

# FAIR

and

# FOWL



OPEN WING  
ALLIANCE®



Global Companies Edition


2024 Cage-Free Egg Report



Photo: Shatabdi Chakrabarti • FIAPU • We Animals | Image representative of a typical factory farm

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While the global movement for cage-free eggs shows no signs of stopping, keeping up to date on new developments in the food industry may be challenging. That's why the Open Wing Alliance (OWA) created its inaugural Fair and Fowl: Global Companies Edition report. This report compares all companies with global cage-free egg commitments and asks: **Which companies are leading or lagging behind their competitors in cage-free progress reporting?**

## What are cage-free egg commitments?

Cage-free egg commitments are corporate animal welfare policies that are becoming the industry standard worldwide—made in response to increasing consumer demand for responsible food sourcing. Companies that value ethical purchasing commit to eliminating the use of cages for egg-laying hens raised in their supply chains. Other companies go a step further by creating global cage-free commitments, which include the entirety of their supply chains.

## What is cage-free reporting, and why does it matter?

Cage-free reporting is a way for companies to stay accountable for the promises they make to their customers and stakeholders. By publishing cage-free progress reports at incremental benchmarks, customers and stakeholders can see which companies are acting with integrity, and which companies are greenwashing, or greenhushing, their commitments.

## What is greenhushing, and why does it matter?

While greenwashing companies overvalue their commitment to sustainability in the public eye, greenhushing companies devalue their commitment in order to avoid being held accountable. Greenhushing isn't about corporate modesty or setting lower, more attainable goals: it's about companies outright removing or failing to report progress on their own sustainability policies.

But greenhushing is just as harmful as greenwashing. According to a recent transparency trends report, a growing majority of [customers want corporate transparency](#). Customers also [know when brands are lying to them](#): 52% of people globally have observed false or misleading information about corporate sustainable actions.

With greenhushing on the rise, for the health of companies and a more sustainable planet, corporate accountability is the solution.



# THE GLOBAL CAGE-FREE MOVEMENT

## What role does the Open Wing Alliance play in the global cage-free movement?

The OWA is a global coalition working toward a world without cages. 95 member organizations in over 70 countries across six continents collaborate to end the abuse of chickens worldwide by sharing knowledge, resources, and people power. The OWA's data-driven industry reports and hard-hitting public awareness campaigns have driven major companies around the world to adopt global corporate cage-free egg commitments. There are currently 2,625 commitments worldwide.

## What is the state of the global cage-free movement in 2024?

The statistics speak for themselves: industry leaders in every sector of the food industry have made cage-free egg commitments, and 160 global companies have gone a step further, pledging to transition the entirety of their supply chains to cage-free systems. **Over half of the top 50 global companies that use eggs have already reached 50% cage-free or higher.** The majority of global companies committed to going cage-free by any timeline are actively reporting progress—or have already completed their transitions.

# GLOBAL RANKING CRITERIA

The Fair and Fowl: Global Companies Edition report is a comprehensive ranking of companies with global cage-free commitments—separating the Early Birds (companies reporting cage-free progress) from the Bad Eggs (companies that have not yet reported progress).

## These are the criteria that affect a company's global ranking *(see pages 6-14)*

**Early Birds:** This category indicates that a company has taken the first step—sharing a global progress figure—towards fulfilling its global commitment.

**Bad Eggs:** This category indicates that a company has not publicly shared any progress figures on its global commitment.



**Fulfilled:** This icon indicates that a company has fulfilled its commitment to source cage-free eggs across its global supply chain.



**Regional reporting:** Some companies have taken the next step in communicating commitment progress: sharing a regional progress figure (ideally country-by-country). By doing so, company stakeholders can see where progress has been made, and where additional support is needed.



**Roadmaps:** Some companies have taken the additional step to outline their plans to make progress leading up to their deadlines, along with reporting their current progress figures.



**Progress in emerging markets:** Some companies are making exceptionally strong progress on their cage-free commitments in emerging markets like Africa, Asia, and Latin America. If traditional fulfillment methods are unavailable due to regional roadblocks, companies can now honor their cage-free promises through a new alternative:

**Impact Incentives.**

## What are Impact Incentives?

While the pace of going 100% cage-free remains steady worldwide, some companies are making more progress than others. For most companies, the first step is reporting regional progress toward their global commitments. But for companies with fast-approaching commitment deadlines and locations in emerging cage-free markets, unique challenges—like a lack of established infrastructure—may slow this transition.

**Impact Incentives** were created by Global Food Partners to mitigate cost concerns and other variables impeding cage-free progress. By incentivizing cage-free transitions for egg producers, Impact Incentives increase the overall cage-free egg availability in emerging markets, making it easier for companies to make progress for hens and stay accountable to their cage-free promises irrespective of supply chain locations.

Companies that have published their intentions to use Impact Incentives include Compass Group, Unilever, and Aramark. Publishing a statement about Impact Incentives is a way for companies to not only improve their rankings in cage-free reports, but also show consumers their commitment to achieving their corporate social responsibility goals.

# HOSPITALITY

## COMPANY SPOTLIGHT: Hilton



Hilton is proactively working on its cage-free transition, and showing transparency by reporting its progress.

## EARLY BIRDS

Reporting progress

Dorchester Collection	
MOTEL ONE	
STARHOTELS L'ITALIA NEL CUORE	
VIKING	
TRAVEL+ LEISURE	
MANDARIN ORIENTAL THE HOTEL GROUP	
AMAN	
FOUR SEASONS	
MGM RESORTS INTERNATIONAL™	
Louvre Hotels GROUP	
CAPELLA HOTEL GROUP	
IHG HOTELS & RESORTS	
ACCOR	

## BAD EGGS

Not reporting
















## WORST OF THE WORST: Millennium Hotels



Millennium Hotels has not reported any progress on its cage-free promise since making its commitment in 2019, and refuses to meaningfully engage with the OWA.

## EARLY BIRDS *continued*

	
	
	
 THE HONGKONG AND SHANGHAI HOTELS, LIMITED 香港上海大酒店有限公司	
	
	
	
	
	
	
	
	
	
	
	
	
	
	

\* Pushed timeline from 2025 to 2030, not aligned with industry standards.



Right from 2016, Accor pledged to offer cage free eggs in its restaurants. More and more hotels are compliant, even in challenging countries without a developed supply chain in place...We continue to make progress worldwide and report accordingly as we believe this is a crucial step towards a more ethical and sustainable supply chain and towards increasing transparency for our guests.

- Valérie De Robillard, Senior Vice-President  
Environment at Accor

# MANUFACTURERS

## COMPANY SPOTLIGHT: Unilever



Unilever is working pro-actively to make progress in Asia, an emerging cage-free market.

## EARLY BIRDS

Reporting progress


## BAD EGGS

Not reporting

Associated  
British Foods  
plc



**KERRY**

Jeff de Bruges  
NATURELLEMENT CHOCOLAT
















## WORST OF THE WORST: Colombina



Colombina has not reported meaningful progress on its cage-free promise since making a commitment in 2019. It also minimized its original commitment, and has not reinstated its original promise.



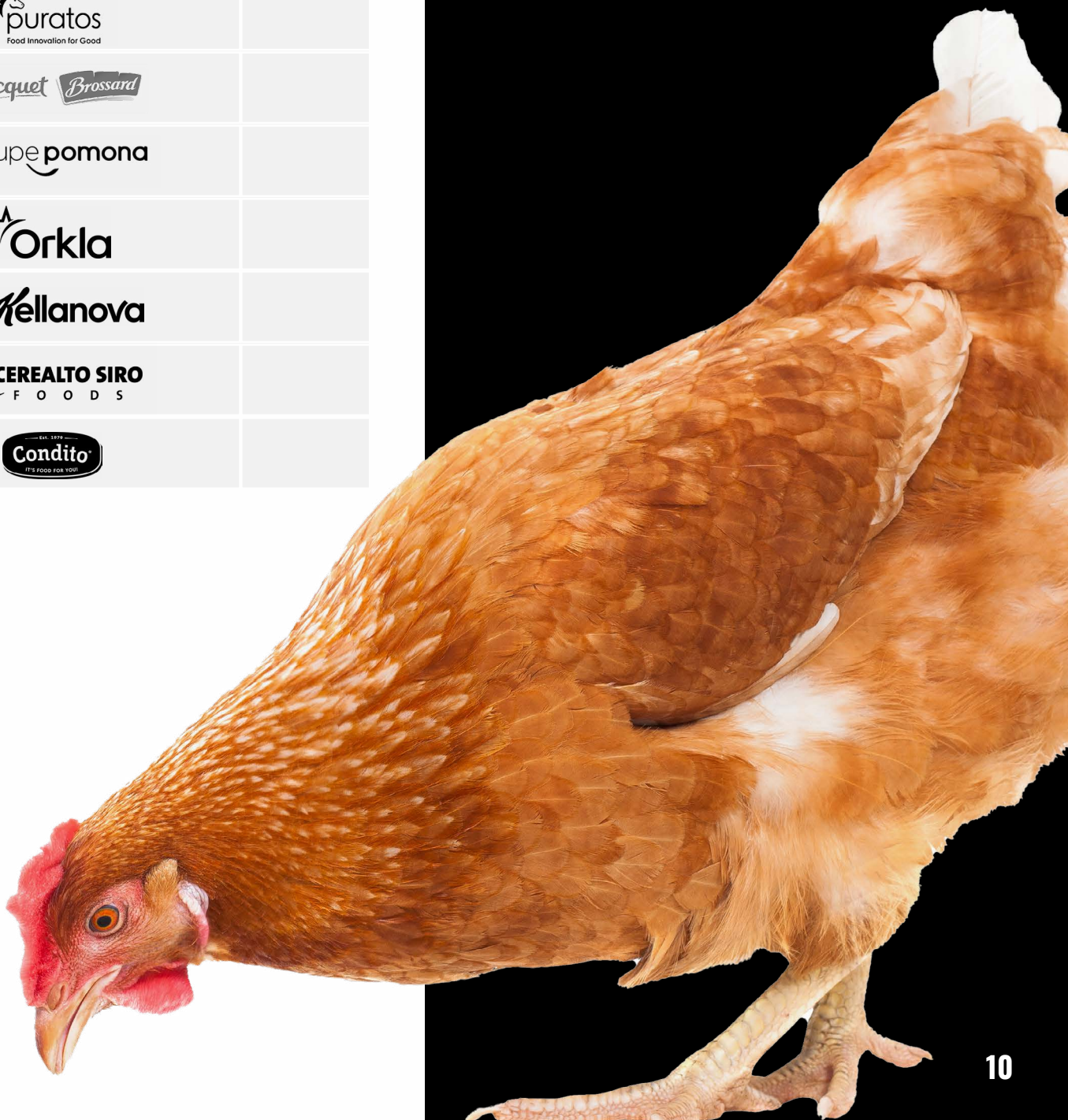
# MANUFACTURERS *(continued)*

EARLY BIRDS <i>continued</i>	
OPEN FARM	👍
	👍
	👍
Soreal	👍
	👍
	👍
	
	
	
	
	
	
<b>FERRERO</b>	
	
	
<b>KraftHeinz</b>	
	
<b>BAKKAVÖR</b>	



# MANUFACTURERS *(continued)*

## EARLY BIRDS *continued*



# RESTAURANTS

## COMPANY SPOTLIGHT: Spur Corporation



With a significant presence in emerging cage-free markets (primarily Africa), Spur Corporation is reporting impressive global progress towards its cage-free commitment.

## EARLY BIRDS

Reporting progress



famous | brands



PIZZAEXPRESS



CAFFÈ NERO

COSTA COFFEE

GRUPE LE DUFF



VAPIANO

rbi restaurant brands international



STARBUCKS

The Cheesecake Factory

## BAD EGGS

Not reporting



Peet's Coffee



SHAKE SHACK

au bon pain



DARDEN

GO TO FOODS

INSPIRE



LAISUN DINING

## WORST OF THE WORST: Wagamama

wagamama

Wagamama has reported ambiguous progress, and was unresponsive to recent outreach for clarification on its transition.



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# RESTAURANTS *(continued)*

EARLY BIRDS continued	
MINOR FOOD	
	
	
	
	
	
	
TORIDOLL→ *	
	
	
 *	

\* Due to report



PizzaExpress is proud to partner with The Humane League. Further to all our eggs in the UK having been free range since 2017, this partnership cements our commitment to sourcing exclusively cage-free eggs across our global supply chain by 2025.

– PizzaExpress Spokesperson

# RETAILERS

## COMPANY SPOTLIGHT: Lagardère Travel Retail



Lagardère Travel Retail is collaboratively working to make cage-free progress, and to report transparently.

## EARLY BIRDS

Reporting progress

M&S	
valora	
<b>COSTCO</b>	
<b>METRO</b>	
<b>IKEA</b>	
ماجد الفطيم MAJID AL FUTTAIM	

## BAD EGGS

Not reporting



## WORST OF THE WORST: REWE Group



REWE Group lacks transparency, and has not reported progress on its full cage-free commitment.

# FOODSERVICE

## COMPANY SPOTLIGHT: Compass Group



Compass Group is working collaboratively and transparently to prioritize progress in Asia, an emerging cage-free market.

## EARLY BIRDS

Reporting progress

jetBlue®	👍
Delaware North	
aramark	
sodexo	
SSP	
ISS CATERING SERVICES	
gategroup	
elior	
nEWrest	
LSGgroup*	

\* Due to comprehensively report



Compass Group is committed to working with our suppliers across the globe to support the welfare of animals. We are pleased to engage with expert third parties as we seek to make further progress in this important field.

– Compass Group spokesperson



## CONCLUSION

In 2024, most companies are reporting progress on their global cage-free commitments, and choosing to transition to more ethical supply chains. **Consumer desire for public accountability over greenhushing is critical, and by offering transparency, brands can demonstrate trustworthiness to customers, and substantiate their responsible sourcing pledges.**

### How should companies report on progress?

With a track record of successful corporate collaborations, the OWA works with companies to report progress in achievable ways—advising on the process from cage-free commitment to cage-free fulfillment.

For companies that have never quantitatively disclosed progress, or are unsure where to start, the OWA Global Corporate Relations team **offers detailed resources and support to facilitate cage-free transitions.**

To learn more about the global cage-free movement, visit **[OpenWingAlliance.org](https://OpenWingAlliance.org)**.