



**International
Egg Commission**

IEC Conference Report

**IEC Business Conference
London 2018**

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Key Decisions from London

Launch of Global Initiative for Sustainable Eggs (GISE): A Renewed Vision for a Sustainable Future



During the Conference in London, IEC Chairman, Tim Lambert, spoke on ‘The Necessity for Global Interaction’. This announced the launch of Global Initiative for Sustainable Eggs (GISE) – which will support a range of ambitious sustainability objectives and help to deliver the organisation’s vision of continuous improvement.

From the elimination of forced labour and the sustainable sourcing of soy to nutrition and to antibiotic resistance and better operational practices to mitigate AI, and other zoonosis – all aspects of GISE’s work have a humanitarian focus and benefit. It is an exciting time to implement change for the greater good. By embracing a proactive approach, we are better able to safeguard the future of the egg industry and the wider globally community as well.

Bio-Security Checklist Adopted as a Global Minimum

We are pleased to announce that the Practical Biosecurity Check List, the AI Expert Groups first on-farm tool in fighting the threat of avian disease to egg businesses has now been adopted as the global minimum in support of OIE standards. We will continue to build momentum behind this initiative on Bio-security with the global dissemination of the document as well building upon endorsements from our Country Associations, egg industry partners, and United Nations bodies.



Launch of AI Expert Group’s Vaccination Document

During the IEC London Conference Professor Arjan Stegeman provided a detailed review the AI Expert Group’s latest document – Avian Influenza Vaccination: considerations and essential components. As it has been difficult to prevent the introduction of the virus, one alternative route is to immunise birds against it. Recently, the effectiveness and practicalities of vaccination have been widely debated. This publication has been produced to help our sector by providing a policy overview, outlining twelve considerations for vaccination. I know that the AI Expert Group is absolutely committed to tackling this pressing issue. The team continues in its efforts to identify a range of recommendations, and ultimately solutions, that are achievable for all. **Both documents are available for download from the [IEC website](#)**





Key Decisions from London

Establishment of an AMR Working Group

The IEC has recently been approached by the United Nations Interagency Coordination Group on Antimicrobial Resistance, and as a result of this initial dialogue, we are forming an AMR Working Group, to help facilitate this important issue.

World Egg Organisation Resolution on Forced Labour

Forced Labour is a hugely pressing humanitarian issue, as there are more people in forced labour now, than at any other time in our history. To demonstrate our commitment to eradicating forced labour, the WEO has adopted the following resolution

World Egg Organisation Resolution on Forced Labour:

As the Board of the World Egg Organisation, we recognise our role as responsible businesses to respect and promote human rights and decent working conditions worldwide, in alignment with ongoing efforts such as the United Nations Guiding Principles on Business and Human Rights and other international frameworks including the ILO Declaration on Fundamental Principles and Rights at Work, the OECD Guidelines for Multinational Enterprises and the recently launched United Nations Sustainable Development Goals.

As part of our wider efforts to promote human rights and decent working conditions worldwide, we acknowledge the broad societal problems of modern slavery and we strive to eradicate forced labour from our value chains. We will also continue not to tolerate forced labour within our own operations.

To do so, we will harness the power of collective action as an industry group to identify and address issues and geographies of shared concern, enhancing the efficiency of any individual company initiatives in this area.

In areas of shared concern, we will jointly develop specific action plans supporting the eradication of forced labour, in alignment with the widely embraced guidance provided by the United Nations Guiding Principles on Business and Human Rights.

To achieve this ambitious goal, we will work closely with other industries, with governments and with civil society.





The IEC Business Conference London was held from the 8th to 10th April 2018 attracting over 300 delegates, representing 37 countries globally

The International Egg Commission once again offered delegates at its April Business Conference a broad range of speakers and the opportunity to network and catch up with egg industry contacts old and new.

Held at the Grange St Paul's Hotel, in the shadow of St Paul's Cathedral in the centre of London, the programme included updates from leading experts from the poultry sector and beyond, as well as an update of the IEC's work.

Across the two days, expert speakers provided their insights on industry issues; topics included retailer trends, with consumer goods business expert Jessica Moulton, of McKinsey and Company offering her insights into the challenges that business models face. Her message was that established businesses face challenges from agile start-ups to millennials changing consumption habits. This theme continued the following day with Ignacio Gavilan, of the Consumer Goods Forum outlining work that major food businesses are doing to end modern slavery and drive sustainability through the soy supply chain.

Video Presentations

IEC Members can watch all the conference presentations on the [IEC Website](#)

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Delegates at the IEC London Conference heard how consumer goods businesses are facing a barrage of trends that are challenging their long-standing market dominance.

Since the end of the Second World War, consumer goods businesses have enjoyed an “unusually stable” business model, according to Jessica Moulton, of management consultants McKinsey & Company. However, the steady growth enjoyed by many in the sector is being challenged by changes in consumer habits and pressure from both online retailers and discounter supermarkets.



Millennials are a driving force in this change, she told the International Egg Commission conference. They are major users of digital technology, engage more with smaller brands and are focused on their health.

“Millennials are spending six hours online every day” explained Ms Moulton, “This has a profound effect on the way they relate to brands and make choices when it comes to consumer goods.” The generation that follows millennials is changing even more fundamentally, with many choosing not to learn how to drive and shunning alcohol, as an example. For brands, in the consumer goods market, it can be quite a sobering challenge. These consumers are seeking out new, “authentic” products that they perceive as more independent.

Compared with Baby Boomers, Millennials are two thirds more likely to believe that newer brands are better or more innovative, two and a half times more likely to prefer shopping in independent stores, and four times more likely to say they would avoid buying products from big consumer goods stores. There has been an explosion in small brands as a result, explained Ms Moulton. In addition, brands that are perceived to be healthy, or better than conventional products are experiencing strong growth.

Ms Moulton explained that big businesses would need to adapt by setting up smaller, more agile teams that could act more autonomously to take advantage of opportunities quickly. “You will need fantastic consumer insights in order to find pockets of growth to make your products relevant for millennials – that should be the primary objective for every consumer goods marketing team.”





In a session focusing on poultry feed, delegates heard from Dr Christos Antipatis of Cargill, and Nan-Dirk Mulder of Rabobank.

Global Technology Director of Cargill Animal Nutrition presented his insights on strategies for the future. With the view that egg consumption will continue to grow as it is a high value / low cost protein source, Dr Antipatis emphasized the need to continue to close the gap between genetic potential and field performance of laying hens, and for further developing the integration of nutrition and farm management data to provide better and more accurate decisions on how to optimize production and profitability. Dr Antipatis concluded that further research in to nutrients, feed ingredients and additives as well as the continued interaction with farm management would help develop these objectives.



In the second of the feed presentations Rabobank's Nan-Dirk Mulder focused on the egg industry's perspective on future feed grain supply chains.

Mr Mulder began his feed grains global outlook, posing the question are we entering a new normal after a decade of volatility or pending a perfect storm?

His insight for the short term was that we would see relative price stability in the new market reality. He summarised "Fundamentals are balanced and limited price upsides are to be expected; the US and Black Sea region outlook is positive; additionally price volatility is lower than previous decades due to reduced biofuel impact; whereas in China the pending import tariffs might impact US plantings for new crop year".

Looking at potential trade turmoil, Mr Mulder commented that the pending China – US import tariffs on soy bean could have a major impact on this and other commodity markets, stating China and soybean export prices will go up and the rest of the world will face lower prices.

For the long term strategic view, Mr Mulder concluded that the industry needs to be prepared for a return of volatility, additionally more alternative options were needed in terms of feed crops use and terms of feed grain trade.



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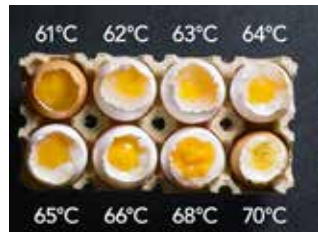




Concluding the Monday afternoon Session Celebrity Chef Jozef Youssef of Kitchen Theory gave a presentation on the remarkable historical role eggs have played in all global cuisines – especially European fine dining. Providing a live cooking demonstration he displayed to delegates how some of the world’s leading restaurants now showcase eggs in their cuisine revealing some of the most modernist uses of eggs in gastronomy.



Chef Jozef then looked to future opportunities and at what could lie ahead for eggs as “a gluten free, dairy free, high protein ingredient, which adds richness, mouthfeel and texture to an infinite number of dishes”. The presentation was filmed in full and can viewed on the IEC website.



The second day opened with analysis of the North American egg industry in transition from Professor Hans Wilhelm-Windhorst, the IEC’s statistical analyst.

Professor Windhorst compared the transformation from conventional cages to alternative housing systems in Canada and the USA, and also covered the impacts of the AI outbreaks in Mexico and the USA on egg production and egg trade, documenting strategies to prevent further massive outbreaks of AI, concluding with an outlook on the future development of the egg industry in the three North American countries.

Peter van Horne, IEC Economic Analyst introduced the IEC’s new initiative to collect animal welfare legislation from around the world into a database for IEC members. This comprehensive database provides an overview animal welfare legislation and codes of practice, specifically relating to layer hens, and includes layer housing legislation, beak trimming status, and disposal of male chicks.

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Positive global economic outlook despite a multitude of risks

Bad news drowns out good news, and fake news spreads faster than real news – but economically speaking there are many reasons to be cheerful, according to leading economist, Professor Trevor Williams, former Chief Economist of Lloyds Bank Commercial Banking. Speaking at the IEC Conference in London, Professor Williams said that despite risks emerging almost wherever one looked, many fundamental economic principles were positive.



He highlighted instability in the Middle East and high debt held by countries such as the US as examples of that risk. “Should there be a shock to financial markets, there would be a lot of instability, falls in equity prices for example, maybe a widening of credit spread or long-term bond yields.”

However, despite this risk, the world economy has continued to grow by 2-2.5% each year since 2009. “That means over ten years the world economy is roughly speaking 20% bigger. Growth in GDP has been faster than the growth of the population, which means more people can afford more goods and services than previously.”

In the short term, the broad expectation is that growth will continue. There are a number of things behind that growth expectation, explained Professor Williams. The purchasing managers index is up. Consumer confidence is up in most parts of the world as well. **“In fact, it’s more than that. There’s a synchronised global economic recovery taking place.”** All parts of the world are contributing to global GDP growth, “Parts of the world economy that you would expect to be positively growing are doing just that – it is for that reason that this global growth picture is sustainable.”

In conclusion, Professor Williams said the evidence showed most economies had recovered from the global financial crisis. But while most regions were in growth, many were not doing as quickly as they could if better monetary policy, control of corruption and the right political environment was in place. “I’m sure in time this will change, but many developing countries are not performing as well as they could.”

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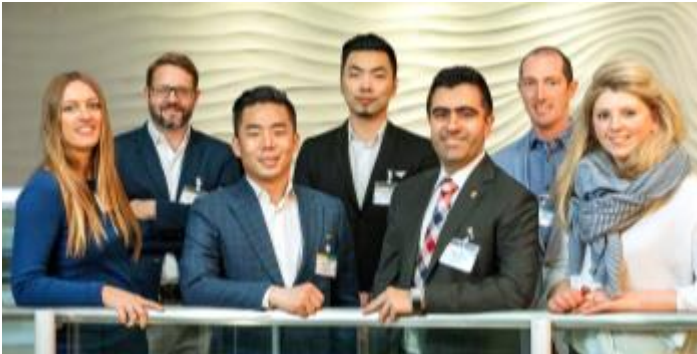




IEC Young Egg Leaders

IEC's Young Egg Leaders initiative continues to evolve with each new intake. April saw 7 candidates, who make up the 2018/2019 group, enrolled onto the programme. Recruits began their YEL journey by visiting the OIE and the Consumer Goods Forum's headquarters in Paris, before travelling to meet their YEL peers and join the IEC Business Conference in London.

We are delighted to introduce our new 2018 – 2019 YEL intake:



- Elisa Finco**, Facco SPA, Italy
- Bastiaan Schimmel**, Centurion Poultry, USA
- Timothy Yoo**, Ganong Bio Ltd, South Korea
- James Han**, Hanwei Group, China
- Mohsin Khawaja**, Mahmood Group, Pakistan
- Kent Antonio**, McLean Foods, Australia
- Katy Campbell**, Glenrath Farms, UK

The YEL programme looks to provide many different elements and opportunities for its participants.

During the IEC London Conference YEL members from the three intakes came together for a leadership workshop, developing their learning on building high performing teams, and also met privately with Professor Trevor Williams, former Chief Economist at Lloyds Bank.



We hope that every participant graduates with a broader perspective and is better equipped to tackle future challenges and to lead our industry in the coming years; we continue to develop the criteria for the YEL initiative.

[Find out more about YEL](#)

2017 – 2018 YEL Group



- Bertrand Domet** - Ferme Du Pre, France
- Jonathan Griffiths** - Oakland's Farm Eggs, UK
- Lisa Henning-Beohm** - Henning Companies, USA
- Richard Crawford** - Ready Egg, Northern Ireland
- Gaura Dubey** - Phoenix Group, India
- Joey Smallwood** - Smallwood Group, Canada
- Juan Pablo Mendez** - Santa Reyes Egg, Colombia
- Hamed Masoumi** - Telavang, Iran





Photos from the London Conference are available to view and download from the member only section of the [IEC website](#)



Marion Klemm receiving her Exceptional Service Award





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