



BCC Deadline Extension Guidance Document For Companies with 2026 Commitments

This document offers guidance for Food Businesses seeking deadline extensions for their 2026 Better Chicken Commitment (BCC) obligations.

The BCC Coalition prioritises upholding existing commitments by setting realistic yet ambitious deadlines. This approach allows businesses dedicated to the BCC to continue their progress towards integrating higher welfare BCC chicken as a standard in their supply chains. As a coalition, we will strive for consistency in the decision making process.

It is always advisable to discuss extension requests directly with your corresponding BCC signatory NGO, most likely the in-country NGO you originally coordinated with for your BCC commitment.

When would an BCC timeline extension be considered?

An extension to a company's existing commitment beyond the original 2026 deadline may be considered when genuine feasibility constraints, such as sourcing or supply issues, can be evidenced by the company. Additionally, consideration will be given if progress towards the original commitment has been made, as evidenced in the company's annual reporting.

In making a decision, the corresponding BCC signatory NGO may also assess the progress of other committed companies with similar sourcing needs to determine the feasibility of achievement for the requesting company.

Information Required to Support Your Request

To help us assess your request, please provide the following:

1. **Rationale for the Request:** Explain why the original deadline cannot be met, including both internal and external factors affecting your business operations.



Provide evidence wherever possible.

2. **Compliance Status by 2026:** Indicate the percentage of your supply that will be BCC Compliant, or which components of the criteria will be achieved, by 2026.
3. **Proposed Timeframe for Completion:** Share your detailed roadmap outlining your journey to 100% compliance. Contact your in-country NGO for best practice guidance on creating roadmaps.
4. **Supply Chain Details:** Provide as much information as possible about your supply chain, including sourcing countries. This will assist the corresponding NGO in evaluating the complexity of your supply chain and any sourcing challenges.
5. **Evidence of Supplier Agreements:** Include any formal agreements with your suppliers. This will enable the corresponding NGO to assess the feasibility of your proposed timeline and roadmap.
6. **Internal Business Support:** Evidence of support from within your company (e.g., from C-suite/Directorate) will strengthen your request by demonstrating ongoing business commitment to the BCC.

Transparency around Extended Deadlines

If an extension is agreed, and to ensure transparency regarding any agreed changes to your formal and public commitment, we request the following be made public:

1. Your roadmap detailing the full transition for all BCC criteria and volumes covered by the commitment.
2. Public annual reporting against all criteria.
3. A clear statement explaining the reason for the extended deadline. This will help convey that extensions are not guaranteed and are reached through agreement with an BCC coalition NGO. This will likely be agreed upon in collaboration with your corresponding NGO for publication by both parties and the BCC collectively.