



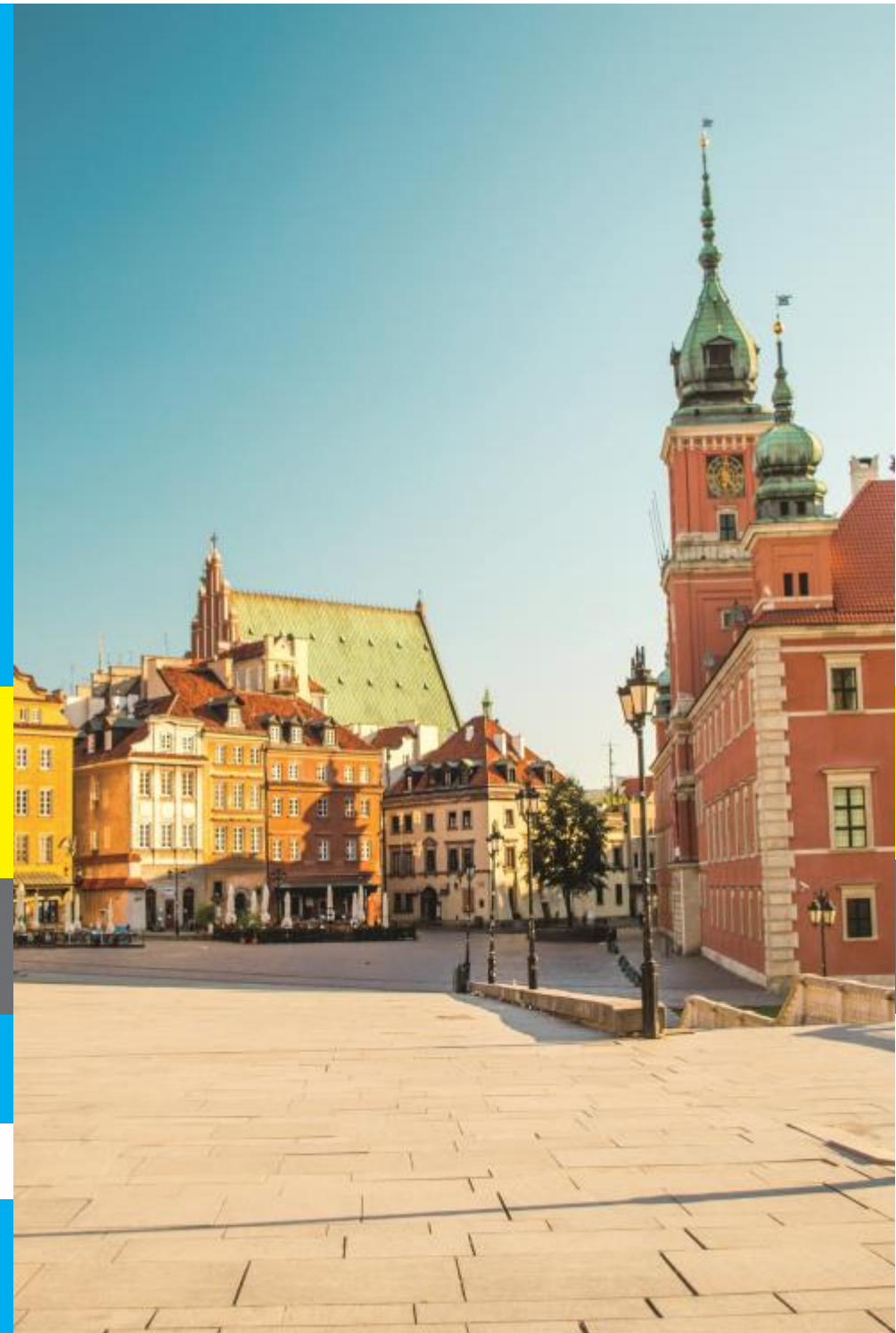
**International
Egg Commission**

IEC Conference Report

**IEC Business Conference
Warsaw 2016**

ESTABLISHED SINCE

1964





IEC Conference returns to Poland on the 50th anniversary of its first event in the country, attended by over 300 delegates from the egg industry, representing 38 countries.

Opening the conference, IEC Chairman Ben Dellaert, from the Netherlands, explained that Poland had been a founding country member of the IEC, with the second ever IEC conference being held in Warsaw 50 years ago.

He said that half a century later, the organisation was in good shape “The IEC is very healthy, and a very fast-growing organisation. Membership has more than doubled in the last decade, with the Warsaw meeting attracting in excess of 60 first time attendees.”



“Take Action and Communicate your Actions” was the message delivered by the IEC Chairman on the activities of the egg industry. He stated “There is so much talent to celebrate within the egg community - with a high standard of pioneering work taking place across the globe by producers and processors alike. From innovative marketing strategies, research into more sustainable ways of operating and combating Avian Influenza, to the incredible work that IEF is achieving with Project Canaan in Africa.”

“At every turn we should be proud of, and shouting about the progress that is being made. We do know how to take actions, but often I see that we forget to communicate these actions to the world. We have so many good stories to tell!”

The following two days of speakers reported on the latest trends and issues affecting egg businesses across the globe.

On the first morning Dr Mitch Kanter (Egg Nutrition Center, USA) had a good news story for the industry during his update on the US dietary guidelines.

For the first time, the 2015 edition of these dietary guidelines did not include a ceiling for daily cholesterol intake (previously limited to 300 mg/day). Eggs, which have traditionally been associated with high cholesterol, will clearly benefit from such a decision.





Meeting consumer demand was top of the agenda with Chad Gregory, of United Egg Producers updating the delegates on the seismic shift in the US market for higher welfare products.

Almost every day, more American food companies are making commitments to cease selling eggs from caged hens. He estimated it would cost farmers in the USA around \$6bn to convert their farms to cage free with 150 million bird places needing to be switched to new systems in less than 10 years.

David Wagstaff, who heads up the Happy Egg brand in the US, said consumers were increasingly seeking to know where their food came from. He suggested that a transparent supply chain, with some innovative marketing, was key to his company's success in the USA.

Since launching, Happy Egg has grown to be an \$100m brand selling in some 7,000 outlets.

Mr Wagstaff explained that consumers wanted to buy into brands, and would even spend more on them in times of recession, because they preferred a product with a higher perceived value.

However, he cautioned any brand needs honesty behind it, and should truly reflect the product.



Chad Gregory
United Egg Producers, USA



David Wagstaff
Noble Foods, UK

“With a lot of branding, things are not what they say they are. This is damaging to everyone else who is investing into building products and categories.

“Consumers trust us, and want to trust the food industry. It’s our responsibility to be honest by putting products on the shelves and saying what they actually are.”

He said it wasn’t necessarily about everything being free range: “There is a place for every category, but it has to be what it says on the tin, not something that’s perceived to be something else.”

In helping consumers understand production methods, they may trade up, he added. And therein lies an opportunity to add value – or to change a commodity into a product people will pay more for.

Conference presentations are available to download
<http://bit.ly/1VxYQuo>





Avian health, its economic impact, compensation schemes, and strategies for preventing the virus entering sheds, were all issues on the IEC Warsaw agenda.

Dr Alejandro Thiermann of the World Organisation for Animal Health (OIE), highlighted progress made by the OFFLU network, a network with over 60 experts in animal health from OIE and FAO.

These experts are working together on influenza surveillance and research. Initially it addressed H5N1 highly pathogenic avian influenza (HPAI) but it expanded to all H5 and H7 HPAI, H9N2 low pathogenic AI and other LPAI.

Alejandro, explained almost 60 million birds had been affected by highly pathogenic avian influenza in the 12 months to May 2015. Over that period, 35 countries had been hit by HPAI.

Avian influenza is continuing to threaten the global poultry industry.

The number of strains – or serotypes – of the disease had rapidly grown in the past few years. “If we look back at the early 2000s, we were then dealing almost strictly H5N1, and occasionally H5N2. Today, there is a huge diversity of H5 and H7 strains to contend with across the globe.”

Peter van Horne, of Wageningen University, delved into the economic costs of two outbreaks in the Netherlands and highlighted that even relatively small outbreaks could have a major financial impact.

The 2003 outbreak’s direct costs for culling, compensation and control came to €290m. Some 30million birds on 1,349 farms were culled. Consequential business losses came to €500m, he added.

Even higher were the incalculable losses caused by loss of markets, and loss of supply. “Nobody wants to calculate this cost.”

Kevin Lovell, from SAPA, gave an update on the work of the newly formed IEC AI Expert Group.

The long term aim of this group, established at the 2015 Berlin IEC meeting, is “to keep AI out of the commercial egg industry.”

Outputs from the group’s meeting in Warsaw included the initiation of an active surveillance protocol project, the development of a biosecurity framework and the development for a standard position statement on depopulation.



Dr. Alejandro Thiermann
OIE, France



Peter van Horne
Wageningen University,
Netherlands



Kevin Lovell
SAPA, South Africa

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Sustainability in the poultry industry

The significant role of insects in enhancing food security has been gaining relevance in international forums recently. Tarique Arsiwalla from Protix (pictured below left) in the Netherlands, detailed their potential in poultry feeding. For instance, research found that laying hens fed with 20 per cent live larvae in combination with a soy-free diet base (for 45 weeks) had a lower mortality compared to the control group.

It has been highlighted that manure management and its disposal could become an issue for producers, for example at the end of the twentieth century in the Dutch agriculture industry, there was more manure than arable land to spread it on. In a joint presentation, Wil van der Heijden, from DEP Cooperative, and Gerd-Jan de Leeuw, from BMC (pictured below right), presented to delegates how poultry manure could actually contribute to a greener electricity supply rather than becoming an environmental problem.



international egg foundation

helping to improve nutrition, health and education in developing countries

Delegates in Warsaw were given an update by Tim Lambert on the progress of the egg farm built at Project Canaan in Swaziland, with the joint support of Heart for Africa, Egg Farmers of Canada, and the IEF.

The hens in the laying facility are now producing, the egg boiling machine has arrived ready for installation, and a community feeding programme has commenced, with eggs being distributed to the local orphanage as well as 30 feeding centres throughout the region.



Special thanks to ShowCo, who we are delighted to announce have become a major new donor to Project Canaan.

Thank you to everyone who attended the recent IEF Fundraising Dinner at this year's IEC Business Conference in Warsaw.

It proved to be a wonderful event, raising more than 30,000 Euros through donations and an auction, that will be directly invested back into IEF projects.

With supporters from around the world, the evening had a truly international flavour and demonstrated a great show of solidarity from the industry.

"We realised an amazing accomplishment" explains IEF Chairman Steve Manton. "We deeply appreciate the support of all who attended the dinner and have contributed to the project."





Photos from the Warsaw Conference are available to view and download from the member only section of the IEC website





This September the IEC Global Leadership Conference is broadening its horizons with the exciting location of Malaysia.

**IEC Global Leadership
Conference
Kuala Lumpur 2016**

18th – 22nd September

**Registration opens
soon!**

Responsible for two thirds of the world's egg production, Asia is increasingly important within the global community. As this diverse continent continues to develop rapidly, we have carefully selected the vibrant and thriving city of Kuala Lumpur as our destination for September 2016.

Not only is Malaysia one of the largest egg exporters, it is Asia's regional hub for global egg businesses, meaning this year's Global Leadership Conference will provide members with an unparalleled opportunity to reach and engage with a dynamic new audience.

See you there!

Thank you to our IEC Warsaw Sponsors and Supporters

