

JAMIE OLIVER FOOD STANDARDS

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At Jamie Oliver, we set standards for our sourcing, and we strive to improve the food industry by example. We want to provide a better choice for consumers, and help people make informed decisions by providing clear information about our products.

Jamie has campaigned to improve several areas of animal welfare, and it is very important that we practise what we preach. We have a strict set of sourcing standards, no matter where in the world we are working.

Below is the summary of the sourcing standards for our restaurants, delis and retail products:

CHICKEN

The chicken meat in our products is always from sources that cap the animals' stocking density at 30kg per square metre. This 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.

We support the 'European Broiler Ask', which builds upon our standards. It encourages producers to move away from fast growth-rate birds, in favour of those that grow more slowly – bringing benefits of better physical health. The requirement is that all birds comply with a common set of requirements before or by 2026. You can learn more about this **here**.

PORK

Our pork meat 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 tail clipping as, providing the welfare is adequate, this is not necessary.

[*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 (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**.

FARMED SEAFOOD

All our farmed seafood must come from a system carrying third-party certification with one of the following; Soil Association, 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. 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

Any palm oil in our products is from a traceable, sustainable source. It must be from a 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 and be 100% traceable. We do not permit the use of Green Palm certificates as an alternative.

Please note: the Jamie Oliver Food Team continues to monitor and evaluate sourcing for all products we use, and our standards are not restricted solely to the above. We use advanced supply chain mapping software to give us total visibility on where all of our food products come from and how they are produced.