



Poultry Sustainability &  
Welfare Summit

# Engage & Connect

OCTOBER 18 - 21, 2022

**SIGN UP NOW**

Host City:  
Atlanta, Georgia, USA

## Attend the Poultry Sustainability & Welfare Summit

Join us for three days of innovative ideas and ground-breaking insights as we bring together professionals from around the world. This is a great opportunity to engage and learn about important work in sustainability and welfare — and signal to the industry that you are among the leaders in the space through your participation.

- Vision:** Bring together people of varying backgrounds, expertise, and business objectives to actively work to find answers to shared problems.
- Value:** Gain new business connections, insight into the toughest topics in the industry, and new ideas to inform your practices and projects.
- Attendees:** Farmers, executives, veterinarians, researchers, program managers, consultants, buyers, and other professionals will be in attendance.

Visit our website to learn more: [bit.ly/poultrysummit](https://bit.ly/poultrysummit)

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## DETAILED AGENDA

TUESDAY, OCTOBER 18

WELCOME

Room: Sequoia Foyer

**5:30 PM**

6:00 PM

**REGISTRATION:**

Registration Open



Poultry Sustainability &  
Welfare Summit

Room: Muse 1

**5:30 PM**

6:30 PM

**RECEPTION:**

Welcome Reception Hosted by Our Sponsors

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**US-RSPE**  
U.S. Roundtable for Sustainable Poultry & Eggs





WEDNESDAY, OCTOBER 19

# SUSTAINABILITY



Poultry Sustainability &  
Welfare Summit

Room: Sequoia Foyer

**8:00 AM**

9:30 AM

**REGISTRATION:**

Registration Open

Room: Sequoia A

**9:00 AM**

9:15 AM

**WELCOME:**

Introduction to the Summit

Remarks from US-RSPE Chair Ernie Meier, McDonald's

**9:15 AM**

**PLENARY SESSION 1:**

Creating the Pathway to Improvement: US-RSPE Sustainability Framework

9:15 AM

**> US-RSPE Sustainability Framework Overview & Status Update**

Ryan Bennett, US-RSPE Executive Director

The US-RSPE Sustainability Framework is the first-ever, multistakeholder sustainability reporting framework for the full U.S. supply chains for chicken, turkey and eggs from producer to final customer. Bennett will kick off the summit with insight into how the assessment will help equip the entire value chain better measure and communicate with stakeholders about the overall sustainability of U.S. poultry.

9:45 AM

**> Practical Perspectives: Beta Tester Insights**

Jessica Langley, JBS / Pilgrim's USA

Emily Battilega, Versova

Lankford Ruffin, Butterball, LLC

Gain practical insight from the first organizations to pilot and beta test the US-RSPE Framework. Learn what they recommend for you to prepare to use the tool or be able to respond to the output and have the opportunity to ask your own questions.

10:15 AM

**> Technical Training: How to Access the US-RSPE Framework**

Chris Kocmoud, Texas A&M University Center for Applied Technology (TCAT)

Learn how to access, use, and understand the tool through this training session from the developers of the US-RSPE Sustainability Framework, Texas A&M University. Leave knowing how to get your team ready to use this new assessment tool.

**10:45 AM**

11:30 AM

**INTERACTIVE DISCUSSION:**

Guided Discussions in Small Groups

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BREEDING FOR WELFARE  
AND SUSTAINABILITY



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## DETAILED AGENDA

# WEDNESDAY, OCTOBER 19 SUSTAINABILITY



Poultry Sustainability &  
Welfare Summit

Room: Sequoia B

**11:30 AM**  
12:30 PM

**LUNCH BREAK**

Room: Sequoia A

**12:30 PM**

### **PLENARY SESSION 2:**

Exploring Opportunities in Sustainability

**12:30 PM**

#### **> Exploring Strategic Priorities & Partnerships**

Nicole Jenkins, Environmental Defense Fund

Jenkins is a project manager with EDF+Business, where she provides support and collaborative partnership to food companies driving critical climate action in animal agriculture, particularly beef and poultry. Join us as Nicole sheds light on opportunities and priorities on the horizon.

**1:00 PM**

#### **> Case Study: Dairy Stewardship Commitment Learnings**

Eric Hassel, Innovation Center for U.S. Dairy

Hassel serves as director, sustainability measurement & reporting at the Innovation Center for U.S. Dairy, where he supports development of the U.S. Dairy Stewardship Commitment and works to substantiate the Stewardship Commitment's relevance in the global marketplace by aligning U.S. dairy's sustainability reporting methods with recognized and accepted standards and frameworks. Tune in to learn from dairy's experience to explore what could or could not be applied in the poultry sector.

**1:30 PM**

#### **> Case Study: Assessing the Environmental Impact of Canadian Egg Farms**

Elyse Germain, Egg Farmers of Canada

The Egg Farmers of Canada have recently introduced their National Environmental Sustainability Tool (NEST) which offers Canadian egg farmers the opportunity to assess the environmental impact of their farms, and create action plans to drive change and improve sustainability on-farm. Elyse Germain will showcase NEST and share her experience rolling this out to Canadian egg farmers.

**2:00 PM**  
2:30 PM

### **INTERACTIVE DISCUSSION:**

Guided Discussions in Small Groups

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LEARN MORE: [PURINA.COM/SUSTAINABILITY](https://www.purina.com/sustainability)



## DETAILED AGENDA

WEDNESDAY, OCTOBER 19

# SUSTAINABILITY

Room: Sequoia B



Poultry Sustainability & Welfare Summit

**2:30 PM**

3:00 PM

### NETWORKING BREAK

Room: Sequoia A

**3:00 PM**

### PLENARY SESSION 3:

Emerging Challenges & Opportunities in Sustainability

3:00 PM

#### > The State of Sustainability Update

Erin Fitzgerald, U.S. Farmers & Ranchers in Action (USFRA)

Fitzgerald serves as CEO of USFRA, representing farmers with a common vision to further global sustainable food systems. She will be sharing insight into the latest shifts and trends in sustainability to help the poultry sector stay informed and ready for the future.

3:30 PM

#### > Partnering with Academia and Extension to Drive Continuous Improvement in Poultry Sustainability

Todd Applegate, University of Georgia

Sustainability research unlocks new pathways for partnerships and activations

with extension programs. Hear Applegate's firsthand perspective working in this sector on how you can approach continuous improvement and engage with the right stakeholders.

4:00 PM

#### > Understanding Critical Sustainable Feed System Components

Sam Wildman, World Wildlife Fund

WWF and the Institute for Feed Education and Research (IFEEDER) recently conducted an exercise to bring together the full feed value chain to discuss the assess case studies in feed sustainability and explore opportunities for development. Wildman will share the insights discovered and how they could apply to the poultry supply chain.

4:30 PM

#### > Case Study: Sourcing Low Carbon Grain

Sam Krouse, MPS Egg Farms

MPS Egg Farms and Farmers Business Network have executed a pilot project focused on low carbon grain for poultry feed. Krouse will share an update on the project with key learnings to inform future projects.

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## DETAILED AGENDA

WEDNESDAY, OCTOBER 19

# SUSTAINABILITY



Poultry Sustainability &  
Welfare Summit

Room: Sequoia A

**5:00 PM**

5:30 PM

### INTERACTIVE DISCUSSION:

Guided Discussions in Small Groups

Room: Sequoia B

**5:30 PM**

6:30 PM

### RECEPTION

Sustainability Reception Hosted by US-RSPE & Our Sponsors

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US-RSPE  
U.S. Roundtable for Sustainable Poultry & Eggs







THURSDAY, OCTOBER 20

# WELFARE

Room: Sequoia A



Poultry Sustainability & Welfare Summit

**8:15 AM**

8:30 AM

**WELCOME:**

Introduction to day two of the Summit  
Remarks from IPWA Chair Ken Opengart, Tyson Foods

**8:30AM**

**PLENARY SESSION 1:**

Assessing Welfare Beyond Compliance

8:30 AM

**> Understanding Outcomes-Based Welfare Indicators & the IPWA KWI Guides**  
Anne-Marie Neeteson, Aviagen

Immense scientific research has revealed the importance of assessing poultry welfare through outcomes-based measures and observations to capture the management practices that truly support greater positive welfare outcomes in poultry. Explore the what, why, and how IPWA's KWI Guides can help in this session.

9:15 AM

**> Practical Perspectives: Welfare Assessment Insights**

Mohamed Mousa, Herbruck's  
Molly Parker, Butterball  
Karen Christensen, Tyson Foods

This session will share the key learnings around the development of a new resource created by the International Poultry Welfare Alliance that can be applied to the entire global poultry sector and serve as an inspiration for work in other protein segments.

**9:45 AM**

10:30 AM

**INTERACTIVE DISCUSSION:**

Guided Discussions in Small Groups

**10:30 AM**

11:00 AM

**NETWORKING BREAK**

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## DETAILED AGENDA

THURSDAY, OCTOBER 20

WELFARE



Poultry Sustainability &  
Welfare Summit

Room: Sequoia A

**11:00 AM**

### PLENARY SESSION 2:

Building Your Welfare Understanding & Context

**11:00 AM**

#### > Put the "A" in ESG

Jack Hubbard, American Humane

Building on day one of the summit, poultry are a key part of any sustainability and welfare program. This session will outline the importance and connection between welfare and other business considerations.

**11:30 AM**

#### > Global Restaurant Policies & Perspectives

Ernie Meier & Janet Helms, McDonald's Corp.

Beyond compliance and certifications, foodservice companies work to ensure and promote quality and trust in their suppliers. Hear how one organization is creating and advancing their welfare policies.

**12:00 PM**

#### > Prioritizing Welfare at Processing

Dianna Bourassa, Auburn University

Managing poultry at every step of the supply chain involves a unique set of best practices and approaches to welfare. This session will identify and discuss the various safeguards in place to promote positive welfare outcomes at processing.

**12:30 PM**

1:00 PM

### INTERACTIVE DISCUSSION:

Guided Discussions in Small Groups

Room: Sequoia B

**1:00 PM**

2:00 PM

LUNCH BREAK

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# THURSDAY, OCTOBER 20

## WELFARE

Room: Sequoia A



Poultry Sustainability & Welfare Summit

**2:00 PM**

### PLENARY SESSION 3:

Deeper Dives in Welfare Considerations

**2:00 PM**

#### > Welfare Frameworks: History, Evolution & Practical Implementation

Kate Barger-Weathers, Cobb-Vantress

Assessing welfare has a foundation in philosophical concepts and has evolved throughout history. Get up to speed on how welfare frameworks have been used and where we are today.

**2:45 PM**

#### > Ethical Principles of Poultry Management

Dorothy McKeegan, University of Glasgow

Poultry care and husbandry involves several practical considerations as well as ethical understanding. Learn how to understand how ethics can help navigate poultry welfare decision-making.

**3:15 PM**

#### > Bird Treatment Background and Use Considerations

Karen Schween-Lardner, University of Saskatchewan

Apply ethical considerations, welfare outcomes, and management factors when understanding the use of bird treatments. Join this session for an overview and key insights on beak and claw treatments.

**3:45 PM**

4:15 PM

### INTERACTIVE DISCUSSION:

Guided Discussions in Small Groups

**4:15 PM**

4:30 PM

### NETWORKING BREAK

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## DETAILED AGENDA

# THURSDAY, OCTOBER 20 WELFARE



Poultry Sustainability &  
Welfare Summit

Room: Sequoia A

**4:30 PM**

### PLENARY SESSION 4: Welfare Around the World

**4:30 PM**

#### > Progress Across Asia

Jaydip Rokade, Central Avian Research Institute - India

Advancements in the poultry welfare around the world have permeated the Asian market. Join this session for a briefing on the shift occurring in India and surrounding regions as a result of several drivers.

**5:00 PM**

#### > Transporting Poultry in the European Union and Beyond

Tim Burnside, Aviagen

Transportation has emerged as a central point of discussion, particularly following the review of best practices in the European Union. Join us for a review of research available on the best outcomes for poultry during transport and the context of the global poultry market.

**5:30 PM**

#### > United Kingdom Poultry Market Update

Richard Griffiths, British Poultry Council

Facing Brexit and the resulting changes in regulations and oversight, the British poultry meat sector has been in a state of transition. Tune in for a breakdown of the key factors at play and what to watch as we head into the future.

Room: Sequoia B

**6:00 PM**

**7:00 PM**

### RECEPTION

Welfare Reception Hosted by IPWA & Our Sponsors

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FRIDAY, OCTOBER 21

# SUSTAINABILITY & WELFARE



Poultry Sustainability & Welfare Summit

Room: Sequoia A

**9:00 AM**

9:15 AM

**WELCOME:**

Remarks from US-RSPE & IPWA Leadership

**9:15 AM**

**PLENARY SESSION 1:**

Technology Insight to Take with You

9:15 AM

**> Sensors and Welfare and Sustainability**

Tom Darbonne, Audio T

Learn about how a team of researchers in acoustics, machine learning, and signal processing are bringing their expertise and technology to help support poultry farm monitoring and management.

9:45 AM

**> Development of In-Ovo Technology**

Bernie Beckman, Hy-Line

Technology and poultry companies are working in tandem to improve the assessment and identification potential of egg characteristics before they hatch. Get a quick update on the current status of these advancements.

**10:15 AM**

**PLENARY SESSION 2:**

The People Behind the Work

10:15 AM

**> Prioritizing People in the Poultry Business**

Matt Spencer, U.S. Poultry & Egg Association

Sustainability includes the planet, poultry, and the people who make it all possible. Tune in to learn more the progress being made in the poultry workforce, and how to understand how join that progress in tandem with your overall sustainability approach.

10:45 AM

**> Attracting Talent & Creating Opportunities**

Ebony Webber, MANRRS

Tap into the resources and networks available to provide ample opportunity to attract diverse talent to the poultry business. This session will provide insight and information on how to grow and develop your workforce.

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## DETAILED AGENDA

FRIDAY, OCTOBER 21

# SUSTAINABILITY & WELFARE



Poultry Sustainability & Welfare Summit

Room: Sequoia A

**11:15 AM**

11:45 AM

### INTERACTIVE DISCUSSION:

Guided Discussions in Small Groups

**11:45 AM**

12:15 PM

### CLOSING SESSION:

Takeaways & Next Steps with US-RSPE & IPWA Leadership

## LOCATION INFORMATION



Host City:  
Atlanta, Georgia, USA

Location:  
Starling Atlanta Hilton Hotel  
188 14th St NE  
Atlanta, GA 30361



Things to Do:

World of Coca-Cola

Atlanta Falcons NFL Game (Sunday, Oct. 16)

Georgia Aquarium

Visit our website to make your reservations: [bit.ly/poultrysummit](https://bit.ly/poultrysummit)

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