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## **IPC ANNUAL MEETING 2022 OVERVIEW**

**BORDEAUX - FRANCE  
28-30 SEPTEMBER 2022**

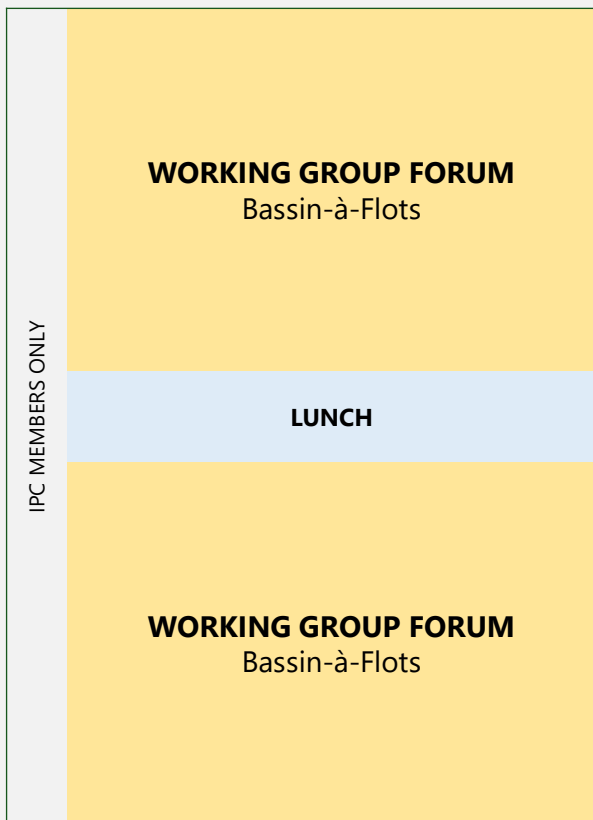




# CONFERENCE AT A GLANCE

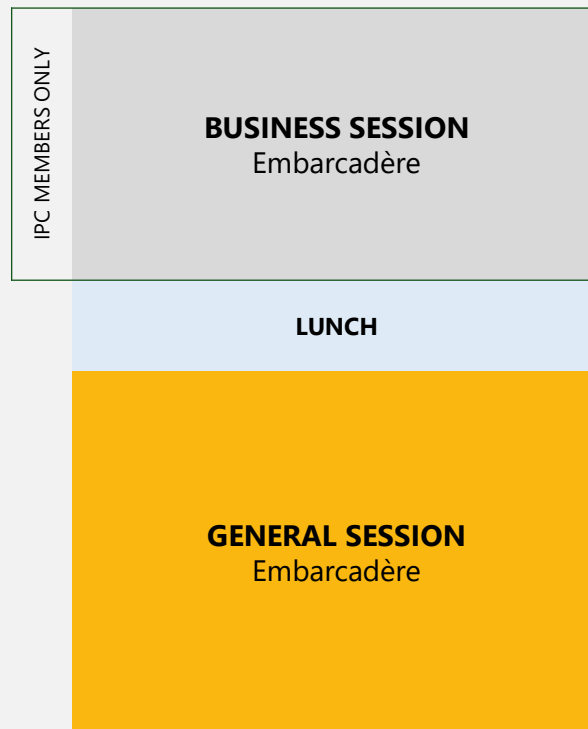
## WEDNESDAY 28 SEPTEMBER

0900  
0930  
1000  
1030  
1100  
1130  
1200  
1230  
1300  
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2200



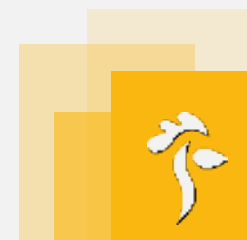
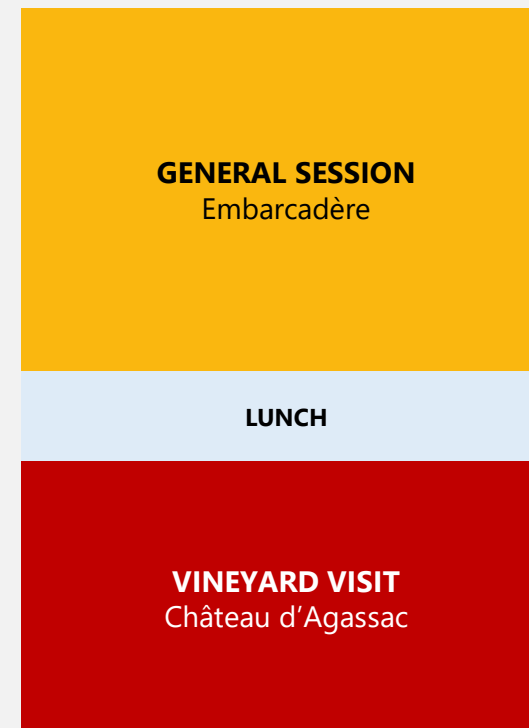
**WELCOME RECEPTION**  
Radisson Blu Rooftop

## THURSDAY 29 SEPTEMBER



**GALA DINNER**  
Château Gassiès

## FRIDAY 30 SEPTEMBER





# WORKING GROUP FORUM

**WEDNESDAY 28 SEPTEMBER**

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0845-1015     **COMMUNICATIONS**  
Working Group meeting  
+ guest speaker: Andrea Bertaglio, Carne Sostenibili

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1015-1030     *break*

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1030-1200     **FOOD SAFETY & PROCESSING**  
Working Group meeting  
+ guest speaker TBC

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1200-1300     *lunch*

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1300-1430     **SUSTAINABILITY & ENVIRONMENT**  
Working Group meeting

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1430-1445     *break*

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1445-1615     **ANIMAL HEALTH & WELFARE**  
Working Group meeting  
+ guest speaker: Ryan Bennett, IPWA

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1615-1630     *break*

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1630-1800     **TRADE**  
Working Group meeting

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## MEETING VENUE

Radisson Blu Hotel

## MEETING ROOM

Bassin-à-Flots, 5<sup>th</sup> floor

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### Important information

All IPC members are welcome to attend Working Group meetings.

However, given the unusually high number of registered participants, priority access will be given to Working Group members.





# IPC BUSINESS SESSION

## THURSDAY 29 SEPTEMBER

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1000-1115

### **IPC MATTERS**

Robin Horel, IPC  
Nicolò Cinotti, IPC

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1115-1130

*break*

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1130-1200

### **PRESENTATION - ECONOMIC IMPACT OF THE POULTRY INDUSTRY**

Spencer Parkinson, Decision Innovation Solutions  
David Miller, Decision Innovation Solutions

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1200-1230

### **PRESENTATION - IPC GLOBAL DATA PLATFORM**

Andrea Verissimo, AVELA Public Affairs

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1230-1300

### **PRESENTATION - TRANSFORM**

Jason Shelton, Cargill  
Dennis Erpelding, IPC

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### **MEETING VENUE**

Radisson Blu Hotel

### **MEETING ROOM**

Embacardère, 5<sup>th</sup> floor

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# GENERAL SESSION PROGRAM

## MEETING VENUE

Radisson Blu Hotel

## MEETING ROOM

Embacardère, 5<sup>th</sup> floor

## THURSDAY 29 SEPTEMBER

1400-1430 **WELCOME & OPENING**  
**Robin Horel**, IPC

1430-1600 **GLOBAL FOOD SECURITY**  
*Keynote Speaker, Special Guest & panel discussion*  
**H.E. Carlos Cherniak**, Permanent Representation of Argentina to the UN Agencies for Food and Agriculture / FAO Committee on Agriculture  
**Joe Glauber**, International Food Policy Research Institute  
**Robin Horel**, IPC  
**Gert Jan Oplaat**, NEPLUVI (moderator)

1600-1630 break

1630-1800 **SUSTAINABLE DIETS**  
*Presentations & panel discussion*  
**Birthe Steenberg**, AVEC (moderator)  
**Namukolo Covic**, International Livestock Research Institute  
**Suresh Chitturi**, Srivanasa Farms  
**John Giles**, Promar International

## FRIDAY 30 SEPTEMBER

0900-0930 **CASE STUDY**  
**Louis Perrault**, Sasso & **Pierre-Marie Borne**, CEVA

0930-1100 **CROSSED PERSPECTIVES**  
*Presentations & panel discussion*  
**Julia Glotz**, independent (moderator)  
**Mauricio Bauer**, JBS  
**John Kirkpatrick**, Tesco  
**Janet Helms**, McDonald's  
**Pedro Amaral**, Mars Global Petcare (TBC)

1100-1130 break

1130-1200 **FRENCH POULTRY INDUSTRY OVERVIEW**  
**Paul Lopez**, FIA

1200-1245 **TRADE PERSPECTIVES**  
*Presentation + Q&A*  
**Nan-Dirk Mulder**, Rabobank

1245-1300 **NEXT MEETING, RECAP & CLOSE**  
**Prasert Anuchiracheeva**, Thai Broiler Processing Exporters Association  
**Robin Horel**, IPC





# GENERAL SESSION PROGRAM - GLOBAL FOOD SECURITY

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## GLOBAL FOOD SECURITY CHALLENGES

*Keynote speech*

**H.E. Carlos Cherniak**, Permanent Representation of Argentina to the UN Agencies for Food and Agriculture / FAO Committee on Agriculture

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## GLOBAL FOOD SECURITY OPPORTUNITIES

*Special guest*

**Joe Glauber**, International Food Policy Research Institute

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## THE ROLE OF POULTRY IN A FOOD-SECURE WORLD

*Panel discussion*

**Gert Jan Oplaat**, NEPLUVI (moderator)

**H.E. Carlos Cherniak**, Permanent Representation of Argentina to the UN Agencies for Food and Agriculture / FAO Committee on Agriculture

**Joe Glauber**, International Food Policy Research Institute

**Robin Horel**, IPC

- How do we mitigate the impact of rising food prices / supply chain disruption / long-term Covid repercussions on global food security aspirations?
  - What are the key factors required to help the poultry sector weather the impact of the last two years?
  - How do we shape policies to support the poultry sector's efforts to feed the world?
  - How can trade foster growth and development in the poultry sector in emerging markets?
  - How can IPC support the sector to help improve the perception of poultry meat and its role in global food security?
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# GENERAL SESSION PROGRAM - SUSTAINABLE DIETS

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## INTRODUCTIONS

**Birthe Steenberg**, AVEC (moderator)

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## SUSTAINABLE LIVESTOCK PRODUCTION

*Presentation*

**Namukolo Covic**, International Livestock Research Institute

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## REVERSING THE NARRATIVE - THE EGG STORY

*Presentation*

**Suresh Chitturi**, Srivanasa Farms

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## CONSUMER PERCEPTIONS

*Presentation*

**John Giles**, Promar International

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## ANCHORING POULTRY IN SUSTAINABLE DIETS

*Panel discussion*

**Birthe Steenberg**, AVEC (moderator), **Namukolo Covic**, International Livestock Research Institute, **Suresh Chitturi**, Srivanasa Farms, **John Giles**, Promar International

- How do poultrymeat and eggs fit in a sustainable diet?
  - How does poultry production fit in sustainable livestock production?
  - How can the sector promote science-based and positive messaging to support sustainable diets?
  - How can collaboration between animal protein sectors help anchor poultry's role in sustainable diets?
  - What is the missing piece of puzzle in the poultry sector's approach to cementing the role of poultry in sustainable diets?
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# GENERAL SESSION PROGRAM - CROSSED PERSPECTIVES

## INTRODUCTIONS

**Julia Glotz**, independent (moderator)

## PROCESSING

*Presentation*

**Mauricio Bauer**, JBS

## RETAIL

*Presentation*

**John Kirkpatrick**, Tesco

## FOOD SERVICE

*Presentation*

**Janet Helms**, McDonald's

## CUSTOMER

*Presentation*

**Pedro Amaral**, Mars Global Petcare (TBC)

## LEVERAGING INNOVATION & LESSONS LEARNED TO SHAPE A SUSTAINABLE FUTURE FOR THE POULTRY VALUE CHAIN

*Panel discussion*

**Julia Glotz**, independent (moderator), **Mauricio Bauer**, JBS, **John Kirkpatrick**, Tesco, **Janet Helms**, McDonald's, **Pedro Amaral**, Mars Global Petcare (TBC)

- How do you identify synergies and shared opportunities throughout the poultry value chain?
- How can we channel other sectors' innovative ideas that might not be replicable directly?
- How can the different actors of the value chain work together more effectively to make the value chain more sustainable?
- What should the ag/food/bev sectors of 2050 look like?
- What is the role of global trade organizations in driving sustainability efforts across the industry?







# ACCOMMODATION

## MEETING VENUE - RADISSON BLU HOTEL

63 Rue Lucien Faure  
Dock G6  
33300 Bordeaux  
France

+33 5 56 01 25 00  
acsb1.bordeaux@radissonblu.com

<https://www.radissonhotels.com/en-us/hotels/radisson-blu-bordeaux>

Booking form



## OTHER ACCOMMODATION

### 10/15min walk

[Residhome Appart Hotel](#) →

[Seeko'o Hôtel Design](#) →

[Moxy Bordeaux Marriott](#) →

[Ténéo Apparthotel Bordeaux Maritime](#) →

[Appart-Hôtel Mer & Golf City Bordeaux Bassins à flot](#) →

## OTHER ACCOMMODATION

### 15/30min walk

[Live Hotels Bordeaux Lac](#) →

## OTHER ACCOMMODATION

### 15/20min bus/tram

[Best Western Premier HBEO Bordeaux Centre](#) →





# SPONSORSHIP PACKAGES



## DIAMOND \$10,000

- 2 complimentary registrations
- 3 roll-up banners (main stage + conference room + networking area)
- Full page ad in conference brochure
- Logo on conference bag
- Pen, merchandise & brochure insertion in conference bag
- Logo on conference materials
- Logo & link on IPC website
- Logo projection in-between sessions
- Dedicated LinkedIn post



## EMERALD \$7,500

- 1 complimentary registration
- 2 roll-up banners (conference room + networking area)
- Half-page ad in conference brochure
- Merchandise & brochure insertion in conference bag
- Logo on conference materials
- Logo & link on IPC website
- Logo projection in-between sessions
- Dedicated LinkedIn post



## PLATINUM \$5,500

- 1 roll-up banner (conference room or networking area)
- Quarter-page ad in conference brochure
- Brochure insertion in conference bag
- Logo on conference materials
- Logo & link on IPC website
- Logo projection in-between sessions
- Dedicated LinkedIn post



## GOLD \$3,500

- Brochure insertion in conference bag
- Logo on conference materials
- Logo & link on IPC website
- Logo projection in-between sessions
- Dedicated LinkedIn post





# CONTACT

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