



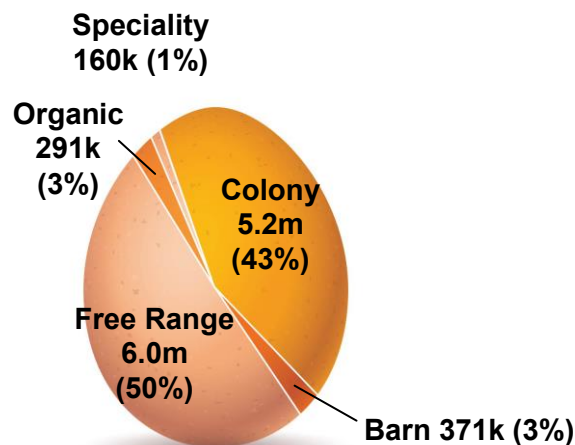
TARGETS:

- Colony lifecycle will be extended from 72wks to 80wk by 2017
- Free range lifecycle will be extended from 72wks to 76wks by 2017
- We will reduce the reliance on Infra-red beak trimming through a combination of management techniques, genetic improvement via our partner suppliers and breed selection. We will aim to reduce to 50% non-treated beaks by 2020.
- 100% of farms within our network will be subject to pre-slaughter stunning by 2016.
- 100% of our birds will travel less than 12 hours to slaughter by 2016, with 80% travelling less than 8hrs and 50% less than 4hrs.
- 70% of our birds will be free from confinement by 2020, covering all territories, products and brands.
- Feather cover scores will improve to an average of 2.00 on a 5 point scale by 2020.

2015 UPDATE

(Unless otherwise stated, data is taken from internally collected sources, and refers to the period 1st July 2014 to 30th June 2015)

- A summary of our bird supply base is shown below. 57% of our birds are free from confinement (note that 'Speciality' are all Free Range). Valid 1st July 2015.



- Average depletion ages in the last year:
 - Colony – 74.2wks
 - Free Range – 72.4wks
- 100% of our birds were subject to pre-slaughter stunning
- Average transit time to slaughter – 7.6hrs. 98% travelled less than 12hrs, 34% travelled less than 4hrs.



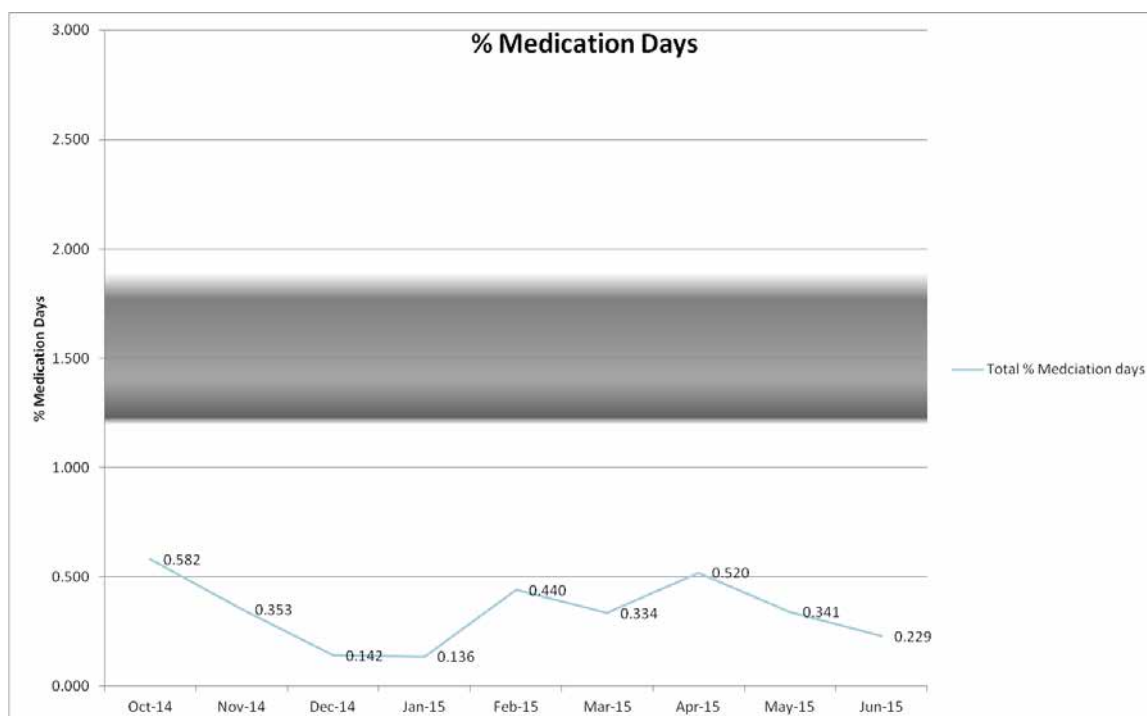


OUTCOME MEASURES AND PERFORMANCE INDICATORS (ANNUALISED)

- Average Eggs/Bird
 - Colony – 321
 - Free Range – 306
- Average Cumulative Mortality
 - Colony – 3.09
 - Free Range – 5.71
- Average Feather Cover score at End of Lay – 2.29

Notes:

1. Antibiotic recording commenced during mid-2014. Early data is shown below, calculated as a % of live days medicated (calculation = (birds treated x days treated) / (total birds x days) x 100). Annual average results will be published when a full year is complete.



2. Keel bone damage recording commenced during mid-2015. Preliminary results are not yet available to publish.

