Food Security Program

Chinese Poultry

WWF

Sealed Air Re-imagine
Market Growth

60 million tonnes
Food safety challenges

Source: Chinese Ministry of Agriculture
Avian Influenza

$6.5 Billion loss

2013

Source: Chinese Ministry of Agriculture
Loss of resources
Current poultry supply chain in China

**Production**
- Small backyard farms: 80%
- Med-sized specialized households: 15%
- Large comm. farms: 5%

**Retail**
- Wet markets: 60%
- Traditional markets: 25%
- Large supermarkets: 15%

**Consumers**
- Traditional consumers: 845 Million
- Emerging consumers: 260 Mil
- Emerged consumers: 195 Mil

Source: Zhou, 2006
Poultry supply chain in China in 2020

**Production**
- Small backyard farms: 30%
- Med-sized specialized households: 40%
- Large commercial farms: 30%

**Retail**
- Wet markets: 25%
- Traditional markets: 35%
- Large supermarkets: 40%

** Consumers**
- Traditional consumers: 500 Million
- Emerging consumers: 500 Million
- Emerged consumers: 500 Million

Source: Zhou, 2006
Distribution, Food Service & Retail

over 50% of loss

Source: FAO
Model for value chain

improved efficiency & safety
decreased loss
increased safety & hygiene

decreased food waste

decreased environmental impacts

increased safety & hygiene
Success is...
Success is...

Guidelines and best management practices across the value chain
Success is...

Select partner commitments for improvements
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

Production

Distribution

Retail & Food Service

Consumer
Opportunity to help shape the guidelines for improved supply chain

Be involved early, when you have the most leverage

Benefit first from key project outcomes

Reduce risk in your own supply chain

Partner with leading NGO

Strengthen brand and reputation
Thank you