

Amazon Fresh Animal Welfare Position

December 2024



Our Ambition for Animal Welfare

At Amazon Fresh we are guided by our principle of customer obsession. We also recognize that with great success and scale comes an even greater responsibility — a responsibility to uphold the highest ethical standards and to be stewards of positive change. As a retailer of animal products, we strive to provide a diverse array of high-quality, reasonably priced protein options while prioritizing animal care. We continue to work to improve farm animal welfare across our supply chains and believe that animals should experience good welfare throughout their lives, from breeding to housing, to transport and processing.

Our Approach: Our understanding of good animal welfare is rooted in the World Organization for Animal Health (WOAH) definition, [Article 7.1.1. Terrestrial Animal Health Code](#), which defines animal welfare as:

“Animal welfare means the physical and mental state of an animal in relation to the conditions in which it lives and dies.

An animal experiences good welfare if the animal is healthy, comfortable, well nourished, safe, is not suffering from unpleasant states such as pain, fear and distress, and is able to express behaviours that are important for its physical and mental state.

Good animal welfare requires disease prevention and appropriate veterinary care, shelter, management and nutrition, a stimulating and safe environment, humane handling, and humane slaughter or killing. While animal welfare refers to the state of the animal, the treatment that an animal receives is covered by other terms such as animal care, animal husbandry, and humane treatment.”

Amazon Fresh is committed to the principles of the Five Freedoms of Animal Welfare framework. We recognize that animals are sentient beings and that their mental or affective state is a key indicator of their welfare. As such, we are embracing the Five Domains Model¹ as the foundation for our animal welfare work. This model provides a systematic approach to evaluate animal welfare by focusing on reducing or eliminating practices that negatively impact welfare and promoting practices that enhance it.

Our approach to animal welfare considers regional best practice and current scientific research, customer sentiment, and input from suppliers, animal welfare experts, and other stakeholders. We recognize that animals can experience good animal welfare in various production systems. With this in mind, we will work with our suppliers, industry groups, and other stakeholders to promote animal care practices that can improve welfare outcomes and reduce or eliminate practices that represent negative impacts. These include close confinement, lack of environmental enrichment, routine invasive procedures, misuse of antibiotics, long-distance transport, and lack of stunning at slaughter. We support efforts to address animal care practices that lead to key welfare issues as identified in the [2024 BBFAW report](#).

Our Focus: Our ambition for good animal welfare applies to all animals (including fin fish) in our supply chain. Our immediate priority is to advance welfare where we can drive the most positive impact, and thus are currently focused on laying hens, pigs, broiler chickens, and beef and dairy cattle in our grocery food private brands.

1. [The 2020 Five Domains Model: Including Human-Animal Interactions in Assessments of Animal Welfare](#)



Context: As a retailer, Amazon Fresh does not directly raise or process animals. We expect our suppliers to operate responsibly and follow industry-accepted animal welfare standards and practices. In North America, we source Amazon Fresh private brands fresh beef², pork, chicken, shell eggs, dairy, and turkey from U.S. farms. All the private brand fresh meat, shell eggs, and milk sold in the UK under our 'by Amazon' brand are sourced from British and Irish farms.

Amazon's Animal Welfare Goals and Practices

Our Supplier Expectations: Amazon Fresh implements its animal welfare approach through a supplier vetting process that includes supplier reporting. Where our standards require third party certifications, suppliers must provide formal documentation to support that claim. At a minimum, suppliers of animal proteins for Amazon Fresh private brand products sold in North America and Europe must:

- Comply with relevant legislation and regulations, as a foundational requirement.
- Ensure that all animals raised and slaughtered are subject to a credible industry animal care assurance program (see accepted programs below in commitments) or third-party animal welfare certification.
- Be able to trace animal protein private brand products sourced by Amazon back to either, in order of preference, (1) the farm, (2) the co-op/processor, or (3) to the slaughter plant.
- Have a formal policy to address non-compliance with relevant industry animal care assurance program or third-party animal welfare certification. Any noncompliance or instance of animal cruelty, neglect, or abuse must be reported to Amazon.

If suppliers are noncompliant with these expectations or in instances of cruelty, abuse, or neglect, we will work with the supplier to institute a time-bound corrective action plan to resolve the issue.

Animal Welfare Commitments—Private Brands sold in North America

Egg-Laying Hens: At Amazon Fresh we only sell cage-free eggs. In 2019, Amazon Fresh committed to sourcing cage-free Amazon Fresh private brand shell and liquid eggs. In 2022, we not only met this commitment, but also expanded it to our entire shell egg selection.

Broiler Chickens: Suppliers of our fresh and frozen private chicken products follow the [National Chicken Council \(NCC\) guidelines](#) at a minimum. Additionally, our fresh private brand chickens are raised by suppliers that also comply with the following requirements:

- Maintain a maximum stocking density of 7.0 lbs./sq. foot and prohibit all forms of broiler cages.
- Provide all birds with an improved baseline environment, including:
 - At least 3 inches of suitable absorbent material, no less than 1 inch and sufficient depth (no less than 2 inches), covering the whole floor of the house, managed to maintain dry, friable condition.

2. All beef is produced in the U.S., as of YE2023, 92% was raised in the U.S.



- Minimum continuous period of eight hours of light, and a minimum period of four hours of continual darkness
- At minimum one enrichment available to the entire flock for every 1,000 sq. ft or one enrichment per 1,000 birds.
- Process chickens in a manner that avoids pre-stun handling and instead utilizes a multistep, controlled-atmosphere processing system that induces an irreversible stun.

Pork: Suppliers of our fresh private brand pork and bacon products are assured to the standards of the National Pork Board's (NPB) [Pork Quality Assurance Plus \(POA+\)](#), [Transportation Quality Assurance Plus \(TQA+\)](#) programs, and the Meat Institute's [slaughter guidelines](#) at minimum.

Dairy Cows: Suppliers and cooperatives supplying private brand liquid milk and dairy products follow the standards of the National Dairy [Farmers Assuring Responsible Management \(FARM\) Program](#).

Beef Cattle: Processors of our fresh and frozen private brand beef products follow the Meat Institute's [slaughter guidelines](#).

Sow Housing North American Commitment Update: At Amazon Fresh, we are committed to improving the housing conditions of breeding pigs, called sows. As of Q3 2024, 30% of the pork we source for these products comes from crate-free systems.

The industry has faced some supply disruptions for crate-free pork due to uncertainty surrounding [California's Proposition 12](#). We expect potential supply disruption to continue as similar laws come into effect in other states. To ensure that we remain aligned with our mission to improve animal welfare and ensure product availability and affordability for our customers, we have updated our roadmap.

Our medium-term milestone is to source 100% of our private label fresh pork from group housing or crate-free systems by the end of 2027. Both systems represent an improvement over conventional practices, as pregnant sows are confined in gestation crates for 45 days or less versus their entire pregnancy in conventional systems. We strive to reduce this duration through producer engagement and will continue to evaluate our commitment as we progress. Transparency is important to us, and we will provide updates on our sourcing from both housing systems.

Animal Welfare Commitments: Private Brands sold in Europe

Egg-Laying Hens: All shell eggs sourced for our 'by Amazon' private brand in the UK are from free-range hens and are [Royal Society for the Prevention of Cruelty to Animals \(RSPCA\)](#) assured.

Broiler Chickens: All fresh chicken products sourced for our 'by Amazon' private brand in the U.K. are [Red Tractor](#) certified.

Pork: All fresh pork sausages, bacon and ribs sourced for our 'by Amazon' private brand in the U.K. are Red Tractor Certified and meet the requirements of either the (1) [British Meat Processors Association](#), Pork scheme, or (2) [Irish Food Board, Bord Bia](#). Additionally,



we only use certified welfare standards for the Spanish and Italian pork in our private brand packaged deli meats.

Beef Cattle: All fresh beef products sourced for our 'by Amazon' private brand are [Red Tractor](#) certified.

Global Antibiotics Position: Amazon Fresh recognizes that antibiotics can be a valuable tool for farmers and veterinarians to ensure the health and welfare of farm animals. However, we do not support their routine use as prophylactics or growth promoters. At a minimum, we expect suppliers of our fresh private-label products to follow relevant regional legislation, regulation or guidance, including the Food and Drug Administration's Veterinary Feed Directive (United States), Veterinary Medicines Regulations (United Kingdom), and the European Commission's Guidelines for the prudent use of antimicrobials in veterinary medicine (2015/C 299/04).

Animal Welfare Governance

Oversight: Amazon Fresh's animal welfare approach is overseen by a cross-functional group comprised of representatives from Amazon Fresh's Private Brands, Quality, Product Development, and Sustainability teams, and supported by Amazon's Worldwide Sustainability Partnerships and Engagement team, along with other support functions. Internally, implementation is supported through webinars and trainings conducted by a third-party animal welfare consultancy.

Reporting and Transparency: Amazon Fresh commits to being transparent as we work to improve the welfare of animals raised and processed for our grocery private label brands. The time-bound goals that are relevant to this commitment will be published on Amazon's sustainability website along with our progress in this area.

