



# Food Security **PROGRAM**

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Chinese Poultry





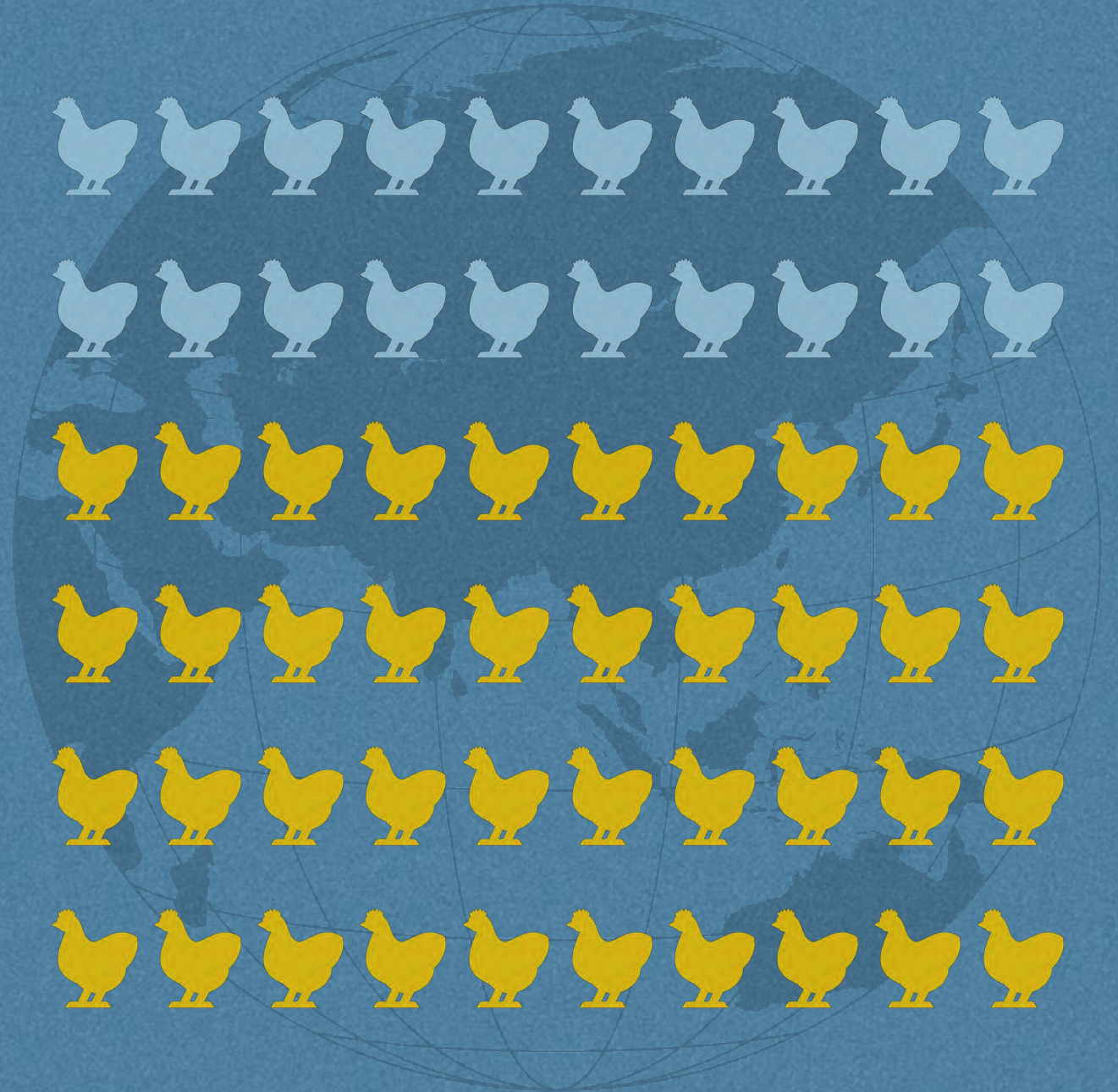


WWF - US  
WWF - China

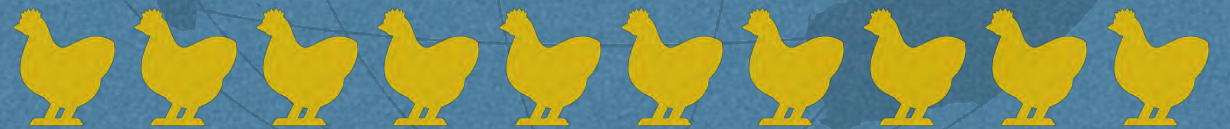


# Market Growth

**60**  
million tonnes



















老 鷄

乳 鷄













**2013**

# Food safety challenges

Source: Chinese Ministry of Agriculture





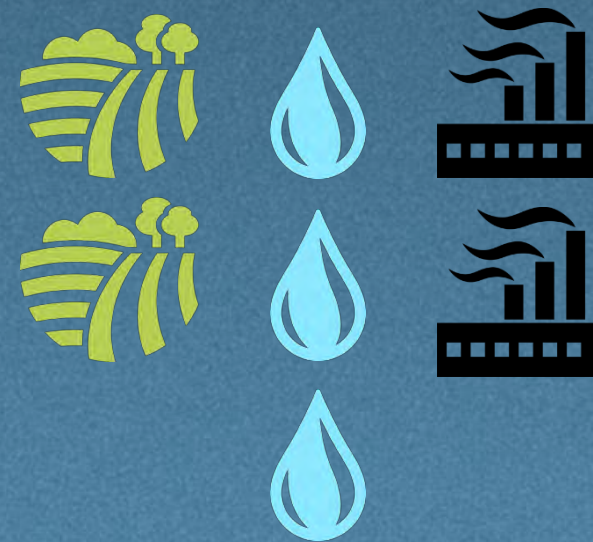
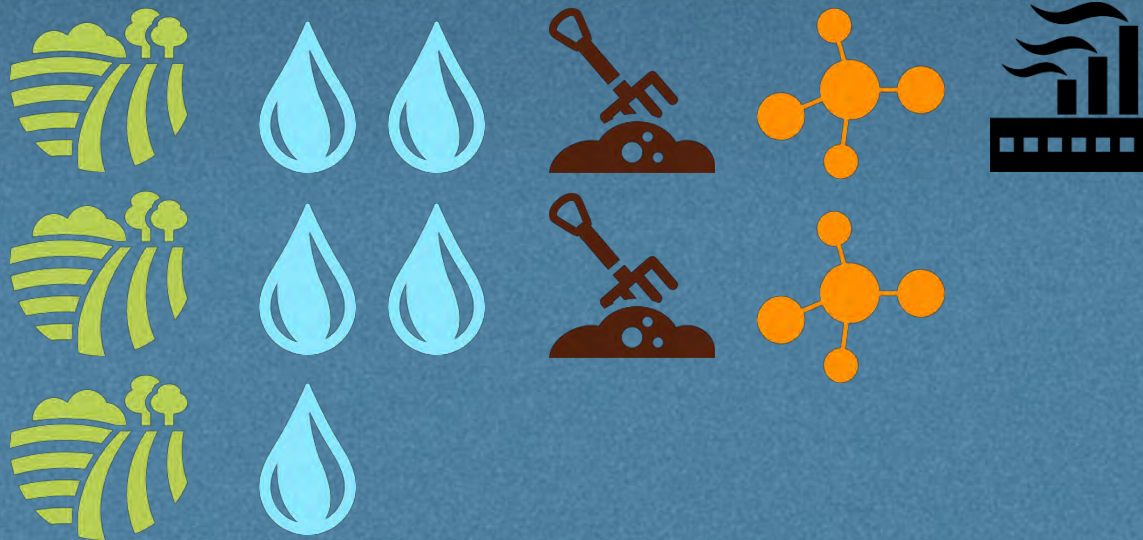
**\$6.5**  
**Billion** loss

**2013**  
**Avian Influenza**

Source: Chinese Ministry of Agriculture

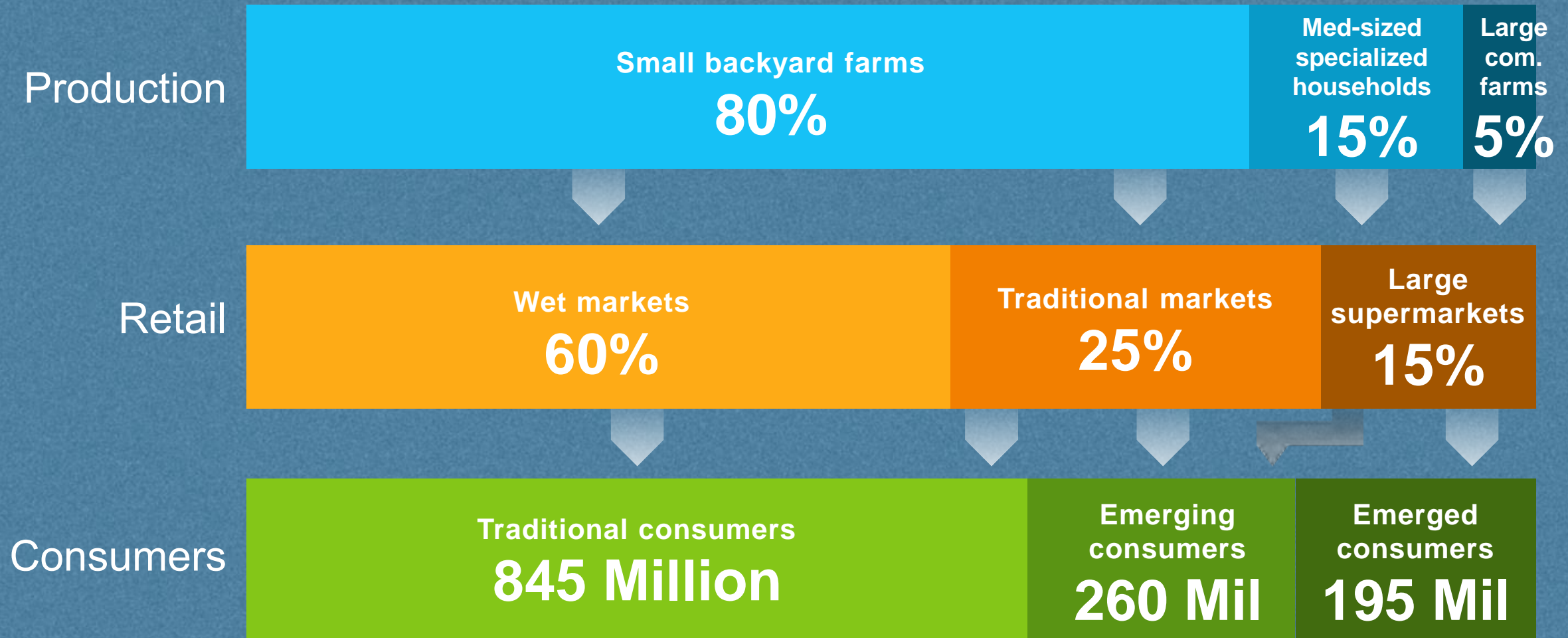


# Loss of resources



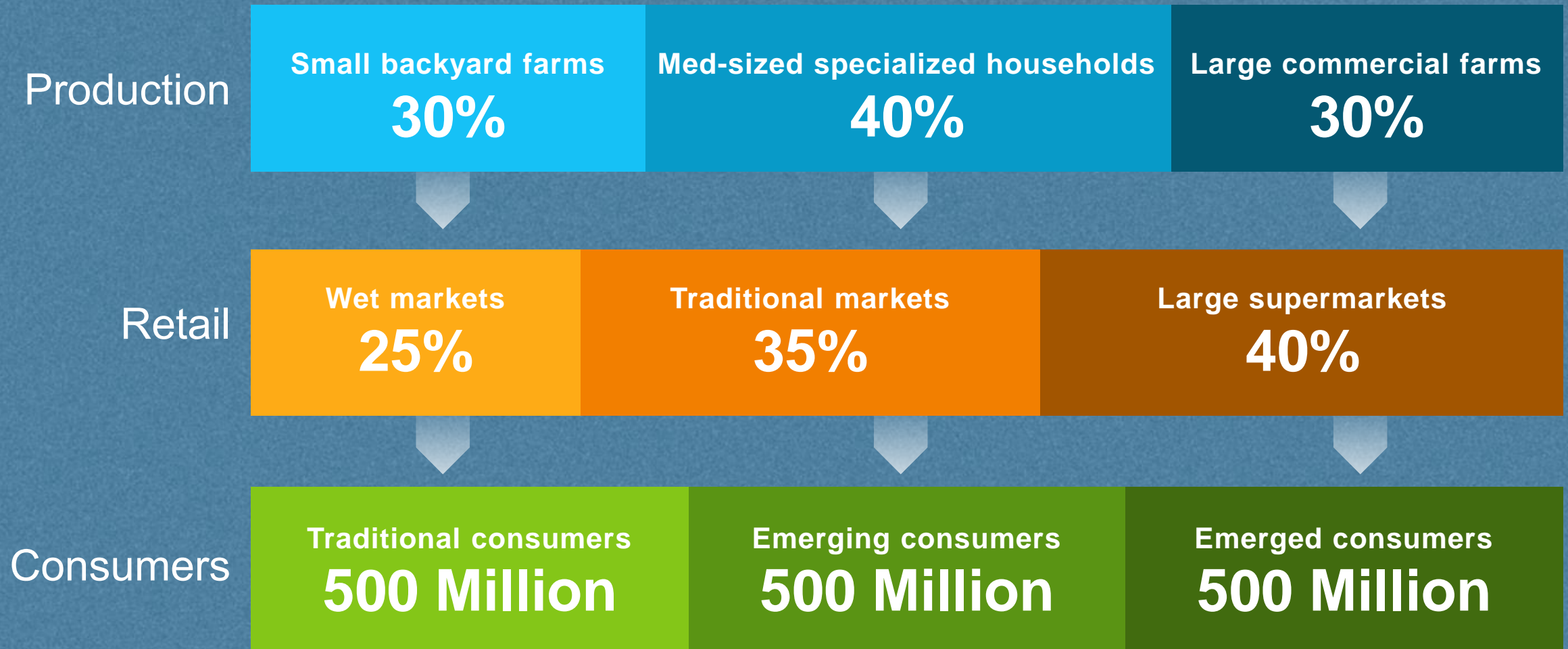


# Current poultry supply chain in China





# Poultry supply chain in China in 2020



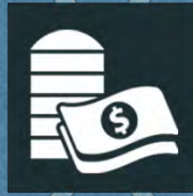




Distribution,  
Food Service  
& Retail

over  
**50%**  
of loss





# Model for value chain

**improved** efficiency & safety

**decreased** loss





**decreased**  
environmental impacts



**decreased**  
food waste



**increased**  
safety & hygiene





**Success**  
is...





# Success is...

Guidelines and best  
management  
practices across the  
value chain





# Success is...

Select partner  
commitments for  
improvements



人民政治协商会议第十二届全国委员会第一



# Success is...

Government  
outreach &  
engagement





# progress to Date

## **Year 1 – Research & Science**

- retail survey
- Yangtze basin
- freshwater pre-study
- poultry production LCA

## **Year 2 – Pilots and Government Engagement**

## **Year 3 – Communication, Engagement and Consumer Outreach**



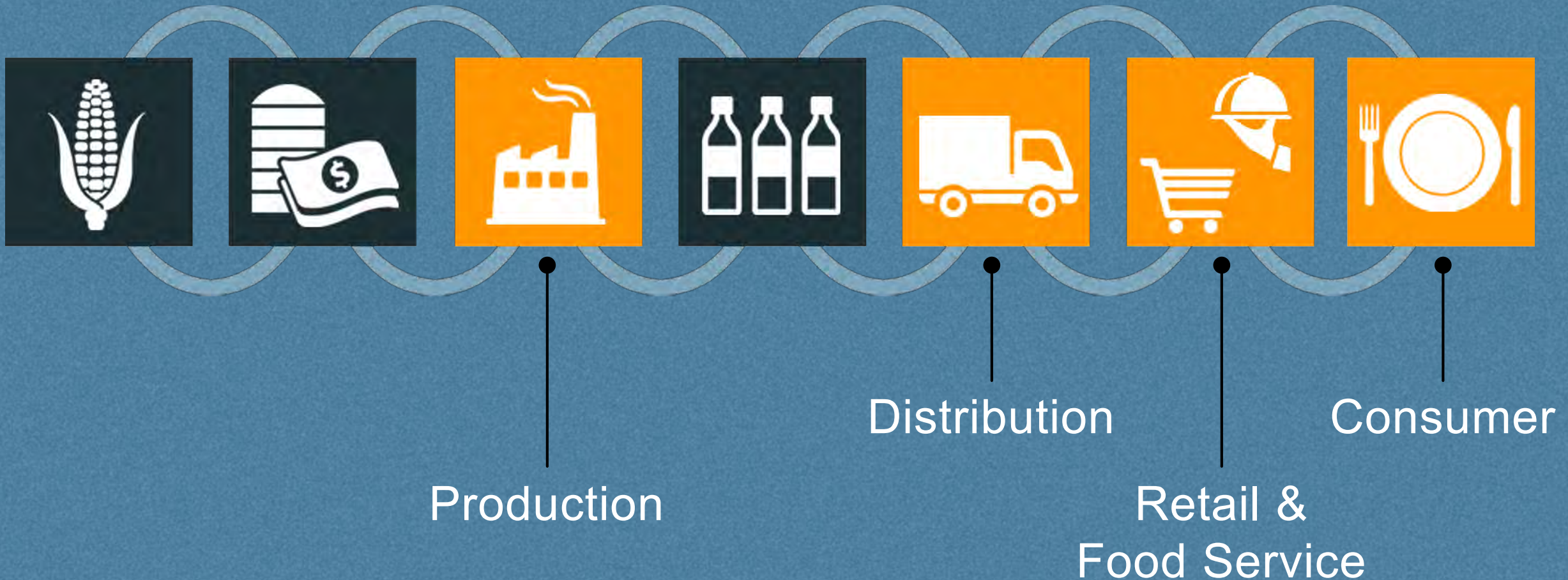


# Chinese **Government Engagement**

- Outreach and introduction to members of Chinese government organizations
- Support of Chinese Food Safety Reform Process
- Maximize opportunities for collaboration through research and stakeholder engagement



# Value chain approach







# the **Business Case**

- 1** Opportunity to help shape the guidelines for improved supply chain
- 2** Be involved early, when you have the most leverage
- 3** Benefit first from key project outcomes
- 4** Reduce risk in your own supply chain
- 5** Partner with leading NGO
- 6** Strengthen brand and reputation





Thank you