

Sustainability Pillars & The UN Sustainable Development Goals

2019



INTERNATIONAL POULTRY COUNCIL

Bringing together poultry leaders from around the world

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1.

The United Nations Sustainable Development Goals

UN SDG's



www.un.org/sustainabledevelopment/sustainable-development-goals

2.

Top 5 SDGs for the Poultry Sector

The IPC Environment and Sustainability Working Group mapped the full scope of potential interactions it has with all SDGs.

As a next step, 9 major SDGs were identified - from these, 5 major SDGs were chosen, as follows:



Materiality Assessment Levels

Poultry industry focus areas

Direct Influence of poultry industry

Indirect Influence of poultry industry

All other relevant issues

Identification of 9 SDGs



Materiality Threshold

Materiality Assessment

Poultry industry focus areas

Direct Influence of poultry industry

Indirect Influence of poultry industry

All other relevant issues

Priorisation of 5 SDGs



Focus Area Threshold

Materiality Assessment

Poultry industry focus areas

Direct Influence of poultry industry

Indirect Influence of poultry industry

All other relevant issues



Zero Hunger
= feeding the World



Contributing to good health



With/from better quality education



Via Industry, innovation and infrastructure, ensuring good animal welfare and health



With low impact on the Planet

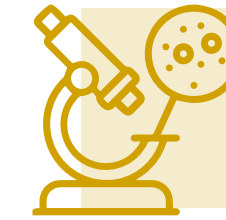
The following pages show in which way the Poultry Sector can contribute to the SDG via its members and via the IPC association.



2 ZERO HUNGER

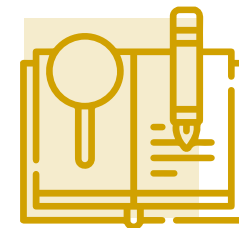
Poultry industry can reduce hunger by providing sustainable, nutritious and healthy food.

The IPC encourages members to seek solutions to contribute to food security, in particular:



Education of people who are part of the poultry food chain

- Husbandry and management of birds
- Nutrition and feeding of birds
- Handling and processing of birds
- Production manufacture
- Packaging, preparation and handling of poultry meat



Poultry production related research and implementation of recent findings

- Continue improvement of balanced breeding and diverse robust breeds
- Continue breeding programmes considering animal welfare, consumer and producer demands
- Develop nutritional strategies to better utilize feed resources
- Develop and use new ingredients and additives to maximize feed utilization
- Develop and use new packaging technologies to improve shelf-life and handling of products

IPC actions:



Share best-practices

Husbandry and feeding of poultry
Use and storage of poultry products



Promote sustainable consumption of poultry

Highlight sustainability, safety and nutritional profile of poultry meat



3 GOOD HEALTH AND WELL-BEING

Poultry industry and its products contribute to good human health.

The IPC encourages members to:



Communicate with consumers and train people working with poultry on production, use and storage of poultry products for healthy nutrition



Implement HACCP across the entire chain



Biosecurity technologies and responsible use of antimicrobials for pathogens of avian and human concern



Adopt precision livestock farming and low emission concepts

IPC actions:



Promote initiatives of Country Members that aim to include poultry meat in school menus as a healthy choice



Share best management and manufacturing practices across the supply chain including farmers, to reduce risks of disease and other health related issues in animals and humans



4 QUALITY EDUCATION

High quality education is the key for sustainable poultry production and consumption of poultry products.

The IPC encourages members to support development science, education and knowledge transfer on poultry from farm to plate, by:



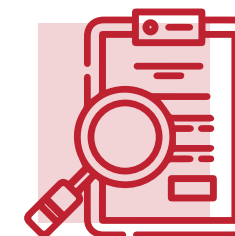
Developing and sharing best management and manufacturing practices

- To improve sustainable poultry production and to reduce bio-security risks for producers, customers, and consumers
- To reduce food waste and avoid health related issues



Regional associations, to develop and promote consumer oriented websites to provide balanced information

- About all aspects of poultry production
- About use and storage of poultry products



Supporting research projects, and scientific conferences and events

IPC actions:



Share best-practices

Improved sustainable poultry production
Biosecurity and food safety from farm to plate
Reduce waste from farm to plate



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

Poultry industry growth, through innovation, fosters sustainable industrialisation.

The IPC encourages members to:



Focus on the efficiency of resource use to improve its sustainability footprint and to benefit animal health and welfare aspects, which can be impacted by manufacturing and processing techniques

- Innovations in feed ingredients (e.g., insect meals, single cell, DDGS, additives) as well as compound feed processing (e.g., lower energy demand)
- Animal husbandry (e.g., litter management, use of antibiotics)
- Poultry processing



Focus on improvements in infrastructure that can minimise food waste

- Supply with breeding stocks and day old birds
- Feed supply
- Processing and food supply chain
- Packaging

IPC actions:



Support and encourage innovation projects that aim for higher efficiency and sustainability (e.g., digitization, feed ingredient evaluation, developing feed additives for more sustainable feed use, etc...)



Support research on low emission and full cycle production systems including all stakeholders of the food chain



IPC members share experience and best practices



13 CLIMATE EDUCATION

Poultry industry reduces its greenhouse gas and other emissions.

The IPC encourages members to:



Encourage all stakeholders in the value chain to implement latest innovations and to contribute to whole-of-chain sustainability goals



Promote and support holistic low emission strategies, including precision farming concepts, covering the entire value from chicken to meat products

- Establish low emission feeding concepts, including minimizing dietary nitrogen, phosphorous and nutrients in general, as well as dietary energy
- Improve feed and raw material processing technology to minimize energy utilization as well as to optimize the nutritional value of ingredients and finished feed
- Use environmentally friendly materials for treating and packaging the poultry products
- Optimize supply chain and logistics
- Minimize / optimize one-way packaging

IPC actions:



IPC to communicate the favorable role of poultry for providing efficient animal proteins for climate change



IPC will play an active role in international initiatives to minimize greenhouse emissions in the value chain of poultry products



IPC to support, sponsor or otherwise facilitate reporting on, and share best practices around, reductions of greenhouse gases and other emissions



8 DECENT WORK AND ECONOMIC GROWTH

Poultry industry provides jobs and income opportunities, especially in rural areas.

The IPC encourages members to:



Continue investing in rural areas, creating jobs and economic growth



Work with local authorities to provide education on how to handle poultry in a bio-secure way



Enroll company programs to ensure good health status of farms, people working with poultry, hatcheries, and further stakeholders to ensure sustainable income

IPC actions:



Link to best management practice publications



Cooperate with FAO



Promote the role of the global poultry industry in creating and providing jobs and investment in rural and regional areas



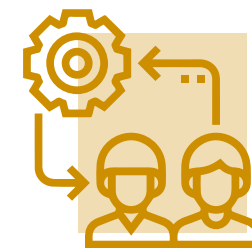
Develop expertise database in cooperation with FAO including existing initiatives and organizations



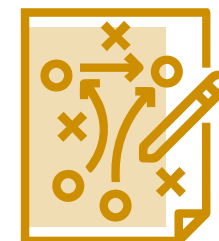
12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Awareness and education will help to implement improved strategies for a more responsible use of resources and improve understanding and dialogue with society.

The IPC encourages members to:



Improve understanding of consumer drivers and innovative ways to develop products and ways of production to ensure sustainable poultry for the regions and markets across the world



Promote and support the development of concepts, strategies, technologies, as well as feed ingredients and additives helping to reduce food losses and to improve food utilization



Stimulate companies and associations to develop/improve a holistic system covering the entire value chain to most efficiently minimize food waste and losses

IPC actions:



Lead think tanks on areas to improve sustainability, health, welfare, food safety and food security of poultry



Participate in dialogue with international organizations



15 LIFE ON LAND

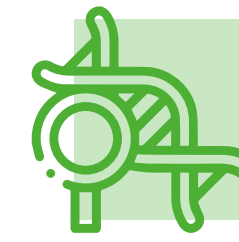
The poultry meat sector takes the responsibility to protect, restore and promote sustainable use of terrestrial ecosystems, prevent land degradation and to reduce biodiversity loss.

The IPC encourages members to:



Improve waste management through

- Investigating and developing alternative feed ingredients and resources, especially in areas with limited natural resources
- Improving nutrient density and composition of manure and litter via better feed composition, feeding technique and other husbandry factors
- Optimizing air management in houses as well as storage of manure in order to reduce pollution into the air
- Optimizing feed and nutrient efficiency per unit of meat reduces land use for feed ingredients as well as for waste management.
- Responsible use of manure as fertilizer to avoid negative impact on soil and ground water quality as well as on biodiversity



Continue improving genetic and diverse base of poultry breeds

- Via balanced breeding improving robustness, welfare health, environmental impact and quality simultaneously
- Maintain diversity of within and between lines
- Ensure availability of diverse portfolios of breeds catering for various consumer markets

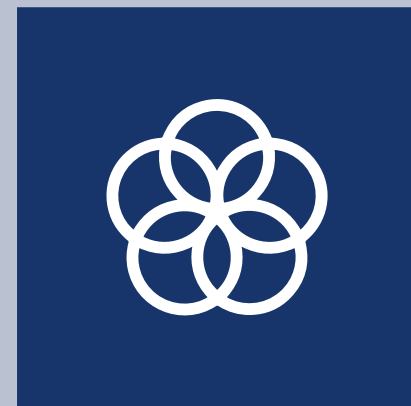
IPC actions:



Contribute to international development of sustainability and welfare efforts



Lead the poultry sector in development of sustainability, health, welfare and food safety and food security through high level working groups



17 PARTNERSHIPS FOR THE GOALS

International Poultry Council is partnering with international organisations and associations as representative of the poultry meat sector.

The IPC encourages members to:



Assist IPC and the poultry associations in representation and dialogue in a concerted and positive manner

IPC actions:



Strengthen cooperation with international organizations via international cooperation agreements with Food and Agriculture Organization of the United Nations (FAO), the World Organization for Animal Health (OIE) and the Codex Alimentarius Commission, and be recognized by these groups as the sole organization



Cooperate in close contact with related associations such as International Egg Commission, International Feed Industry Federation, International Meat Association, International Dairy Federation



Contribute to important discussions and provide valuable input on issues that can and do affect the global industry via active input into these co-operations

IPC members supporting sustainability - What's being done?



2 ZERO HUNGER

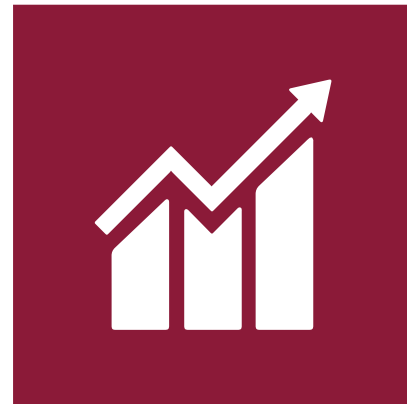
- Application of sophisticated feeding concepts using feed additives to improve animal productivity
- Commitment to consistent, safe and affordable supply of poultry meat products



3 GOOD HEALTH AND WELL-BEING

- Responsible antimicrobial use policy to help prevent the rise of antimicrobial resistance
- Maximize nutritional value of poultry through innovative feeding design
- Continuous efforts to improve nutritional quality of poultry meat by lowering sodium and fat contents
- Commitment to increasing children's nutritional intake

IPC members supporting sustainability



8 DECENT WORK AND ECONOMIC GROWTH

- Promotion of poultry production in rural areas increasing the gross value added of agricultural production in areas in need
- Prioritization of local labor to encourage growth of local workforce
- Creation of agrotechnical schools to train students and promote future entrepreneurs



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

- Development of the industry in rural areas
- Implementation of monitoring systems at farm level to gather key animal health and welfare indicators



13 CLIMATE EDUCATION

- Improvement of feed ingredients to reduce the contribution to greenhouse gas emissions
- Water reuse in the production process
- Awareness campaigns for environmental care and recycling

3.

The International Poultry Council Sustainability Pillars

Where the Poultly Sector can make a difference

Environmental

Sustainable management and efficient use of natural resources

Economic

Sustained and inclusive economic growth, food security and improved human nutrition

Societal & Ethical

Sustainable livestock production, food safety and animal and human health

Environment Pillar

GOAL
Sustainable management and efficient use of natural resources

Stakeholders	Principles	Means
Poultry Companies	Prioritize protection and enhancement of the environment by increasing efficiencies	<p>Promote the use of poultry breeds with optimized environmental footprint that balance resource consumption (feed, water), waste generation without compromising animal health and welfare</p> <p>Work with other sectors of the poultry industry and supply chain to implement new technology and distribute information to reduce emissions and water usage per kg of meat produced and responsible sourcing of feed</p> <p>Develop, implement and refine, as necessary, appropriate environmental, health and biosecurity practices to reduce mortality and improve flock liveability outcomes</p>

Stakeholders	Principles	Means
Growers/ producers/ feed industry	Raise poultry efficiently to reduce environmental impact	<p>Contribute to the education of efficient farming practices that reduce environmental impact (management of litter nutrients and mortality, implementation of best management and conservation practices)</p> <p>Drive and participate in research focusing on alternative uses of by-products (i.e. litter, mortality, feathers, inedible parts, etc) and alternative feed resources</p> <p>Apply and improve concepts to effectively utilize feed ingredients for raising poultry in order to minimize emissions and loss of nutrients</p>
Allied food industry, retailers & consumers	Support the use of innovative technology, equipment and measures to enhance efficiency of poultry production and poultry protein products	<p>Drive and support research and development of new products and manufacturing techniques that will increase production and processing efficiencies</p> <p>Promote industry best practices and educate the public to reduce food waste</p> <p>Drive and support research and development of new economical products which increase shelf life and food availability</p>

Economy Pillar

GOAL

Sustained and inclusive economic growth, food security and improved human nutrition

Stakeholders	Principles	Means
Poultry Companies	<p>Produce poultry in an economically sustainable way at the short and long term, meeting the needs of society and protecting environmental resources</p> <p>Ensure a robust industry and contribute to the economic viability of rural areas.</p> <p>Listen and respond to market trends by balancing interests and demands from consumers, poultry industry and key stakeholders</p>	<p>Investigate options to get the best from new and diverse production and food processing systems.</p> <p>Produce, distribute and offer poultry products that meet consumer needs.</p> <p>Promote fairness, continuous improvement, and sustainability across companies and countries.</p> <p>Provide lower entry barriers for new producers to increase their access and cooperate with international organizations to enhance this.</p> <p>Attract top talent into the business as the poultry industry is young, vital, and growing.</p> <p>Promote the balance between the needs of people while preserving our planet for future generations</p>
Producers		
Allied food industries, food providers & consumers		

Societal/Etical Pillar

Animal/Human

GOAL

Sustainable livestock production, food safety and animal and human health

Stakeholders	Principles	Means
Poultry Companies/ Animal health professionals/ feed industry	<p>Ensure animal welfare and health of poultry</p> <p>Ensure human health and food safety</p> <p>Minimise competition between human and animal food</p>	<p>Responsible use of animal medicines as defined by OIE, FAO, WHO and national authorities. Responsible use of antimicrobials as per IPC position statement</p> <p>Contribution to One Health agenda by health programs against zoonoses. Prevention programs protecting poultry workers and farmers</p> <hr/> <p>Use breeds from balanced breeding programs, improved husbandry practices; and provision of appropriate environment (space allowance, environmental enrichment, etc.), based on science, professional knowledge and consumer requirements</p> <p>Support to the Five Freedoms via (through) the 3 Essentials of Stockmanship</p> <p>Develop safe feed concepts to utilise by-products from e.g. food and other sectors</p>

Stakeholders	Principles	Means
Poultry Companies/ Growers/ Producers/ Allies food industry/food providers	Ensure good working conditions and respect for human rights for workers across the supply chain and raise food safety and animal welfare awareness level	<p>Contribute to improvement of stockmanship via enhanced farm management and bird handling with the goal of improving working conditions, animal welfare and food safety</p> <p>Apply best management practices across the supply chain to reduce disease risk for animals and humans (Campylobacter, Salmonella, AI, etc), with dedicated actions regarding biosecurity across all types of farming systems and across all geographies</p> <p>Ensure food safety throughout the food chain</p>
Poultry Companies/ Growers/ Producers/ Allies food industry/food providers	Provide consumers with choice of products according to their wishes and beliefs / contribute to consumer education regarding buying, storing and preparing poultry products to promote consumption and limit food waste	<p>Promote proven positive attributes and health advantages of consuming poultry products</p> <p>Investigate and develop diverse choices of poultry breeds and products</p> <p>Support, provide and facilitate consumer choice supported with fact based information</p> <p>IPC and regional associations to develop and promote consumer oriented websites to provide information to reduce food wastage and to provide balanced information about all aspects of poultry production</p>

Abbreviations

AGP

Antibiotic Growth Promoter

AI

Avian Influenza

DDGS

Distiller's Dried Grains with Solubles

FAO

Food and Agriculture Organization

HACCP

Hazard Analysis and Critical Control Points

HIV/AIDS

Human Immunodeficiency Viruses
Acquired Immune Deficiency Syndrome

IPPE

International Production and Processing Expo

IPC

International Poultry Council

OIE

World Organisation for Animal Health

SDG

Sustainable Development Goal

SCP

Single-Cell Protein

TV

Television

UN

United Nations

US

United States of America

WHO

World Health Organisation

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Ethics/Society	Inma de la Vega, McDonald's; Christophe Gottar, Sealed Air

Linking the Pillars to the UN SDGs

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