Morrisons

Morrisons Farm Animal Welfare 2025 Report

Published September 2025 for 2024 Calendar Year

Proud to supply Morrisons

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Welcome

At Morrisons, we have a legacy to be proud of. We're British farming's biggest single direct customer, we buy from highly valued suppliers, we're passionate about the quality of our food and the way we work as a team, in partnership across our supply chain.

We have always been innovative and forward thinking. We have an integrated supply chain, taking on our first produce factory back in 1976, with our 19th site opening recently, processing fish in a specialist freezing centre from the Southwest of Cornwall. We pack and process our own fresh meats and fish, savoury and sweet pies, fruit and veg, flower bouquets, bread, eggs and more.

At Morrisons we are committed to operating responsibly within our stores, sites and across our supply chains. Animal welfare is a key part of our corporate responsibility strategy, owned at CEO and Exec level. We want to do all we can to ensure we have a positive social and environmental impact, protecting resources for future generations.

Animal welfare remains a key interest for our customers, staying within the top 10 of the most important issues considered by the 4,000 shoppers surveyed every year.

5 Domains of Animal Welfare

At Morrisons, our suppliers must meet or exceed our animal welfare standards, these are clear and align with the 5 Domains of animal welfare. The approach considers both negative and positive experiences that affect the mental and physical state and welfare of the animal. The 5 Domains are becoming increasingly used globally when considering the lived experience of animals in human care.

Nutrition
- giving sufficient, balanced, varied, and clean food and water

Environment
- comfort through temperature, substrate, space, air, odour, noise, and predictability

Health
- enabling good health through the absence of disease, injury, impairment with a good fitness level

Behaviour
- providing varied, novel, and engaging enrichment through sensory inputs, exploration, foraging, bonding, play, retreating and others

Mental State
- the animal should benefit from predominantly positive states e.g. pleasure or comfort, whilst reducing negative states

References
https://kb.rspca.org.au/knowledge-base/what-are-the-five-domains-of-animal-welfare/

Progress to Date

2010 ‘Most Improved Supermarket’ award from Compassion In World Farming

2018 ‘Good Egg Award’ from Compassion In World Farming

2019

Arla 360 programme begins
Working closely with 200 Arla farmers to deliver best practice on farm.

Bolt-On audits introduced for our Pork suppliers

2020

First retailer to achieve 100% Free Range shell eggs

‘Good Calf Award’ from Compassion In World Farming

2021

‘For Farmers’ initiative reaches £20 million raised
To help British farmers invest in sustainability and animal husbandry

2023

Welfare Culture programme launched
With our colleagues, we have rolled out additional practical workshops across our various sites and teams.

2024

Chicken Stocking Density
In January 2024 we announced we would reduce our own-brand fresh chicken stocking density by 20%, in line with the Better Chicken Commitment.

Animal Welfare Expert Panel
We launched our expert panel, more information can be found on page 9.

2025

Chicken Stocking Density
In February 2025 all of our own-brand fresh chicken stocking density was reduced by 20%, in line with the Better Chicken Commitment

Our Commitments

Our animal welfare commitments are embedded in animal welfare policies. We monitor key welfare indicators through supplier data submission, internal visits and third party audits. For our full list of policies please visit our website. In some cases, we have already achieved our commitments and now continue to maintain them. In others, we are working with our suppliers to move closer to our goal.

- **100%** of animals, birds or fish stunned before slaughter
- **No** force feeding: we do not produce or sell foie gras or meat from birds reared for foie gras
- **No** routine surgical procedures in animals
- **No** battery cages
- **No** genetically modified material and/or meat from cloned animals
- **No** tethered or tail docked dairy cows
- **No** animal transported for over 8 hours *
- **No** routine use of antibiotics

* *on occasion, animal transport may go over this time due to geography; at all times the welfare of animals is checked on arrival and animals rested as required*

A note on scope: In total, over **44%** of all food sold in Morrisons is our own brand. Of which, over **75.6%** of all fresh food is own brand, and over **15.3%** of ambient food is own brand. We're now working with branded suppliers to understand welfare outcomes in the remaining 56%

Governance & Welfare Standards

Ensuring Our Suppliers Maintain Our Standards

Animal welfare standards are included as a contractual obligations for our own brand suppliers of livestock and seafood. 100% of meat, fish, shell eggs or milk used in Morrisons' own brand products must be sourced to a Morrisons accepted certified farm assurance standard. Accepted farm assurance standards can be found in the Key Animal Welfare Policies Section of our website, along with our policy related to Branded products sold.

In conjunction with our suppliers we monitor a wide range of key welfare indicators. These are reported centrally to our monthly Animal Welfare Steering Group, chaired by our Manufacturing Technical and Sustainability Director, along with commentary and an action plan around any anomalous figures. Our teams work closely with farmers and suppliers to analyse welfare indicators and use these to support knowledge exchange programmes. Farmers we work with also have access to welfare experts in their respective fields.

Our close monitoring through outcomes data and farm visits by our dedicated team, as well as third party accreditation, allows us to have clear visibility of the welfare of animals in our own brand supply chain, and means we can react quickly to any concerns regarding animal welfare. We are striving for continuous improvement in our animal welfare standards, and reporting of these figures is an important part of that process.

In addition to the reporting of key welfare indicators, we are working with academic institutions and agricultural colleges, along with sector experts, to deliver practical research and best practice guidance to improve animal welfare standards, which we share with our supplying farmers.

A note on scope: All outcome measures reported refer to Own Brand products only.

Governance & Welfare Standards

Ensuring Our Suppliers Maintain Our Standards

Farm animal welfare, encouraging customers to eat more fruit, vegetables and pulses, and creating sustainable proteins reports into our Sustain programme, this includes our approach to animal welfare and Healthy and Sustainable Diets. Our Group Strategy and Transformation Director is responsible for this workstream and reports to our CEO. Day-to-day accountability for farm animal welfare lies with the Agriculture teams who work closely with farmers on a daily basis.

Our Myton manufacturing colleagues are trained (University of Bristol Animal Welfare courses and others) and experienced in working with farmers to deliver positive outcomes on farms. Learning is continuously developed through skills training, research or attending knowledge sharing events. Our teams also regularly communicate with colleagues across the business including commercial and technical functions to highlight animal welfare challenges.

In addition to colleague training and development, we meet with relevant NGOs and attend conferences and round table discussions which are specifically for animal welfare. This enables us to learn from others within the industry and share our learnings, to keep at the forefront of welfare developments.

New last year: we have set up an Animal Welfare Steering Committee of experts to guide our future welfare outcomes and company strategy.

Working with Others

Working with Others

We take a collaborative approach to working with industry stakeholders to ensure we are at the forefront of any regulation changes, and research and development.

We actively engage with NGOs and industry to ensure we are listening and responding to challenges.

Some examples include, meeting with NGO groups to update them on our progress, and attending webinars and roundtable discussions organised by Compassion in World Farming.

Our Expert Animal Welfare Panel

Who we work with: Our Expert Panel

Last year, we launched a new way of working collaboratively, to ensure we can continually drive improvements in animal welfare. Together with Morrisons Directors, Category Leads, Team Colleagues, and key supplier leads to represent every category, we meet to discuss animal welfare across the various categories, what actions could be prioritised and how we can monitor and implement new initiatives.

The panel is chaired by Jonathan Statham, and meets x2 a year. Minutes are recorded and actions are logged and timebound.

Chair: Professor Jonathan Statham

- Chair of the Animal Health and Welfare Board for England
- Professor of Sustainable Livestock Health & Welfare at Harper and Keele Vet School
- Past President of British Cattle Veterinary Association and Yorkshire Veterinary Society
- Qualified and practising vet, Bishopton Veterinary Group and RAFT Solutions Ltd

Panel member: Dr Sara Perez

- Veterinary Director, Poultry Health Services, UK
- Winner - National Women in Agriculture Awards

Panel member: Dr Catherine Douglas

- Reader in Animal Welfare and Behaviour
- Degree Programme Director - Agriculture and Animal Science - Newcastle University
- Also past recipient of Ig Nobel Prize for veterinary medicine

Panel member: Dr Jane Downes

- Member: Defra's Animal Welfare Committee
- Trustee: Universities Federation for Animal Welfare
- Past Veterinary Director, Meat Hygiene Service, Food Standards Agency

What Our Panelists Say

Dr Jonathan Statham

"As a farm veterinary surgeon, animal welfare and sustainable production of food in the broadest sense is a clear priority. However, to achieve our food security needs sustainably requires a team effort that includes producer, processor, retailer and consumer as well as the farm vet. I am therefore delighted to be part of Morrisons welfare panel and contribute to this team approach in balancing a range of different perspectives. Together we can support the vital role that farm animals play in our society, for food security, the economy and environmental sustainability. Understanding how animal welfare fits into this balance is essential-for both the animals themselves and for society as a whole."

Dr Catherine Douglas

"It is great to see Morrisons supporting British farmers and committed to caring about improving the welfare of their animals. I'm impressed by the team's dedication to working towards animals in their supply chains having a life worth living. The appointment of a welfare panel of experts from across the sector, and providing a space for Morrisons staff and their suppliers to discuss initiatives, identify meaningful priorities and the measures needed to deliver their vision, is commendable. Their willingness to rethink audits and consider new ideas backed by science means that as the endeavour evolves it will be pragmatic and progressive, improving the life of farm animals and their farmers. I am proud to be involved. Well done team Morrisons!

I genuinely feel that you are all such a force for good and am so pleased that your team are so connected to farming and have such a commitment to what you do with the interests of the animals, the farmers and your business (and indeed what matters to the customer) championed."

Dr Jane Downes

"I very much welcome the opportunity provided through this new initiative, which brings together expertise from each of the farmed species and the Morrisons Welfare team, to contribute to the sharing of knowledge and understanding of the current opportunities and emerging initiatives, to enable those trusted to care for our farmed animals to identify the risks to achieving our animal welfare standards and to provide practical mitigating strategies to enable the welfare needs of each animal to be met in full."

Morrisons Welfare Culture Programme

Now in its third year, we developed and launched a programme to enable our manufacturing colleagues to enhance their understanding of animal welfare and the part they play on a daily basis.

The programme consists of days facilitated by Dr Jane Downes, who is also on our Expert Welfare Panel, and weekly cross functional meetings at our sites.

The sessions are practical sessions where colleagues from all areas and levels of the business including; livestock, engineering, lairage, operations come together to discuss matters arising regarding welfare, and work together to drive improvements across our sites.

This gives the opportunity for colleagues to take time out of their working schedule to listen to each other and have open discussions on any challenges the site may be facing. Practical actions are captured and regularly reviewed as part of our monthly animal welfare steering group.

Some of the improvements have included changes in our lairage facilities, improvements in animal handling equipment, and more enrichment being available for animals.

Working with Farmers

Case Study: School of Sustainable Food and Farming

We are a founding partner of The School of Sustainable Food and Farming (SSFF) at Harper Adams University, which supports our farmers in understanding how to produce food more sustainably, expanding the industry's knowledge on the environment, animal welfare, positive farming relationships and skills at the heart of producing nutritious, tasty, British food.

Last year, we launched the Morrisons Sustainable Farm Network in our Skipton Store Cafe, followed by 3 more meetings across England and Scotland. We have more knowledge exchange meetings planned for the coming winter.

The programme aims to work with farmers to equip them with the knowledge they need to understand their carbon footprint and ways to decarbonise, and importantly, link them with the experts they will need throughout the journey. This includes driving improvements in animal health and welfare.

For more information visit the School's website.

School of Sustainable Food and Farming
powered by Harper Adams University

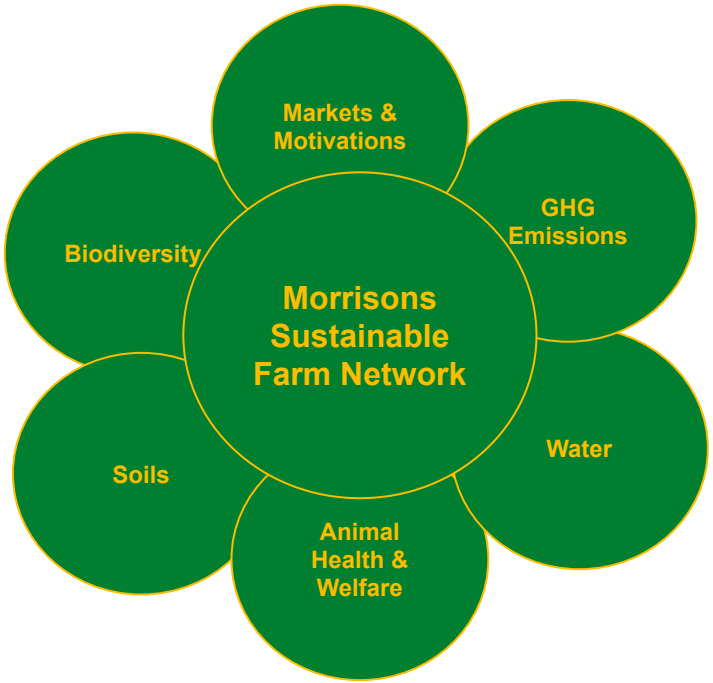
Morrisons Sustainable Farm Network

Six by 2026

This year we launched the Morrisons Sustainable Farm Network to support our farmers on their sustainability journey, in a holistic way. In the first year, 125 farmers have been enrolled covering beef, pork, lamb, potatoes, carrots, onions and eggs from all parts of the British Isles.

The programme provides a holistic approach to sustainability, with metrics centred around 6 themes below, of which animal welfare is a key pillar.

Harper Adams Deputy Vice-Chancellor, Professor Michael Lee, said: "The Sustainable Farm Network, being led by the School of Sustainable Food and Farming, draws on the 36 land-based academic institutions which are part of Landex – linking existing networks into a wider framework, where farmers working towards sustainable practices and Net Zero can share their successes and collaborate with one another. "At Harper Adams, we'll be linking the Morrisons network to our students and research at both undergraduate and postgraduate level – allowing the farmers of the future to learn from those feeding Britain today."



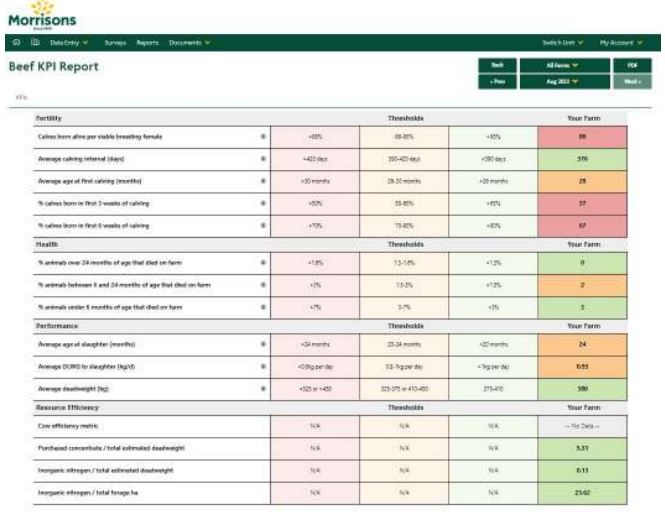
Morrisons Sustainable Farm Network

What does the programme look like for our farmers

"This is an inclusive programme which is open to all our supplying farmers, who can join the network by expressing their interest to their Buyer or any member of the Agriculture Team, the first step is to complete their carbon footprint. This is a holistic approach to sustainability where key welfare metrics are captured. The process is guided by our partners, including Harper Adams University and Map of Agriculture, to ensure our farmers are supported throughout the process.

Farmers have access to dashboards and reports which enable them to benchmark their performance and target improvements.

Our farmers have access to consultancy sessions with a livestock Vet who can provide expert analysis and identification of opportunities and improvements. To hear more, click here.



1. Farmer expresses interest in the project to their Morrisons' team member
2. Farmer joins Morrisons Sustainable Farm Network (MSFN) by signing 'permission form' & completing Initial Carbon Baseline
3. Farmer has 1:1 consultation with MOA independent Livestock Vet and agrees action plan - turn data into action
4. Farmer attends Sustainable Farm Network knowledge exchange events in cafes and on farms
5. Remeasure annually

Key Welfare Outcomes: Reporting

Key Welfare Outcomes 2024

Travel Times

We are committed to ensuring animals in our supply chain are looked after at every stage. We also control the majority of our livestock transport through our manufacturing business and have 11 high welfare transporters fitted with drinking systems and insulated roofs to keep the livestock as comfortable as possible on their journeys. Any journey times which take animal transport over our 8 hour policy, whilst still legally compliant, are investigated and reports made to our Animal Welfare Steering Group. We also have a Code of Conduct for all transport companies we work with to ensure care of handling and transport. All animals are inspected for welfare compliance both prior to loading and after unloading. The majority of live animal transport in our fresh supply chain from farm to abattoir arrives in under four hours.

The below figures refer to journeys made within the UK. **Own-brand products account for over 75% volume of the entire fresh meat category in Morrisons.**

	2024		
	0 - 4 hours (YoY change)	**4 - 8 hours (YoY change)**	**> 8 hours (YoY change)**
Beef	69.68% (-5.57%)	30.01% (+5.52%)	0.31% (+0.06%)
Lamb	72.88% (+2.46%)	21.20% (-1.74%)	5.92% (-0.72%)
Pork	55.53% (-2.03%)	44.44% (+2.08%)	0.02% (-0.05%)
Turkey	79.71%	20.29%	0%
End of Lay Hens	85%	0%	15%

100% of our shell eggs are produced to RSPCA Assured standards, which includes a requirement for spent hens to be transported in 8 hours or less. 100% of our English based spent hens are transported in 4 hours or less, while *100% of our Scottish based spent hens were covered by a continued derogation from RSPCA Assured as approved processing plants are not yet available within an 8 hour journey time.

Broiler Chicken Travel Times are reported separately due to the more detailed recording we require from suppliers.

	0 - 1 hour	1 - 2 hours	2 - 4 hours	4 - 8 hours	> 8 hours
2024	45%	50%	5%	0%	0%

Key Welfare Outcomes 2024

Transportation

We monitor road traffic incidents (RTAs), noticeable fatigue and any stock dead on arrival. Figures below represent 2022 Road Traffic Accidents and resulting fatalities for our own transport vehicles, while DOAs represent the total figure, including from contractor vehicles.

Note: Due to all transportation of poultry taking place outside our own transport vehicles, we do not have available data on RTAs.

Beef	
RTAs that resulted in livestock fatalities in 2024	None
DOAs (YoY change)	0.0016% (-0.0017%)
Notes on YoY change	Three DOA were recorded in cattle for 2024. Each DOA is investigated and findings were fed back to the relevant parties
Pork	
RTAs that resulted in livestock fatalities in 2024	1
DOAs (YoY change)	0.0126% (+0.0001%)
Notes on YoY change	Any potential trends or patterns associated with travel times and DOAs have been investigated, with no conclusive connections found
Lamb	
RTAs that resulted in livestock fatalities in 2024	None
DOAs (YoY change)	0.0039% (+0.0001%)
Notes on YoY change	Any potential trends or patterns associated with travel times and DOAs have been investigated, with no conclusive connections found
Broiler Chicken	
DOAs (YoY change)	2024: 0.09 (+0.00%)
Notes on YoY change	No change has been seen from 2023 to 2024, transport times on average have been reduced and improvements have been taken by our major supplier to improve temperature management processes for broiler transport during hot weather, including a lower stocking density in transport modules, and increased ventilation.
Turkey	
DOAs (YoY change)	0.05% (+0.02%)
Notes on YoY change	DOAs have steadily increased in our turkey supply chain yoy.

Key Welfare Outcomes 2024

Pre-slaughter Stunning

All the meat used in Morrisons Own Brand products is stunned in a manner that renders the animal insensible to pain prior to slaughter.

- Our abattoirs were the first in England to have staff qualified in the Welfare at the Time of Killing (WATOK) standards.
- We also require that all end of lay hens are stunned before slaughter.
- 100% of birds in our chicken supply are stunned pre-slaughter through controlled atmospheric stunning using C02 multi-phase stunning.
- 100% of pigs within our supply base are gas stunned before slaughter, in line with current RSPCA Assured recommendations.

We remain open to considering alternative stunning methods in pigs, and would welcome additional research by Defra into how these methods can be practically applied to a commercial abattoir setting.

Our animal welfare steering group review these figures regularly and are continually looking at improvements that can be made.

	2024	
2024	**% Stunned**	**% Effectively Stunned*(YoY Change)**
Beef	100%	99.70% (+0.22%)
Pork	100%	99.99% (+0.03%)
Lamb	100%	99.68% (+0.16%)
Chicken	100%	99.99% (No Change)
Turkey	100%	99.99% (No Change)
End of Lay Hens (Shell Egg Supply Chain only)	100%	99.99% (No Change)
Dairy Cull Cows (Liquid Milk Supply Chain only)	100%	99% (No Change)

Farmed Fish	% Stunned
Salmon	100%
Trout	100%
Bass	100%
Bream	100%
Pangasius	100%

(*100% in ‘Effectively Stunned’ indicates no re-stuns were required; secondary stuns are still within policy).

Key Welfare Outcomes 2024

Close Confinement

Our farm standards policy covers animals from the UK, EU and non-EU countries of origin. We have strict requirements in avoiding animals produced in systems which use sow stalls, single penning, battery cages, tethering, veal crates and force feeding. We adhere to EU regulations, and more specifically British Red Tractor standards, that have strict controls on animal confinement.

Species / Product	Close Confinement
Pork (Fresh)	100% free from sow stalls (ie gestation crates). 12.13% outdoor bred (ie no farrowing crates in use). 11.02% flexible farrowing, increasing in our supply chain. In line with industry definitions of 'free farrowing', how we report close confinement data in pigs has changed to provide more clarity
Pork (Continental meats and processed lines)	We receive regular animal welfare updates with results and key findings from their farm audits. 100% of supply is compliant with required farm assurance standards, such as Global GAP or Interporc IAWS, along with EU regulations. On occasion, sow stalls may be used for a short time period in line with country legislation. We are in discussion with our main suppliers who are currently undergoing trials to understand how and when this can be reduced to zero. The latest version of the standards used by our main suppliers (Interporc IAWS farm standards) are now supported by Compassion in World Farming as well as numerous other NGOs
Shell Egg	100% Free Range or Organic, in line with our Cage Free commitment
Ingredient Egg	100% free from battery cage production 60.2% as of 1st July 2024. 64% cage free as of 1st July 2023, 59% in July 2022, 59% in 2021, 57% in 2020, and 55% in 2019. While positive to 2022 reporting, in 2023 supply chain shortages drove a slight decline in eggs sourced from cage free production systems.
Broiler Chicken	5% of our fresh poultry is either organic or raised to RSPCA Assured or Red Tractor Enhanced welfare standards, all of which require slower growing birds and a lower stocking density. Maximum permitted stocking density for 'conventional' supply: 38 kg/m2. Average stocking density for 'conventional' Own Brand fresh chicken supply: 2024: 34.26 kg/m2 2023: 32.98 kg/m2 2022: 34.20 kg/m2 2021: 35.57 kg/m2 2020: 35.91 kg/m2 2019: 36.19 kg/m2
Turkey	Maximum permitted stocking density: 46.50 kg/m2 2023 average stocking density for Own Brand fresh supply: 51.93 kg/m2 2022: 51.46 kg/m2 2021: 49.23 kg/m2 2020: 49.89 kg/m2 2019: 50.46 kg/m2
Beef Cattle	100% free from tethering (beef). We do not source beef cattle from intensive feedlot production systems
Dairy Cows	5.48% housed all year round, with 100% provided with additional species specific environmental enrichment if housed.
Veal	100% free from crates
Force Feeding	100% of animals are free from force feeding. We do not produce or sell foie gras or meat from birds reared for foie gras.

Key Welfare Outcomes 2024
Close Confinement

Farmed Fish

We have a strict seafood sourcing policy which sets limits on a range of farm practices which are integral to fish welfare, including limitations on stocking densities to avoid overcrowding. Specifically, the following stocking density requirements are in place:

Species	Maximum Stocking Density Requirements	Commentary
Salmon	15 kg/m3 (UK) 25 kg/m3 (International)	100% UK Salmon is RSPCA Assured Average International 20.14 kg/m3
Trout *	60 kg/m3 (Freshwater) 15 kg/m3 (Saltwater)	Average 35 kg/m3 (Freshwater)
Bass	15 kg/m3	Average 6.67kg/m3
Bream	15 kg/m3	Average 7.65 kg/m3
Pangasius	Managed according to local environment	Average at harvest 38 kg/m3

(* We only take freshwater at this time, but have a policy in place for saltwater sourcing in case our sourcing strategy changes).

Dairy - Milk and Cheddar Cheese

100% of our retail liquid milk in 2024 was produced by 2 UK milk suppliers, both aligned groups of farmers work to the same high standards that go above and beyond Red Tractor, and 100% of our cheddar cheese is produced to UK Red Tractor standards as a minimum with additional supplier standards set on top. Should any dairy cows be housed all year round, we require suppliers to install additional environmental enrichment, as illustrated in the Species Specific Environmental Enrichment section of this report.

Routine Surgical Procedures 2024

Routine surgical procedures are not permitted within Morrisons' own brand supply chain. Certain procedures are permitted under strict veterinary supervision and guidance, such as castration in cattle and sheep.

Species	Policy Requirement	2024 Compliance Rate	Commentary
Broiler Chicken	No beak trimming	100%	No beak trimming in supply
Turkey	No desnooding	100%	No desnooding in supply
Laying Hens (Eggs)	Organic - full intact beaks required Free Range - Where chicks are beak trimmed, this procedure must be carried out on chicks no older than 24 hours using infrared equipment	100%	Beak trimming in line with RSPCA and BEIC standards
Dairy cows	No tail docking	100%	No tail docking in supply
Beef	Castration under veterinary guidance only	100%	No routine castration in supply
Pork	No routine castration No routine tail docking % of whole, intact tailed pigs No routine teeth reduction	100% 100% 1.2% 100%	No change yoy
Lamb	No mulesing Castration under veterinary guidance only	100% 100%	No mulesing in supply No routine castration in supply
Farmed Fish	No fin clipping	100%	No fin clipping in supply

Species Specific Environmental Enrichment 2024

We are committed to ensuring animals in our supply chain experience positive experiences. To ensure animals in our Own Brand supply chain can express their normal behaviour and experience positive mental state we require animals to have access to enrichment as below.

Species	% with Access to Enrichment	Examples of Enrichment
Broiler Chicken	100% of birds had access to at least three of the examples listed	Perch space, pecking substrate, bales, pecking objects (eg CDs, plastic bottles/toys, cable ties, knotted string), outdoor roaming in Free Range systems
Turkey	100% of birds had access to at least two of the examples listed	Pecking objects (eg plastic toys/balls), sawdust bales, outdoor roaming in Free Range systems
Duck	We do not sell any Own Brand fresh duck products, however 100% of duck used as an ingredient in Own Brand products is Red Tractor certified	As required by Red Tractor standards, all ducks have access to bathing water and straw
Laying Hens (Eggs)	100%	100% Free Range; outdoor range including trees/bushes, perch space, pecking objects, dustbathing areas
Dairy - Milk	100%	Grazing on outdoor systems, loafing areas, straw and/or cow brushes on indoor systems.
Dairy - Cheddar Cheese	100%	Grazing on outdoor systems, cow brushes, straw or loafing areas on indoor systems
Beef	100%	In line with Red Tractor
Pork	100% had access to at least one of the examples listed	Straw, hessian cloth sacks, hemp rope, fresh wood, plastic toys
Lamb	100%	In line with Red Tractor
Farmed Fish	No Data currently unavailable	Currently not applicable - suppliers are currently assessing the validity of different enrichment options, and how best to report these

Species Specific Outcomes 2024

Chicken

KPI	2017	2018	2019	2020	2021	2022	2023	2024	Commentary
Mortality	4.40%	4.41%	4.21%	4.50%	3.85%	4.02%	3.85%	3.97%	A slight increase in mortality was seen in 2024 vs 2023 but still an improvement vs previous years. This improvement is driven by significant improvements in environment management.
Pododermatitis	26.12%	27.80%	30.10%	17.65%	10.92%	9.71%	15.75%	29.83%	The increase in pododermatitis is due to a new scoring methodology being implemented in January 2024, which is a more detailed and granular measuring and reporting system. This has shown higher levels of pododermatitis to be detected and we have worked in collaboration with our supply base to reduce this. At the time this report was written, the year to date average was 14.73%, so showing a vast improvement since the introduction of the new methodology.

Case Study: Higher Welfare Chicken

We offer a range of options for our customers to ensure they have the opportunity to support higher welfare systems.

Our Free Range Corn Fed Chickens are a slow growing breed grown longer in the East Anglian countryside, leading an enriched fulfilled life, eating, drinking, foraging and enjoying the abundance of what nature offers.

They range in pastures that are rich in biodiversity offering nectar and pollen mixes which enhances the natural habitat for bees and butterflies.

Enjoying a balanced cereal diet which has the addition of corn giving the meat a tender succulent full flavoured eat.

To hear from Jim and Alice click here.

Case Study: Our Core Chicken Range

We work closely with our partners, Crown Farms, to drive welfare improvements across our own-brand fresh chicken range.

We have given more space to all of our standard broiler chickens, by reducing the stocking density by 20% fewer birds per shed. This gives the birds more space throughout their life, promoting more active, playful, natural behaviour.

Our commitment to reducing stocking density builds on our existing leading approach to welfare from the start of the bird's life. Crown Farms are the only manufacturer in the UK to use the NestBorn on farm hatching system. This system involves laying pre-incubated eggs in the barn directly on a natural litter bed, with hatching chicks being born with immediate access to food and water. This delivers significant benefits to bird welfare, health and sustainability:

- Reduced bird stress from handling and transportation
- Improved gut health as a result of having immediate access to water and nutrition
- Reduced footpad lesion scores
- Reduced antibiotic usage

Our partnership with Crown Farms and their vertically integrated farming network, (including feed mills and integrated rearing, breeding, incubatory and broiler farms), gives us close control of the supply chain from farm to fork. This enables us to maintain focus on consistently improving bird welfare and sustainability.

Species Specific Outcomes 2024

Turkey

KPI	2019	2020	2021	2022	2023	2024	Commentary
Mortality (Hens)	3.81%	4.39%	4.16%	3.66%	1.80%	5.63%	An increase was seen year-on-year compared with 2023 for both Stags and Hens. We are working with our trusted suppliers to improve.
Mortality (Stags)	5.77%	5.47%	5.41%	6.00%	3.45%	6.23%	
Leg Culls	1.16%	1.39%	1.26%	0.94%	0.43%	1.43%	A slight increase year-on-year improvement compared with 2023 for both Stags and Hens.

Case Study: Higher Welfare Turkey

Our free-range turkeys grown on our farms in East Anglia with ample pastureland and natural resources.

All our birds are reared at low stocking densities with indoor living areas that are designed to provide ample space, minimizing stress, and promote social interaction.

The use of slow growing breeds, raised in enriched environments, including deep straw litter, pecking ropes, straw bales, and perches to promote natural behaviours.

These free-range turkeys have continuous access to outdoor spaces, where they can forage, roam in a variety of natural cover, providing shade and shelter.

Birds are fed a healthy balanced diet, supplemented with foraged foods, enhancing their health and flavour.

Species Specific Outcomes 2024

Laying Hens

To hear from one of our egg farmers click here.

KPI	2019	2020	2021	2022	2023	2024	Commentary
Mortality	4%	4%	4%	5%	6%	4%	We saw mortality rates stay in a similar place between 2023 - 2024, a small number suffered higher than expected mortality rates and feather loss due to birds housed for longer during the Avian Influenza government housing order. Over the years, we have seen more birds being reared in aviary type systems which is resulting in more activity and thus increased bone density and lower incidence of keel bone damage.
Keel Bone Damage	40%	27%	20%	17%	5%	9%	
70 week Feather Score 2	26%	22%	23%	26%	30%	21%	
Cage Free	78%	100%	100%	100%	100%	100%	Free range target achieved ahead of 2025 commitment

Ingredient Egg Supply Chain

KPI	2019	2020	2021	July 2022	July 2023	July 2024	Commentary
Cage Free	55%	57%	59%	59%	64%	60.2%	In 2021, our egg packing site began supplying liquid egg to our manufacturing sites. As of 1st July 2024, our supply chain remains 60.2% cage free, While positive to 2022 reporting, in 2023 supply chain shortages drove a slight decline in eggs sourced from cage free production systems. We are working with our supply base to update our cage free commitment in line with the 2025 deadline.

Species Specific Outcomes 2024

Dairy Liquid Milk

Results following are for 100% of cattle within liquid milk supply						
KPI	**2020**	**2021**	**2022**	**2023**	**2024**	**Commentary**
Lameness	8.86 per 100	8.82 per 100	8.49 per 100	8.28 per 100	9.95 per 100	vs 2024 national average of 40 per 100*
Mastitis	28.33 per 100	25.4 per 100	20.72 per 100	17.69 per 100	16.07 per 100	vs 2024 national average of 26 per 100*
Cleanliness score 1 & 2	7.88%	6.15%	7.13%	5.11%	5.20%	Scores 1&2 Definitions: Minor deviations compared to normal. Major deviations from normal, with an area of dirt at least 40cm in length

*data source: Kingshay Dairy Costings Focus Annual Report 2024, available here.

Species Specific Outcomes 2024

Beef

KPI	2019	2020	2021	2022	2023	2024	Commentary
Casualty Animals	0.00%	0.01%	0.02%	0.010%	0.011%	0.012%	Little change year on year, any incidents have been investigated through the Animal Welfare Steering Group and fed back to the relevant suppliers.
Lairage Resting Time 0-6 hours		39%	38%	35.40%	48.97%	51.79%	Changes in the lairage resting times had no effect on the overall welfare of the cattle
Lairage Resting Time 6-12 hours		34.40%	21%	20.21%	17.11%	25.13%	
Lairage Resting Time >12 hours		26.60%	41%	44.39%	33.92%	23.08%	

Species Specific Outcomes 2024

Lamb

KPI	2019	2020	2021	2022	2023	2024	Commentary
Casualty Animals	0.01%	0.01%	0.02%	0.01%	0.01%	0.01%	Casualty slaughters are monitored and any potential trends or patterns associated are highlighted at our animal welfare steering group.
Lairage Resting Time 0-6 hours		22.60%	22.70%	23.55%	26.30%	20.31%	Reduced resting times; this had no effect on the overall welfare of the lambs

Species Specific Outcomes 2024

Pork

KPI	2019	2020	2021	2022	2023	2024	Commentary
Casualty Animals	0.01 %	0.02%	0.01%	0.01%	0.02%	0.01%	Casualty slaughters are monitored and any potential trends or patterns associated are highlighted at our animal welfare steering group.
Lairage Resting Time 0-6 hours		36%	32%	38%	38%	42%	Reduced over 12 hours lairage resting times; this had no effect on the overall welfare of the pigs.
Lairage Resting Time 6-12 hours		44%	22%	25%	22%	30%	
Lairage Resting Time >12 hours		20%	45%	37%	40%	28%	
Lame-ness		0.03%	0.01%	0.01%	0.01%	0.03%	Pigs are monitored and any potential trends or patterns associated are highlighted at our animal welfare steering group.
Tail Bitten Pigs		0.52%	0.19%	0.15%	0.16%	0.10%	

Species Specific Outcomes 2024

Farmed Fish

	Mortality Rate				
	Salmon	**Trout**	**Bass**	**Bream**	**Pangasius**
2024	7.4%	1.2%	8.3%	10.1%	N/A
Commentary	Please note that due to improvements in our data collection methodology of KPIs for fish, we have re-baselined our mortality rates to 2024.				

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Appendix

Definitions

Term	Policy Definition
Meat	The generic term “meat” extends to include skeletal muscle with naturally included or adherent fat and connective tissue as well as offals such as heart, tongue, liver and kidney. It does not include stocks, bouillons, gelatine, refined fats, suet, lard, blood/blood proteins, meat proteins, collagen or natural casings.
Fresh meat	“Fresh meat” means “meat” sold to the ultimate consumer in a refrigerated condition (including that in vacuum-packs or protective atmosphere packaging) that has neither undergone any preserving process other than chilling nor had other non-meat ingredients added.
Processed meat	“Processed meat” means “meat” sold to the ultimate consumer in a refrigerated or ambient condition (including that in vacuum-packs or protective atmosphere packaging) that has undergone preserving processes other than chilling, or has had other non-meat ingredients added.
Ingredient meat	“Ingredient meat” means “meat” sold to the ultimate consumer in a refrigerated or frozen condition (including that in vacuum-packs or protective atmosphere packaging) where “meat” is not the main ingredient, but makes up more than 5% of the overall product.
Ingredient egg	“Ingredient egg” refers to products sold to the ultimate consumer in an ambient, refrigerated or frozen condition (including that in vacuum-packs or protective atmosphere packaging) where egg is not the main ingredient, but makes up more than 5% of the overall product.
Ingredient dairy	“Ingredient dairy” refers to products sold to the ultimate consumer in an ambient, refrigerated or frozen condition (including that in vacuum-packs or protective atmosphere packaging) where dairy is not the main ingredient, but makes up more than 5% of the overall product.
Morrisons accepted certified farm assurance scheme	An accepted, publically available farm assurance standard that encompasses food safety, traceability, animal welfare and environmental protection where certification is conferred by a certification body accredited to EN45011.