

Animal welfare is important to us: Migros' animal welfare policy

Our responsibility

Animal welfare is an important issue for us, and one that we are committed to.

The welfare of the animals that form the basis for our meat, fish, dairy and egg products is of great concern to us. That's why we actively work to ensure the highest possible animal-welfare standards for all animals. Specifically, our animal-welfare efforts span cattle (meat and milk), pigs, sheep, goats, broiler chickens, turkeys, egg-laying hens, rabbits and horses. Migros has also recently begun addressing animal-welfare concerns with regard to fish and seafood.

Animal welfare is important to us, but so is the environment

In addition to animal welfare, Migros takes the environmental impact of animal raw materials seriously, and it is aware of the connection between climate protection and meat consumption. Migros shows the carbon footprint of products using the M-Check climate category. Migros is honest with its customers in this respect: meat is often given a poor climate rating, and Migros recommends consuming such products consciously and only in small quantities. <https://www.migros.ch/en/content/m-check-climate>

Diversifying protein sources: V-Love is good for animals

Migros [actively promotes the development, production and sale of vegan meat substitutes](#) and thus indirectly promotes animal welfare through substitution. No animals need to be slaughtered to produce a vegan steak. By steadily expanding the V-Love range through innovative plant-based alternatives to meat, fish, egg and dairy products, as well as snacks, confectionery and frozen products, Migros is assuming its responsibility to diversify protein sources. It has also set [a corresponding goal in its sustainability strategy \(section 5.3 of the sustainability strategy for cooperative retailing\)](#). Migros' commitment to cultured meat is also pioneering. Here it is collaborating with Aleph Farm to drive forward the development and launch of lab-grown meat.

Our sphere of influence

- As a matter of principle, we promote the welfare of all animals that form the basis of our meat, fish, milk and egg products.
- The vast majority of our meat and fish products are made by Micarna, while most of our dairy products are produced at ELSA, both Migros-owned companies, which enables us to have a direct influence on them. What's more, most of Migros' shell eggs are purchased through Micarna.
- Depending on the value chain, Migros and its industrials can exert varying degrees of influence. Our aim is to make the best possible use of our influence at all times.
 - Domestic broiler chickens: we have a direct influence over our Swiss poultry products through the Migros industrial Micarna, which has its own integrated supply chain for broilers, including a slaughterhouse.
 - Imported broilers, turkeys and eggs: where possible, we try to source imported chicken and turkey meat as well as imported eggs from responsible production systems.
 - For Swiss cattle, pigs, lambs and rabbits, we work closely and in a binding manner with partners whose programmes guarantee these beasts verified animal-welfare standards during both rearing and transportation. Pigs are slaughtered with the utmost of care at the Migros

Industrie business Micarna. Other pigs and other species are slaughtered at partner slaughterhouses with which we are in close contact.

- For our imported beef, pork, horse, rabbit and lamb meat, we have defined minimum requirements in Migros raw-material strategies as well as added-value criteria for suppliers for individual programmes.
- Up to now, little has been recorded regarding animal welfare for fish, especially non-farmed fish. That's why we deliberately choose labels and countries of origin that have defined at least some requirements for fish welfare.
- Non-food: we have defined binding procurement principles for products such as leather, down and pelts. These apply to both our own brands and third-party brands.

Our guiding principles

How does Migros define animal welfare?

For us, animal welfare means that the animal raw materials for our meat, fish, dairy and egg products come from healthy animals kept in species-appropriate conditions and provided with adequate feed. Vertebrates and birds are slaughtered gently at the end of their lives after short transportation. Fish should be caught gently and stunned if possible.

Migros bases its activities on the internationally accepted animal-welfare concept known as the "Five provisions for promoting farm animal welfare," a further development of the Five Freedoms concept. This demands not only good housing conditions, good health, good feed and the ability to engage in species-appropriate behaviour, but also positive mental experiences for farm animals.

Clear bans: Our animal welfare policy includes clear exclusion criteria for all products of animal origin

- No cloning
- No genetically-modified animals (genetic engineering)
- No hormonal/antibiotic performance enhancers (for products originating in Switzerland or elsewhere in Europe)
- No prophylactic use of antibiotics (for products originating in Switzerland or elsewhere in Europe)
- No slaughter without stunning

Further conditions:

- No cage-rearing of egg-laying hens (for products originating in Switzerland or elsewhere in Europe)
- No crate stalls for sows (for products originating in Switzerland or elsewhere in Europe)
- No enclosures without retreats for rabbits (for products originating in Switzerland or Hungary)
- No permanent tethering of dairy cows (for products originating in Switzerland)
- No beak-docking (for products originating in Switzerland or elsewhere in Europe)
- No docking of pig tails or clipping of teeth in piglets (for products originating in Switzerland or Italy)
- No killing of male chicks with imported eggs in accordance with the KAT standard (for Swiss eggs from conventional and IP-Suisse production from 2026, for organic products from 2026, gradual implementation from 2024 onwards).
- No killing of finfish or crustaceans without prior stunning (products originating in Switzerland).

Defined bans for non-food products:

- No live-plucked down, no plucking of force-fed animals.
- No leather products from endangered or illegally poached species.
- No products with hair from angora rabbits.
- No real fur as per the Fur Free Retailer programme. The only exceptions are sheepskins and lambskins of international origin as well as rabbit skins from Switzerland - on condition that the animals were not kept exclusively for fur production.

Our aims

Animal welfare is firmly enshrined in our sustainability strategy. The M-Check ratings introduced in 2021 and drawn up by independent institutes are an important goal-setting tool in this respect.

The primary animal welfare-related element for our animal raw materials is the [animal welfare M-Check](#), which assesses the welfare of broiler chickens, eggs (laying hens), turkeys, pigs, cattle, lambs, rabbits and horses on the basis of differentiated assessment grids. The more stars achieved on a scale from 1 (poor) to 5 (very good), the greater the animal welfare.

One of Migros' goals is to provide our customers with transparent information about the animal-welfare ratings for our products. The "[Cooperative retailing goals for responsible procurement](#)" (goal 3.3) state the following:

- All species: The M-Check rating must be shown on the packaging of all own-brand products by the end of 2025.

The criteria and assessments for the animal welfare M-Check are defined by the School of Agricultural, Forest and Food Sciences (HAFL). As part of this, restrictive cages, housing without enhanced facilities, mutilations of all kinds, hormonal or antibiotic performance enhancers, long-distance transportation and other non-species-specific practices result in a low rating for all types of animals. Migros endorses and supports these assessments and pursues the following goal within the framework of its [sustainability strategy for cooperative retailing](#) (1.3):

- All species (excluding fish/seafood): We will increase animal welfare in our product range to at least two stars for the animal welfare M-Check by 2025.

For fish (farmed and wild), the overall sustainability assessment in the "[fish from responsible sources](#)" [M-Check](#) developed by our partner Sustainable Fisheries Partnership (SFP) includes at least the animal-welfare aspects of fish-stock health, the bycatch rate and the fishing method. Migros has defined the following for sustainable fish use (sustainability strategy goal 1.1):

- For fish and seafood: 100% of the relevant raw materials for our own-brand products must meet the defined sustainability requirements by the end of 2025.

The Migros industrial Micarna, our largest supplier of meat, fish and egg products, has set itself additional [animal welfare-related goals](#):

- By 2025, all products destined for Migros must be sourced in accordance with the Migros raw-material strategies, including minimum animal-welfare requirements.
- Micarna continuously promotes activities that improve animal health and welfare. To this end, Micarna carries out specific animal-welfare projects itself and supports appropriate activities within the sector.
- The already established Migros Animal Welfare import programmes for poultry, rabbits and horses will be continued as lighthouse projects.
- Micarna maintains active partnerships with IP-Suisse, BIO Suisse, WWF/SPF and various producer organisations in an effort to meet joint goals.

- Micarna sets itself targets with respect to the share of products sold with a sustainability label.
- By 2025, no more chicks may be killed for egg production in Switzerland.
- Domestic egg-laying hens must be kept at least in free-range conditions, while the production of imported eggs must meet the KAT standard at the very least.
- Fish and seafood must be produced responsibly.

In addition, Migros sets itself the goal of maintaining close partnerships with label organisations that guarantee additional services relating to animal welfare (see [goal 13.1 in the sustainability strategy for cooperative retailing](#)). For example, animals raised in line with the IP-Suisse standard are always kept with more space, bedding and the potential to move about, as are animals raised in accordance with Bio Suisse guidelines. Every year, Migros agrees binding volumes with these partners, thus securing the basis for animal-friendly production.

On certain topics, Migros also promotes defined goals of its partners and integrates them into its own approach, e.g. phasing out the killing of chicks. For example, Migros has included and [promoted](#) "Respeggt" eggs (with in-ovo-sexing) and Demeter eggs raised with fellow cocks in its product range since 2020. Migros also supports the Bio Suisse goal of banning chick-killing for Bio Suisse eggs from 2026 onwards.

Our governance

All purchasers of products of animal origin are obliged to include the Migros goals on animal welfare and sustainability in all decisions on the product range.

Because a large proportion of our products come from our industrial companies Micarna and ELSA, we can implement a large part of our requirements directly. In so doing, we try to source raw materials domestically as far as possible, because Switzerland has significantly higher animal-welfare standards than abroad.

One special project is the construction of the [Micarna poultry slaughterhouse](#), where stunning will in future be conducted using the CO₂ stunning method known as Controlled Atmosphere Stunning (CAS). Together with the low densities at Swiss broiler farms (which comply with the European Chicken Commitment), this enables more animal-friendly production along the entire supply chain.

Migros benefits from the strict animal welfare controls on farm animal husbandry in Switzerland. In addition to the basic and risk-based inspections carried out by cantonal veterinary authorities (cf. [OCFI](#) and official [animal-welfare inspection manuals](#)), the IP-Suisse and organic products sold at Migros are inspected annually by accredited monitoring institutes, often unannounced. We commission the [Swiss Animal Protection Inspection Service](#) to audit all of our own slaughterhouses and those of our partners in Switzerland, as well as the transportation of label animals.

Separate Migros Animal Welfare (MAW) programmes have been set up for imported horse meat, pork, rabbit meat, broiler chickens and turkeys to ensure that the animal husbandry in other European countries meets Switzerland's strict animal-welfare standards. The MAW value chains for husbandry, transportation and slaughter are reviewed annually by the accredited inspection body, ProCert.

The Centre of Excellence for Meat + Egg Sustainability, which was founded in 2022, is available to the entire Migros Group for questions relating to animal husbandry, animal welfare and sustainability. The specialists at the centre of excellence also represent animal welfare and sustainability aspects during the development of raw material strategies for Migros. Migros' agricultural partner associations can also benefit from the technical support provided by these specialists, for example when developing animal husbandry guidelines or for animal-welfare or sustainability expertise for specific supply chains.

The Fish Score Centre of Excellence began its work for the Migros Group back 2021, providing internal and external advice on sustainability aspects of farmed and non-farmed fishery. The welfare of

fish and seafood was added to the list of tasks addressed by the Fish Score Centre of Excellence as a new, still underdeveloped area.

Keep on improving - research on animal welfare: Migros wants to enhance animal welfare in the long term. It therefore also supports research projects on increasing animal welfare. For example, together with the Research Institute of Organic Agriculture (FiBL), it conducted a large-scale project to study the effect of medicinal plants on piglets and calves. Migros is also currently supporting the FiBL on worm control for egg-laying hens. Further information on Migros' commitment to animal welfare and sustainability research can be found [here](#).

Monitoring and reporting

All the strategic animal welfare and sustainability targets are part of a [Group-wide annual controlling system](#). Progress is incorporated into Migros Group's annual sustainability reports in line with the standards of the Global Reporting Initiative (GRI).

In addition, Migros collects specific animal welfare KPIs on an annual basis. The figures for 2022 are shown in the following table:

Animal welfare KPI	Animal category	2022 value
Percentage of egg-laying hens (for shell eggs and fresh/frozen products and ingredients) in the global supply chain that are not housed in cages	Egg-laying hens	98%
Percentage of egg-laying hens (for shell eggs and fresh/frozen products and ingredients) in the global supply chain that are held without beak clipping	Egg-laying hens	80-90%
Percentage of egg-laying hens (for shell eggs and fresh/frozen products and ingredients) from supply chains in which day-old male chicks are not killed.	Egg-laying hens	20-30%
Percentage of broiler chickens (for fresh/frozen chicken products and ingredients) in the global supply chain that are raised at lower stocking densities (specifically 30kg/m ² or 6lbs/sq ft or less)	Broiler chickens	98%
Percentage of broiler chickens (for fresh/frozen chicken products and ingredients) in the global supply chain from approved breeds with improved animal-welfare outcomes or a lower growth potential	Broiler chickens	5%
Percentage of broiler chickens (for fresh/frozen chicken products and ingredients) in the global supply chain that are stunned using controlled atmospheric stunning with an inert gas or multiphase systems, or using effective electrical stunning without live inversion	Broiler chickens	10%
Percentage of sows (for fresh/frozen pork products and ingredients) in the global supply chain that are not kept in gestation stalls	Pigs	98-100%
Percentage of sows (for fresh/frozen pork products and ingredients) in the global supply chain that are not kept in farrowing pens	Pigs	98-100%
Percentage of pigs (for fresh/frozen pork products and ingredients) in the global supply chain that do not undergo tail docking	Pigs	98-100%

Percentage of dairy cows (for fresh/frozen milk or dairy products and ingredients) in the global supply chain that are kept untethered	Dairy cows	60%
Percentage of dairy cattle (for fresh/frozen milk or dairy products and ingredients) in the global supply chain with access to pasture land	Dairy cows	90%
Percentage of dairy cows (for fresh/frozen milk or dairy products and ingredients) in the global supply chain that are not dehorned	Dairy cows	15%
Percentage of beef cattle (for fresh/frozen beef products and ingredients) in the global supply chain that are not kept in CAFOs or fattening farms	Beef cattle	98%
Percentage of beef cattle (for fresh/frozen beef products and ingredients) in the global supply chain that are kept in groups throughout the entire rearing period	Beef cattle	95%
Percentage of beef cattle (for fresh/frozen beef products and ingredients) in the global supply chain that are not dehorned	Beef cattle	80%
Percentage of farmed salmon (for fresh/frozen salmon products and ingredients) in the global supply chain that is raised at lower stocking densities (especially 10kg/m ³ or less)	Farmed salmon	20%
Percentage of farmed salmon (for fresh/frozen salmon products and ingredients) in the global supply chain that is not starved for more than 72 hours	Farmed salmon	No information
Percentage of farmed salmon (for fresh/frozen salmon products and ingredients) in the global supply chain that is either stunned using percussion or electric shocks, or stunned before slaughter using effective percussion or electric shocks and killed while unconscious	Farmed salmon	98%
Percentage of animals (excluding finfish) in the global supply chain that are transported within the specified maximum transport times	All species	98%
Percentage of animals (including finfish) in the global supply chain that are stunned prior to slaughter	All species	85%

The Micarna Group reports annually in the [Vademecum](#) on the percentage of meat and egg products that bear a label. In addition, Micarna reports in its own annual [sustainability report](#), drawn up in line with the GRI standard (incl. the results of monitoring imported meat and eggs).

The [results of slaughterhouse audits by Swiss Animal Protection](#) are published on the website of the STS inspection service. Micarna receives the highest rating (A) in these.

Animal welfare and sustainability issues are discussed in an appealing yet also quite critical way in the podcast "[Chrut & Rüebl](#)". In this way, Migros encourages debate in society. Animal welfare and eco-friendly nutrition are also regularly addressed in communication, for instance in the [Migros magazine](#).