

FIVE POINT PLAN TO TACKLE CAMPYLOBACTER

UPDATED JUNE 2017

M&S led the industry with the first 'farm to customer home' plan to tackle Campylobacter in 2014. Since implementation test results have seen a step change improvement with the number of campylobacter-free chickens improving from just over half (2014) to over three-quarters (2016). The plan has evolved over the past three years as M&S and its suppliers have learnt and improved the interventions taken on farms and at processing sites. We will ensure our actions are always informed by the most up-to-date data and science available. The latest version is detailed below.

1. FARMER BONUS



A bonus scheme for farmers that produce 'Campylobacter free' farms. This is intended to stop the spread of the bacteria by incentivising farmers to strictly control access to the farms and chicken houses.

2. ZERO THINNING



All M&S farmers operate a zero-thin policy. This involves not part-harvesting chickens from flocks through the growing cycle (as is common in the industry). This helps maintain farm biosecurity, reduces levels of campylobacter and delivers animal welfare benefits. Farmers also use feed additives that improve gut health in the birds.

3. HEAT AND CHILL TREATMENTS



With our suppliers we have invested in new technology on all M&S processing lines that provides a thermal shock to whole chickens at the beginning and end of processing. Birds are also rapidly chilled after processing. High and low temperatures help to reduce levels of Campylobacter.

4. NECK SKIN REMOVAL



We have removed the part of the chicken that is most likely to carry Campylobacter.

5. PACKAGING IMPROVEMENTS



All M&S chickens come in leak proof packaging and we've made front of pack labelling on M&S whole chickens even clearer for customers, adding a large, front-of-pack label that says "Washed and Ready to Cook". Washing chickens is not necessary and splashing water can spread Campylobacter.