



YEAR IN REVIEW 2024

INTERNATIONAL POULTRY COUNCIL

SUPPORTING THE GLOBAL
POULTRY MEAT SECTOR

GLOBAL ENGAGEMENT

WOAH DIALOGUES

WOAH celebrated its 100th anniversary at its 91st General Session in May with Ricardo Santin, Richard Griffiths, Birthe Steenberg and Nicolò Cinotti in attendance.



During the General Session, the revised Chapter on Animal Welfare at slaughter was up for approval, including a recommendation to avoid live heavy bird shackling (turkeys, breeders, etc.) before stunning. IPC actively engaged several stakeholders to ensure a more balanced approach to the subject. Thanks to IPC members' involvement, the chapter was approved with a substantial rewording, getting to a positive result for our industry.

Earlier in the year, IPC had sent a letter to WOAH asking for a higher priority ranking to the revision of the poultry definition, which was ranked as lowest priority at that time. During the GS, WOAH informed its members that a new definition would be drafted in the coming weeks, with the goal of having it ready for comments in September 2024.

In light of its global role and its inputs into the GF-TAD proposed Global strategy to prevent and contain AI (2024-2033), IPC was invited to attend this Committee where the strategy has been officially launched.

In October, Ricardo Santin, Richard Griffiths and Nicolò Cinotti met with the newly elected Director General of WOAH, Dr. Emmanuelle Soubeyran, and Deputy Director General, Dr. Montserrat Arroyo Kuribreña.

The themes brought to the table by IPC were WOAH's global leadership on Animal Health, the fight against Antimicrobial Resistance and Avian Influenza.

WOAH recognized the inputs of IPC in the discussion regarding the drafting of a revised definition of "Poultry", stating that more information on the topic will be included in the report of the Code Commission meeting that would be released soon. IPC stressed the importance of having a definition that takes into account the epidemiological links in the production chain and amongst the various segments of it, in order to avoid unjustified and unnecessary impacts on the health status of Countries.

On AMR, IPC highlighted the ongoing and productive collaboration between the two organizations, which allowed IPC to play a leadership role in the global debate, also introducing the TRANSFORM initiative.



The two parties agreed to continue their collaboration, working on the implementation of the main points of the recently released UN HLPE Declaration.

On the topic of AI, both organizations expressed their commitment and attention to a topic that is continuously and rapidly evolving. Both organizations reiterated that biosecurity plays a crucial role and that the level of attention on this topic must always be at the highest.

UN DIALOGUES

IPC welcomed the Political Declaration reached in September at the United Nations General Assembly to step up action against antimicrobial resistance (AMR). UN member countries committed to concrete actions to address AMR across all sectors, through a One Health approach.

The Declaration is a strong signal of the global consensus on the necessity to address this serious global health threat. IPC provided inputs into the drafting process seeking to build upon its ongoing commitment to tackle AMR via the USAID-funded private sector led project TRANSFORM.

This initiative is a key step and a clear example of impactful Public Private Partnership. IPC's role in TRANSFORM is built around its global Antimicrobial Use Stewardship Principles, and aims at advancing a global understanding on how to avoid the need for the use of antimicrobials, yet when needed ensure antimicrobials are used properly in poultry meat production.

TRANSFORM INITIATIVE

TRANSFORM is a private sector led initiative that aims to reduce the emergence and spread of zoonotic and transboundary diseases, while combatting antimicrobial resistance and reducing threats to human health around the world thereby improving farmers livelihoods and strengthening global health security.

IPC is working alongside Cargill and Heifer International in this USAID-funded project, to advance research, provide farmers with trainings on how to

keep their animals healthy, and promote responsible use of antimicrobials.

In its tenth year, Fortune's annual 'Change the World' list recognized 52 companies globally that have created significant social or environmental impact through their profit-driven strategies and operations.

TRANSFORM led by Cargill was recognized as a "Friends of Farmers" initiative.



2024 SIGNATORIES

- » Association of Poultry Processors and Poultry Trade in the EU Countries (AVEC)
- » Baromfi Termék Tanács (BTT)
- » Bundesverband der Geflügelschlachtereien e.V (BVG)
- » Fédération des Industries Avicoles (FIA)
- » Karnataka Poultry Farmers and Breeders Association (KPFBA)

- » Krajowa Rada Drobiarstwa – Izba Gospodarcza (KRD-IG)
- » Life Line Feeds (India) Pvt Ltd.
- » Luong Hue
- » Nanda Group
- » Nandus
- » Vereniging van de Nederlandse Pluimveeverwerkende Industrie (NEPLUVI)
- » Yum! Brands, Inc.

AVIAN INFLUENZA ISSUE MANAGEMENT PLAN

As Avian Influenza has become endemic globally and constantly changing its dynamics, the International Poultry Council seeks to further take the lead and influence the global debate around this disease, its impact on animal health, food security, and public health.

IPC strongly believes that the sector must be prepared to face any kind of adverse situation arising from AI and its impact.

Avian Influenza in making clear that there is both space and need for science

based information on the virus, on how the sector is acting to preserve animal health and welfare, on food safety and on public health involvement.

By proactively communicating and sharing our sector's messages, IPC plans to increase the awareness on the science underpinning AI, to equip the Organization and its members with communication and crisis preparedness tool and to play a key role in future debates over AI.

This is why the IPC Executive Committee

has approved the drafting of an AI Issues Management Plan composed by two main workstreams, a Communication Plan and a Crisis Preparedness Plan.

These two workstreams will lean on a solid scientific foundation that will provide facts and answer for IPC's policy and messaging regarding Avian Influenza.

The IPC team is already actively working to implement the Executive Committee's decision.

YEAR IN NUMBERS



EVENTS

The Argentine capital hosted the biggest meeting in the history of IPC. Never have so many members and so many countries been present: there were 160 participants from 28 countries.

Throughout the program, between high-level lectures and work meetings, important decisions were made. We defined by prioritizing the creation of action plans for crisis prevention and contingency in Avian Influenza crises. We also established a committee for global actions related to the disease.

Buenos Aires will be a valuable memory for all of us: high-level lectures, assertive and focused meetings and the certainty that as IPC, with total alignment between the board and council members, we are heading in the right direction.

Throughout the event, speakers tackled topics ranging from innovation, the One Health Agenda and the role of Latin America on the global stage.

Our sincere thanks to the CEPA team for their support in Argentina!



STAFF UPDATES

In September 2024, IPC welcomed its new Communications Officer Elisabetta Olgati, taking over the communications portfolio from Caroline Leroux, who will focus solely on IPC events.

An Italian national, Elisabetta brings a wealth of experience to the team thanks to her background in marketing and retail in Italy and the United States. She hit the ground running to implement the IPC communications strategy and ensure maximum engagement with IPC members and key stakeholders.



Elisabetta works alongside Nicolò Cinotti (Secretary General), Caroline Leroux (Head of Events), Dennis Erpelding (Science and Trade Advisor) and Phouth Gonzalez (Accountant).

A very warm welcome to the new members who joined IPC in 2024.



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