

STRATEGIC PLAN

2020-2023

ABOUT US

IPWA is a multi-stakeholder initiative that supports sustainable poultry production that is ethically, socially, scientifically and economically responsible.

MISSION

Continuously advance poultry welfare via a global, multi-stakeholder alliance by fostering open dialogue, sharing best practices and supporting science-based research.

VISION

Drive overall improvement of poultry welfare while also improving the sustainability of global poultry production in a manner that is ethically, environmentally and economically viable.

OUR PLAN TO IMPROVE WELFARE

Promote Use of Science-Based, Progressive Approach to Improve Poultry Welfare

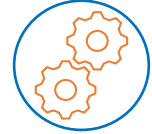
Build & Enhance Communication

Ensure Organizational Growth & Success



www.poultrywelfare.org/

OBJECTIVE 1: Promote Use of Science-Based, Progressive Approach to Improve Poultry Welfare



GOALS:

- Science-based: promote an outcomes-based approach to deliver continuous welfare improvement
- Progressive: provide a progressive forum focused on welfare outcomes for global poultry production
- Collaborative: unite poultry stakeholders to develop and agree upon welfare indicators by species
- Comprehensive: address welfare and sustainability in a comprehensive manner

INITIATIVES:

- Identify key areas for advancing animal welfare and poultry health research
- Convene stakeholders to discuss welfare methodology & global poultry production/auditing practices
- Identify metrics to accurately assess primary outcome-based welfare indicators by species
- Create & deliver an IPWA award for poultry welfare

OBJECTIVE 2: Build & Enhance Communication



GOALS:

- Awareness: increase understanding of welfare & sustainability metrics for poultry production
- Communication: encourage dialogue within stakeholder sectors & between members of supply chain
- Resources: create resource library & training materials to focus on what is “Best for the Bird”

INITIATIVES:

- Develop & host webinars to highlight IPWA’s progressive approach to outcome-based welfare
- Convene leaders within stakeholder groups to collaborate & advance the mission of IPWA
- Identify key areas that require resources, research, training materials & welfare summaries
- Increase member participation & engagement in committees, discussions and collaborative projects
- Utilize IPWA newsletter & website to enhance communication & awareness for global members

OBJECTIVE 3: Ensure Organizational Growth & Success



GOALS:

- Retention: retain 95% of members in each stakeholder group per year
- Engagement: increase active participation and engagement of members in IPWA actions & activities
- Growth: increase number of members in each stakeholder category & increase global membership

INITIATIVES:

- Encourage member involvement & active engagement in IPWA to achieve key strategic initiatives
- Establish outreach opportunities to increase communication & partnership with supply chain leaders
- Annually survey member satisfaction to evaluate expectations & value provided by IPWA
- Develop member recruitment plan for specific stakeholder groups & targeted global regions
- Annually quantify the scope and international diversity of IPWA membership