



FOOD FOR THOUGHT



With Europe being a key market for the Brazilian poultry-meat industry, *Ricardo Santin*, Executive Director at ABPA (Brazilian Animal Protein Association), shares the extensive efforts they undertake to ensure their products meet high quality and safety standards.



How is the ABPA able to ensure industry standards are adhered to in the fast-growing Brazilian poultry industry?

We're busier than ever in the Brazilian poultry industry – officially the largest exporter in the world, distributing to over 150 countries; however, quality control and safety remain critical to our success. We are committed to ensuring our products guarantee buyers quality produce and have invested in several projects to achieve this. An in-depth study took place in 2018 with a particular focus on the European market, to ensure Brazilian poultry was meeting safety standards across the globe. The European market continues to be key for Brazilian poultry and it's important we continue to provide that confidence for our customers.

We have also recently undertaken an independent in-depth on-site analysis of the Brazilian poultry-meat industry, looking at all aspects of the chain from breeding to facilities and processing

methods. This garnered vital information that's enabling us to build on our ambitions to maintain high quality control, transparency, and safety throughout the poultry industry in Brazil.

What have been the key findings from the ABPA's recent analysis of this industry?

The in-depth analysis looked at various aspects of the Brazilian poultry industry, providing a thorough report that will enable us to maintain and build on our high standards. The analysis identified strengths in several areas, particularly in food safety, sustainability and animal welfare. In terms of animal welfare, livestock was found to be kept in units with space to move around, at optimal temperatures and with plenty of natural light. Animal feed was found to be of good quality with a high level of nutrients. It found that the farms breeding them undertook robust biosecurity measures and invested in good veterinarian and technical support systems. Sustainability


was another key finding, with low energy consumption a priority across Brazilian poultry farms.

Many farms were found to use bioenergy from planted forests, electricity sourced from hydroelectricity, and animal feed that is often locally sourced, reducing transportation. It was also identified that poultry food-safety standards are high in Brazil, with facilities following HACCP guidelines and undertaking internal audits that are reviewed several times a year, thus ensuring that poultry products meet the highest standards. These findings reassure us that we are maintaining high quality standards and provide insight and inspiration on areas we can develop further.

What will the ABPA do to ensure high-quality standards are met within the Brazilian poultry industry in the future?

Building on the work we have already undertaken to ensure high-quality standards

are being met, we will continue to prioritise these standards. We endeavour to not only maintain those high standards but to build on them, ensuring this level is met throughout the poultry industry and aiming to set an example globally as the leading supplier of poultry products.

Our aim is to continue to invest in initiatives such as independent analysis to ensure standards are maintained, and innovate within the industry with projects such as the scientific advisory committee. This will consist of a range of experts forming a panel from various sectors including food safety, sustainability, and animal health and welfare. Although this is an ABPA initiative, it is our objective that the committee represents an independent voice to enable us to maintain and improve standards across the poultry industry. We are proud of the hard work and commitment of the Brazilian poultry industry members who are positive and excited for the future. 

BRAZIL

COMMITTS TO GLOBAL APPROACH AT EVERY STEP OF THE VALUE-CHAIN



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Over the years, Brazil's chicken meat industry has grown to become the world's leading exporter. It is also the world's second largest poultry producer. **Some 160 countries across 5 continents look to Brazil for their poultry supplies, chicken meat in particular.**

AN AMBITIOUS PLAN TO ANTICIPATE DEMAND

As a major global poultry meat supplier, Brazil has developed an action plan that goes beyond food security requirements, and aims to address current and future global needs. The plan is to focus on differentiation through quality, notably sustainable development. The Brazilian poultry meat industry has elected to undertake these actions in the European Union as a priority and demonstrates its capacity to anticipate the needs of the EU, which has earned a reputation as one of the world's most demanding markets.

Following the mapping of European needs, the Brazilian poultry meat industry undertook an in-depth on-site analysis of the poultry meat industry's facilities and breeding and processing methods.

It identified strengths in food safety, sustainability (energy management and transportation), as well as animal health and welfare, all key focus points for the ABPA's continuing plan for progress.

Animal Health & Welfare

Livestock are reared mostly in optimal temperatures with plenty of natural light, have room to move around, are fed nutritious food and are bred on farms with robust biosecurity measures and good veterinarian and technical support.

Environmental Sustainability

Low-energy consumption at all the farms is a priority and good climatic conditions mean heating isn't necessary during most of the year. Also, the farms use bio-energy provided from planted forests and electricity comes mostly from clean hydroelectricity infrastructures. The poultry food is sourced locally, cutting the need for polluting food transportation.

Food Safety

The food safety standards, meanwhile, are high with facilities following HACCP protocols. Internal controls, frequently reviewed according international private standards, mean the poultry distributed is of good quality and fully traceable, and meets European Union standards.

Scientific Committee

The Brazilian poultry meat industry has now implemented a scientific advisory committee formed of three independent experts from the European Union and one from Brazil. The committee consists

of a range of experts recruited from a variety of sectors including food safety (with a focus on quality and traceability), environmental sustainability and animal health and welfare. Although initiated by ABPA, the aim is that the committee will be an independent voice talking about the chicken meat industry.

The plan for progress implemented by The Brazilian Association of Animal Protein – ABPA, consists of 3 elements:

1. Mapping of European needs in term of food Safety, traceability, animal health and welfare led by independent experts from French consultancy firm specialised in animal production sector.
2. In-depth on-site analysis of the poultry meat industry's facilities and breeding and processing methods.
3. Creation of an independent Scientific Committee intended to support the chicken meat industry.