



**International
Egg Commission**

IEC Conference Report

**IEC Global Leadership Conference
Bruges 2017**



ESTABLISHED SINCE

1964





The IEC Global Leadership Conference in Bruges was held from the 10th to 14th September 2017 attracting delegates from 38 countries globally.

Across the four days, expert speakers provided their insights on industry issues, covering Red Mite, layer welfare, improving production efficiencies, egg processing, and advances in egg nutrition as well as future technology.

IEC – A place to meet and learn from one another

In addition to the expert speaker line-up, representatives from the global egg industry shared their experiences, best practice and consumer campaigns.

On the Tuesday afternoon companies and organisations from all over the world shared their marketing campaigns and strategies.

The prestigious Golden Egg Award for Marketing Eggsellence was won by Colombian Country Association FENAVI for their campaign to increase daily egg consumption, resulting in an increase from 16 million Colombians eating eggs daily in 2015 to 24 million eating eggs daily in 2017, a 20% increase of the population.



The FENAVI association had already made fantastic progress in previous years to take eggs to the top breakfast item in the country but wanted to increase egg consumption at other times of the day. They were able to report that eggs had become the 2nd highest consumed protein after chicken, more popular than beef and pork.

During the annual IEC International Reviews, country representatives reported on the opportunities and threats encountered over the past year, with threats posed by avian influenza, the recent Fipronil issue and ongoing animal welfare issues all being the common challenges raised.

Inaugural IEC Sustainability Showcase IEC members leading by example

The egg industry is already very sustainable, from this solid foundation, many of our members are making considerable advances by integrating sustainable policy and practices into their business strategy and operations.

However, part of the challenge is communicating these successes effectively – not just to a world of potential egg consumers but also internally within the industry.

During the conference three key links in the egg value chain, Versova Management Company, Evonik and Egg Farmers of Canada showcased how they have successfully championed sustainability within their businesses.

[Video Presentations](#)

Watch all the conference presentations on the [IEC Website](#)

[Download the Conference Presentations now](#)





OIE Global Laying Hen Housing Standards: a situation update

With the World Animal Health Organisation (OIE) currently developing international guidelines for laying hen housing systems, which will form part of the OIE's complete Code for Terrestrial Animals, delegates heard from Dr Joy Mench from the University of California-Davis, USA. She spoke on how to manage the anticipated practical outcome based measures for layer housing.

Dr Mench advised that there are issues with resource based measures, saying that while they were able to inspire public confidence they were inflexible and crucially did not improve animal welfare.

Dr Mench welcomed the move from resource to outcome based standards, saying they could be used across all housing production systems, allowed producers to use different strategies to fix problems and focused on actual welfare on farms. She highlighted the Bristol University AssureWel scheme that was looking at seven measures – feather loss, bird dirtiness, beak trimming, aggression, antagonistic behaviours, flightiness, birds needing further care and mortality. Surveys of these measures could take 15 minutes rather than all day with other schemes.



Kevin Lovell, who represents the IEC on the OIE's Ad-hoc Working Group on Animal Welfare and Laying Hens Production Systems reported on the progress of its Global Hen Housing outcome-based standards, which is not likely to come into force until 2019/20.

Mr Lovell said the OIE Ad-hoc working group was keen for the standards to be based on a range of issues including:

- An outcome based approach
- Covering all production systems
- Be applicable in multiple jurisdictions
- Allow for individual countries to add to the standards
- Cover stockmanship and post-lay activities, including the disposal of spent hens

Mr Lovell added this would not be too prescriptive and would not include the breeding industry.

OIE Global Hen Housing Standards: Timeline

- First meeting OIE ad-hoc Group: 21-23 November 2016
- Presented to Code Commission: September 2017
- Likely Ad-hoc WG meeting: Early 2018 – input via IEC and Kevin Lovell
- Country comments – input needed by Country Associations
- Decision made by National Chief Vets





Eggs: Taking the World by Storm

Egg Nutrition Research



Eggs were seen in the 1990s as a valuable source of protein but more recently research has revealed that regular consumption of eggs can cut the risk of stroke and help with cognitive understanding in older people.

Tia Rains, Director at the Egg Nutrition Center, USA said the most exciting development had come earlier this year when research was published on the effects of giving eggs to 6 to 9 month old Ecuadorian infants with an egg a day for 6 months. The research found a reduction in stunted children of 47% and a 74% fall in those underweight. The results provoked a media frenzy, particularly as it coincided with the start of the United Nations Decade of Nutrition.

Ms Rains said the Egg Nutrition Center had also carried out research on the nutritional effects of eggs in a pilot study in Ugandan schools and had uncovered similar findings. The Centre is closely following 5 pieces of research involving feeding eggs to children. These are taking place in Zambia, Ethiopia, Ghana, Bangladesh and Burkino Faso.

Tia advised that the Egg Nutrition Center is involved in a total of 50 wide-ranging studies across the US. She said "It is amazing to think that 10 years ago we were told to wait until children were 2 years old because of food allergies and now we are finding out all these benefits in 6, 9 and 12 month old infants.



international egg nutrition consortium

The **International Egg Nutrition Consortium** has been created to provide IEC member countries and nutrition and health professionals with a forum and centralised source for sharing health, nutrition and research information.

The four primary aims of the IENC are:

- To share ideas and resources on research and educational programmes
- To provide technical nutritional information and perspective in times of crisis
- To complement work being done and avoid duplication of materials and research
- To identify international nutrition experts

[Video Presentations](#)

Watch all the conference presentations on the [IEC Website](#)

[Download the Conference Presentations now](#)



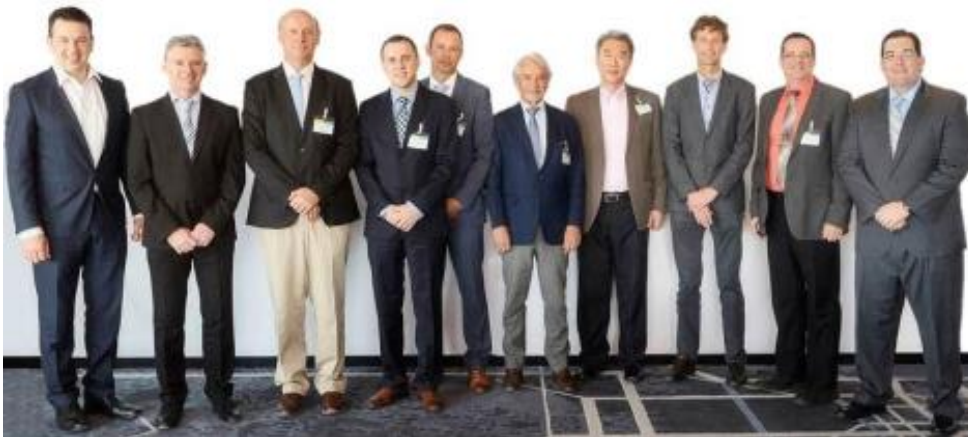
IEC tools to help combat avian influenza

The International Egg Commission is providing a range of additional information to ensure its members can tackle avian influenza and has announced that the IEC AI Global Expert Group has produced a Practical Biosecurity Check List document for the industry. In addition the group is finalising a vaccination document which will be made available shortly.



Ben Dellaert who chairs the IEC AI Expert Group said the group had produced the Biosecurity Check List as an operational egg industry tool to be used and implemented at farm level globally.

Julian Madeley, Director General of the IEC explained that excellent biosecurity is proven to be the most critical tool in helping to prevent a wide range of avian disease problems, and can even help egg businesses avoid infection during severe avian influenza outbreaks.



2017 – 2019 IEC leadership board announced

Tim Lambert of Canada has been appointed as the Chairman of the International Egg Commission



Tim is Chief Executive Officer at Egg Farmers of Canada, and has served on the IEC Executive Board since 2007, becoming an Office Holder in 2010 and being elected Vice-Chair in 2013. Tim also chairs the IEC Animal Welfare Working Group as well as the IEC Young Egg Leaders Programme.

Ben Dellaert having concluded his Chairmanship now becomes IEC President.

Suresh Chitturi from India has been appointed as IEC Vice Chairman, and Juan Felipe Montoya, President of Incubadora Santander, Colombia has been appointed as a new IEC Office Holder on the long term strategic board.





IEC Annual Industry Awards

Aart Goede was announced as the 2017 Denis Wellstead International Egg Person of the Year. This award is presented each year for the most outstanding individual contribution to the International Egg Industry. IEC President Ben Dellaert presented Aart with the trophy stating “Aart is regarded as a true gentleman by all who know him and has held a leadership position in the egg industry for a very long time with great knowledge. He has also played an important role in bringing people together from the national and international industry.”

Pictured left: Aart Goede receiving the award at the IEC Gala Dinner in Bruges

Colombian country association **FENAVI** was announced as the winner of the **IEC Golden Egg Award for Marketing Eggsellence**, the award is presented annually for the best marketing campaign.

Pictured bottom left: Andres Valencia, Executive President and Carolina González Gómez of FENAVI receiving the award at the IEC Closing Ceremony of the Bruges Global Leadership Conference from IEC Chairman Tim Lambert and IEC President Ben Dellaert.



DMF was awarded the **2017 Clive Frampton Egg Processing Company of the Year Award**, presented to Fabien De Meester in recognition of outstanding innovation and commitment to the advancement of egg processing and the egg products industry.

Pictured bottom right: Fabien De Meester and Chairman of IEC Egg Processing Henrik Pedersen.





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





Thank you to our Bruges Sponsors and Supporters

MOBA



株式会社日本卵



DSM

BRIGHT SCIENCE. BRIGHTER LIVING.



EVONIK

POWER TO CREATE



MSD

Animal Health

NOVUS



AVEVE

Biochem



MFS

MULTIFUNCTIONAL FOOD SYSTEM

CID LINES

Believe in hygiene!

Lodewyckx



PETERSIME

REGULATORS & INTEGRATORS

SALMET



Big Dutchman



IEC Business Conference
London 2018

8th - 10th April

Registration open from January

