

# Chicken Meat Sustainability Framework Metrics and Targets Update

AgriFutures  
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# Project timeline

We have completed the ambition setting workshops, where industry stakeholders aligned on draft reporting approaches, including metrics and targets. We have begun the development of the draft Framework. The first draft will be completed by the end of October.

		July	August	September	October	November
<b>Phase 1: Desktop review</b>	0 Project Kick-Off	● ●				
	1.a-d Desktop review					
<b>Phase 2: Stakeholder input</b>	2.a Review existing feedback					
	2.b Stakeholder interviews	●	●			
	2.c Synthesis of feedback					
<b>Phase 3: Framework development</b>	3.a Framework structure					
	3.b Workshop 1			●		
	3.c Ambition setting					
	3.d Workshop 2			●		
<b>Phase 4: Framework report</b>	4.a-d Framework report draft				● ●	
	4.e Final report				● ●	
<b>Phase 5: Public consultation paper</b>	5a Draft paper				●	
	5c Final report					November 17th

Stakeholder engagement	
ACMF Steering Group	●
APIA	●

# Framework pillars and focus



# Framework pillars and focus

A four-pillar thematic grouping is proposed as a suitable approach for structuring the Chicken Meat Sustainability Framework. Within each pillar, there are topics which the framework will expect a ‘maintain and manage’ approach that will be outlined in the framework and in regular reporting, and topics where the industry will communicate and track an agreed set of metrics and targets.

<b>Topics with metrics/ targets</b>	<ul style="list-style-type: none"> <li>● Animal welfare</li> <li>● Biosecurity</li> <li>● Antimicrobial stewardship</li> <li>● Food safety</li> </ul>	<ul style="list-style-type: none"> <li>● Energy &amp; GHG emissions</li> <li>• Feedstock</li> <li>• Waste and circular economy</li> <li>• Sustainable packaging</li> <li>• Water management</li> </ul>	<ul style="list-style-type: none"> <li>● Employment, diversity and inclusion</li> </ul>	<ul style="list-style-type: none"> <li>● Australian consumption</li> <li>• Financial value creation</li> <li>• Innovation</li> </ul>
	<b>Poultry</b>	<b>Planet</b>	<b>People</b>	<b>Food security and economic resilience</b>
<b>Topics to maintain/ manage with narratives</b>	<ul style="list-style-type: none"> <li>• Animal husbandry</li> </ul>	<ul style="list-style-type: none"> <li>• Climate resilience</li> <li>• Land management and biodiversity</li> <li>• Noise, odour and dust</li> </ul>	<ul style="list-style-type: none"> <li>• Community engagement and contribution</li> <li>● Job creation, attraction and retention</li> </ul>	<ul style="list-style-type: none"> <li>• Labelling, marketing and promotion</li> <li>• Responsible procurement</li> </ul>

## Proposed metrics and targets



# Summary of topic metrics and targets – Poultry pillar

*This table sets out relevant metrics, targets and ambition per topic for completeness. The framework will present this information in a different and more engaging manner.*

Topic	Metrics	Targets
<b>Animal welfare</b>	<ul style="list-style-type: none"> <li>• Percent (%) of broiler chickens certified by an accredited third-party animal welfare program</li> <li>• Total number of people completing animal welfare training (within the past 2 years)</li> </ul>	<ul style="list-style-type: none"> <li>• Over 95% of broiler chickens are certified by an accredited third-party animal welfare program by 2030</li> </ul>
<b>Biosecurity</b>	<ul style="list-style-type: none"> <li>• Percent (%) of meat chicken grower properties and producers covered by a documented biosecurity plan</li> <li>• Total levy amount (\$) invested in biosecurity-related activities</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of meat chicken grower properties and producers covered by a documented biosecurity plan by 2030</li> </ul>
<b>Antimicrobial stewardship</b>	<ul style="list-style-type: none"> <li>• Percent (%) of industry with veterinary oversight for the application of antibiotic prescriptions</li> <li>• Percent (%) of compliance with antibiotic Maximum Residue Limits (MRLs)</li> </ul>	<ul style="list-style-type: none"> <li>• 100% veterinary oversight for the application of antibiotic prescriptions</li> </ul>
<b>Food safety</b>	<ul style="list-style-type: none"> <li>• Percent (%) of primary processing facilities certified to a Global Food Safety Initiative (GFSI) food safety certification program</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of primary processing facilities hold third party HACCP accreditation</li> <li>• 90% of primary processing facilities are certified to a Global Food Safety Initiative (GFSI) food safety certification program by 2028</li> </ul>



# Summary of topic metrics and targets – Planet pillar (1/2)

*This table sets out relevant metrics, targets and ambition per topic for completeness. The framework will present this information in a different and more engaging manner.*

Topic	Metrics	Targets
Energy & GHG emissions	<ul style="list-style-type: none"> <li>Absolute scope 1 and 2 emissions (tonnes of CO<sub>2</sub> equivalent)</li> <li>Emissions intensity (kg CO<sub>2</sub>e emitted per kg liveweight processed)</li> </ul>	<ul style="list-style-type: none"> <li>Aim for Net Zero by 2050</li> </ul>
Feedstock	<ul style="list-style-type: none"> <li>% of net deforestation-free* soybean meal</li> </ul>	<ul style="list-style-type: none"> <li>Commitment to collaborate with stakeholders on deforestation-free soybean meal</li> </ul>

\* Based on available supply chain verification information or certification programs

# Summary of topic metrics and targets – Planet pillar (2/2)

*This table sets out relevant metrics, targets and ambition per topic for completeness. The framework will present this information in a different and more engaging manner.*

Topic	Metrics	Targets
<b>Sustainable packaging</b>	<ul style="list-style-type: none"> <li>• Percent (%) of packaging recyclable or compostable</li> <li>• Recycled content included in packaging</li> </ul>	<ul style="list-style-type: none"> <li>• 100% of businesses signed up to APCO achieve a rating of “advanced” or “leading”</li> </ul>
<b>Waste and circular economy</b>	<ul style="list-style-type: none"> <li>• Total waste to landfill generated at primary and further processing (kg per tonne output)</li> <li>• Percent (%) of total primary and further processing waste recycled, reused or diverted from landfill</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to minimise waste to landfill (kg per tonne output)</li> </ul>
<b>Water security and quality</b>	<ul style="list-style-type: none"> <li>• Water use intensity kL/T</li> <li>• Percent (%) of industry/production with water stewardship initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Commitment to water stewardship initiatives</li> </ul>



# Summary of topic metrics and targets – People pillar

*This table sets out relevant metrics, targets and ambition per topic for completeness. The framework will present this information in a different and more engaging manner.*

Topic	Metrics
<p><b>Employment, Diversity and inclusion</b></p>	<ul style="list-style-type: none"> <li>• Total number of people employed in the industry</li> <li>• Industry diversity breakdown by gender</li> <li>• Percentage of the workforce who identify as culturally or linguistically diverse</li> </ul>

This pillar will focus on narratives and case studies that showcase the importance of the poultry industry workforce; recognise poultry sectors major contribution to remote and regional workforce

# Summary of topic metrics and targets – Food security and economic resilience pillar

Topic	Metrics	FORECAST
Australian consumption	<ul style="list-style-type: none"> <li>Total volume (kg) of chicken meat produced annually</li> <li>Total annual per capita consumption of chicken meat</li> <li>Percent (%) of chicken meat produced in Australia that is consumed domestically</li> </ul>	<ul style="list-style-type: none"> <li>FORECAST 52kg annual per capita consumption by 2030 (based on ABARES data, net migration etc)</li> </ul>
Financial value creation	<ul style="list-style-type: none"> <li>Gross value of production (\$AUD) – <b>narrative and trends</b></li> </ul>	<ul style="list-style-type: none"> <li>FORECAST \$3.4bn per annum GVP through to FY28 (ABARES)</li> </ul>
Innovation	<ul style="list-style-type: none"> <li>ROI on total industry investment in research and development per annum</li> </ul>	<ul style="list-style-type: none"> <li>Commitment to ongoing industry R&amp;D investment</li> </ul>

*This table sets out relevant metrics, targets and ambition per topic for completeness. The framework will present this information in a different and more engaging manner.*

# Next steps



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## Framework and public consultation paper

The final phase will build on the insights gathered from previous phases and develop an authoritative, transparent and future focused **framework and public consultation paper** for the industry.

This framework will be designed to elevate industry practice in line with emerging sustainability matters and regulatory frameworks, supporting the Chicken Meat industry to succeed in both the near and long term.

It will consider commitments and supporting initiatives, alongside timeframes and responsibilities, performance measures and targets.