



For better animal welfare: Dr. Oetker resolutely implements changes in chicken meat procurement

Animal protection and animal welfare are important topics for Dr. Oetker. The company once again confirms that it will continue to rigorously implement its measures, which have been in place since 2016, and that, according to the [criteria set out in the European Chicken Commitment](#), latest as of 2026 will only buy chicken meat that at least meets these criteria for all products sold in Europe. The Beter Leven standard, which Dr. Oetker has been setting as a guideline since 2016, goes beyond the requirements of the European Chicken Initiative in particular for stocking density, outflow and the rearing period. On other points, the Beter Leven standard and the Initiative are similar, as are numerous other relevant standards. Dr. Oetker is therefore committed to a far-reaching readjustment or harmonization of these standards in order to create a common basis for breeders, pre-producers and processors. In the long term, Dr. Oetker wants to ensure that animal welfare receives a greater and more appropriate emphasis in all areas of the process chain.

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Please address all queries to:

Dr. August Oetker Nahrungsmittel KG
Corporate Communications
E-mail: presse@oetker.de