



JAMIE OLIVER FOOD STANDARDS

SHELL.CO.UK/JAMIEOLIVER

Food safety, food quality and animal welfare are at the heart of everything we do and are areas on which we will never compromise. Jamie's passion for improving animal welfare standards is well known, and as a business we want to drive continuous advancement in all areas of welfare.

Please see below a summary of the Jamie Oliver standards for product sourcing, with detailed requirements for specific ingredients. We will continue to campaign for improvements in animal welfare, and expect all of our partners to uphold Jamie's ethos in our products at all times.

CHICKEN

The chicken in our products is RSPCA Assured or equivalent for welfare standards. Stocking density is capped at 30kg per square metre, which means chickens have the space they need to stretch their wings, and it reduces the chances of overcrowding.

The systems we use provide environmental enrichment for the chickens, to encourage activity and reduce stress. This can be in the form of objects to peck at, structures to perch on and engage with, or a scattering of grain. Ideally, enrichment will involve a combination of all of these elements.

Jamie Oliver is committed to improving the welfare of chickens and has signed up to the European Chicken Commitment, a set of guidelines to move chicken rearing to more humane, extensive, outdoor systems by 1 January 2026. You can learn more about this <https://betterchicken.org.uk/>.

PORK

All of our pork meat is certified RSPCA assured or to an equivalent welfare standard. Pork is preferably from outdoor-bred, outdoor-reared or entirely free-range systems. If the animals are housed indoors, they should be in group housing and, during farrowing, they should be housed in systems that allow sows to move around freely and exhibit natural behaviours. We do not permit the use of fixed farrowing crates*.

During the growth period, housing is furnished with deep straw, manipulable materials and room to move and play freely. Enough straw bedding should be provided to allow all pigs to

sleep comfortably. Pigs must not have any routine procedures such as tail docking and teeth clipping.

[*Farrowing is the period following birth, where sows nurture and feed their newborn. It is important for animal welfare that the needs of the sow are properly addressed during this period.]

BEEF

The beef used in our products comes from animals reared according to the Red Tractor Assured Farm Assured standards, or equivalent, from the UK and Ireland. Beef in the UK and Ireland is reared in a mixture of indoor and outdoor systems, depending on geography and climate. More information on these standards is available here <https://redtractor.org.uk/our-standards/beef-lamb/>.

FARMED SEAFOOD

All our farmed seafood must come from a system carrying third-party certification with one of the following; Organic, ASC, BAP (farm level), RSPCA Assured or GlobalGAP.

WILD SEAFOOD

Wild seafood sustainability is a moving target, and is dependent on species, location, time of year, fishing method and the quantities caught.

The wild seafood we use must be from sources recognised as being sustainable, and ideally from a traceable, certified sustainable fishery – such as those the Marine Stewardship Council (MSC) approves. Our goal is 100% certified seafood products from wild sources. Seafood is not permitted from sources that are recognised as unsustainable by respected industry bodies including Marine Conservation Society, Seafood Watch or Ocean Wise.

PALM OIL

Palm oil is permitted for use in Jamie Oliver products where no alternative can be found. Any palm oil in our products is from a traceable, sustainable source that can demonstrate zero conversion of high-value forests, no burning and no exploitation of people or the environment. It should be certified by the Roundtable on Sustainable Palm Oil, [either segregated or identity preserved, and be 100% traceable. We do not permit the use of RSPO mass balance, book and claim or Green Palm certificates as an alternative.

ADDITIVES

We have limits on the number of additives that can be used in any Jamie Oliver finished product, and have standards on the use of specific additives in foods. Artificial flavours, colours and sweeteners are not permitted and food additives must always be used within legal guidelines around maximum limits and restricted uses in specified foods.

GMO

We want to promote the consumption of unprocessed foods, therefore genetically modified and gene-edited products/ingredients are strictly prohibited in all Jamie Oliver products.