A new name to present the global egg industry

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IEC Business Conference Warsaw 2016

Incorporating:
IEC Young Leaders
Global Roundtable for Sustainable Eggs
AI Global Expert Group
Speaker Programme
Networking Programme
IEF Fundraising Dinner
Welcome. I have great pleasure in taking up the mantle of Chairman from Cesar de Anda and congratulate him on his significant achievements over the past two years, including the creation of the World Egg Organisation.

The atmosphere at this year’s Global Leadership Conference in Berlin was electric. Networking and business opportunities at this event are unique and the world class speakers inspiring. Innovation helps to continually develop a thriving and sustainable global egg industry; together we are achieving significant change globally.

The IEC has forged ahead recently, now with even greater prominence at the international table. My objective will be to ensure members old and new share in the significant initiatives being driven forward.

Our industry needs strong leaders, ensuring the egg industry is dominant on the international platform. Shaping the future and sustainable global development is what this organisation is about. I can now confirm that the Young Leaders Programme will go ahead next year. The programme will focus on the next generation, looking at how to build upon the IEC ethos of forming long-term industry relationships with international peers, the sharing of knowledge to build a greater egg industry and to ultimately drive egg consumption globally.

Another major achievement of the IEC has been the formation of our Avian Influenza Global Expert Group to face the worldwide AI threat. This group met in September and will aim to deliver to the industry big picture practical solutions to combat avian influenza in the short, medium and long term, and provide practical ways of changing the industry to move beyond this threat.

As consumer demand for high protein diets continues to prompt growth in our industry I am delighted that my proposal for a Global Round Table for Sustainable Eggs has been accepted. The IEC will work to bring together a project group to formulate initial discussions about the initiative, the objectives and relevant criteria on which to focus. The goal is to achieve a production chain that is environmentally sound, socially responsible and economically viable. This can be achieved by continuous improvement in sustainability, through leadership, science, multi-stakeholder engagement and collaboration. During my leadership I will focus on the continuous development of sustainable global production.

I am very excited about the future of our egg industry.

Ben Dellaert
In contrast to most of the Eastern European countries, Poland has recovered remarkably fast from the collapse of the political and economic systems of the former Comecon. The poultry industry in particular has shown a very dynamic development since the early 1990s. The laying hen inventory increased from 36.2 mill. birds in 1993 to 49.9 mill. in 2013 or by 37.7 %. Shell egg production from 310,000 t to 558,000 t or by 79.9 % in the same time period. This fast growth rate in egg production documents the introduction of new strains of hybrid hens with a good health and high laying rates. This success made it possible for Poland to become one of the major egg exporting countries in the EU during the past decade. Besides the Netherlands, Poland has become the second most important country of origin for Germany’s egg imports.

A similar dynamic can be observed in broiler meat production. Foreign investments from the Netherlands, Germany and some other countries have resulted in modern production facilities and the development of very efficient supply chains. Here, too, Poland has become a major exporting country.

The IEC is instrumental in shaping the future of the global egg industry of which we are all a part, and has great pleasure in inviting delegates to attend the IEC Business Conference Warsaw 2016. The successful businesses of the future will be those who innovate, the Warsaw conference will be held in the heart of the European egg industry where flexibility, determination and innovation have seen the development of a very successful egg industry.

Poland’s egg industry
by Prof. Hans-Wilhelm Windhorst
Warsaw, Poland’s capital, is a world class city that will amaze, absorb and inspire you. Steeped in history, legacy, and culture it has a wealth of spectacular architecture.

Stroll along the cobbled streets of Warsaw’s Old Town, accredited on the UNESCO list of world heritage sites, or visit the beautiful palaces, parks, and cathedrals or the vast collection of museums. Poland’s capital city is saturated with culture and history.

The IEC Business Conference 2016 will take place at the conveniently situated Hilton Warsaw Hotel and Convention Centre located in the business area of the city and just a 20 minute drive from the airport. This contemporary meeting facility has excellent food and offers a great setting to do business at a very affordable price.

Warsaw in Spring
Warsaw’s location in the centre of Poland gives it a more temperate climate than the north and even the south. The conference will be held in April, the middle of spring-time in Warsaw, and with its mild temperatures this is the start of the tourist season before the hot summer months.
The Conference
The Warsaw Business Conference will ignite and excite, with distinguished speakers, dynamic workshops and discussions which will show how the industry can continually push forward with great success. Alongside the conference programme, IEC Warsaw will bring together meetings of the Avian Influenza Global Expert Group to continue their discussions on tackling avian influenza with practical solutions and effective bio-security, the IEC Young Leaders Working Group and the Global Roundtable for Sustainable Eggs.

IEC conferences provide a unique opportunity for the leaders of the global egg industry to share knowledge and best practice, to learn from the lessons of others and hear first-hand from the decision makers within the food chain. Recognised throughout the industry as the best networking opportunity for leaders and business decision makers in the egg industry worldwide, this is the ideal opportunity to meet with familiar faces, socialise with peers and establish invaluable relationships.

Whether a Producer, Processor, Association or an Allied Industry, the next IEC Business Conference taking place from 3rd – 5th April will have something for everyone.

Registering for the IEC Business Conference
Registration for IEC Warsaw will be open from January via the IEC website.

Promote your business to targeted audience
If you would like to promote your business to high profile business decision makers, there is a portfolio of opportunities which you can take advantage of. To discuss sponsorship packages please contact Cassy Price: cassy@internationalegg.com

IEF Fundraising Dinner
• Tuesday 5th April
• Hilton Warsaw

Have a fantastic evening with leaders of the egg industry whilst helping to raise funds for the International Egg Foundation and renewing your commitment to projects such as Heart for Africa’s Project Canaan Egg Farm.

Tickets will be available via the IEC Warsaw Conference Registration Form or please contact caron@internationalegg.com
IEC Global Leadership Conference
Berlin 2015

IEC Berlin was another highly successful event attended by over 460 delegates from the egg industry, representing 44 countries globally.
Thank you

Official Sponsors of the IEC Berlin Global Leadership Conference 2015

We would like to thank all the organisations that sponsored IEC Berlin 2015. The support of the following organisations enabled us to make the IEC Global Leadership Conference in Berlin such an inspirational and memorable event.

Contact cassy@internationalegg.com if you would like to be a sponsor at the next IEC Global Leadership Conference.
Avian Influenza Summit

Responding to the global AI crisis

During IEC Berlin key egg industry organisations came together to discuss how to reduce the threat of avian influenza to the egg industry. A private meeting of the AI Expert Group was held in the morning and a special AI Summit was held during the general session in the afternoon, where expert speakers addressed delegates and discussed ways in which to reduce the threat of AI to our industry.
The United States Government is looking to tighten biosecurity measures on poultry farms following what has been described “as the worst animal disease outbreak in its history,” delegates heard.

Chad Gregory, President and Chief Executive Officer of US-based United Egg Producers, said the US Department of Agriculture was now leading a biosecurity effort that would include on-farm self-assessment and potentially an on-farm audit following the devastating Avian Influenza outbreak earlier this year.

Mr Gregory said farmers had been shocked at how the virus had spread: “We thought biosecurity was good. It was good, but we realise now that it wasn’t good enough.”

The outbreak spread through the air but there is also evidence that it was probably passed to neighbouring holdings by farm vehicles, added Mr Gregory. “It’s something that I never want to see repeated.”

The outbreak spread through the air but there is also evidence that it was probably passed to neighbouring holdings by farm vehicles.

The outbreak on 223 premises led to the culling of 35 million egg laying birds and eight million turkeys and particularly affected the egg products market where a third of the nation’s birds were culled. It has cost the US Government $1bn. Up to 25 million dozen eggs have been imported in to the US, mainly from Mexico and Europe to help sustain the sector.

Dr Arjan Stegeman, Professor of Farm Animal Health at Utrecht University, said further outbreaks of a High Pathogenic AI were likely due to the reservoir of the disease in wild birds. Preventative measures could include indoor housing, although this was unlikely to be acceptable in Europe, no outdoor housing in wetland areas or poultry dense regions, making free-range farms unattractive to wild birds and imposing strict hygiene measures to prevent the introduction of HPAl.

Commenting on vaccination progress, Dr Stegeman said that while vaccination was proving successful in laboratory conditions, responses were less good for birds vaccinated on farms. “We need a better response or otherwise we will get the same situation as in Egypt and China where vaccinated birds do not show clinical symptoms but the virus is still being circulated and in the long-run that is not going to work.”

Kevin Lovell, Chief Executive of the South African Poultry Association, spoke about how South Africa favoured the use of “compartmentalisation”, which sees acceptance of disease-safe production systems by the veterinary authorities of two countries.

Dr Alejandro Thiermann, President of Terrestrial Animal Health Standards Commission at the OIE, said that countries seemed wary of moving down the “compartmentalisation” or zoning paths, adding the successful, competitive nature of the sector meant that Governments often unjustifiably put up trade barriers. “Even countries that are affected should be able to trade if they follow zoning,” he added.

Full presentations are available from the IEC website.
Mr Brown said there could be lessons to be learned from the 1983/4 outbreak. “At that time everyone not affected ramped up their production, and once farmers in Pennsylvania had restocked there was a problem with over-production. For a time the price skyrocketed, but within a two year period prices were back to where they were and farmers struggled,” he said.

In 2015, prices in the “breaker” market went up immediately after AI was first disclosed in mid-April and other markets followed suit with prices going beyond $2.50/dozen to record highs of $2.88/dozen. The price for a dozen breaker eggs rose 238% between 22 April and 22 May while liquid whole egg prices rose 189% and egg whites rose 162%.

Retail prices also spiked with a dozen eggs in California selling at $4-6 a dozen, which led to a consumption fall of between 17-30% but generally the impact of the outbreak on consumers has been limited, added Mr Brown.

However, food processing companies have suffered over high prices and availability of product, leading some to source plant-based products instead. Imports from Europe (50 loads a week) and Mexico (20 loads/week) have helped and Mr Brown said the egg laying sector was working hard to replace lost birds. “We are starting to see birds coming back – I think there will be four million birds back in production by the end of this month (September 2015).”

Professor Paula Morrow, from Iowa State University, has suggested that US egg production could be back at 290m birds by the end of the year – a figure that Mr Brown felt was maybe too optimistic, however he agreed that the US would repopulate more quickly than envisaged.

“There are signs that the industry will be creative here. People who are not moulting are now doing so, and people who normally moulting are now double moulting.” Spent hens are also being utilised.

Professor Hans-Wilhelm Windhorst, IEC Statistical Analyst, said that Avian Influenza would continue to be a challenge to the egg industry. He felt restocking would be much slower due to the stringent and extremely costly cleaning and disinfecting regime while moulting and double moulting would lead to reduced production levels of between 20-30 per cent.
Biosecurity
A global threat that requires global solutions

The current global distribution of new and emerging pathogens is unprecedented and will not go away quietly, senior World Organisation for Animal Health (OIE) leaders warned delegates at the Berlin conference.

Speaking during the biosecurity session at the IEC conference, Dr Brian Evans said the commercial nature of global trade and extended supply chains meant that pathogens were moving around the globe “every hour of every day.”

“The world demands that we address biosecurity in a holistic way, and it’s a great tool for the private sector to mitigate against the consequences of a disease outbreak,” he said.

Andrew Joret, of Noble Foods, believes the egg laying sector could learn about high quality biosecurity from breeding companies, noting that they “did not fall over in Iowa in 2015,” during the US outbreak.

Speaking of the model biosecurity farm, Mr Joret said producers should think about all movements on and off the farm; ensure that the farm has no open water nearby; has a perimeter fence with a single barrier point of entry and ideally that poultry should be bred on an “all-in, all-out” basis, which he believed was essential for breeders and rearers.

Buildings should be vermin and bird-proof, while outside access for the birds posed an increased risk. Mr Joret highlighted the issue of farm size, saying it was vital that biosecurity in multi-million bird complexes be incredibly tight.

People – whether visitors or service personnel - posed one of the highest risks of spreading AI and Mr Joret said producers should look to access their feed from outside of the perimeter fence through a conveyor system, while catching crews should be kept to a minimum.

Dr Mohammed Hafez, head of the Institute of Poultry Diseases at Berlin’s Free University and Vice President of the World Veterinary Poultry Association, supported Mr Joret: “The main spread is by humans and visitors and is a major source of outbreaks.” Dr Hafez added that cleaning and disinfecting of a farm must be done within 24 hours of an outbreak.

Dates for your diary

• IEC Business Conference
Warsaw 2016
3 - 5 April

• IEC Global Leadership
Conference Kuala Lumpur 2016
18 - 22 September

• IEC World Egg Day 2016
14 October

• IEC Asia Leadership Forum
2017
13 - 14 March
(VIV Bangkok 15 - 17 March 2017)

• IEC Business Conference
2017
2 - 4 April
Delegates were informed how constant innovation allied to good marketing had helped US-based Dunkin’ Brands to the number two position in the competitive US breakfast market.

Mr Miller said the introduction of new high-tech ovens in 2008 had enabled the company to launch many new products. In the past year, it has brought around 40 dishes to the market: “We’ve nearly doubled our sales of breakfast sandwiches over the past seven years,” he said. “Once you have your gold star standard you need to look at how you will be different, it is important, it sets you apart from your competition and gives your customers a reason to go to you.”

A team of 24 culinary experts spend ten per cent of their time working on innovative new products, many of which contain eggs. “The trick is to turn ideas into products with some brand differentiation. You don’t want to do something that everyone else is doing but something that is familiar with a twist in a way that is right for your brand.”

He continued, “The pace of innovation is moving faster than ever. Consumers are savvy, our competitors have continued to see growth in the breakfast market and businesses like mine need to respond quickly.”

Acknowledging that the Avian Influenza outbreak had impacted on the Dunkin’ Brands business, inhibiting growth he said. “We want to promote eggs as often as we can but if it is not profitable we can’t promote them as much as possible. There has been a real supply challenge for pre-cooked eggs.”

Berlin Customer Focus Session

Innovation in the food sector...

Leadership through Innovation was the theme during the IEC Customer Focus Session in Berlin.

Jeff Miller, Executive Chef and Vice President of Product Innovation at Dunkin’ Brands, explained how the company had moved into the breakfast market in the mid 1990’s, selling a range of bagels and then breakfast sandwiches to meet changing consumer patterns.

A team of 24 culinary experts spend ten per cent of their time working on innovative new products, many of which contain eggs.

Welcoming the relationship with the American Egg Board, Mr Miller said it had kept the company up to date with the latest trends, with one Eggs Benedict menu dish stemming from a tour in Boston with the Board.
Ivan Noes Jorgensen, Group CEO Hedegaard Foods, Denmark, spoke to delegates in Berlin on ‘Creating value through market research and development.’ Mr Jorgensen also reiterated the message of product differentiation saying, ‘Creating value is about differentiation. It is about adding meaningful and added value differences, and about making your company’s offering stand out, giving competitive advantages.’ He went on to say that it is also possible to create value throughout the entire value chain; hatchery, rearing, packing stations and product factory and there is almost endless scope for differences.

His business took the decision to focus on the 20% of people willing to pay a higher price for value-added eggs, to help boost profit margins. Concentrating on consumer trends and segmentation studies, Mr Jorgensen said customers wanted to have products that were natural, healthy and full of protein. The dairy sector, he said, had for many years promoted proteins in milk and invested vast amounts in research and development. However, he explained that the concentration of amino acids was better in eggs and with milk lactose intolerance approaching 60% in some parts of the world, he felt there was a real opportunity for egg-based products. The company has developed over the past four years a natural egg white drink, “White” which has no lactose, no preservatives, is fat free, low in carbohydrates and contains high quality proteins. It will be launched at the Anuga show in October and marketed in nine different countries.

Mr Jorgensen stated that convenience is a key area that should not be overlooked. Time is becoming precious in modern life. Clever product solutions that help consumers balance their work and family life are received with gratitude and loyalty.

The company has also boosted its profits with its “Shaker” range, where they have succeeded in combining eggs, oil and milk, while still achieving a good consistency. They have launched the product in four flavours – pancakes with plain flour, waffles, pancakes with whole grain flour and scrambled eggs with bacon.

With the legendary Danish love of Lego, the company has also launched a new egg box with dual functionality. As well as storing eggs, the box can be reused as a toy after washing in a dishwasher at 65°C. The “Eggyplay” box allows youngsters to build a range of toys, including a F1 racing car, castle and bridge. Jorgensen commented that the discussion with the supermarket chain started with the issues of development and exclusivity rather than price of the product.
The World Egg Organisation now acts as the top brand to present all of the bodies that are part of the IEC family; this includes the International Egg Commission (IEC), Egg Processors International (EPI), International Egg Foundation (IEF), International Egg Nutrition Consortium (IENC) and now also the Global Roundtable for Sustainable Eggs (GRSE).

The primary role of WEO is to direct and coordinate international communication for the egg industry. The WEO name will provide a high-level identity for the whole egg industry when communicating with international organisations such as the World Health Organisation, Food & Agriculture Organisation and the Consumer Goods Forum. The IEC will remain the international industry association with its existing identity, continuing to represent its members around the globe.

The importance of the WEO continues to increase as statutory global regulations for health, welfare and traceability become increasingly prevalent. The communication role is important to ensure the long term positive operating environment for the egg industry.

The WEO now stands as a global communicator and leading authority. Through further working together and top level communication, the WEO will work to highlight the value of the egg and the egg industry on the global stage.
Marvel at the egg
20 years of celebration

The 9th October saw the 20th anniversary of World Egg Day. Now part of the World Egg Organisation activities, World Egg Day provides the perfect platform for reminding us all of the many health benefits of eating eggs.

Taking place every year on the second Friday of October, it is the annual event that pulls together celebratory spirit and encourages people across the globe to promote the wonders of the virtuous egg.

Living in a society of limited world resources, a growing population and ever increasing demands for affordable provisions the egg needs to be recognised as a very precious food throughout the world. As well as being an excellent source of high quality protein, and containing all the essential vitamins and minerals required for a healthy diet, eggs can significantly help to improve diets in developed and developing countries and they are one of the most accessible and sustainable food options.

World Egg Day is an initiative originally developed in 1996 to help promote globally all that is great about eggs. Now in its 20th year the day incorporates anything from city centre festivals, road shows and community projects across the world.

Fantastic examples of activities in Denmark, Hong Kong, Bangladesh, Spain, Thailand, Hungary, Canada, Malaysia, Spain, Mexico, Honduras, New Zealand, Brazil, Nigeria, India, USA, Nepal and the UK are available from the News pages of the IEC website.

The day allows all the genuine positives about the egg industry to be promoted around the world and endorsed by consumers worldwide. This also helps to maintain and build awareness of the World Egg Organisation and IEC with world authorities which may not be fully appreciative of the proactive nature of the organisation and members alike.

As an industry we are very privileged to be producing a product that can benefit so many people worldwide. World Egg Day wants to shout about our industry and the virtues of the egg so that people everywhere know exactly how good it is!
Industry regional reports

During the IEC Global Leadership Conference in Berlin representatives from North America, Europe and Latin America provided the latest information about egg processing in these regions. Regaining food manufacturing customers lost at the height of the Avian Influenza outbreak is set to be a key global issue, delegates were told during the egg processing regional reviews.
John Howeth, senior Vice President Foodservice and Egg Product Marketing at the American Egg Board, said that the shortage of eggs in 2015 had led to a lot of replacer products which had led to a raft of new competitors entering the baking sector. Presenting the regional report for North America, he said: “We have to regain food manufacture markets and it will be difficult to win back customers.”

With both Canada and the US looking nervously for signs of AI during the Autumn bird migration period, Mr Howeth said bird welfare was also rising up the agenda. Currently, 94% of birds continue to be housed in cages in the US with just three per cent in barn systems and the same number in free range units.

However both Canada and the US have seen an increase in per capita egg consumption in 2014 from 2013 figures, and demand was high for natural and high protein products in retail and Quick Service Restaurants. He also believes the change in US Dietary Guidelines will have a positive impact in both the US and Canada.

Cesar de Anda representing Latin America, said he was deeply concerned about the replacement egg products being used by companies following the shortage in the processing sector in the US earlier this year. “The side effects of the AI outbreak are affecting other nations and so we do need to work together,” he told delegates.

Mr de Anda added that Latin American producers needed to reflect on the changes taking place amongst global companies with regard to perceptions of animal welfare. “Most of our customers are global companies, such as McDonalds and Unilever, so we need to take into account that they are wanting powdered, frozen, liquid egg products from cage-free systems.”

He was optimistic about progress in the region, saying that new high-tech facilities were being built in Latin America which would allow the continent to compete in international markets. But he said the continent needed to adopt a more aggressive approach: “There will be a lot of production in the next two years but we need to think more clearly about how we use this to the best ends,” he added.

Dirk Goede, representing Europe, said the AI outbreak had provided export opportunities for the European egg sector to export to the US and Canada, but exports to Hong Kong had also shown a welcome rise. However, this had partly been offset by falls in exports to Russia and Japan.

30% of egg processing is done in the EU, 44.3% of these eggs come from alternative (non-cage) systems, (free range, barn and organic) and the remaining 55.7% come from enriched cages.

Mr Goede went on to report that there was potential growth in the free range and organic sectors as well as speciality egg products in the EU. Additionally the EU was ahead when it came to animal welfare issues, and there could be an opportunity to charge a premium for these products however the challenge would be to convince food manufacturers to pay a higher price.

Full presentations can be downloaded from the IEC website
Amendments to IEC constitution formally adopted

We are pleased to announce that the proposed amendments to the IEC Constitution were unanimously adopted during the General Assembly held at the IEC Global Leadership Conference held on 24th September in Berlin.

The Constitution areas adopted were as follows:

i) Clarifying that “World Egg Organisation” (WEO) is a brand name of the International Egg Commission to represent the overall structure of the IEC group, with the IEC association being owner of the WEO and IEC being the decision making body.

ii) Updating the definition of the roles of Honorary President, Chair and Vice Chair.

iii) Rotation of the Selection Committee - how is this achieved.

iv) Clarify how to process Office Holders expenses for International Representation.

New IEC website

One of the projects taking place in the IEC office during 2015 has been the development of a new IEC website. The new website will retain all the previous member information and data but will be much easier to navigate and more user friendly. The site will have a fresh new look and will be fully responsive for use on mobile devices and tablets.

IEC launches Avian Influenza Global Expert Group

As part of the IEC’s commitment to helping the egg industry move beyond the threat posed by avian influenza, a task force has been formed made up of two specialist groups.

The Avian Influenza Global Expert Group brings together 10 top scientists from around the world to propose practical solutions to combat avian influenza in the short, medium and long term. The group, which contains senior representatives from the World Organisation for Animal Health (OIE), a leading chief Veterinary Officer, world class scientists and industry representatives, met for the first time at the recent IEC Leadership Conference in Berlin.

Priority has been given to highlighting the huge importance of bio-security in preventing the initial outbreak and reducing subsequent transmission. Recommendations from the group will be fed back to the industry through the IEC Avian Influenza Communications Network which is open to all interested industry producers, businessmen and professionals and already includes representatives from over 30 countries.

To be included in the IEC Avian Influenza Communications Network please contact the IEC office. info@internationalegg.com
New IEC Chairman

At the end of the IEC Conference in Berlin, delegates welcomed a new Chairman to the helm of the IEC. Cesar de Anda handed over to Ben Dellaert, from the Netherlands who will be the Chairman of our organisation for the next two years.

In his first address to the IEC as Chairman, Ben thanked Cesar for his hard work and dedication during his time as IEC Chairman and confirmed that as Chairman, he looks forward to driving forward new initiatives such as the IEC Young Leaders Programme, the Global Roundtable for Sustainable Eggs, and regional forums.

Kevin has been accepted as the IEC representative on the highly important World Organisation for Animal Health (OIE) Animal Welfare Working Group which oversees all new international recommendations related to the welfare of animals. In addition Kevin is also working with the International Egg Foundation, particularly in our relationship with the Food and Agriculture Organisation. Having been born and raised in South Africa and having worked in many countries across the African continent, Kevin is in an ideal position to assist the IEF in ensuring that projects are practical and likely to achieve their aims within the African context.

New IEC Office Holder

The IEC Selection Committee, made up of representatives from Australia, Europe, Latin America, North America and Asia proposed Suresh Chitturi from India as the new IEC Office Holder.

The Office Holder board consists of the IEC Chairman, Vice Chair and three Office Holders. Suresh is an egg producer, entrepreneur and second generation IEC member and has been involved and has attended conferences for over 20 years.

Kevin Burkum of American Egg Board was appointed Chair of IEC Marketing after serving as Deputy Chair.

Kevin has been a long time contributor to the IEC Marketing Committee and previously organised the Social Media Workshop in Washington D.C. He also presented the award winning CSR presentation at the IEC Global Leadership Conference Cape Town 2013.

IEC President

Cesar de Anda, who completed his Chairmanship at the Berlin Conference will now serve as IEC President. One of his roles will be to represent the international egg industry as an Ambassador for egg consumption.

Kevin Lovell takes on enhanced role for WEO

Kevin Lovell, CEO of the South African Poultry Association, has taken on an increased role within two key parts of the World Egg Organisation group.
Global Roundtable for Sustainable Eggs

The IEC is delighted to announce the launch of the Global Roundtable for Sustainable Eggs (GRSE). This initiative was first proposed by IEC Chairman Ben Dellaert after discussions with WWF’s Vice President of Food Sustainability, Carlos Saviani, in an attempt to facilitate global dialogue.

Now that it has been approved, the IEC will be establishing a multi-stakeholder initiative with representation across the value chain in production and consumption. The programme will be aimed at stimulating discussion and addressing initiatives that will carve the way for sustainable egg production for future generations.

**How will the Global Roundtable for Sustainable Eggs benefit egg production?**

The Global Roundtable for Sustainable Eggs will be the strategic forum where leading organisations, influencers and innovative minds from within the industry and allied sectors join together to voice and advance continuous improvement in sustainability of the egg supply chain worldwide. Through the sharing of knowledge, leadership, science, technology and through compassionate collaboration, the goal is to connect a network of local, regional and global leaders with a mission to achieve a production chain that is environmentally sensitive, sustainable, economically viable and socially responsible.

The IEC wants to do its part in improving environmental practices in the egg industry, to support positive workplaces and drive continuous improvement in bird health and welfare to ensure a prosperous and sustainable future.

IEC will now work to bring together a project working group to start the initial discussions, representatives will consist of scientists, industry, WWF, and also large QSR’s and NGO’s. The first task will be to define relevant and objective criteria.

**Possible principles to be taken into account for the GRSE are:**

- Animal health and welfare
- Efficiency and innovation
- People and the community
- Environment and natural resources
- Safe, affordable high quality protein
The programme will be designed for high potential young people, drawn from IEC’s member companies, who represent the future leaders of the egg industry. The programme is a vital initiative to achieve the following objectives:

- To help egg businesses plan their succession by investing in their next generation leaders
- To communicate the scope, depth and challenges of today’s egg industry
- To help young professionals to develop their potential and become part of an international network
- To grow the IEC family
- To help the egg industry reward, motivate and retain the best people
- To introduce the International Egg Commission into the thinking of young professionals in the egg industry

One of the initiatives that is now starting to take shape for launch in 2016 is the IEC Young Leaders Programme.

IEC Young Leaders

Chad Gregory of United Egg Producers in the USA is leading the IEC Young Leaders programme, with support from a working group. It is also planned that potential participants will contribute to the design of the programme format. Chad has established a Young Leaders Programme in the United States which has proven to be hugely successful.

The IEC Office Holder Board identified this as a crucial programme and wish to be involved in helping to enrich the future leaders of the international egg industry, to develop the next generation of committee and board members, and to help advance the leaders of tomorrow.
Honorary Life Membership

Joanne Ivy

After more than 40 years commitment to the IEC, Joanne Ivy has been bestowed with the Honorary Life Membership Award, recognising her continuous dedication, and extraordinary individual service to the IEC.

Joanne has been extremely generous with her time and commitment to the international egg community through her roles at the International Egg Commission. She served as the Chair of the IEC Marketing Committee and on the Executive Board for many years, being the co-founder of World Egg Day, a leading supporter of the Showcase for Marketing Eggcellence and being influential in the creation of the Crystal Egg Award. Joanne has served as both Chairman and President of the IEC.

Not only has Joanne been the champion for the formation of the International Egg Nutrition Consortium, linking the egg industry and nutrition health professionals across the globe, but she has also been the key leader of Corporate and Social Responsibility initiatives within the IEC and has been instrumental in the formation of the International Egg Foundation.

Joanne is a true pioneer for the egg industry worldwide, leading successful marketing campaigns that have implemented momentous change. Joanne is extremely highly regarded throughout the industry for her drive, leadership skills and innovative mind that has directed the IEC for a prosperous future.
Golden Egg Award for Marketing Eggsellence
Incubadora Santander, Colombia

This year’s competition for the Golden Egg Marketing Award was especially strong with the entrants showcasing hugely successful and innovative marketing campaigns to drive egg consumption in their respective countries.

Colombian egg producer, Incubadora Santander has been honoured with the Golden Egg Award for its exceptional marketing campaign launching the Huevos Kikes brand.

The business capitalised on a creative and impacting promotional strategy that has significantly increased brand visibility. The judges were highly impressed with the phenomenal growth and achievements of the brand; today it is 20% market leader and accounts for 65% of sales for the business.

We would like to thank all the entrants who helped to inspire the global egg community with their initiatives, thanks go to Christina Dahl of Country Association ZVE in Germany, Kevin Burkum of the American Egg Board, Dr Kitti Supchukun of the National Egg Promotion Committee of Thailand, Juan Felipe Montoya of Incubadora Santander in Colombia and Tim Lambert of Egg Farmers of Canada.

Presentations from the Marketing Showcase can be downloaded from the IEC website.

Clive Frampton Egg Products Company of the Year
Rose Acre Farms

Rose Acre Farms has won the Clive Frampton Egg Products Company of the Year Award for 2015.

From humble beginnings in the 1930s as a family chicken farm in rural Indiana led by the Rust family, Rose Acre Farms has grown to become the second-largest egg producer in the United States.

EPI Chairman Henrik Pedersen presented the award during the IEC Gala Dinner in Berlin and said, “Our winner started selling shell eggs in the 1930s as a family business with a reputation for high quality which continues today. They have been at the forefront of the science of animal husbandry, egg production and food safety; growing their business successfully, retaining the family owned values of excellence and integrity.”

Rose Acre Farms focus heavily on technology and to inventing processing procedures to avoid risks of contamination. They offer a range of commodity shell eggs, specialty eggs, and egg products - continually embracing innovation as well as considering the security of their environment.

Henrik Pedersen added, “In short – our winners are true experts, unrivaled in their service and ethics and an enormous credit to our industry!”

As the company continues to invest in new technologies, modernisation and further expands, it still prides itself on the values of quality and service that have characterised Rose Acre Farms from the start.

Denis Wellstead International Egg Person of the Year
Thijs Hendrix

Thijs Hendrix was presented with the Denis Wellstead International Egg Person of the Year Award at the IEC’s annual Gala Banquet in September. Celebrated for his outstanding commitment, enthusiasm and revolutionary inspiration in animal genetics, Thijs is honoured to gain such esteemed recognition.

Like his father and grandfather, Thijs is a farmer and entrepreneur, and heads up his group company Hendrix Genetics B.V. headquartered in Boxmeer in the Netherlands. His passion lies in the growth and consolidation opportunities in animal breeding and life sciences.

Hendrix Genetics has accumulated expertise, resources and leveraged roots in farming to develop the relevant, high quality multi-species breeding solutions that it offers today. The company has become a pioneering, value-adding provider of genetics for the production of animal proteins like eggs – and will continue to achieve scientific progress tailored to shifting the agricultural markets. Backed by a strong portfolio of leading brands, Hendrix Genetics provides knowledge and resources to producers globally, with operations and joint ventures in 24 countries, and more than 2,500 employees worldwide.

Thijs is a true ambassador for genetic innovation and is respected worldwide as a global leader in animal breeding.
Egg nutrition research update

The impact of eggs and protein on various aspects of health and disease


The symposium brought together speakers from three European countries to discuss their research on the impact of eggs and protein on various aspects of health and disease.

The three presenters were Dr. Nina Geiker, a Senior Researcher in the Nutrition Research Unit at the University of Copenhagen; Dr. Bruce Griffin, Professor of Nutritional Metabolism and Research Group Leader of Nutrition, Metabolism and Diabetes at the University of Surrey in the UK; and Dr. Mario Diaz, a Full Professor of Chemical Engineering and Head of the Department of Engineering at the University of Oviedo, Spain. Dr. Mitch Kanter, IENC Director, served as the session moderator.

Dr. Kanter began the symposium by reviewing the goals and vision of the IENC, and discussing some recent activities of the Consortium. In addition to the development of a task force that holds quarterly conference calls to discuss IENC issues, Dr. Kanter discussed plans to expand the size and scope of future IENC nutrition symposia by combining efforts with a group in Canada that has been supporting a yearly egg research conference for a number of years. This potential collaboration would provide IENC an opportunity to put on much larger, more technical conferences in the future.

Dr. Nina Geiker

The first technical presentation was provided by Dr. Nina Geiker, who discussed the importance of dietary protein in health and disease. Dr. Geiker cited studies that looked at the impact of high quality protein intake on satiety and weight loss in various populations. Her general conclusion: subjects who consume higher protein meals, particularly at breakfast, tend to demonstrate greater satiety until their next meal, and less calorie consumption at the next meal. Dr. Geiker also discussed ongoing work in her laboratory in which researchers are attempting to optimise dietary intake in overweight pregnant women. In the majority of the studies she cited, women who consumed higher protein, lower carbohydrate diets tended to demonstrate lower blood lipids, less inflammation, improved blood glucose and insulin responses, and less weight gain than their counterparts on a higher carbohydrate, lower protein diet. Dr. Geiker also cited research...
demonstrating that eggs may blunt the response of a gut hormone called ghrelin, which is sometimes referred to as “the hunger hormone” because of its association with appetite.

Dr. Bruce Griffin

The next speaker, Dr. Bruce Griffin spoke about his 30 years of research aimed largely at the impact of diet on cardiovascular disease risk and diabetes. Dr. Griffin discussed some recent meta analyses which suggested an association between egg intake and Type II diabetes risk. However, he was quick to point out the pitfalls of meta analyses; among other things he cited the difficulty in teasing out the impact of saturated fat versus dietary cholesterol on disease risk. He indicated that the two dietary components are often inextricably linked; foods that tend to be high in saturated fats also tend to be high in cholesterol. An exception to this rule is the egg, which has a good bit of cholesterol but not much saturated fat. This difference can confound results, and may make eggs look like a greater dietary risk than they really are. Dr. Griffin also discussed various epidemiological studies and a few recent experimental trials that have indicated no impact of eggs on heart disease risk or Type II diabetes. In particular, he pointed to one recently completed study from Australia (which was presented at last year’s First IENC Nutrition Science Symposium by the study author, Dr. Tania Markovic) which indicated that six weeks of high egg consumption by Type II diabetic subjects did not lead to an increase in any risk factors associated with heart disease or diabetes. Overall, Dr. Griffin strongly felt that eggs had little if any impact on disease risk, but that further research would be necessary to more strongly underscore this perspective.

Dr. Mario Diaz

Dr. Mario Diaz discussed various processes that have been developed in his laboratory for creating novel egg-derived products for different applications. Dr. Diaz described separation techniques for generating compounds from egg yolks with antioxidant and anti-microbial properties that may have commercial implications, as well as a number of nutraceutical compounds. He spoke about methods for hydrolysing egg proteins to produce bioactive peptides with various health properties, and techniques for producing food products (e.g., bakery goods) that are lower in cholesterol and calories than standard products. He acknowledged that some of these techniques have yet to be scaled up and so cost remains a concern for creating products with commercial appeal, but that over time these techniques offer great potential for the industry to generate value-added compounds from egg yolk and albumin.

This year’s session was well attended, and it was obvious to all that health and nutrition remain topics of great interest to delegates who attend the IEC Global Leadership Conference. Based on the outcome of discussions to create a larger, more technically oriented IENC conference, the format of future IENC nutrition science symposia may change, but the topic is sure to remain a part of the IEC Global Leadership Conference agenda.
One year on since the launch of the International Egg Foundation and it is really gaining momentum; making steps to improve the lives of underfed and malnourished people living in developing countries. The current challenge of feeding the world is enormous. There are over 805 million people suffering from chronic hunger today and shockingly over 170 million of those are children. These are children who do not have the adequate nutrition to lead a normal healthy and happy life.

The International Egg Foundation is a multi-national effort - we aim to raise awareness of egg production and consumption to improve nutrition, well-being and basic daily life for people who need help. The humble egg is one of the most nutrient-dense foods, saturated with a plethora of vitamins, minerals, proteins and good fats, it is a magnificent source of nourishment; it is perfect for feeding a hungry world.

A year on...

One of the most exciting projects that the IEF is involved with is in collaboration with the charity Heart for Africa and Egg Farmers of Canada (EFC), “educating a generation to re-build a nation.” IEF is supporting Project Canaan; building an egg farm to provide eggs for a local orphanage and the broader local community in Swaziland.

Project Canaan

‘Educating a generation to re-build a nation’

The IEF funds locally operated projects to increase egg production at the grass roots, helping to rebuild communities and quality of life.

One of the most exciting projects that the IEF is involved with is in collaboration with the charity Heart for Africa and Egg Farmers of Canada (EFC), “educating a generation to re-build a nation.” IEF is supporting Project Canaan; building an egg farm to provide eggs for a local orphanage and the broader local community in Swaziland.

Egg Farmers of Canada are sending out Canadian egg farmers to Swaziland to help build the farm, share knowledge and train local people. EFC and IEF’s involvement includes organising construction, providing on-going training, education and support that will promote a sustainable egg supply in the future.

“Our goal is to have pullets in the barn in January and egg production in place early next year,” says Tim Lambert, CEO of Egg Farmers of Canada and Vice-Chair of the International Egg Commission.
How you can help

Help the IEF to provide people living in developing countries with the means and methods to access high quality egg protein. A small contribution will make a remarkable difference. By donating your expertise, skills, technical assistance, or funding work, you can really help to make a positive impact. All money donated to the IEF goes directly to funding IEF projects; together we can significantly improve the nutrition, health and education in developing countries. Contact Julian Madeley: Julian@internationaleggfoundation.com

IEF fundraising dinner

IEF will be holding a Fundraising Dinner on Tuesday 5th April 2016 at the end of the IEC Business Conference in Warsaw, where we invite you to renew your commitment to making high quality protein available to all and play a part in alleviating hunger and malnutrition.

Project Canaan

‘Educating a generation to re-build a nation’

“There will be two barns to start. Each barn will house 2,500 hens,” he says. “Our intention is to work with local farmers to grow the operation and expand it over time to include up to 30,000 hens.”

With the help of an architect the barn design is finalised and the project team are now starting construction, furthermore we are pleased to advise the first industry donated hen house equipment was received on the farm in September ready for installation before the end of the year.

With construction and installation well underway, the focus has shifted towards fundraising.

The fundraising goal is set at just over 1 million dollars. This amount will pay for materials to build the barn and equipment. Funds raised will also cover ongoing operating costs, including pullets and feed for the hens.

PROJECT CASE STUDY
SWAZILAND

IEF fundraising dinner

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As a part of the egg industry, your business will increasingly need to be in touch with what is happening locally, nationally and on the world stage. With issues and opportunities happening fast in today’s global environment, access to a reliable information stream and talking to the right people is crucial. The organisation to facilitate this is the International Egg Commission - join today.

Call +44 (0) 20 7490 3493 or visit the website on www.internationalegg.com

The IEC Support Group provides a unique opportunity to promote your company through IEC publications, the IEC website and through our annual conferences. If you are interested in joining, please contact Caron Floyd on +44 (0) 20 7490 3493

We would like to thank the following for their support:

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