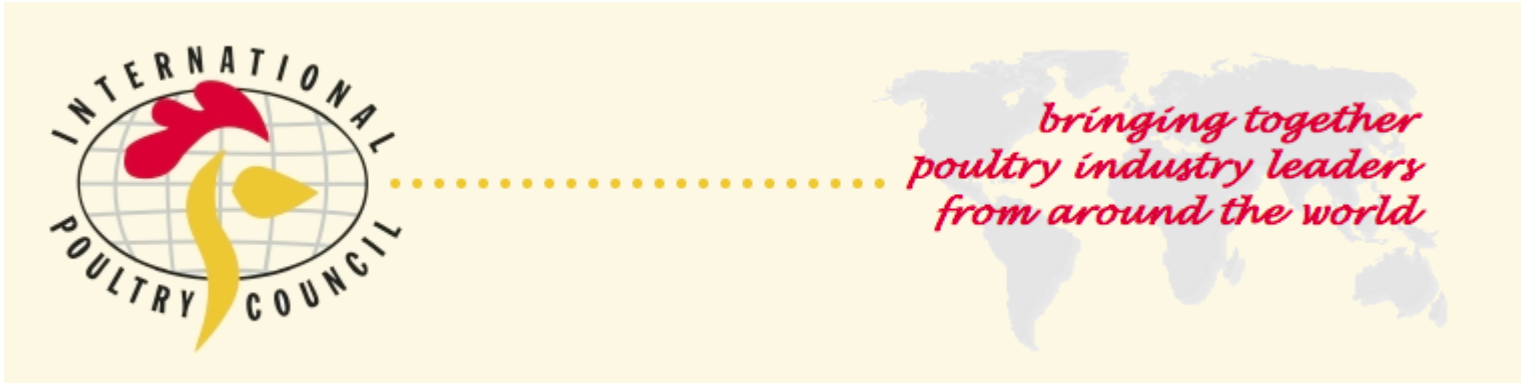
Production Sector Perspectives and Experiences: Poultry

Alberto Torres-Rodriguez, Cobb-Vantress, Inc.
Christian Lohbauer, ABEF
Tage Lysgaard, AVEC



Outline

- IPC overview
- Background
- Industry Situation
- Industry Concerns
- Conclusions

OIE
International Conference
on Animal Identification and Traceability
Buenos Aires, 23-25 March 2009

International Poultry Council - IPC

- organized to bring together leaders of the private sector in representing the world's poultry-producing countries in addressing issues concerning
  - trade
  - science
  - food safety
  - animal welfare, and
  - to promote a common understanding and confidence in poultry products among customers and consumers worldwide.

- represents more than 80% of world broiler production and about 95% of world poultry trade.

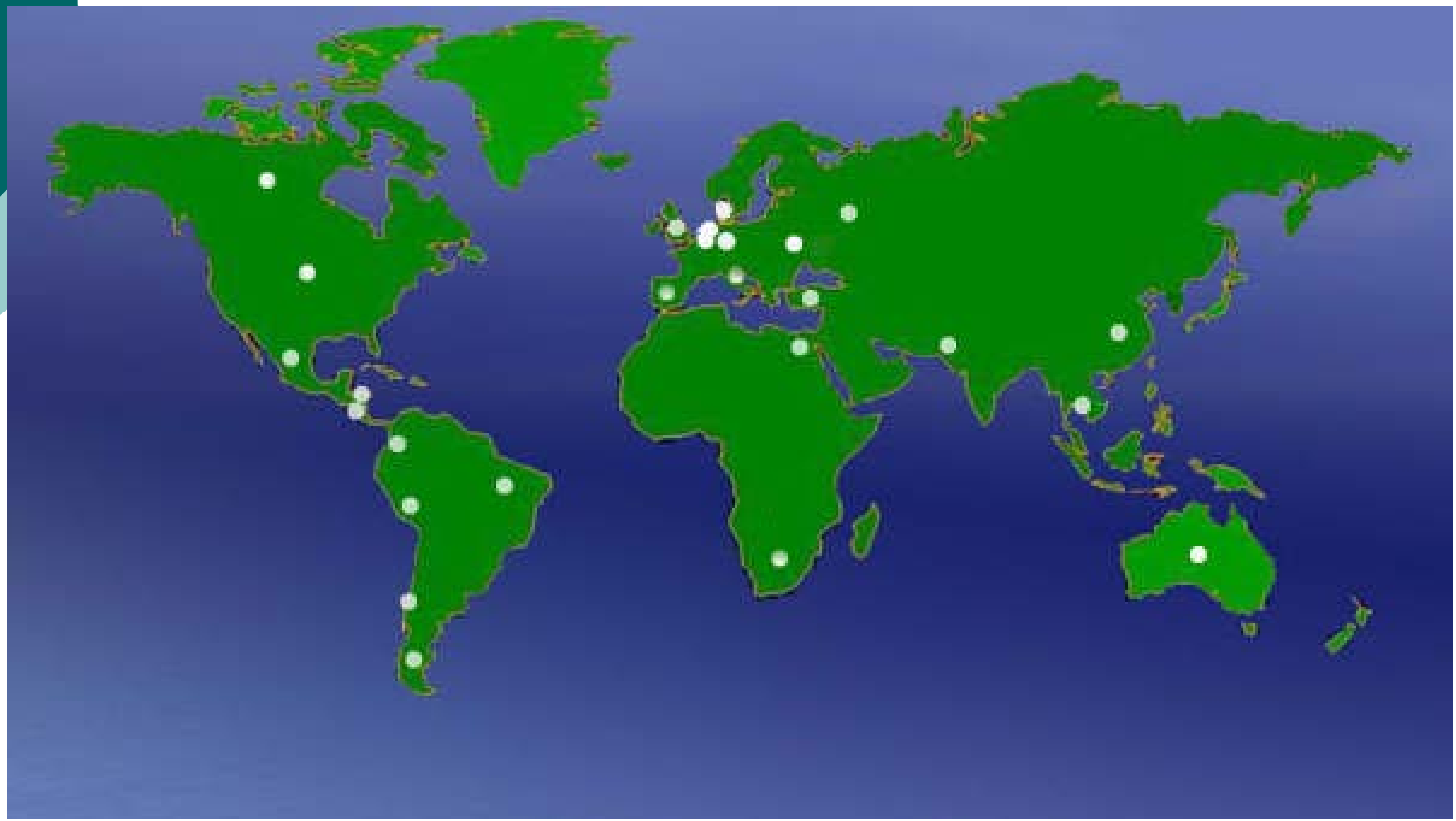
International Poultry Council - IPC

- Founded in October 2005
- Memberships 21 Country members
  14 Associate members
- May 2008 Signing of the OIE-IPC Cooperation Agreement
- 2009-2010 Pending Memorandum of Understanding with FAO and Codex Alimentarius

What is IPC's global strategy for establishing common international standards for food safety?

- Get a level playing field
- Promote globalization and growth in the international poultry meat trade
- Ensure reliable and appropriate communication with consumers, public authorities and community groups
- Keep the position as market leader and to encourage international cooperation on all aspects of the poultry industry.

IPC members and representations



Background

- Animal ID and animal traceability address animal health and food safety issues
- Goal:
  - to trace back animal disease movement
  - to trace back (and forth) product contamination and diminish potential public health risks

Within 48 h !!!

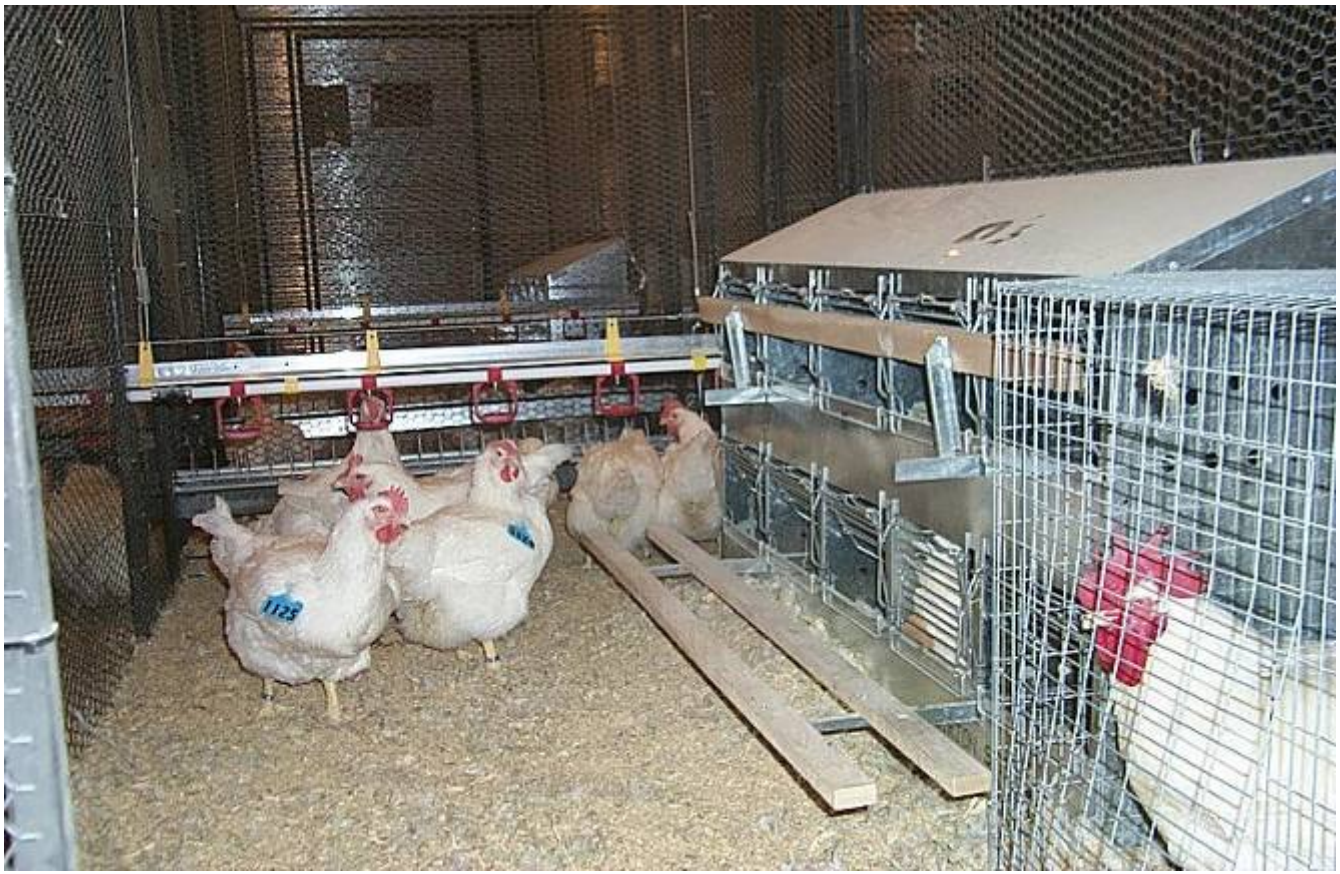
Background

- Consumer demands for:
  - Transparency and ethics in the animal food industry:
    - Safety
    - Animal welfare
    - Environment
    - Specialty foods (organic, kosher, meat color, etc.)

Poultry Industry Situation

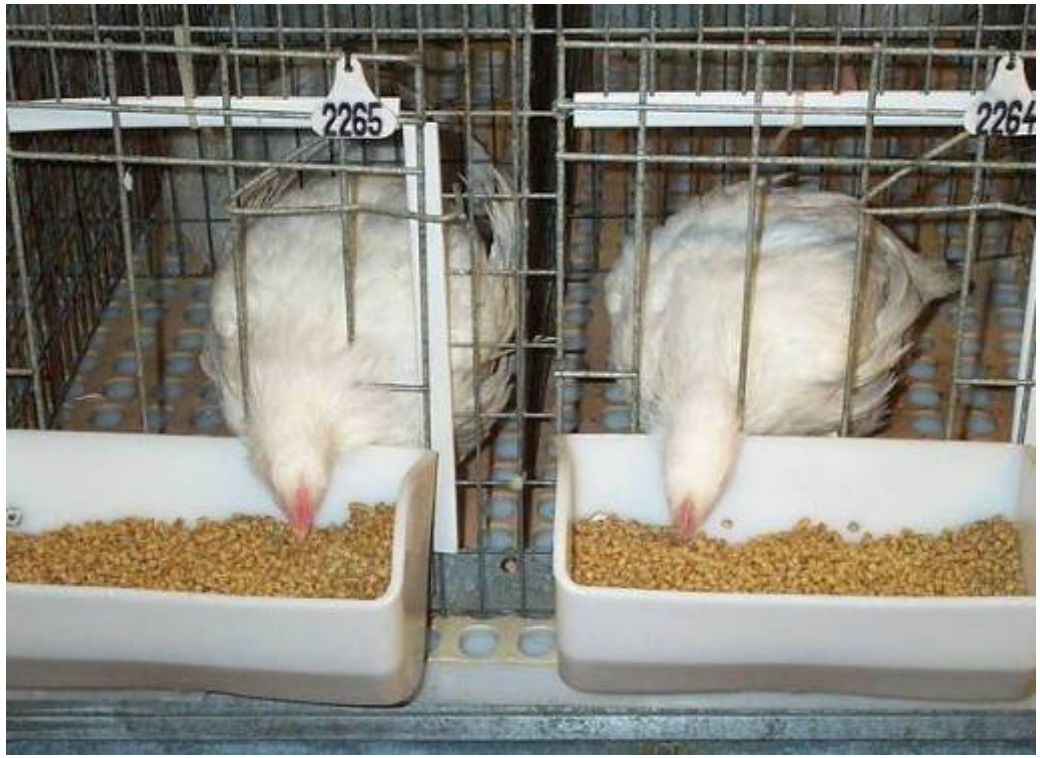
- Individual animal ID practiced only at pedigree level (1ry breeders and other elite populations)

Individual animal ID practiced only at pedigree level (1ry breeders and other elite populations)



Individual animal ID practiced only at pedigree level (1ry breeders and other elite populations)

Individual animal ID practiced only at pedigree level (1ry breeders and other elite populations)



Poultry Industry Situation

- Individual animal ID not required in commercial sector due to birds maintained as a single flock

Poultry Industry Situation

- Flock ID commonly practiced throughout the industry and regardless level of integration
  - Farm and flock ID
- Premise ID common practice at all levels but not standard system in place across companies
  - Farm & house number

Cobb700™ Parent Rearing Management Record (Pounds)

Company:			
Rearing Farm:		House Number:	
Placement Date:	Female	Male	
Number Placed:	Female	Male	

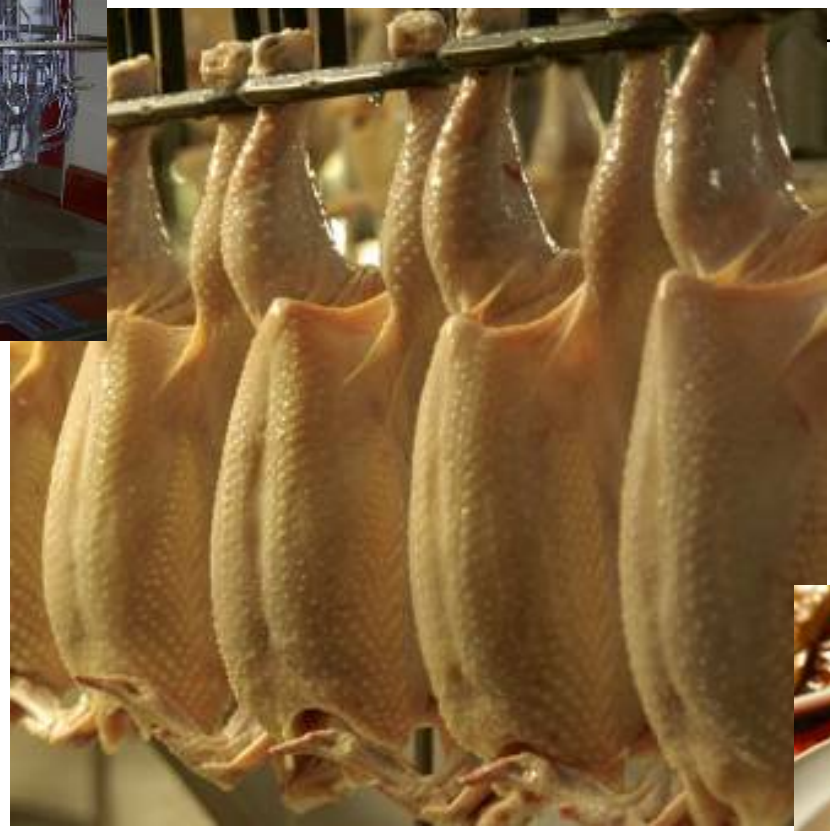
Breeder Farm:		House Number:	
Date Moved:	Female	Male	
Number Transferred:	Female	Male	
Point-of-lay Number:	Female	Male	

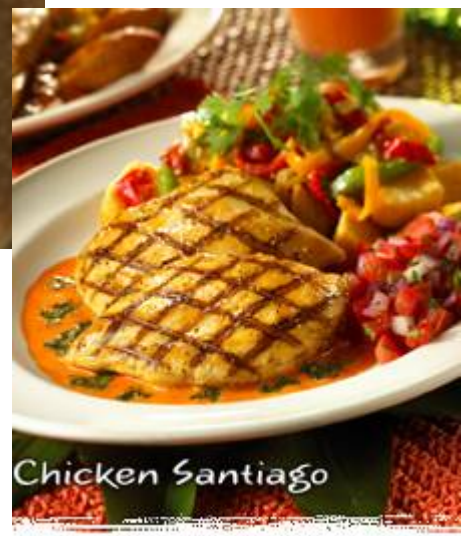
1-20 weeks are off-feed weights 21 weeks onward reflects on-feed weights

AGE	WEEKS		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25
	DAYS		7	14	21	28	35	42	49	56	63	70	77	84	91	98	105	112	119	126	133	140	147	154	161	168	175
FEMALE BODYWEIGHT	Target (lb) In Season (Dark-cat)		0.30	0.60	0.80	1.00	1.20	1.40	1.60	1.80	2.01	2.20	2.40	2.54	2.76	2.95	3.15	3.36	3.55	3.80	4.10	4.41	4.95	5.27	5.60	5.95	6.27
	Target (lb) Out of Season		0.31	0.60	0.84	1.06	1.28	1.49	1.70	1.90	2.09	2.28	2.47	2.66	2.84	3.03	3.24	3.46	3.70	3.97	4.28	4.63	5.18	5.53	5.90	6.29	6.62
	Actual (lb)																										
	Weekly Gain																										
	Uniformity																										
FEMALE FEED (ED)	Actual (lb/100)																										
	Feed Energy																										
	Feed Type																										
FEMALE MORTALITY	# of Birds																										
	Weekly (%)																										
	Cumulative (%)																										
MALE BODYWEIGHT	Target (lb)		0.33	0.73	1.15	1.52	1.85	2.20	2.51	2.80	3.09	3.35	3.64	3.92	4.23	4.54	4.87	5.18	5.51	5.82	6.17	6.53	7.17	7.40	7.65	7.91	8.16
	Actual (lb)																										
	Weekly Gain																										
	Uniformity																										
MALE FEED (ED)	Actual (lb/100)																										
	Feed Energy																										
	Feed Type																										
MALE MORTALITY	# of Birds																										
	Weekly (%)																										
	Cumulative (%)																										
Light Hours																											
Water Consumption																											
Temperature																											

Poultry Industry Situation

- Tracing back a particular flock of poultry from processing plant to farm is a reality for integrated companies and industrialized countries
- Tracing back the flock of origin from a pack of product is a reality for integrated companies and industrialized countries
- Tracking forth product from a flock or specific processing facility to distribution chains is also a reality for industrialized countries and integrated companies




Chicken Santiago

Poultry Industry Concerns

- Flock registration is common practice for integrators, but not necessarily the case for backyard and possibly free-range flocks
  - Industry view of a uniform flock:
    - Size: 20-60K birds
    - Processing: batches of at least 5 K to complete flock
    - Line speed: 6-12 K birds per hour
    - Separation of batches at least until washing and grading
  - Security concerns farm registration information management - bioterrorism

Poultry Industry Concerns

- Different level of traceability depending on
  - level of integration (industry)
  - development (country)
  - Legislation (e.g. COOL system in the USA)
- Costs of implementation:
  - Who will bear them? Consumer eventually bear the costs.
  - Opportunities for less developed countries/industry sectors?
  - International Standardization ?

Poultry Industry Concerns

Implementation:

- Who will administer it?
  - Government
  - NGO
  - International organization
  - Commercial entity (big transnational retail chains)
- Is that entity prepared to bear the implications and needs?
- Potential overlapping with other programs (e.g. COMPARTMENTALIZATION) vs integration / complementation roles

Poultry Industry Concerns

- COMPARTMENTALIZATION example:
  - Governments and organizations working currently on COMP projects
  - IPC in favor implementation (Primary breeders > commercial sector)
  - Traceability is a big part, along with biosecurity, for COMP implementation

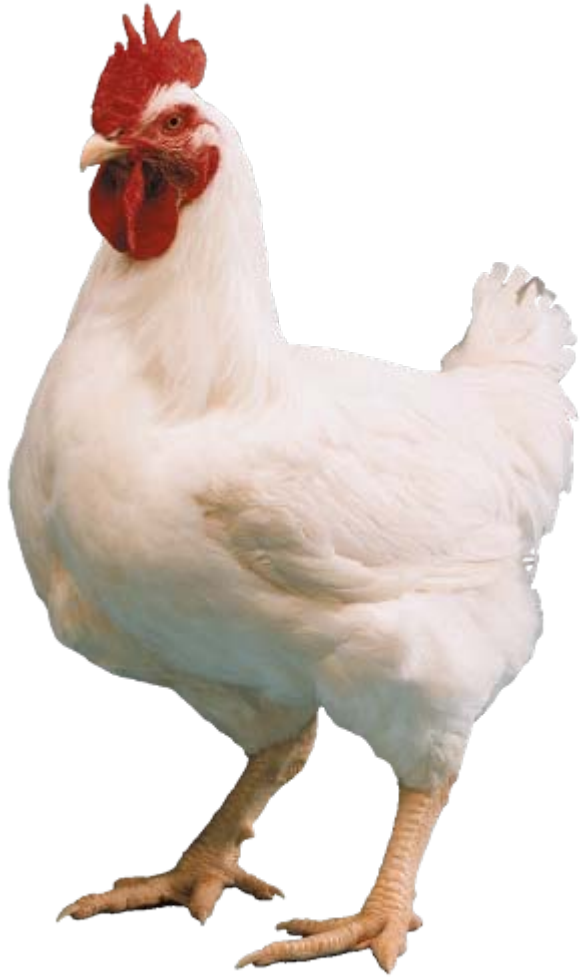
Conclusions

- Integrated sectors of the industry have already a traceability system in place
- Might effective audit systems to ensure equivalency between countries (different traceability systems vs standardization for international application)

Conclusions

- Market opportunities for poultry products in a global market
- Small producers will need more time for its implementation
- No system will keep people from getting sick if food is mishandled and/or improperly cooked.

Thanks!



OIE International Conference on Animal Identification and Traceability

International Poultry Council