



Statement in Response to PETA Video

29 November 2019

We have been made aware of a video that is being distributed by PETA.

The following statement is made in response by Simon Camilleri, Managing Director, Baiada Poultry.

Regarding the footage of birds being hit and roughly handled:

I was horrified by the PETA footage of birds being punched, hit, and roughly handled. This behaviour is unacceptable under any circumstances at any of our facilities and certainly not a practice that the company condones.

I have ordered a full investigation into this animal cruelty, and we will cooperate with all relevant government authorities. I have already spoken to the police and we will do our utmost to find those responsible.

Effective immediately I will be seeking reforms capable of tightening compliance with our strict animal welfare standards. As a company we have worked hard to ensure our standards are upheld, but 100 per cent compliance is our goal and we have clearly fallen short.

Regarding the footage of the poorly performed rooster euthanasia:

I have been aware for some months of disturbing footage taken at our Victorian breeder farm in March 2019 of one of our workers euthanasing a sick rooster using 'cervical dislocation,' a technique the RSPCA has informed us is the most humane way to end the life of a bird.

In the case filmed by PETA, the procedure was not carried out correctly and did not immediately end the bird's life. We investigated this incident when it came to our attention and the investigation concluded the worker did not intend to be cruel.

At the time the incident was investigated by Agriculture Victoria with our full cooperation. The Department decided no further action was necessary and closed the investigation in September 2019.

However we recognised this incident was an opportunity to change our procedures and re-train workers on the correct procedure for ending a bird's life.

General comment:

While we are horrified at the footage and we are glad it has come to light. If this behaviour is occurring we want to know about it.

That's why Baiada has an independent 'whistleblower' service where any person in our community can anonymously report information on animal welfare matters. All genuine reports will be investigated.

I am personally deeply committed to the humane treatment of birds, and our team will continue to drive improvements in procedures and culture as a core value of our business.
