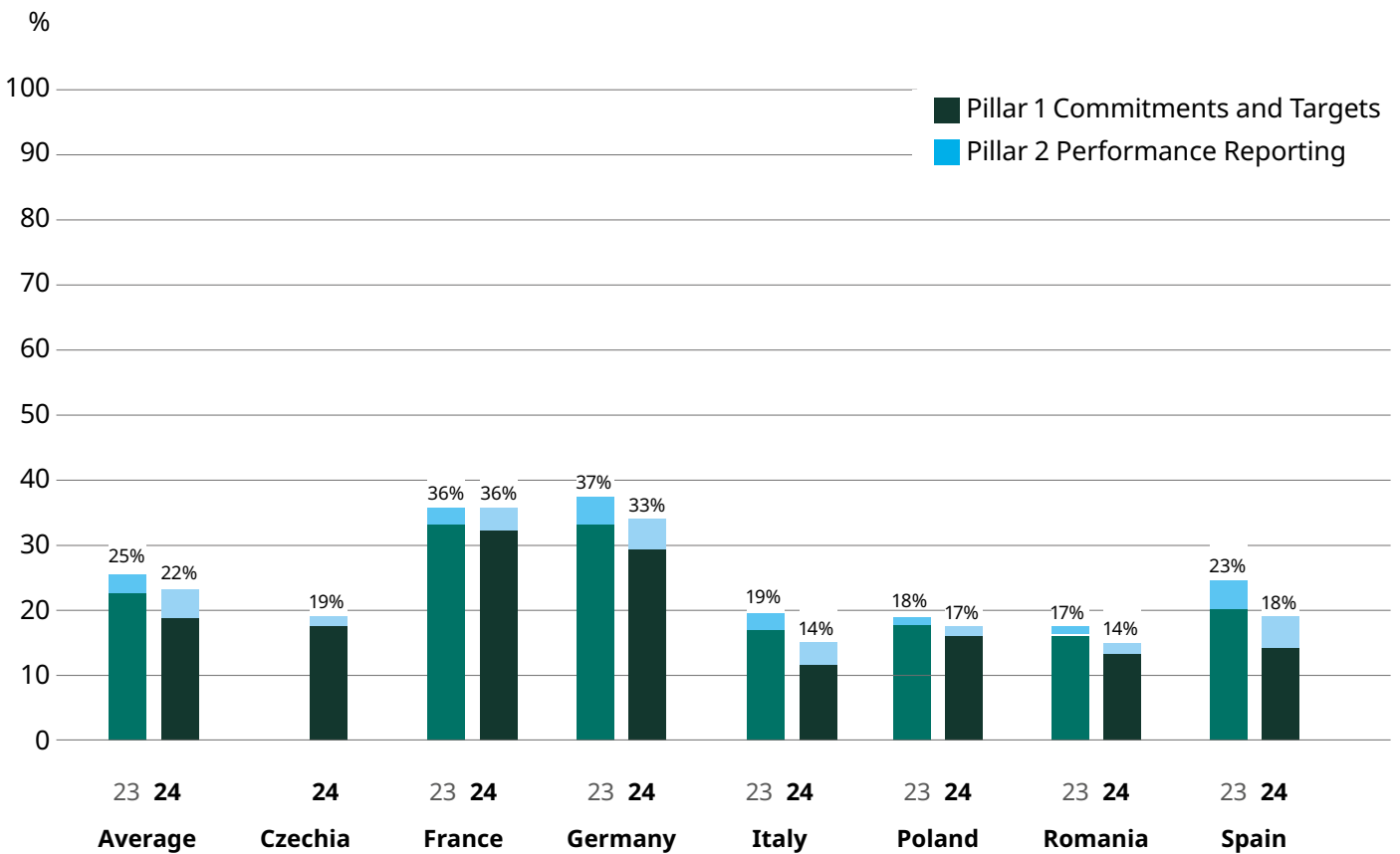


Figure 2: Overview of the country results based on the fast-food industry scores in that country

<sup>c</sup>It should be noted that France is assessed on additional questions on the use of winter gardens (Q1.9 and 2.7) in each pillar. PAUL was the only company that scored on question 1.9, and no company scored on question 2.7. Due to this additional question (where scoring was limited), France's average scores are depressed compared to other markets.

Analysing and comparing country scores is limited by variations in the presence of assessed companies across different countries. However, a comparison was made by focusing on the six companies assessed in all countries including Burger King, IKEA, KFC, McDonald's, Starbucks and Subway.

Figure 3 illustrates that in this scenario, the EU decreased from 25% in 2023 to 19% in 2024 (category "Poor"); again, much of this was influenced by

including the lower-scoring Czechia and the inclusion of a new question about road maps in the Targets and Commitments pillar. The French fast-food industry scored best for the EU with 36%, followed by Germany's industry with 24%. The rest of the countries score between 13%-17%, with the Polish, Czechian and Romanian fast-food industries displaying the lowest average score between 13%-14%. All countries except France are in the category "Very poor".

### The average fast-food industry score by country 2023-2024 based on companies assessed in all countries

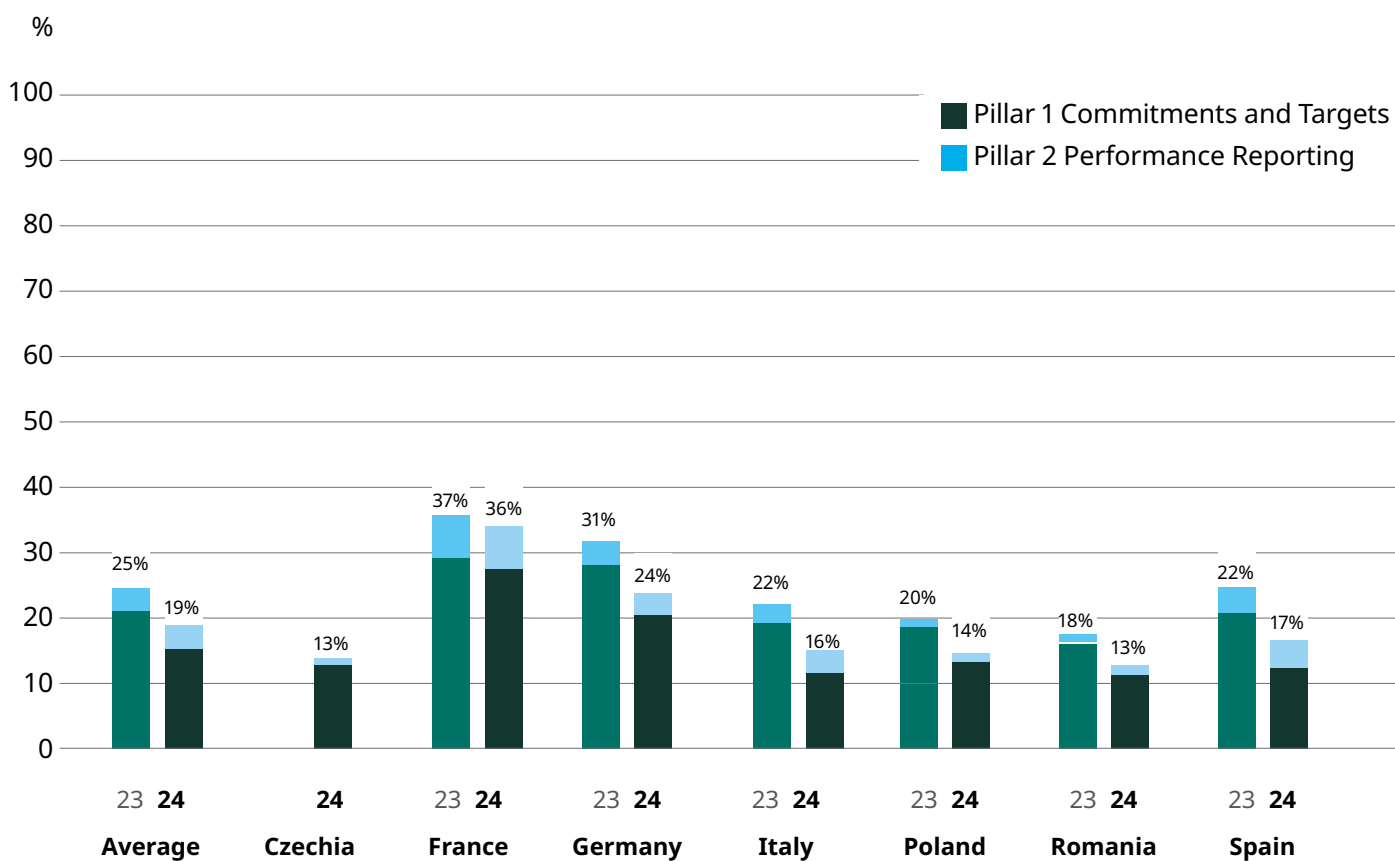


Figure 3: Overview of the country results based on the fast-food industry scores of companies assessed in all 7 EU countries: Burger King, IKEA, KFC, McDonald's, Starbucks and Subway.



# Company results and advice

## International fast-food companies



Since 1992, Burger King has opened around 45 restaurants in Poland, operated by franchisees AmRest, Rex Concepts and McWin. The parent company is Restaurant Brands International (RBI).

Burger King Poland scored 1% because RBI makes only a general comment about broiler chicken welfare on its website. Burger King can learn from its peers in France, the United Kingdom, the United States and Canada, where the chain has published its commitment to higher chicken welfare standards. commitment to higher chicken welfare standards.



Domino's is owned by Domino's Pizza Inc. Since 2011 franchisee DP Poland PLC opened over 110 stores in Poland.

In 2024, Domino's Pizza Poland committed to the ECC. It is the first brand in Poland to commit directly to the ECC standards, rather than through a parent company. This resulted in an overall score of 57%, demonstrating a strong commitment with an 87% rating for disclosing its chicken welfare standards on its Polish website. It scored for performance reporting 27% by reporting on the use of cage-free chickens and more humane slaughter practices. To further improve its score, Domino's Poland needs to provide more information on chicken welfare and a road map on its Polish website.



In Poland, IKEA established its presence in 1990 and now has 11 stores.

In 2019, IKEA pledged to the Better Chicken Commitment for North America and Europe. IKEA Poland received an overall score of 50%, excelling in the commitment pillar with a 100% score for publishing chicken welfare standards on its Polish website. However, it received a 0% score for reporting progress quantitatively.

IKEA Poland is the only assessed brand that has published a road map on chicken welfare in 2024 and one of three assessed international companies that communicates about chicken welfare on the Polish company website. IKEA Poland can enhance its rating by providing comprehensive information on its performance progress via its website in Polish.



In Poland, McDonald's has over 500 restaurants, making its debut in 1992. It is operated by the franchisee McDonald's Polska Sp. z o.o.

McDonald's has a broiler chicken welfare policy, but it does not meaningfully address the most important welfare issues. McDonald's Poland falls inside the scope of this global policy, achieving a score of 9%.

McDonald's Poland is only one of three assessed companies that communicates about chicken welfare on the Polish company website. To enhance its standing, McDonald's Poland needs to commit to the ECC criteria. Publishing these commitments in a road map would enhance transparency.



KFC holds the second-largest presence among fast-food chains in Poland, having 300-plus restaurants established since 1995. The parent company is Yum! Brands Inc and the franchisee AmRest. It is part of KFC Pan Europe.

KFC Pan Europe has a farm animal welfare programme that includes chicken welfare, resulting in KFC Poland received a 5% overall score. The policy has no concrete standards and is not aligned to ECC criteria, except for prohibition of cage use. KFC Poland can align to Western Europe and work on a road map to achieve ECC standards.



Pizza Hut is one of Poland's prominent fast-food chains; it opened in the country in 1992 and has 150-plus locations in Poland. It operates under franchisee AmRest and is a subsidiary of Yum! Brands Inc.

In 2020, Pizza Hut UK & Europe committed to the ECC. Pizza Hut Poland achieved an overall score of 41%, demonstrating a strong commitment with an 82% rating for disclosing its chicken welfare standards on its international website. The company scored 0% in performance reporting. To improve its score, Pizza Hut Poland needs to publish its own chicken welfare policy and road map and update the public on its implementation progress on its Polish website.





Since 2009, Starbucks has opened 72 restaurants in Poland, operated by franchisee AmRest. The parent company is Starbucks Corporation.

As Starbucks Poland does not have a chicken welfare policy published, it scored 0%. Starbucks Poland can learn from its peers in the United Kingdom, the United States and Canada, where the chain has committed to improve chicken welfare standards.



Since 1992, Subway has opened 173 independently owned restaurants in Poland.

In 2021, Subway Group committed to the ECC, including in Poland. However, Subway removed the 2026 deadline for its commitment in 2023. As a result, Subway Poland scored 19%, with 18% in the commitment pillar and 20% in performance reporting. To improve its score, Subway Poland needs to state its commitment to the ECC.

## National fast-food companies



Pasibus is a Polish hamburger restaurant chain with approximately 30 locations, a mix of storefronts and food trucks. These locations operate under a franchise-based business model, with the first fast-food truck making its debut in 2013.

Pasibus did not publish any information related to animal welfare generally or chicken welfare specifically. Consequently, Pasibus received a score of 0%. To improve its position, Pasibus must publish an animal welfare policy and a road map that includes chickens and aligns with the ECC and start reporting on its performance.



Zahir Kebab is a Polish fast-food company with approximately 140 branches. The company was established in 2014.

Zahir Kebab did not publish any information related to animal welfare generally or chicken welfare specifically. Zahir Kebab therefore scored 0%. To improve its standing, Zahir Kebab should publish an animal welfare policy and road map that covers chicken welfare and that aligns with the ECC. It must also start reporting on its progress.



Salad Story is a fast-food chain in Poland. Established in 2018, it has around 50 locations.

Salad Story has not published any information on broiler chicken welfare. This has led to a score of 0%. However, Salad Story has demonstrated its awareness of animal welfare by committing in 2018 to having 100% cage-free eggs in Poland since 2022.<sup>55</sup> To bolster its score, the company needs to further enhance its commitment by addressing broiler chicken welfare and create a road map that is aligned to ECC.

# Key findings and ways forward



*The Pecking Order 2024 – Poland* provides a comprehensive overview of the fast-food industry's performance in broiler chicken welfare by analyzing 11 leading chains operating in Poland on their progress toward meeting the science-based criteria of the ECC. The report highlights weaknesses and areas of progress, offering clear insights into the path forward. It underscores the fast-food sector's important role in enhancing chicken welfare within Poland's broiler chicken industry.

## Key findings

- **International disparities:** In 2024, *The Pecking Order* analyzed fast-food companies in Czechia, France, Germany, Italy, Poland, Poland and Spain. The French and German fast-food industries, represented by the assessed fast-food chains, lead with the highest overall scores, demonstrating stronger commitments and better implementation of chicken welfare standards. In contrast, Polish chains have one of the lowest scores among the assessed EU countries in both 2023 and 2024, indicating a significant need for improvement. However, despite these low scores, there is evidence of progress.
- **The state of the industry:** In 2024, Domino's Pizza Poland joined the ECC, emphasizing the need for higher broiler welfare standards across the industry. While 36% of Polish companies have made such commitments, the majority have not prioritized chicken welfare in their policies. There is an urgent need for these companies to align with ECC criteria, which address critical welfare issues in broiler chicken production. Moreover, most Polish fast-food chains struggle with implementing their commitments and transparently reporting their progress.
- **International vs. national chains:** International chains in Poland often rely on the policies of their parent companies. While some positive movement is noted at the international level among global fast-food brands, these improvements are not yet reflected locally in Poland. Domino's is the exception and the first brand in Poland to commit directly to the ECC standards, rather than through a parent company. National chains lag further, lacking any broiler chicken welfare policies. It is essential for fast-food chains to ensure that their animal welfare commitments are both visible and actionable within the Polish market.

## Ways forward

- **Commitments and road maps:** Fast-food companies without a chicken welfare commitment should begin developing policies that align with ECC criteria. Those with existing commitments should create clear road maps to achieve their goals. Without visible commitments and road maps, consumers may assume the worst about a company's practices.
- **Collaboration between companies and producers:** Fast-food companies and chicken producers must proactively collaborate to meet ECC standards. Producers need dedicated buyers to justify the investments in higher welfare practices, while fast-food chains depend on these producers to ensure a consistent supply of higher welfare chicken for their menus. This partnership is essential for building a supply chain that meets ECC standards and responds to consumer preferences for higher welfare products.
- **Legislative action:** Polish lawmakers play an important role in the industry's transition to higher broiler welfare practices by supporting, developing and enforcing legislation that aligns with ECC criteria and reflects current animal welfare science. Policymaking is essential to drive industrywide change, keeping Poland competitive and meeting consumer expectations for better farmed animal protection.

As a key player in Europe's broiler chicken market, Poland's fast-food industry has both the opportunity and responsibility to improve welfare standards. By supporting the shift toward higher welfare practices, the industry can help reduce the suffering of billions of chickens and align with consumer expectations for a more humane food system, visible on the menus of fast-food companies.



## Support

**Humane World for Animals Europe assists companies in enhancing animal welfare within their supply chains. This support benefits the animals and prepares businesses for shifting consumer demands and legislation. Additionally, we offer lawmakers knowledge and expertise on farm animal welfare policy. To learn more or join our efforts, go to [humaneworld.org](https://humaneworld.org).**



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# About us

**Together, we tackle the root causes of animal cruelty and suffering to create permanent change.**

With millions of supporters and work happening in over 50 countries, Humane World for Animals – formerly called Humane Society International – addresses the most deeply entrenched forms of animal cruelty and suffering.

As the leading voice in the animal protection space, we work to end the cruelest practices, care for animals in crisis and build a stronger animal protection movement. Driving toward the greatest global impact, we aim to achieve the vision behind our name: a more humane world.



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