

EGGCELLENT FOOD

e-Newsletter for the Egg Industry

April 2020



Chairman's Note



Greetings to all!

Let me welcome all egg industry players to the year 2020, which continues to be challenging after robust recovery from the devastating effect of the 2017 Highly Pathogenic Avian influenza (HPAI). We are introducing an e-newsletter, known as EggCellent Food to inform industry participants of all the crucial work undertaken by the Egg Organization both locally and globally. A face-book page with the same name (EggCellent Food) has also been launched and role-payers are encouraged to follow us on this page. This newsletter will be a quarterly publication, released every three months to keep stakeholders and members up to date with egg industry matters. In this publication the Egg Organization's work on the following topical issues will receive attention:

- Layer hen welfare matters;
 - Regulatory matters as they affect the egg industry;
 - Disease and Biosecurity matters;
 - Research and development work; and
 - Transformation intervention.
- International work through the International Egg Commission (IEC);
 - Strategic interventions in the form of the Egg Sector Master-plan;

Egg businesses are encouraged to read the newsletter in order to keep informed of developments in the industry.

Please enjoy reading!

Willie Bosoga
Chairman: Egg Organization

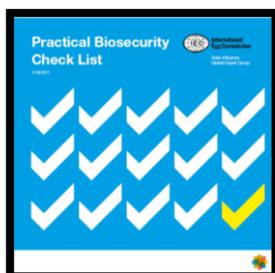
Matters from the International Egg Commission (IEC)



Introduction

The IEC is a global organization whose membership is comprised of egg producing countries across the globe and undertakes advocacy and lobbying on behalf of member countries on a global level and focuses on transversal areas that affect all egg-producing nations. To achieve this, the IEC has established a range of Expert Groups and specific programmes that benefit member countries.

Avian Influenza Global Expert Group



During 2019, as a result of the global threat of avian diseases, and specifically Avian Flu the IEC's Avian Influenza Global Expert Group developed a Practical Biosecurity Checklist designed to assist egg businesses develop and improve their overall level of biosecurity in order to prevent a wide range of avian diseases and to help egg businesses avoid infection during severe Avian Influenza outbreaks. In addition to the Practical Biosecurity Checklist each egg business is encouraged to have a well-established and agreed-upon biosecurity plan which should include the principal elements of the Biosecurity Checklist. In order to practically assist egg businesses the

AI Global Expert Group developed six On-farm toolkits based on the Biosecurity Checklist for use by egg businesses. Both the Practical Biosecurity Checklist and On-farm toolkits have been circulated to members on two occasions and are still obtainable from Ms Louisa Nel at reception@sapoultry.co.za.

Young Egg Leaders (YEL) Programme



The aim of the Young Egg Leaders (YEL) programme is to further advance the participants' understanding of the egg industry by providing a range of unique opportunities and mentoring from senior egg industry figures and partner organisations. Through this innovative programme, IEC aims to be able to release the full potential of the next generation of egg leaders, who will ultimately be responsible for carrying the egg industry forward. The IEC is looking for the sons and daughters of owners from the world's dynamic egg production and processing businesses, who are already

involved at a senior level in the business.

The IEC Young Egg Leaders Programme is a key driver for the IEC to integrate and engage with high performing young leaders within the egg industry. This initiative focuses on providing an initial platform for the next generation 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 ultimately drive egg consumption globally for the benefit of all.

The aspirations of the YEL Programme are the following:

- To help young egg industry professionals develop their potential and become part of a global network;
- To help egg businesses with succession planning by investing in their next generation leaders;
- To communicate the scope, depth and challenges of today's egg industry;
- To introduce the IEC into the thinking of young leaders and share knowledge;
- To grow the IEC family and develop the next generation of committee and board members; and
- To help the egg industry reward, motivate and retain the best people.

The programme is set over a two year period with a new group of 6 to 8 participants starting every April. Each year group interconnects with the previous and incoming year groups to facilitate and encourage participants to build their personal network with programme peers. The programme covers the subject areas below, incorporating guest egg industry presentations, leadership seminars, and roundtable discussions:

- Leadership within the egg industry with an emphasis on leading innovation & creativity;
- Review of the Global Egg Industry – economic overview, spatial analysis and regions of rapid development;
- International Representation – importance of this to the egg industry and individual egg businesses; and
- World Egg Organisation and its entities – representing the egg to drive global egg consumption.

Young Egg Leaders will be able to apply personally or be nominated by an existing IEC member for each two year programme. Any personal application will need to be endorsed by an existing IEC Member. Final approval for entry to the programme will come from the IEC Chairman, IEC Vice Chairman/men and the Chairman of the Young Egg Leaders Working Group.

Members of the Egg Organization are invited and requested to nominate their sons and daughters who are already active in the egg business and apply by completing the application form as circulated along with the prospectus to all members. The Egg Organization GM will then consolidate and endorse the applications (as the IEC member representing the Egg Organization). Members can contact Ms Louisa Nel at 011 795 9920 reception@sapoultry.co.za for the prospectus and application form.

Layer hen welfare matters

SABS chicken welfare standard – SANS 1758:201X

Poultry production systems are continuously evolving to meet ever changing consumer and customer demands. Due to this constant evolution, the South African Bureau of Standards (SABS) has opened a window for the development of a domestic chicken welfare standard, referred to as the SANS 1758:201X. This standard will serve as a minimum requirement for animal welfare practices in poultry enterprises. It seeks to ensure that chickens are kept in an environment that prevents, as far as possible, exposure to diseases, as well as pain, injury and suffering. The standard encourages the general adoption of good animal husbandry practices that promote and encourage the general well-being of chickens within these enterprises, whilst creating a balance between animal welfare and other elements of sustainability, and whilst recognising that the physical health and welfare of the birds is essential for reaching the desired production performance outcomes. The purpose of this standard is to further provide a best practice guideline on animal welfare practices in poultry of the species *Gallus gallus domesticus* production systems. It assists in striking a balance between achieving country relevant and affordable food security while ensuring that economically justifiable, essential basic animal welfare standards are kept. The standard further takes into consideration the contribution of the poultry industry towards food security and the continued need for safe, affordable and wholesome food for human consumption. It also considers that such production should occur in an environment where the welfare of the birds is prioritised in order to limit potential for disease, pain and injury as far as possible, is justified economically and promotes their well-being. Provisions in this standard consider both the physical health and welfare of the birds in reaching the desired production outcomes. The standard covers the following aspects of poultry husbandry: housing and stocking densities, management practices (such as preparation of houses, receiving of stock, feed and water management, temperature and ventilation, light control, egg collection, euthanasia and live bird sales), special management practices (such as beak treatment, moulting and artificial insemination), transportation of birds, health control and hatchery management.

The Egg Organization has, during 2019 joined the SABS's Working Group responsible for the drafting of the standard and was represented by Marco Torsius, Colin Steenhuisen, Jimmy Murray and Mogala Mamabolo. The drafting has been concluded and the standard was submitted to the SABS's Technical Committee 1094 to vote on it to allow gazetting for public consultation. The voting has been concluded and the standard will soon be published for public consultation by the SABS. It is worth noting that the Egg Organization has been afforded a seat of the SABS Technical Committee 1094 and is represented by its GM. Members will be appraised of developments in this regard, especially the publication of the standard for public consultation.

OIE chapter on animal welfare and layer hen housing



Parallel to the development of the domestic chicken welfare standard as outlined above, at a global level the World Animal Health Organization (known as the OIE) also began drafting animal welfare standards which incorporated a chapter on layer hen housing and welfare. The first draft produced by the OIE towards the end of 2018 practically outlawed the use of conventional cage production systems in favour of a move towards the free range production systems. All egg producing countries were afforded an opportunity to comment on the draft and, the Egg Organization joined forces with other member countries through the International Egg Commission (IEC) to provide comments to the draft. The draft was subsequently withdrawn by the OIE following fierce opposition from the majority of the main egg producing countries. During 2019 the OIE then published a revised version of the chapter on layer hen housing and welfare and again egg producing nations were invited to submit comments. The Egg Organization again submitted its comments to the OIE through the state's Chief Veterinary Officer and through the IEC.

This chapter provides recommendations for the animal welfare aspects of commercial layer pullet and laying hen production systems. It covers the production period from the arrival of day-old birds' layer pullets onto the layer pullet-rearing farm through to the removal of end-of-lay hens from the laying hen production facilities.

The OIE had originally committed itself to concluding the chapter by the end of May 2020 and has thus planned to have the chapter discussed during its General Session which was scheduled for the 24th to 28th May 2020 in Paris. IEC members were invited to send representatives along with their country Chief Veterinary Officers and again the Egg Organization was to be represented by its GM. The General Session has been cancelled owing to the COVID-19 outbreak.

Transformation



Biosecurity course

During 2019, the association rolled out a Biosecurity Short Course at the Kwazulu-Natal Poultry Institute (KZNPI) and a total of 62 emergent poultry entrepreneurs from Limpopo, Gauteng, Free State, North West and KZN provinces participated in the various sessions. The objective was to assist producers to enhance their biosecurity plans at their production establishments considering the continual threat of poultry diseases, especially Avian Flu. This short course will be continued during 2020 for those producers who could not participate in 2019. Members can contact Ms Louisa Nel at 011 795 9920 reception@sapoultry.co.za to enlist for the course.

Future skills development programs for 2020

During 2020 the Egg Organization will continue to roll out a variety of skills development programs for the benefit of egg businesses and producers are encouraged to nominate and avail themselves and their staff for such opportunities. Three skills development programs have been identified for roll out during 2020 as soon as the Corona Virus threat is arrested, namely:

- Poultry business skills,
- Commercial layer rearing, and
- Egg pack-house food safety.

To nominate participants to any of these skills programs, the Egg Organization will formally contact producers and call for nominations. Producers can contact Ms Louisa Nel at 011 795 9920, email reception@sapoultry.co.za.

Study groups



The Egg Organization has resolved to re-introduce study groups to promote knowledge-sharing, collaboration and networking by egg industry players. This will also afford egg businesses an opportunity to be exposed to new innovations and research undertaken by various stakeholders in support of the industry. A small Technical Committee will be established to facilitate coordination of such study groups and also encourage involvement of government as a key partner in the roll-out of the study groups. This should take off immediately after the COVID-19 lock-down is relaxed. Members are encouraged to be actively involved in the process as it will be very beneficial to their own businesses.

Capacity

In order to ensure dedicated focus on the transformation imperatives of the Egg Organization, a need was identified to have a dedicated official responsible for this portfolio, and to this effect the association accepted an offer of secondment/reassignment of an official from the NAMC to assist in the transformation portfolio. The association is currently concluding the details of the reassignment with the NAMC and this will provide much needed internal capacity to the organization. As soon as the matter is finalized members will be informed accordingly.

In addition to the above development, the IDC has been delegated to develop a funding scheme/support program for the poultry industry, and to expedite this process the Transformation Committee has solicited the services of a consultant to develop a financial model that will assist the IDC in this endeavour.

Diseases and biosecurity

In addition to the short skills program on Biosecurity and the promotion of the use of the IEC's Biosecurity Checklist and Farm Toolkits, the Transformation Committee of the association has approved that a comprehensive audit of the status of biosecurity in small commercial farms be undertaken, in order to guide intervention measures. This is more relevant amid the most recent and current outbreaks of Avian Flu in Eastern Europe, China and some African countries, increasing the threat of such a disease as we gravitate towards the winter season. SAPA has issued cautionary notices to producers upon receiving confirmation of these outbreaks from the OIE. Producers who are into free range production systems are again reminded of the existence of a dispensation that allows confinement of birds indoors during outbreaks of highly pathogenic Avian Flu, the details of which can be requested from Ms Louisa Nel at 011 795 9920 reception@sapoultry.co.za.

Regulatory matters



Amendment of Table Eggs regulations

The egg industry is informed of the gazetting of new, amended regulations for grading, marking and packing of table eggs. The new regulations will replace Regulation R725 and they are known as Regulation R345 and have been formally published for implementation on the 20th March 2020 and have been published as gazette No. 4318 by the Department of Agriculture, Land Reform and Rural

Development. The full gazette is obtainable from the department's website and through Ms Louisa Nel's office. The Egg Organization wishes to thank the department greatly for the commitment, dedication and hard work put into the review of these regulations. Cooperation from all stakeholders who provided inputs and comments during the review phases is also acknowledged.

During the ensuing months, the Egg Organization will collaborate with the department and its assignee in the development of an SOP to guide sampling of table eggs during inspections as support to the published regulations. This will be followed by the development of new draft regulations for egg products.

Strategic interventions

Egg sector master-plan

The year 2019 saw a prioritization of certain sub-sectors by the Presidency, and directives by the President for the development of master-plans for certain identified sectors of the economy. The egg industry became one of the identified sectors and the Egg Organization partnered with the Department of Trade, Industry and Competition to begin the development of a master-plan for the industry aimed at resolving some of the key bottlenecks facing the sector with a view of developing intervention to drive the sector towards a growth path. The work began with an analysis of both the global and domestic egg sector value chain in order to inform the master-plan development process. The Egg Organization contributed immensely to the development of the analytical chapter of the egg sector and during the next few months, a government-led process will unfold to conclude the writing of the master-plan. Members will be notified and invited to a participatory process as soon as it is opened by the government.

Research & Development



Economic Comparison of different layer hen housing / production systems

Following some pressure from the OIE and some local animal welfare rightists / activists, the Egg Organization resolved to undertake a study that will compare the various housing systems for hens in the wake of animal welfare concerns. The study is aimed at examining the following:

- Consumer research on preferences given the choice of the product versus the value, which should include the various LSMs and by race/cultural group;
- Market research to establish actual consumer purchase behaviour of the different types of eggs by market sector (formal retail, wholesale/cash and carry, industrial, distributors/informal market);
- Research into retail and wholesale buyers to determine whether they will leave their buying decision to a demand-based decision, a philosophy-driven decision or international pressure-forced decision; and
- The economic considerations of changing to cage-free production systems.

The Egg Organization is currently reviewing the proposal received and will make a decision.

Marketing Excellence



Generic egg marketing program

The Egg Organization has, as a start, reignited a media-based generic egg marketing campaign which has already established the facebook page – EggCellent Food that allows the posting of various egg recipes and egg-related competitions. This is supplemented by advertorials and digitorials in some of the key and popular magazines published nationally. The goal is to also link the face-book page to the website which should undergo a revamp soon.

Events Corner



All events that impact on the work of the Egg Organization scheduled for the first half of the year have been cancelled and/or postponed due to the COVID-19 global pandemic. The following key events have been cancelled and/or postponed:

- IEC Business Conference which was scheduled for 4th – 8th April has been cancelled and rescheduled to April of 2021;
- The OIE General Session scheduled for the 24th to 28th May has been cancelled; and
- The Avi-Africa Poultry Conference & Expo scheduled for 9th to 11th June at Emperors' Palace has been cancelled.

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