



Wednesday, 23rd September 2026

BURGERFUEL AND SPCA LAUNCH NEW WELFARE PLUS+ PARTNERSHIP

Burger Fuel Group Limited (NZX:BFG) is pleased to announce that it is partnering with SPCA to work towards the new SPCA Certified® Welfare Plus+ Standard for meat chickens, becoming the first brand in New Zealand to do so.

The partnership marks the next step in BurgerFuel's longstanding commitment to higher animal welfare standards in its chicken supply chain.

BurgerFuel has a long history of championing higher chicken welfare standards in New Zealand. In 2014, it became the first major fast casual restaurant chain in the country to move to 100% free-range chicken. More than a decade later, BurgerFuel continues to source from suppliers operating under SPCA Certified® standards and is committed to helping drive the next evolution of chicken welfare in New Zealand.

SPCA Welfare Plus+ Partnership

The new SPCA Certified® Welfare Plus+ Standard has been developed to further improve bird welfare beyond the existing SPCA Certified® standards for free-range chickens.

The new standard sets the goal both parties want to achieve, and the partnership intends to create the conditions needed to make higher-welfare chicken economically and commercially viable.

BurgerFuel will work alongside SPCA and BurgerFuel's chicken suppliers to support the implementation of the SPCA Certified Welfare Plus+ requirements and the continued development of higher-welfare chicken farming in New Zealand.

Burger Fuel Group CEO, Josef Roberts, said the partnership builds on more than a decade of action by BurgerFuel to improve chicken welfare.

"We've never been interested in standing still when there's an opportunity to do better. We were proud to lead the way with 100% SPCA Certified free-range chicken back in 2014, and we're proud to stand with SPCA again today. SPCA is New Zealand's most trusted and respected animal welfare organisation."

BurgerFuel says this partnership is about helping drive real change, raising the bar and creating a credible and realistic pathway towards even higher chicken welfare standards in New Zealand.

Dr Arnja Dale, Chief Scientific Officer, SPCA states, "We work with industry to improve animals' lives today. This does not stop us challenging industry to do better tomorrow. SPCA will continue to work with producers and food brands to continually improve chicken welfare".

"Animal welfare is a journey, and ultimately, improving meat chicken welfare requires coordination and collaboration across the whole supply chain, food businesses, retail sector, government, consumers and animal welfare organisations. We're looking forward to launching this new partnership with BurgerFuel and we hope that their voice will encourage other New Zealand businesses to join the Welfare Plus+ Partnership".

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