
FOR IMMEDIATE RELEASE

INVESTIGATION EXPOSES THE 'FRANKENHUHN' REALITY BEHIND MIGROS' ANIMAL-FRIENDLY CHICKEN LABEL

*Disturbing evidence from Migros supplier Micarna sparks more protests this
Friday 17th of July in Zurich*

(Zürich, Switzerland - Friday, 17 July 2026) - A video investigation into the fast-growing Ross 308 chicken breed, which Migros uses across its supply chain, links Switzerland's largest food retailer directly to severe animal suffering. A120 is intensifying the pressure on Migros. Conducted by the Observatoire du spécisme (ODS), the investigation exposed disturbing, never-before-seen footage from a Vaud farm raising Ross 308 for Micarna, Migros' in-house meat and poultry producer.

The footage reveals alarming conditions inside Migros' chicken supply chain, including:

- Decomposing carcasses left among living birds
- Birds collapsing under their own weight, unable to walk or stand by slaughter day
- Chicks as young as seven days old left unable to move, likely to die of dehydration
- 220 of the 8,370 birds in a single production cycle dead from thirst, heart failure, lung collapse or sudden death

These are not isolated failures but the predictable result of the Ross 308 breed itself, which [scientific evidence](#) links to inherent, severe suffering.

The investigation, published in August 2025, prompted a complaint to the Vaud cantonal veterinary office, a petition with 2,420 signatures, and a motion in the National Council calling for a ban on fast-growing breeds.

“Migros builds the Optigal brand on an image of Swiss quality and animal welfare. But this label conceals the reality of the farms: a breed engineered to grow so fast it can't survive its own body. We are taking the truth directly to the people Migros sells to. And Migros would rather they didn't see it.” - Roberta Davico, Corporate Outreach Lead A120

A120's demand is clear: Migros must sign the [European Chicken Commitment \(ECC\)](#), an animal-welfare standard already adopted by over 380 European companies, including Carrefour, Lidl France, Aldi Germany, and dozens of competing retailers in Europe. A120 put this demand to Migros in writing on 7 July. Migros' March 2026 pledge to shift part of the Optigal range to "semi-extensive" includes no public commitment and most likely fails three of the six ECC criteria, sets no binding timetable, and excludes imports (roughly a third of the chicken it sells).

A120: Why we're standing in front of Migros with a giant, angry chicken.

This Friday, 17 July 2026, from 17:30, A120 returns to Migros Stadelhofen with a two-metre chicken to confront Migros over the gap between what it promises customers and what it actually sells them.

Footage available on request.

A120 filmed Migros customers reacting to the reality behind its Optigal chicken. For videos, contact press@a120.ch



About A120

A120 was founded in May 2026 as a Swiss action alliance, named after Article 120 of the Federal Constitution, which enshrines the dignity of living beings. Founding members are Léo Le Ster, Gabriel Salwey, Isaia Gisler, and Lucien Schläpfer. A120 collaborates with the international animal welfare organizations The Humane League and the Open Wing Alliance. Its first campaign is the demand that Migros sign the European Chicken Commitment.

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