



Cage-Free Indonesia Toolkit

www.cagefreeindonesia.org





Animal Friends Jogja (AFJ) is a non-profit organization founded in 2010 and committed to advocating for animal welfare and protection in Indonesia.

In 2016, AFJ began advocating for the welfare of farmed animals and became the first Indonesian NGO to raise this issue in Indonesia. Through the Cage-Free Indonesia program, AFJ aims to improve the welfare of laying hens that come from battery cage systems that do not align with animal welfare principles. AFJ employs various approaches and collaborates with the government, producers, businesses, and the public to promote this issue.

About Cage-Free

1 What is Cage-Free Indonesia?

Cage Free Indonesia is a movement initiated by Animal Friends Jogja to raise public awareness about the welfare of farmed animals, particularly laying hens in Indonesia.

This movement is carried out through several approaches, including advocacy at the central and local government levels, outreach to producers, engagement with companies, and public outreach. More information can be found [here](#).



2 What Are the Natural Behaviors of Chickens?

Chickens exhibit several natural behaviors, including:



Flapping Wings



Dust Bathing



Foraging



Preening



Nesting



Perching

There are many other interesting facts about chickens, one being that chickens have a high level of empathy. If one of their companions is feeling happy, sad, or stressed, they can understand it. In fact, they can even share those feelings with their flock. [Click here](#) to see more interesting facts about chickens.

3

What are the sufferings experienced by chickens in battery cages?

The battery cage farming system is a living hell for chickens. Two to three birds are crammed together in enclosures made of wire or bamboo. In these cramped spaces, chickens spend their lives as egg production machines. By the age of two, they are sent to slaughter because they are deemed no longer profitable.

Living in cages with a floor space only the size of an A4 paper prevents chickens from fulfilling their natural instincts. There are no nesting areas for laying eggs, no sand for dust bathing, no opportunity to forage for other food sources, and no perches to roost on. They are even unable to fully stretch their wings.





Extensive research shows that laying hens confined in battery cages exhibit signs of frustration and suffer from stress. They are also highly vulnerable to physical injuries, including broken bones, feather loss (baldness), and respiratory infections that can lead to blindness.

Here are examples of videos showing the conditions of chickens in battery cages:

- [Investigasi](#)
- [Hen's Dream](#)

4 Some examples of campaigns that Animal Friends Jogja (AFJ) has conducted include:

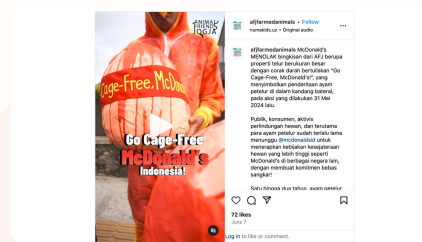
Campaign actions aimed at specific companies to implement cage-free policies, as well as actions to educate and inform about laying hen issues to the public in general.



McDonald's – Five City Action



Battery Cage Simulator at Wiguna Market



McDonald's – Street Protest May 2024

Please check out other activities that AFJ is involved in [here](#).

FAQ

1 Basic Question:

What is a battery cage system?

It is a farming method that uses square cages arranged in long rows and stacked two or more high. Battery cages are box-shaped structures connected to one another, made of bamboo or wire. This system is often used in laying hen farms because it is considered to provide higher economic value. However, it does not meet moral and ethical standards.





In battery cages, laying hens are placed in extremely cramped spaces; each individual hen has less room to move than an A4 sheet of paper, preventing them from expressing their natural behaviors, such as scratching, fully flapping their wings, perching, nesting, preening, and foraging for food.

What is the cage-free system?

It is a farming method that does not confine laying hens in partitioned cages – like battery cages – allowing them to move more freely and express at least some of their natural behaviors. Some types of cage-free farms include:



Postal: *Indoor*



Free-range: There is indoor and outdoor access.



Aviary: Multi-level indoor spaces.

**Veranda:**

There are partitions (additional space) between the indoor area and the exit door.

**Pasture:**

The outdoor area is very spacious. At night, the chickens are brought into the indoor space to protect them from predators.



What is the goal of the cage-free campaign?

The goal of this campaign is to improve the welfare of laying hens. Animal Friends Jogja (AFJ) employs various approaches to achieve this, including:

A. Public Outreach

- Raising public awareness about the cage-free system, which places greater emphasis on animal welfare compared to the battery cage system.
- Encouraging public demand for cage-free eggs.



B. Corporate Outreach

- Encouraging companies to adopt cage-free commitments.
- Companies will strive to meet public demand for cage-free eggs.
- Companies will seek cage-free suppliers (producers) or encourage their egg suppliers to adopt cage-free systems.

C. Producer Outreach

Encouraging the transition from battery cage systems to cage-free systems. Producers will strive to meet the demand from companies for cage-free eggs.

D. Government Outreach

Encouraging the establishment of regulations that prioritize the welfare of laying hens.

E. Academics & Organization Collaboration

Collaborating and supporting each other to achieve a Cage-Free Indonesia.



What is a cage-free commitment?

Animal Friends Jogja (AFJ) employs various approaches, one of which is targeting companies. The goal of this approach is to educate them and ultimately secure a commitment to use only cage-free eggs. When a company issues a cage-free commitment, it means they have agreed to transition away from battery cage eggs and gradually switch to cage-free eggs, in line with a timeline that has been agreed upon and publicly announced through their official platforms.

Cage-free commitments are important because, as large-scale egg users, companies are responsible for ensuring the source of their eggs. If they commit to using cage-free eggs, the impact and change for laying hens will be significantly greater.



2 Questions About Laying Hens/Animal Welfare:

Why is cage-free important, and what do laying hens experience in battery cages?

Laying hens raised in factory farms endure a life filled with suffering and distress in the harsh conditions of battery cages. Each hen spends her life crammed together with other chickens, unable to fully stretch her wings or even stand with her head held high. The only space they have to lie down or move is equivalent to the size of an iPad (67–86 square inches or 432 square centimeters) or smaller than an A4 sheet of paper.

Are free-range chickens always cage-free?

Free-range chickens are indeed associated with more open farming practices. However, over time, there are also village chickens that are raised in battery cage systems, just like other types of laying hens.

Are cage-free laying hens healthier?

Research from the World's Poultry Science Journal indicates that cage-free systems enhance welfare by allowing hens to express their natural and basic behaviors, such as perching, flapping their wings, and moving freely. However, this does not eliminate all suffering and injury risks, which are often caused by the pressure to produce eggs intensively. While the risks of disease and injury are not completely eradicated, there is still evidence that the health of hens improves in cage-free systems.

Humane Society International has data from research conducted by the European Food Safety Authority indicating that cage-free chickens or eggs have a lower risk of being infected or contaminated with Salmonella. Thus, there are indeed studies by independent organizations showing that cage-free hens have a lower risk of Salmonella infection compared to those in battery cages. This has implications for hen health, food security, and food safety.

Even with proposed welfare improvements, aren't the hens still trapped inside sheds?

The changes we are advocating do not completely eliminate the suffering of laying hens. However, these changes are significant and important for improving the health and welfare of millions of animals. It is a step toward the change we hope for, together—ultimately, to fully end the exploitation and suffering of farmed animals.



3 Questions About Chicken Eggs:

How can you distinguish cage-free eggs from battery cage eggs?

Physically, cage-free eggs and battery cage eggs cannot be distinguished. In Indonesia, there is currently no official labeling system from the government. At present, only a few cage-free egg products are sold in certain supermarkets with labels such as "cage-free" or "free range."

Are cage-free and free-range the same?

No, they are different. Cage-free means that the hens are not kept in battery cages, allowing for more freedom of movement. Free-range is a type of cage-free farming where hens have access to outdoor spaces. Some types of cage-free farms include:

- **Postal:** Indoor
- **Free-range:** There is indoor and outdoor access.
- **Veranda:** There are partitions (additional space) between the indoor area and the exit door.
- **Aviary:** Multi-level indoor spaces.
- **Pasteur:** The outdoor area is very spacious. At night, the chickens are brought into the indoor space to protect them from predators.



If there are only a few farmers using cage-free systems, how can the supply be met for businesses/consumers that decide to switch to cage-free eggs?

According to market law, supply and demand are interconnected. The greater the demand from companies and consumers for cage-free egg supplies, the more it will influence a shift in supply. We also hope that more farms will transition to cage-free systems, driven by global trends and the increasing number of companies needing cage-free eggs. Therefore, we also approach producers to provide education and facilitate those who wish to make the transition.

4 Questions About Consumers:

Currently, consumers are complaining about high egg prices. Won't replacing battery cage eggs with cage-free eggs further increase prices and cause losses for consumers?

We do not expect any country to suddenly halt the production and sale of battery cage eggs, as such a transition requires time and financial investment. What we hope for is that countries will introduce policies to support the transition to cage-free systems and establish cage-free standards and certification processes. This would allow farms to choose to replace battery cages with cage-free facilities, and gradually phase out battery cages.

Of course, initially there will be different pricing systems—cage-free and free-range eggs will remain more expensive in the short term, so cheaper alternatives will still be available for low-income consumers. However, as more retailers and food companies switch to cage-free egg supplies, more farms will transition to cage-free systems, and the price difference will gradually decrease, similar to what has happened in the European Union (EU) and other parts of the world.

Moreover, the relatively higher price of cage-free eggs is not without reason. There are hidden costs in the production process that often lead to various consequences. In other industries, such as fashion, this has already been widely discussed. Often, the garment manufacturing process sacrifices aspects of environmental sustainability. In factory farming, animals—in this case, laying hens—bear these hidden costs through the suffering they endure every day.

Will transitioning to cage-free systems ensure food security?

The term "food security" is another way to express the need for high and consistent production volumes to meet consumer demand, which may not always consider factors such as animal welfare, pain and suffering reduction, and environmental impact. Modern laying hens are bred for high productivity, often laying about 300 eggs per year, compared to their ancestors, the red junglefowl, which only lay about 15 eggs per year.

Food security is not guaranteed by the transition to cage-free systems, but data from the European Food Safety Authority indicates that this transition would reduce the risk of Salmonella contamination. As a result, it has better implications for food security compared to battery cage systems.



5 Questions About Companies:

Which companies have already made cage-free commitments?

As of 2024, there are more than 2,500 companies that have made commitments, including at least 61 global companies operating in Indonesia, and 22 local commitments, particularly in Yogyakarta, Jakarta, and Bali. You can see the list at cagefreeindonesia.org.

A small selection of national and international companies that have committed to using cage-free eggs includes:



What concrete actions can consumers take to support companies that prioritize animal welfare?

Consumers can take several actions to support companies that prioritize animal welfare:

- **Make Informed Choices:** Research a company's commitment to cage-free egg sourcing before dining there.
- **Voice Their Concerns:** Engage with government officials and companies via phone, social media, or email to express support for cage-free egg initiatives.
- **Support Responsible Brands:** Choose restaurants and food brands that are transparent about their animal welfare practices and actively work towards sourcing cage-free eggs.
- **Raise Awareness:** Share information about animal welfare progress from the government on social media to encourage others to make informed choices as well.

6 Questions About Health:

Are cage-free eggs more nutritious?

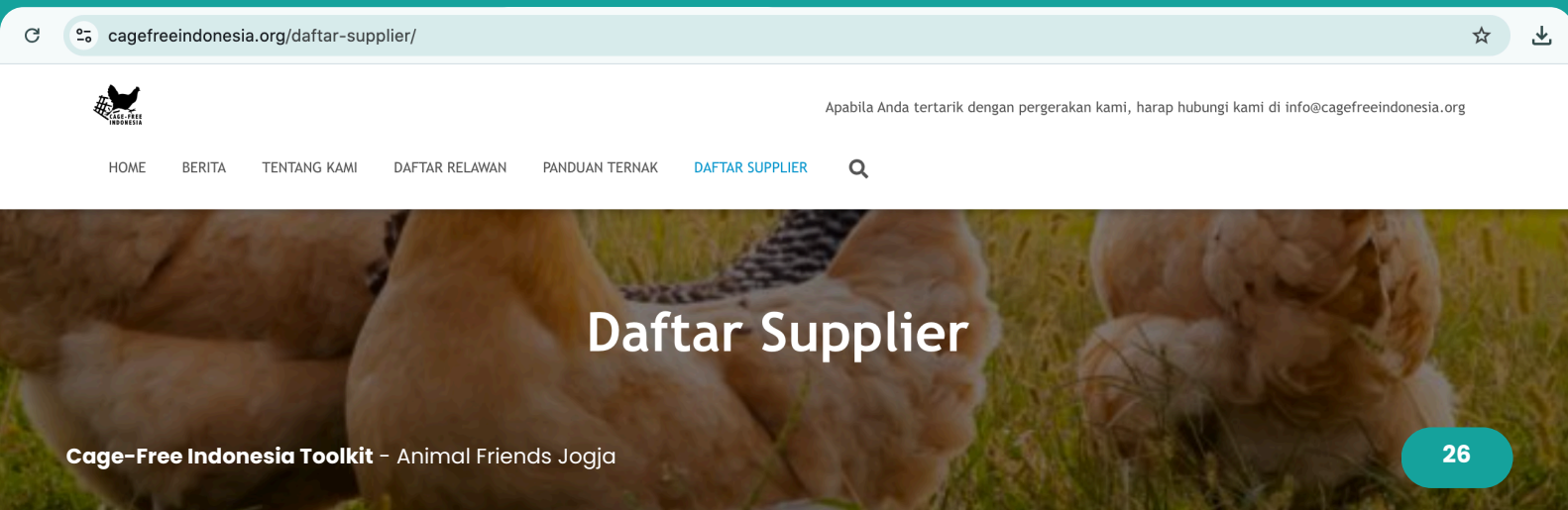
The primary goal of introducing cage-free standards is to reduce the time laying hens spend in suffering conditions and to enhance their welfare, such as their ability to move freely, perch, and flap their wings. Improving the nutritional value of eggs is not the aim of implementing cage-free standards or commitments. The nutritional value of eggs is more dependent on factors like the feed provided to the hens.

However, research has shown that cage-free eggs have a lower risk of Salmonella contamination, which impacts human health and food safety. Studies cited by The Poultry Site also indicate that eggs from cage-free hens generally have a healthier nutritional profile. Benefits found include lower saturated fat and cholesterol, and higher protein levels. Cage-free eggs have also been found to contain more Vitamin A and Vitamin E, more omega-3 fatty acids, higher levels of alpha-tocopherol and alpha-linolenic acid, increased carotenoid levels, more lutein, a healthier omega-6 to omega-3 fatty acid ratio, higher bone mineral density, and more beta-carotene.

7 Questions About Farming:

Are there currently producers that use cage-free systems?

There are, but the number is still limited. There are several major producers that use cage-free farming systems, such as PT Inti Prima Satwa Sejahtera (IPSS), Happy Chicken Farm, and PT Widodo Makmur Unggas (WMU) Tbk. For more information, you can see a list of cage-free farms on the supplier page on the AFJ website. (cagefreeindonesia.org)



The screenshot shows a web browser displaying the URL cagefreeindonesia.org/daftar-supplier/. The website header includes the logo on the left and a message in Indonesian: "Apabila Anda tertarik dengan pergerakan kami, harap hubungi kami di info@cagefreeindonesia.org". The navigation menu contains links for HOME, BERITA, TENTANG KAMI, DAFTAR RELAWAN, PANDUAN TERNAK, and DAFTAR SUPPLIER (which is highlighted in blue). A search icon is also present. The main content area features a large background image of chickens in a field, with the text "Daftar Supplier" centered over it. At the bottom left, it says "Cage-Free Indonesia Toolkit - Animal Friends Jogja". A teal circular button with the number "26" is located at the bottom right.

Does advocating for the welfare of farmed animals and cage-free systems equate to supporting animal farming?

AFJ does not support any form of animal exploitation, including for consumption. However, achieving the ultimate goal of eliminating all forms of animal exploitation requires a very long process. The animal welfare issues we advocate for aim to improve the lives of farmed animals, with the hope of reducing the suffering they experience every day. We take these steps by enhancing policies and monitoring whether the farming systems meet the five welfare principles. We make efforts to reduce intensive production farming (raising animals at high density in confined spaces) because this system causes immense suffering to the animals. AFJ indeed implements a vegan policy and recognizes the right to life of animals as individuals. However, we also do not turn a blind eye to the suffering of animals trapped in the current system.

How can we encourage small-scale farms to transition to a cage-free system?

Most of the producers that AFJ has encountered are not resistant to the cage-free system, especially when it comes to small-scale or backyard farms, as cage-free housing requires less investment compared to battery cage housing. AFJ can facilitate these farmers to transition by building networks, and also by introducing them to cage-free farmers, allowing knowledge transfer regarding the theory and practice of cage-free farming.

A further initiative to encourage producer transition is ensuring market access for small-scale farmers. That's what AFJ has focused on in 2024, by launching **Cage-Free District Indonesia**, a program targeting tourist areas, including culinary spots, and turning these areas into cage-free landmarks. Why target specific areas? First, to reduce delivery costs with cage-free eggs being sent to a specific region, and second, to grow a collective demand arising from cage-free policies implemented by businesses within these areas.

8 Questions Regarding the Environment:

What are the environmental impacts of animal farming?

Animal farming pollutes our air, soil, and water, produces a massive amount of greenhouse gases, and contributes to climate change. We, along with the planet, would breathe easier if everyone chose to stop consuming animal products.

Choosing a plant-based diet is one of the most impactful ways for individuals to help stop the depletion of Earth's natural resources and reduce the environmental footprint of our species. It's better for animals and better for our health as well.

Let's look at some of the facts:

The estimated percentage of **greenhouse gas emissions** caused by humans due to the consumption of animal products ranges from 14.5% to as much as 51%. Clearly, animal farming is one of the largest contributors to the climate change crisis we face today, with all the disasters indicated ranging from extreme weather patterns to submerged coastal habitats.

Factory farming, which concentrates tens of thousands of animals in small spaces, produces large, rotting lakes of waste, often referred to as lagoons. This manure waste releases dozens of toxic gases, including nitrous oxide, ammonia, and hydrogen sulfide, as well as particulate matter harmful to our lungs, spreading into the air and making the surrounding areas uninhabitable.

Meat production, particularly for the irrigation of feed crops, accounts for more than half of all freshwater usage in the United States, severely depleting aquifers. In contrast, all of our personal water usage—including showering, washing cars, and watering lawns—only consumes about ten percent of the total water used by animal farming.

The meat industry generates vast amounts of phosphorus- and nitrogen-rich waste, and its disposal affects the water quality in our lakes, rivers, bays, and estuaries. In addition to contaminating our drinking water, leaks from waste lagoons and runoff from factory farms have led to billions of fish dying in our waterways.

Almost one-third of the Earth's land area is used to raise animals for our consumption—both for grazing and for growing feed crops. This includes nearly half of the land area of the contiguous 48 states in the U.S. Unsurprisingly, animal farming is a **leading cause of wildlife habitat destruction** worldwide.

The Amazon rainforest, one of the world's largest natural resources, is home to over 10% of the Earth's biodiversity, with countless species of mammals, birds, reptiles, and amphibians. Since the 1970s, much of the **deforestation** in the Amazon has been caused by cattle farming—because our diet is centered around animals, we are losing our rainforest.





As a consequence of our fish consumption, most fisheries in our oceans are currently **overfished** or being harvested at levels believed to be unsustainable in the long term. The biodiversity of marine life is further eroded by the large dead zones we create in our oceans from runoff waste from animal farming.

Tens of thousands of species go extinct each year due to climate change and habitat loss caused by the insatiable demands of animal farming, particularly large-scale ranching. Currently, a meat-rich diet poses the greatest threat to the diversity of the world's flora and fauna and the ecosystems on which they depend.

Wouldn't production with higher welfare be worse for the environment?

The industry wants to make people believe that changing the fast-growing breeds will have a significant environmental impact, but their measurements rarely take into account all the waste in the current system. There are higher mortality rates in fast-growing breeds, they require more antibiotics, and there is a greater risk of bacteria that cause foodborne illnesses. This is before processing occurs, and we know that issues like woody breast, green muscle disease, and white striping lead to a lot of waste with unusable meat cuts.

When considering this alongside the high levels of suffering experienced by billions of chickens each year, it is very misleading for the industry to focus solely on greenhouse gas emissions. We hope that with a decrease in consumption, demand, and therefore production, the industry can improve its environmental impact over time.

Is a cage-free system better for the environment?

Transitioning to a cage-free system may, in the short term, increase the land footprint for poultry farming, as more space is required per bird. However, in the long term, due to the ban on antibiotic use except for chickens suffering from bacterial infections, cage-free farming systems will reduce the amount of antibiotics in animal waste, as well as lower the risk of salmonella contamination and the environmental impact of culling chickens and disposing of contaminated eggs.



9 About the Cage-Free Organizations and Movements:

Is AFJ a vegan organization that rejects the consumption of animal products?

We do not support the exploitation of animals in any form. Therefore, we always strive to advocate for the welfare of animals, including those raised for farming, to ensure they have better lives. One of the most effective and practical ways to avoid contributing to animal exploitation is by transitioning to a plant-based diet. Nevertheless, AFJ also supports improving the welfare of farmed animals, in line with the cage-free campaign that AFJ promotes.

Is cage-free a campaign to undermine producers?

No. Our goal is to improve the quality of life for farmed animals. Considering that producers obviously need chickens to produce eggs, it is only right that producers pay attention to the quality and welfare of the laying hens in their farms.



What is the future of the cage-free movement and what role can consumers play in driving change?

The future of the cage-free movement looks promising, with more and more major food companies in Indonesia, Asia, and around the world committing to sourcing cage-free eggs. Consumers play a vital role in driving this change by:

- Holding governments and companies accountable for their promises through feedback and advocacy.
- Encouraging transparency and responsible sourcing practices.
- Choosing products and restaurants that prioritize cage-free eggs, thereby influencing market demand.



Is this issue also being heard in other countries?

Many countries have addressed cage cruelty [not just for laying hens] by implementing complete bans, including Austria, Luxembourg, and Switzerland, while many other countries have enacted laws that will come into effect in the coming years.

OPEN WING ALLIANCE SECURES 3,000 COMMITMENTS TO SPARE CHICKENS FROM ABUSE



Abby Jade Sarfas | Dec 14, 2022

Share



The Open Wing Alliance (OWA), a coalition of animal activists and organizations from around the globe, has reached a breakthrough in the movement to end the abuse of chickens worldwide.

- **Statistics on Asia:**

Currently in Asia, nearly three billion laying hens are raised in battery cages that prevent them from even fully spreading their wings or expressing natural behaviors. Battery cage systems cause stress, reproductive diseases, and poor bone health in laying hens.

To date, more than [285 cage-free egg commitments](#) have been made by companies in Asia. These commitments have created positive momentum within the food industry.

- **Global Statistics:**

More than **2,500 companies** have adopted cage-free policies—including 120 global commitments—to end the use of battery cages, and 89% of companies worldwide have fulfilled their promises to source all eggs from cage-free farms and protect hens from the worst forms of confinement.

Many countries have addressed cage cruelty by banning it altogether, such as Austria, Luxembourg, and Switzerland, while many other countries have enacted laws that will come into effect in the coming years. In Europe, the Parliament recently voted to support a ban on cages. Several states in the U.S. have also banned the production and sale of eggs from battery cages.



Why does AFJ focus primarily on improving the welfare of laying hens?

Chickens make up the majority (90%) of animals raised for food in factory farms. Currently in Asia, nearly three billion laying hens are kept in battery cages that prevent them from even fully spreading their wings or engaging in natural behaviors. Battery cage systems cause stress, reproductive diseases, and poor bone health in laying hens. **By improving welfare, we can impact the lives of billions of laying hens both in Indonesia and the world.**



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