

VOICE OF THE SUNDAY Mirror

voice@sundaymirror.co.uk

KFC's poor chicks leave a bad taste

THE public image of KFC, the fast-food chain, is of a cheerful, family-friendly organisation.

That isn't how the chickens must feel about it.

A Sunday Mirror investigation has revealed that some of the birds who end up there are treated in the most horrific way. They spend their lives in windowless sheds - cramped, dazed, sometimes lame and barely able to reach food or water.

In some cases the carcasses of birds already slaughtered are left on the floor to be picked over by other chickens. That is reminiscent of the animal cannibalism which led to mad cow disease.

The people who run KFC and other well-known firms taking chickens from Wrawby Farm in Lincolnshire will not be aware of the disgraceful conditions there. In fact, they believe them to be good.

But they have a responsibility to check the treatment of the birds they buy. And to prevent the worst examples of animal cruelty.

Most KFC customers will expect animals to be humanely treated, even if that adds a few pence to the price of a meal.

Guaranteeing that all the chickens they use have been kept in decent conditions will do as much for KFC's image as any amount of cheerful advertising.

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