



OPEN WING  
ALLIANCE®

# OWA CAGE-FREE EGG FULFILLMENT REPORT

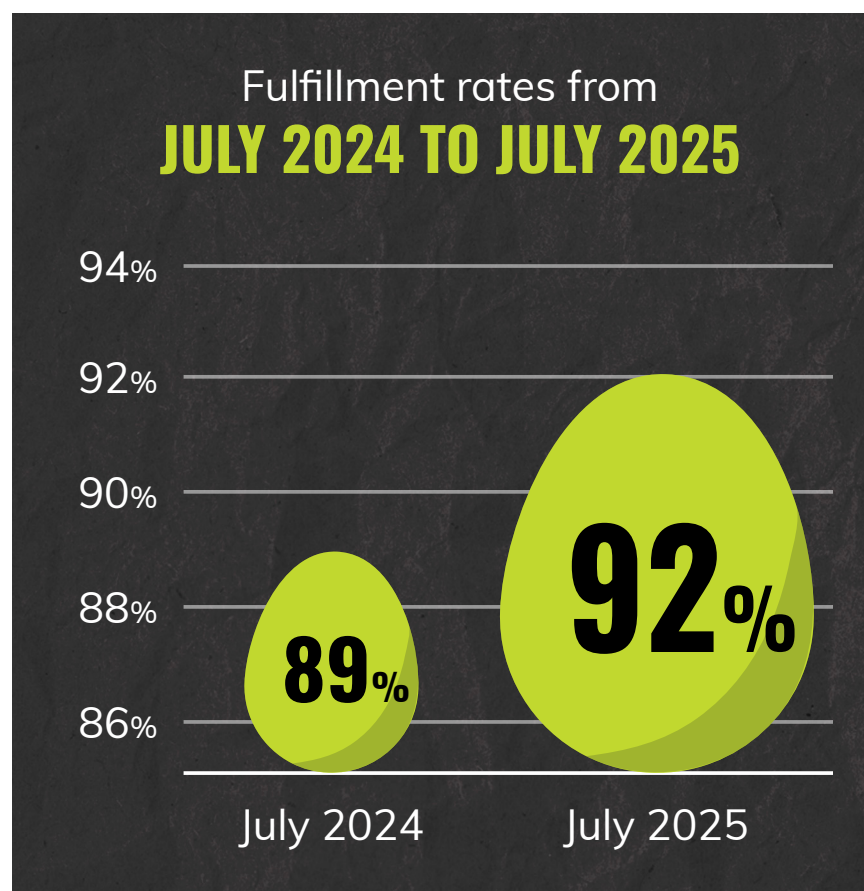
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# 2025



Every day, billions of hens suffer in tiny cages, unable to spread their wings or engage in their most basic natural behaviors. But thanks to public concern and rising consumer demand for improved animal welfare, that's changing.



This means millions of hens have been spared from cages. This report examines global and regional progress toward cage-free commitments, highlights industry leaders, and provides guidance for companies working to fulfill their cage-free pledges.

## What is the Open Wing Alliance?

The Open Wing Alliance (OWA) is a global network founded on one guiding principle: that every hen deserves the space to spread her wings. Founded in 2016, the OWA brings together animal advocacy organizations around the world to end the abuse of chickens raised for food. **Today, our thriving coalition distributes knowledge and resources across six continents. 74 countries. 95 member groups—and counting. And with over 2,600 companies committing to spare the hens in their supply chains from brutal cages, our once-aspirational vision is becoming reality.**

## Why Cage-Free?

Caged systems are devastating for hens' physical and psychological health, restricting them from engaging in natural behaviors or even spreading their wings. Ending this cruelty is what drives our mission forward.

Transitioning to a cage-free egg supply is one of the easiest and most cost-effective ways to improve the lives of factory-farmed animals, with benefits that extend to animals, consumers, and companies alike. **With growing public concerns about transparency in sustainable sourcing, going cage-free is the baseline demonstration of corporate social responsibility (CSR).**



# INTRODUCTION

With the highest number of cage-free egg commitments coming due in 2025, this year marks a pivotal milestone in the global shift to cage-free. **This year's findings indicate that the vast majority of companies are fulfilling their cage-free commitments right on—or ahead of—schedule.** In a track record that bodes well for caged hens and socially conscious consumers, an impressive 92% of cage-free egg commitments with deadlines of 2024 or earlier were 100% fulfilled as of July 2025. This is up from an 89% fulfillment rate last year.

Following the Open Wing Alliance's groundbreaking global investigation into caged egg facilities worldwide, the urgent importance of ending cages has never been clearer. In 37 countries, undercover investigators filmed hens forced to climb over the decomposing bodies of their cagemates, hens with feet mutilated from standing on metal wires for their entire lives, and hens packed so tightly into cages that they were climbing on top of one another in desperate attempts to move. Extreme confinement is a global problem—but around the world, companies are taking steps to transition away from this cruelty.

Cage-free reporting is a highly effective framework for meeting animal welfare goals in a transparent, timely manner. It's also the industry standard for responsible sourcing and accountability. By publishing their progress at incremental benchmarks as they transition to cage-free sourcing, companies stay accountable to their own timelines while modeling integrity to their customers. Sharing clear, tangible progress throughout the cage-free transition builds trust and mitigates concerns about “greenwashing” or “humanewashing.”

Next year's fulfillment report will reveal which companies are truly honoring their word, and which companies are falling short despite years of preparation. **A commitment alone is no longer enough. Transparent progress reporting is now essential to demonstrate credibility, accountability, and meaningful action.**





# GLOBAL PROGRESS



**In 2024 alone, 85 global companies reported progress on their cage-free commitments, positively impacting an estimated 3.3 million hens.**

## Breaking New Ground

The year brought several groundbreaking developments in corporate accountability. Compass Group—the world’s largest foodservice company—became the first company to publicly commit to using impact incentives for cage-free transition in emerging markets. Industry giant Aramark quickly followed suit, demonstrating growing recognition of innovative solutions to accelerate progress in challenging markets.

Transparency reached new heights as 24 global companies published cage-free reporting for the first time. Fifteen global companies took the additional step of breaking down their cage-free reporting by region for the first time, joining many companies already doing so—a crucial move toward demonstrating equitable progress across diverse markets.

## SPOTLIGHT ON SUCCESS: VIKING CRUISES



Viking exemplified how swift progress is possible with dedicated commitment, achieving 99% cage-free sourcing globally just one year after publishing its commitment. By early 2025, Viking reached 100% fulfillment, proving that rapid transition is achievable when companies prioritize animal welfare.

## Momentum for Change

The announcement of Kewpie’s cage-free commitment marked a historic victory for hens in Asia. As Japan’s largest mayonnaise company and one of the region’s biggest egg users, Kewpie’s commitment signals growing momentum for cage-free production in historically challenging markets.

Beyond its website update, Kewpie has made a concerted effort to promote cage-free eggs in Japan. Recently, the company proudly exhibited explanatory materials promoting cage-free egg mayonnaise and cage-free eggs at one of Japan’s most well-known bookstores to raise awareness among domestic consumers. They plan to hold many more educational events advocating for cage-free eggs in Japan.

SSP Group demonstrated leadership in expanding its commitment to include franchises worldwide, reporting strong progress globally across its entire operational footprint. This comprehensive approach sets a new standard for corporate accountability in the food service sector.

Cage-free supply chains are **growing all over the world**—notably in **Brazil, China, and Malaysia**, as top egg producers invest in new cage-free farms. These achievements reflect growing recognition that cage-free is the new industry standard. **Companies that embrace transparency and take decisive action are positioning themselves as leaders in corporate social responsibility, while those that delay risk falling behind evolving consumer expectations and regulatory requirements.**





# EUROPE PROGRESS



**Europe continues to lead the global transition to cage-free, with an impressive 96% of cage-free commitments with deadlines of 2024 or earlier fulfilled as of July 2025.**

**The region's progress demonstrates how effective policy, consumer demand, and corporate leadership can drive systemic change for hens.**

Notable achievements span multiple sectors, from retail to food service. Bennet and UNES achieved 100% cage-free status in Italy, while Lidl Serbia fulfilled its commitment a year and a half ahead of schedule. Carrefour Spain also fulfilled its commitment for shell eggs, a year ahead of schedule. Major retailers showed strong progress, with El Corte Inglés reporting 99% fulfillment and SSP achieving 85% cage-free sourcing for own-brand products in Continental Europe. In the United Kingdom, Aldi and Bakkavor both fulfilled their commitments a year ahead of plan, and domestic egg production reached 79% cage-free by the end of 2024, marking significant progress toward eliminating cages entirely.

## SPOTLIGHT ON SUCCESS: GRUPPO SELEX



Gruppo Selex exemplifies comprehensive cage-free implementation, having completed its transition for both fresh and ingredient eggs ahead of schedule. Its policy extends across 18 affiliate companies and 5 national sub-brands, demonstrating how large retail groups can successfully coordinate cage-free transition across complex corporate structures.

## Historic Progress

In a truly historic milestone, OWA group Project 1882 has reported that the country of Sweden is officially 100% cage-free! Sweden is the only country to have eliminated cages without a legislative ban—and this progress reflects decades of dialogue with companies and public awareness campaigns.

Germany's legal phase-out date—mandating an end to cage egg production by 2025 (or 2028 in exceptional cases)—sets a powerful precedent for legislative action. Meanwhile, producer Cascina Italia's commitment to establishing private agreements exclusively with cage-free farms by 2030 shows how industry leaders are driving change throughout the supply chain.





# LATIN AMERICA PROGRESS



**Latin America continues to make steady progress in transitioning to cage-free production, with 90% of commitments due by 2024 or earlier fulfilled as of July 2025. The region's progress demonstrates growing momentum across diverse markets and sectors.**

Several companies achieved significant milestones in 2024, particularly in Brazil where Nissin, Varanda, LivUp, and Fogo de Chão all fulfilled their commitments. Major corporations demonstrated meaningful advancement, with Cepêra reporting remarkable progress in its first update and Vigor publicly reporting strong progress. Notably, Colombina reinstated its global cage-free commitment and reported its progress across all brands, while Arcos Dorados (McDonald's operator in Latin America) achieved good progress for shell eggs.

## SPOTLIGHT ON SUCCESS: MBRF GLOBAL FOODS COMPANY



Brazil-based MBRF Global Foods Company has reported incredible progress on its global cage-free commitment.

Not only has the company been 100% cage-free in Brazil since 2022, but it's currently reporting 96.3% cage-free globally. With its commitment due in 2025, we look forward to celebrating global fulfillment very soon.

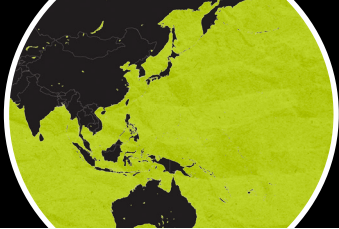


*Activist group Igualdad Animal México protests outside Toks Restaurantes.*

## Building Momentum

Mexico's #NoMásJaulas campaign drove significant progress, with seven companies reporting ahead of schedule and three others initiating implementation dialogues. This grassroots pressure continues to catalyze corporate action throughout the region.





# ASIA-PACIFIC PROGRESS



**The Asia-Pacific region saw unprecedented progress in 2024, with new commitments and fulfillments transforming the landscape for egg-laying hens.**

**As of July 2025, 86% of cage-free egg commitments in Asia and 94% in Oceania with deadlines of 2024 or earlier have been fulfilled, demonstrating growing momentum toward cage-free production.**

Hong Kong Adventist Hospital made history as Hong Kong's first hospital to transition to cage-free eggs for patient meals across its two facilities. Costco Wholesale achieved 100% cage-free fulfillment in South Korea, and Capella Hotel Group and Travel + Leisure both reported strong progress.

## SPOTLIGHT ON SUCCESS: LAI SUN DINING

# LAISUN DINING

Hong Kong-based Lai Sun Dining demonstrated exceptional leadership in its first year of progress reporting, achieving 90% fulfillment globally in response to outreach from the OWA. The company's rapid progress shows that ambitious timelines are achievable with proper commitment and implementation strategies.

## Transformative Initiatives

The launch of “Cage-Free Hong Kong” in August 2024 marked a pivotal moment for farm animal welfare advocacy in the region. The campaign aims to transform Hong Kong into a more hen-friendly city through public education and corporate engagement. The formation of the Asia Cage-Free Association Alliance (ACFAA) created a powerful new platform for advancing cage-free farming across Asia. Meanwhile, Tuduma Agricultural Development Co., Ltd.'s new facility—set to become China's largest cage-free farm—demonstrates growing producer commitment to higher welfare standards.



*This action was a group of local activists supporting the OWA global campaign, and demonstrating at the Lai Sun Dining HQ.*



# AFRICA PROGRESS



**The African cage-free movement continues to gain momentum, with new commitments and fulfillments demonstrating the feasibility of cage-free production across the continent.**

**As of July 2025, 88% of cage-free egg commitments in Africa with deadlines of 2024 or earlier have been fulfilled—a testament to the dedication of local advocates and the growing consumer demand for higher welfare standards.**

This year brought several milestone achievements, including the first-ever cage-free commitment in Malawi. In Tanzania, both Mama Shofu Culinary Experience and Betty Cakes and Bites achieved 100% cage-free fulfillment, proving that cage-free transition is possible even in emerging markets. City Lodge Hotel Group has made significant strides toward its 2025 deadline.

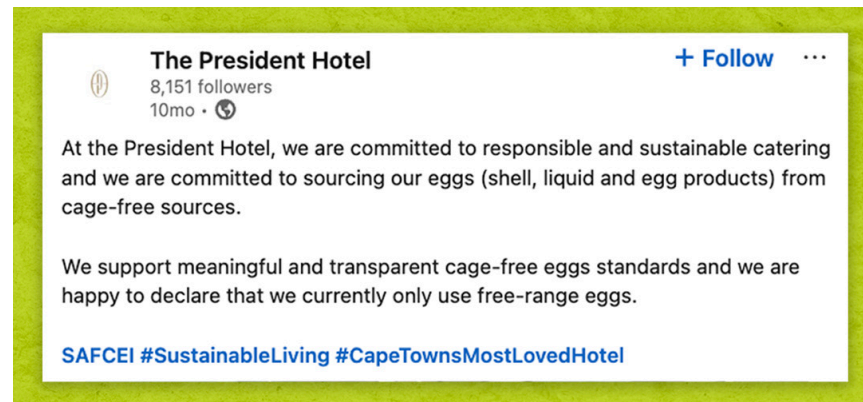
## SPOTLIGHT ON SUCCESS: SPUR CORPORATION

# SPUR

South African restaurant group Spur Corporation exemplifies the power of transparent progress reporting and steady implementation. After reporting 72% progress on its global commitment early in 2024, Spur reached 90% by year's end—a remarkable increase from its 2023 reporting. Its success is particularly noteworthy given its operations are primarily in emerging markets.

## Building Momentum

The movement gained significant traction through strategic partnerships, including Rwanda Animal Welfare Organization's groundbreaking memorandum of understanding with the Rwanda Poultry Industry Association to enhance chicken welfare and promote cage-free farming. SPAR Group Ltd's new global commitment in December 2024 marked another victory for African hens. Additionally, OWA Africa groups secured 12 regional cage-free commitments, including The President's Hotel, Rushaga Gorilla Lodge, and Emara Ole Sereni Hotels.



*The President Hotel announcing their cage-free commitment on LinkedIn.*





# NORTH AMERICA PROGRESS



**North America achieved notable progress in 2024, with 77% of cage-free commitments due by 2024 or earlier fulfilled as of July 2025.**

**The percentage of hens in cage-free housing in the United States reached an all-time high of 45.7% in June 2025, reflecting growing momentum across the industry.**

Several major brands fulfilled their commitments ahead of schedule, including McDonald's (US and Canada), Carl's Jr. (US), Golden Corral, White Castle, Papa John's, Rubio's Coastal Grill, and Bloomin' Brands. Progress reporting showed strong momentum across sectors, with Sodexo reporting strong progress for all egg types in the US and Canada, Barnes & Noble Cafe reaching nearly 90% cage-free, Dine Brands reporting notable progress, and HMSHost exceeding 95% cage-free.

## SPOTLIGHT ON SUCCESS: CONAGRA BRANDS



Conagra Brands demonstrated remarkable innovation by achieving its 100% cage-free goal a year ahead of schedule, thanks to a comprehensive strategy that included recipe reformulation to reduce or replace eggs in certain products. Its success shows how manufacturers can leverage multiple approaches to achieve cage-free goals.

## Driving Change

Restaurant Brands International strengthened accountability by publishing detailed roadmaps for cage-free fulfillment in the US and Canada. New commitments from Potbelly Sandwich Works, Mendocino Farms, Pinstripes, and Hostess expanded the cage-free movement's reach. The success of these initiatives demonstrates how corporate leadership and transparency can accelerate progress toward a cage-free future.

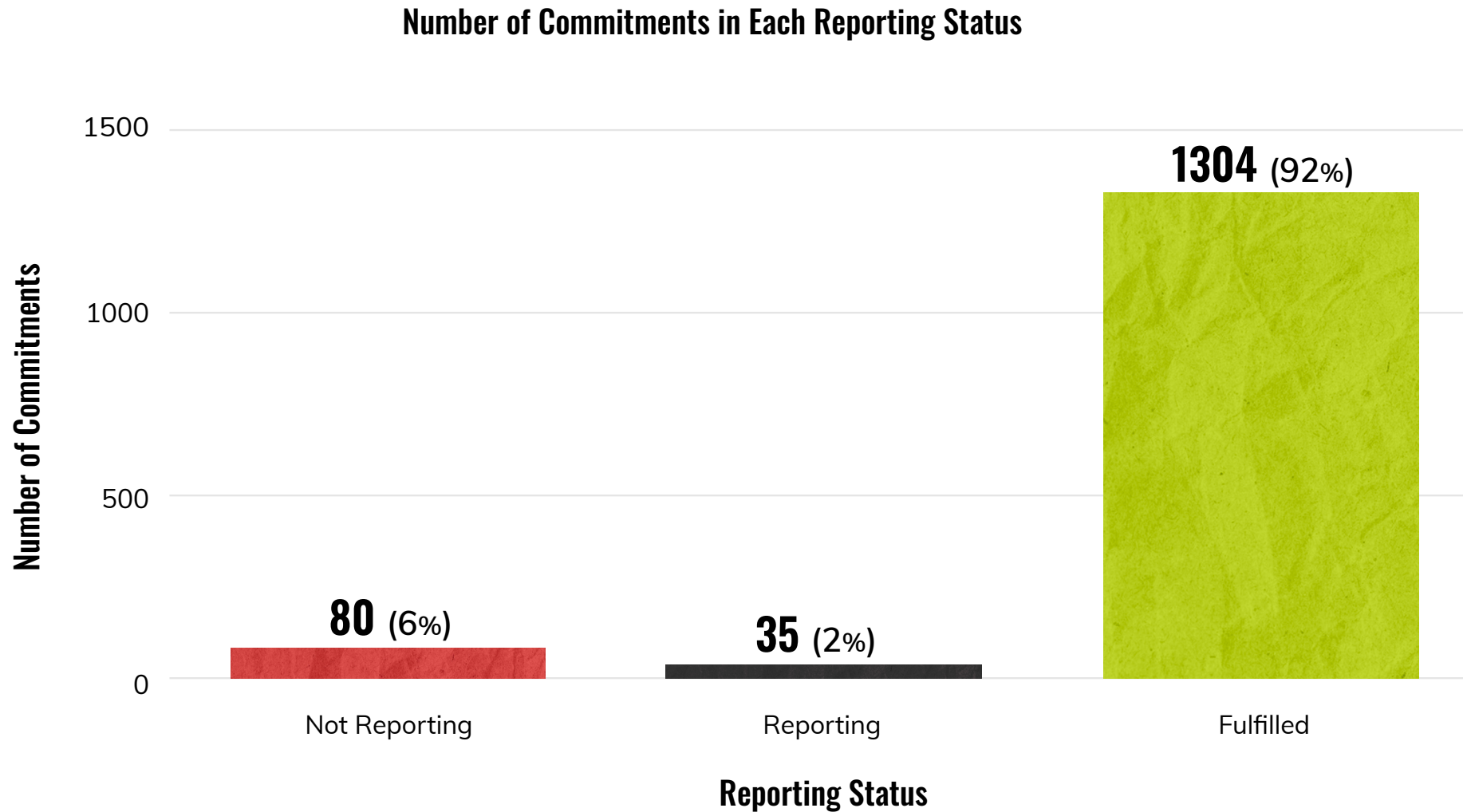
## 2024 PROGRESS SNAPSHOT

# 57 COMPANIES

reported progress for the US in 2024,  
impacting more than

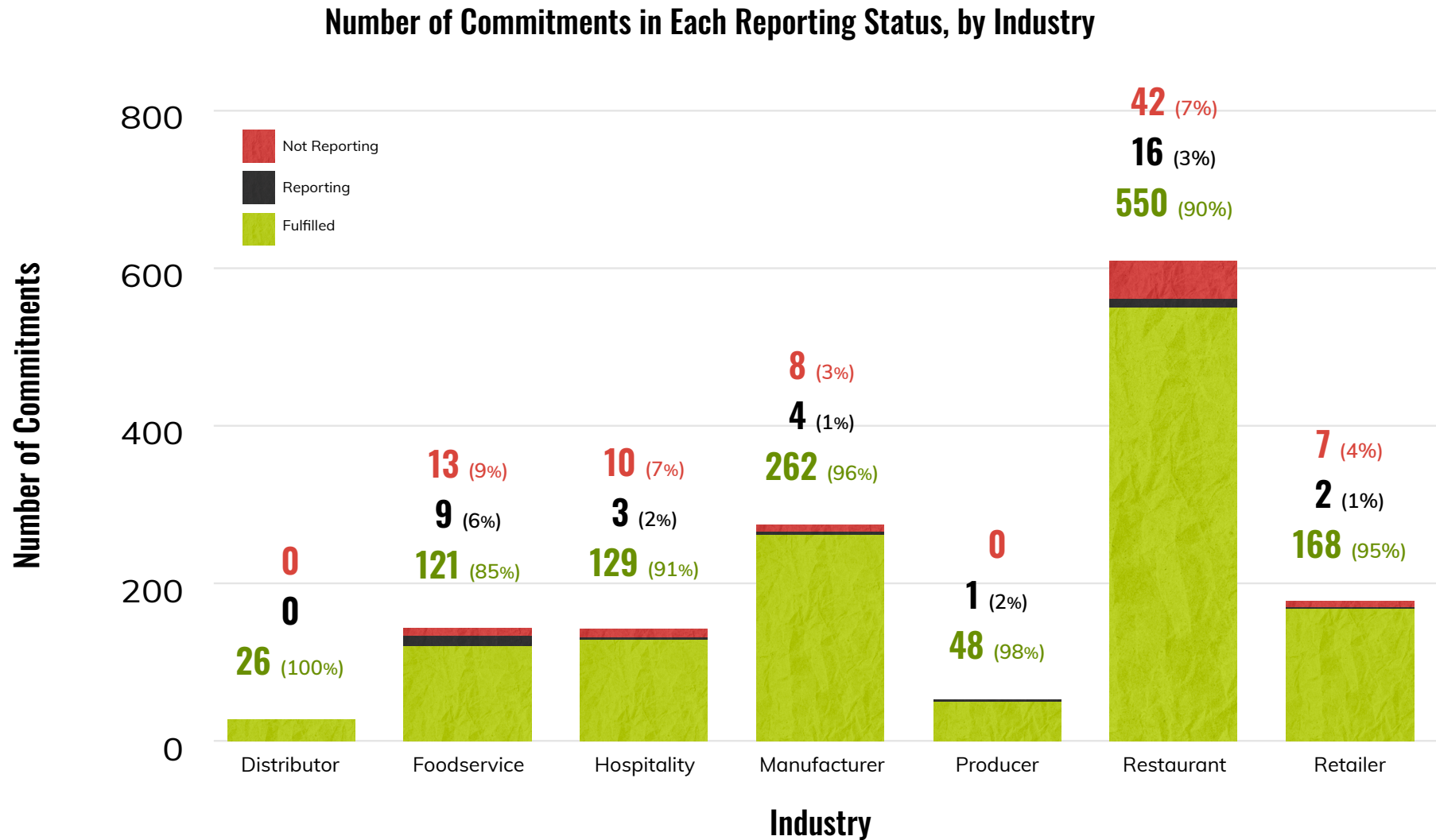
# 2 MILLION HENS



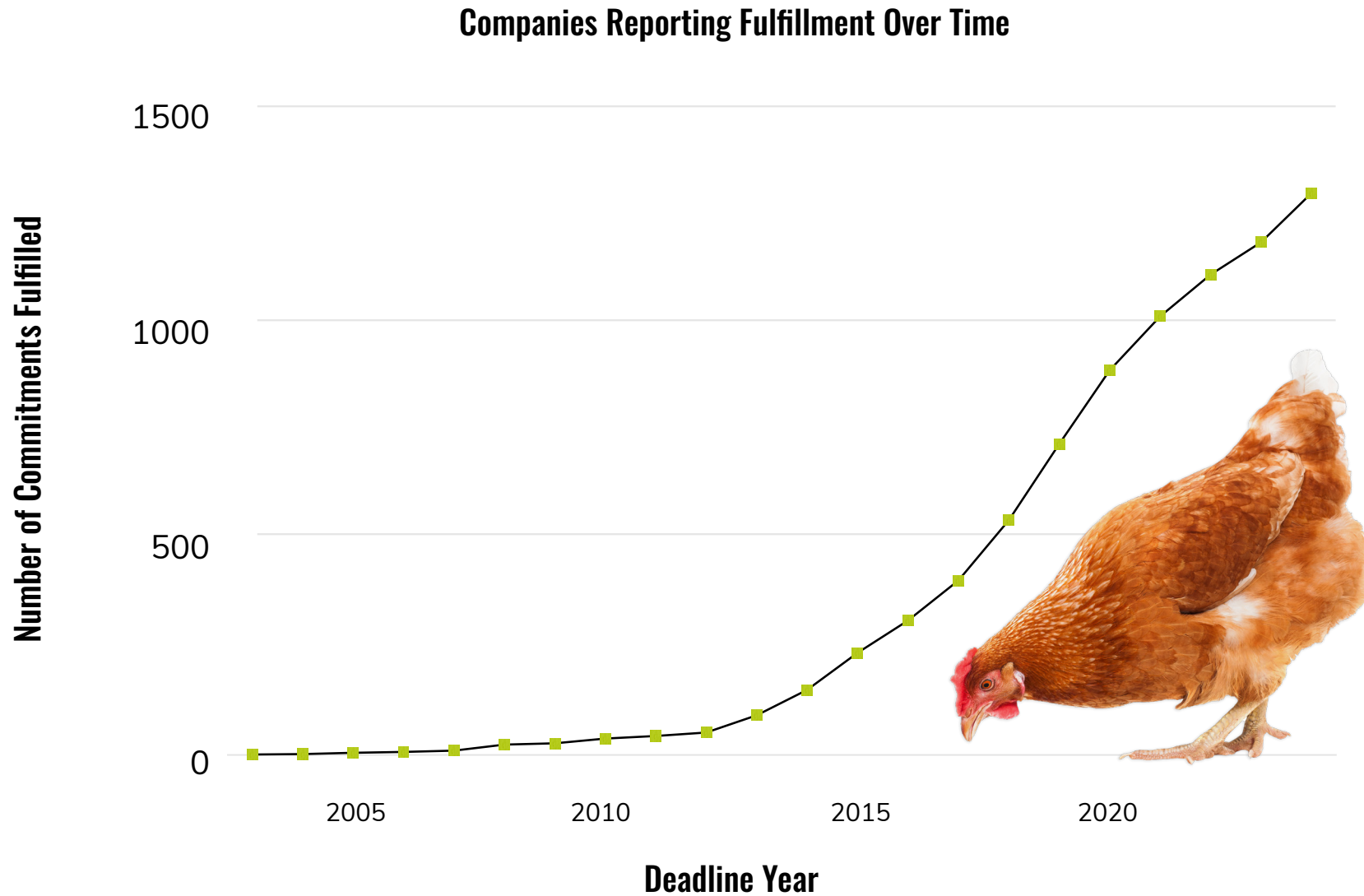


**FIGURE 1:** This graph gives an overall look at the fulfillment progress of cage-free egg commitments with a commitment deadline of 2024 or earlier. The bars show the number and percent of commitments that are either completely fulfilled (“Fulfilled”), partially fulfilled (“Reporting”), or still lacking a public report on the fulfillment status (“Not Reporting”). Percentages may not sum exactly to 100% due to rounding. Supporting data is available at [chickenwatch.org](https://chickenwatch.org).





**FIGURE 2:** This graph shows industry fulfillment progress of corporate cage-free egg commitments with deadlines of 2024 or earlier. The bars denote the industry of the company making the commitments, and the colours on each segment indicate fulfillment status. The labels on each segment indicate the number and percentage of commitments that are either completely fulfilled (“Fulfilled”), partially fulfilled (“Reporting”), or still lacking a public report on the fulfillment status (“Not Reporting”). Percentage may not sum exactly to 100% due to rounding. Supporting data is available at [chickenwatch.org](https://chickenwatch.org).



**FIGURE 3:** This graph shows the number of companies reporting fulfillment of their cage-free egg commitments , for commitments with deadlines of 2024 or earlier. The line represents the cumulative number of cage-free egg commitments fulfilled by year, up to 2024. Supporting data is available at [chickenwatch.org](https://chickenwatch.org).





## How Companies Can Report Progress

As they work toward 100% cage-free fulfillment, companies can report global cage-free percentages, share regional percentages, and/or publish incremental benchmarks. By reporting progress, companies substantiate their pledges to their customers and stay on track to meet their original commitment deadlines.

**But this can only happen if the work begins now.**

### Checklist to Cage-Free Fulfillment

- ✓ Publish a time-bound commitment to source 100% cage-free eggs throughout entire supply chain
- Add cage-free egg sourcing to brand standards
- Communicate this commitment with all global locations (*including franchises, non-branded locations and partners*)
- Communicate this commitment to your suppliers, incorporating it into contracts
- Procure data on cage-free egg percentage (*ideally by volume, but this can also be spend, or locations exclusively sourcing cage-free eggs*)
- Report publicly on progress regularly, annually as a minimum (*globally and by region*)
- Secure impact incentives for regions with low cage-free availability (*currently only available in Asia*)
- Publish a fulfillment statement on your website

# HOW COMPANIES CAN FULFILL THEIR COMMITMENTS



## 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.

**Cage-free egg impact incentives** were created by Global Food Partners to mitigate logistical concerns and other variables impeding cage-free progress. By incentivizing cage-free transitions for egg producers through cage-free credits, impact incentives increase the overall cage-free egg availability in emerging markets. This makes it easier for companies to make progress for hens and stay accountable to their cage-free promises, regardless of supply chain challenges.

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

## Overcoming Common Challenges

While some companies cite cost and supply availability as barriers to the cage-free transition, the success of industry leaders proves these challenges can be overcome. The cost difference between cage and cage-free eggs has **decreased significantly** as producers gain experience with cage-free

systems. Many companies have successfully managed the transition through gradual implementation, recipe optimization, and strategic sourcing partnerships.

Supply availability concerns can be addressed through early planning and collaboration with producers. Companies that communicate their cage-free requirements well in advance help create market demand that encourages producers to invest in cage-free facilities. Impact incentives provide an additional tool to increase cage-free supply in emerging markets.

## How We Can Help

Our team of corporate relations experts is ready to support companies throughout their cage-free transitions. We can:

- Share detailed “roadmaps” and case studies from companies that have successfully fulfilled their commitments
- Provide guidance on impact incentives and other innovative solutions
- Offer technical expertise on cage-free systems and implementation strategies
- Connect companies with local Open Wing Alliance organizations

Many of our corporate partners have successfully fulfilled their commitments years ahead of their deadlines by taking advantage of these resources. **We encourage companies to reach out early in their transition process to ensure a smooth path to fulfillment.**





# CONCLUSION

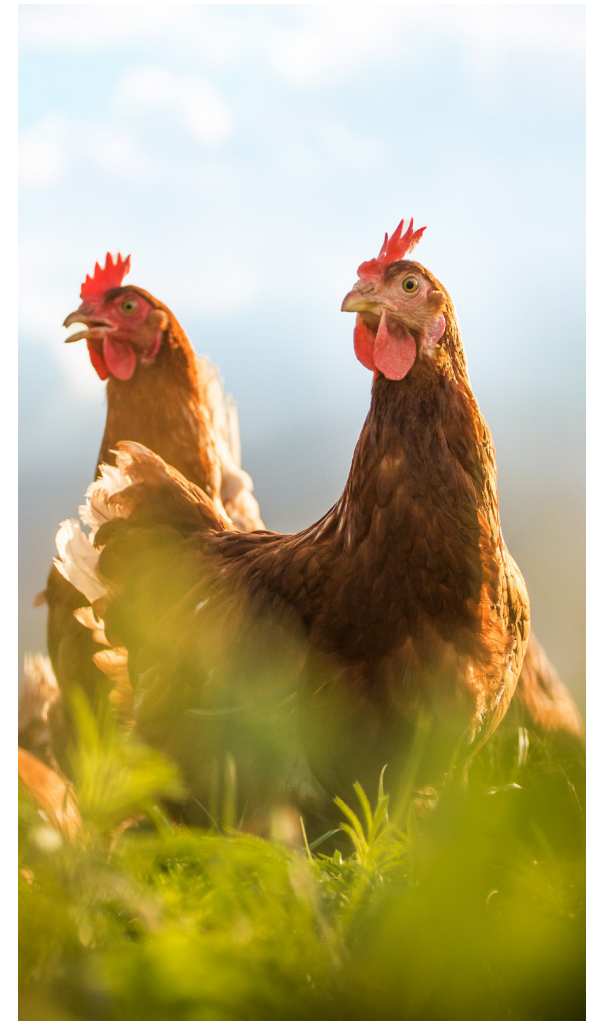
This surge in proactive implementation suggests that 2025 will mark not just the culmination of many cage-free commitments, but a decisive shift toward a future where cruel cages are relegated to history.

**The findings in this report demonstrate remarkable progress in the global transition to cage-free production, with fulfillment rates climbing to 92% for commitments due by 2024—**

a notable increase from 89% last year. 2024 brought unprecedented victories, from Kewpie's groundbreaking commitment in Japan to numerous companies achieving fulfillment ahead of schedule. These successes prove that cage-free sourcing has become not just feasible but standard across the food industry, with companies increasingly finding efficient paths to fulfillment.

The momentum spans all sectors and regions, from international manufacturers to local restaurants, from established markets to emerging economies. Consumer demand for cage-free eggs continues to grow, driving companies to honor their commitments and transition their supply chains. The statistics show not only that more companies are adopting cage-free policies, but that the vast majority are following through on their promises—transforming pledges into tangible improvements for millions of hens.

**In 2025—a pivotal year with nearly twice as many commitment deadlines as all previous years combined—we anticipate accelerated progress worldwide.** Through the Open Wing Alliance's persistent work on corporate accountability, we're already seeing increased transparency in progress reporting and numerous companies achieving early fulfillment.



The cage-free movement's success demonstrates how coordinated advocacy, corporate leadership, and consumer demand can drive meaningful change for animals. As we continue this work, we remain committed to supporting companies in their cage-free transitions and ensuring that every commitment translates into real improvements in the lives of egg-laying hens worldwide.