

Treat better.
Eat better.
Sleep better.

Join the growing number of
businesses making the switch to
humane food.



choose
wisely
humane food

www.choosewisely.org.au

an initiative of the **RSPCA** 







Photo courtesy of AECL (Australian Egg Corporation Limited).

EGGS

72% (or 2.1 billion) of eggs in Australia are produced from hens housed in battery cages. Unable to express their natural behaviours, battery hens live their year-long lives standing on a wire mesh floor, with less space each than an A4 piece of paper. Caged hens can't stretch out and flap their wings, perch, roost, dust bathe, forage for food or satisfy their natural urge to lay their eggs in a nest. It's a miserable life.



Businesses that choose wisely choose barn-laid, free-range or RSPCA Approved eggs and can join at the Gold, Silver or Bronze level.

-  **Gold** means all egg-containing food items sold on the premises, including sauces and cakes, are made with cage-free eggs.
-  **Silver** means cage-free eggs are used in all egg-containing food items made on the premises. However, cage eggs may have been used in products brought in, such as cakes and sauces.
-  **Bronze** means all whole eggs used on the premises are cage-free (e.g. fried eggs).

CHICKEN

Meat chickens (broilers) and egg laying hens are two different breeds of bird, bred for different purposes. In Australia, most meat chickens are farmed in large sheds holding around 40,000 chickens. Conventional meat chickens are kept in barren conditions with little room to move as the bird reaches slaughter weight. After years of selective breeding this can be as early as 35 days old. The birds' fast growth can lead to leg, joint, bone and heart problems or sudden death.

Businesses that choose their chicken meat wisely, choose free-range and can join at two levels.

-  **Gold** means all food items sold on the premises are made with free-range chicken.
-  **Silver** means free-range chicken is used in everything made on the premises, but not necessarily in products that are brought in.

PORK

Most pigs in Australia will never step foot in the outdoors. They can't root in the dirt, wallow in the mud or forage for food. Most breeding sows in Australia are confined in sow stalls for all or part of their pregnancy then are moved to an even smaller, farrowing crate, until their piglets are weaned. Pigs farmed in these systems suffer through a continuous cycle of chronic frustration.

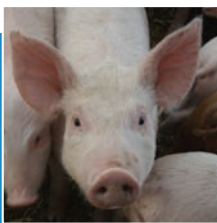
Businesses that choose their pork wisely, choose free-range, bred free-range or RSPCA Approved and can join at two levels.



Gold means all food items sold on the premises are made with free-range, bred free-range or RSPCA Approved Pork.



Silver means these higher welfare pork products are used in everything made on the premises, but not necessarily in products that are brought in.



How will people know if my business is Choosing Wisely?

Choose Wisely has been established knowing that most businesses work hard to meet the needs of their customers or clients. By joining Choose Wisely:

- Your business will be a leader.
- Your business will be giving customers what they want.
- Your business will be part of a progressive movement towards food of a higher animal welfare standard.
- Your business will be recognised on the RSPCA's Choose Wisely website viewed by thousands of supporters.
- Your business will receive a Choose Wisely sticker to display on your front window.
- Your business will be highlighted as a business people should support.



Your business will be demonstrating that you can enjoy eating out and care about the welfare of farm animals.

Joining Choose Wisely

STEP 1

Determine whether you are joining for eggs, chicken, pork or all three.

List what you make and/or serve that contains these products to determine what level you can join at.

- **Gold** means all food items sold on the premises, are made with cage-free eggs (for eggs), free-range chicken (for chicken) or free-range, bred free-range or RSPCA Approved pork (for pork).
- **Silver** means these higher welfare products should be used in all food made on the premises. However, it's not necessarily guaranteed for food items that are brought in (e.g. bacon in quiches, eggs in cakes).
- **Bronze (for eggs only)** means all whole eggs used on the premises are cage-free. This could include fried eggs, omelettes, salads, etc. These products should be clearly labelled.

STEP 2

Talk to your suppliers about accessing a consistent supply of higher welfare eggs, chicken or pork.

STEP 3

Talk to your staff about how joining Choose Wisely can help farm animals have a better life and meet customer demands.

STEP 4

Complete the registration online at:
www.choosewisely.org.au

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