



**ADVANCED GCE**  
**CRITICAL THINKING**  
Unit 3: Resolution of Dilemmas

**F493/RB**

**RESOURCE BOOKLET**

**Thursday 17 June 2010**  
**Morning**

**Duration:** 1 hour 15 minutes



**INSTRUCTIONS TO CANDIDATES**

- Use Documents 1, 2, 3 and 4 to answer the questions.

**INFORMATION FOR CANDIDATES**

- This document consists of **8** pages. Any blank pages are indicated.

**Background Information**

In these documents, “broiler hens” or “broilers” are raised for meat production in highly intensive factory farms. They are usually kept indoors in high-density conditions (typically, about the size of an A4 sheet of paper for each bird). Meat from broilers is referred to in the Question Paper as “intensively-farmed” chicken.

Free range hens live in less crowded conditions, and have access to the outdoors for at least half of their lives. Meat from free range hens is referred to in the Question Paper as “free range chicken”.

**Document 1****Boycott cheap chicken, says RSPCA**

The Royal Society for the Prevention of Cruelty to Animals (RSPCA) is calling on retailers to stop selling cheap chicken in a new campaign highlighting what it calls “unacceptable conditions” in many of Britain’s poultry farms. Public attention is expected to focus on chickens this month when celebrity chefs Jamie Oliver and Hugh Fearnley-Whittingstall present programmes examining the conditions in which broilers are reared.

Dr Marc Cooper, RSPCA farm animal scientist, said: “If people knew how the average chicken was treated before it ended up as their Sunday roast, they would probably be disgusted. Currently, some supermarkets are selling chicken meat for as little as £2 per kilo – this can be less than it costs to produce the bird. Selling chicken so cheaply doesn’t provide farmers with enough money to enable or encourage them to rear their birds to standards the RSPCA finds acceptable.

“Everyone has a responsibility to ensure chickens are reared to high standards – the retailer, shopper and farmer. We are asking supermarkets to stop selling standard chicken and shoppers to stop buying it. We are asking shoppers to demonstrate to supermarkets that there is a demand for higher welfare chicken by signing our petition and by showing they are willing to pay a little bit more money for a bird that’s had a better life.”

Source: Meatinfo.co.uk The Online Meat Trades Journal 2/1/2008  
<http://www.meatinfo.co.uk/articles/55146/Boycott-cheap-chicken-says-RSPCA.aspx?categoryid=9045>

## Document 2

### The cost of cheap chicken

Hugh Fearnley-Whittingstall knows he is only scratching the surface with his “Chicken Out” television campaign. Given the state of the two-for-a-fiver chicken market, it’s easy to see why some might dismiss Hugh as a rich foodie with enough cash to eat organically-produced poultry at £10-per-head every night.

There’s no disputing the fact that we like chicken and we like it to be cheap. Of the 850 million chickens reared in the UK each year, only five per cent are free range.

And while few viewers will find it easy to lend a sympathetic ear to intensive chicken farmers, the farmers insist they are meeting a need.

One chicken farmer, who asked not to be named – fearing attacks from animal rights activists – said: “I can understand people will have been shocked by seeing the programme but we help to provide 50 million people with three meals a day, 365 days a year. Around the world, the UK’s intensive chicken farming industry is seen as a success because we have made chicken an affordable staple food.”

Source: The Manchester Evening News 10/1/2008  
[http://www.manchestereveningnews.co.uk/entertainment/food\\_and\\_drink/s/1031411\\_the\\_cost\\_of\\_cheap\\_chicken](http://www.manchestereveningnews.co.uk/entertainment/food_and_drink/s/1031411_the_cost_of_cheap_chicken)

### Document 3

#### Tesco announce £1.99 chicken

**The supermarket chain has reached a new low with a special offer chicken sold whole for £1.99.**

Tesco were yesterday celebrating the “99p per head roast” as a victory for cash strapped consumers. Animal welfare groups and farmers, who are paid 2p for a chicken, were less pleased.

Dr Lesley Lambert of Compassion in World Farming (CIWF) found the news “depressing” while Hugh Fearnley-Whittingstall, who has just run a high profile campaign highlighting the appalling condition of industry standard broiler hens, told the Ecologist: “It’s despicable. Since our programmes and campaign, Tesco stores all over Britain have been selling out of free range chicken. Our campaign supporters have been texting us pictures of the empty free range shelves. And Tesco have even put up signs apologizing for the lack of supply. They should be helping their farmers to convert to free range. But instead they are entering a new phase of the price war on cheap chicken. It can only lead to more birds suffering. Consumers with a conscience will certainly want to boycott these birds.”

Tesco’s announcement was followed swiftly by a report from the Department for Environment, Food and Rural Affairs (DEFRA) and University of Bristol that claimed broiler hens suffered health problems. The report shocked consumers who were ill informed about what they were being sold. Doctor Toby Knowles of Bristol University’s Division of Food Animal Science, who carried out the research with colleagues, said that worldwide approximately 20 billion broilers are reared within husbandry systems that are “biased towards economics of production and detrimental to poultry welfare”.

Dr Knowles said that broiler chickens have been subject to intense genetic selection and “in the past 50 years broiler growth rates have increased by over 300 per cent from 25g per day to 100g per day..... Our research shows that the primary risk factors associated with impaired locomotion and poor leg health are those specifically associated with rate of growth.” The researchers studied broiler flocks belonging to five major UK producers who together account for over 50 per cent of UK production. At an average age of 40 days, over 27.6 per cent of birds showed poor locomotion and 3.3 per cent were almost unable to walk.

Source: Ecologist Online 7/2/2008  
[http://www.theecologist.org/pages/archive\\_detail.asp?content\\_id=1166](http://www.theecologist.org/pages/archive_detail.asp?content_id=1166)

## Document 4

### Chicken – buy British and buy the best

The National Farmers Union (NFU) has today responded to a poll by the RSPCA which says 73 per cent of consumers are buying higher welfare chicken after watching the recent television shows by celebrity chefs. But poultry leaders along with celebrity chefs are reminding consumers that buying British must also be top of their shopping list.

Trends in consumer buying show a divide among consumers, with the better-off opting to buy free range chicken, while people on lower incomes continue to rely on the availability of low cost, healthy chicken and eggs. But the increase in demand for higher welfare birds is forcing retail buyers abroad, warns NFU poultry board chairman Charles Bourns.

“It is important for farmers, consumers and the economy to support a thriving British poultry industry. But producers need to have profitable prices at the farm gate to ensure they are able to react to these changes in the marketplace and change their production systems”, he said.

Robert Newbery, NFU chief poultry adviser, added: “The majority of the market is still for low cost, efficiently produced, healthy chicken meat and eggs; this is still a very cost sensitive market place. Recent DEFRA research tells us that of consumers surveyed, 82% said they make a point of buying British, closely followed by 77% who like to buy free range eggs, and 57% free range meat. While this doesn’t reflect actual buying trends, it does indicate a willingness to trade up to free range, but buying British is the primary influencing factor. It would be a real shame if this accelerated demand continues to drive retail buyers abroad for supply”.

Source: National Farmers Union 1/3/2008  
<http://www.nfuonline.com/x26155.xml>

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