

FREQUENTLY ASKED QUESTIONS ON DATA COLLECTION FOR THE CHICKEN MEAT SUSTAINABILITY FRAMEWORK



Introduction/Background

The Australian chicken meat industry is proud to have the smallest environmental footprint of all land-based meat proteins. This achievement is the result of continuous innovation, commitment to best practices, and a strong focus on sustainability across the entire supply chain. From efficient feed conversion to optimised water and land use, chicken production has become one of the most resource-efficient and environmentally responsible forms of meat production.

We have an incredibly positive story to share with consumers, customers, and regulators. The steps we take to minimise our environmental impact not only support a more sustainable food system but also align with growing consumer expectations for transparency and responsible sourcing. Our industry leads the world in implementing cutting-edge technologies, improving animal welfare standards, and enhancing environmental stewardship.

As we look to the future, our focus is on effectively communicating our sustainability credentials and providing the supporting evidence that demonstrates our positive contributions. By actively measuring and transparently reporting our sustainability metrics, we will continue to showcase our leadership and commitment to building a sustainable, healthy future for the planet and for generations to come. Through clear and compelling communication, we aim to ensure that consumers, customers, and regulators fully understand the positive impact of our industry on both the environment and Australia's food security.

With sustainability at the heart of our operations, the Australian chicken meat industry is uniquely positioned to play a key role in helping meet Australia's climate targets and supporting the global shift toward more sustainable food production.

FAQS

1. Why is the chicken meat industry collecting data and metrics for public reporting?

The Australian Chicken Meat Industry is committed to increasing transparency and accountability in the chicken meat industry through our Sustainability Framework. By collecting key data and metrics, we can track and showcase progress in areas like environmental impact, animal welfare, and responsible sourcing. This not only helps inform industry practices but also builds consumer trust and supports Australia's reputation for sustainable, high-quality chicken production.

2. Will my individual data be made public?

No, all data collected will be aggregated and anonymised before it is reported. Individual farm or company data will not be shared publicly. Our goal is to present overall industry trends rather than data that could be linked to specific businesses.

3. What types of data are being collected?

The data we collect will cover various aspects of sustainability, including greenhouse gas emissions, water and energy usage, animal welfare, and other key environmental and social metrics. These metrics will help us measure and report on the industry's sustainability performance. Full list of metrics is included in appendix 1.

4. Why is it important to track sustainability metrics now?

There are growing expectations from consumers, governments, and retailers for transparency around sustainability. By collecting and reporting on key metrics, the industry can demonstrate its commitment to sustainable practices, identify areas for improvement, and meet both current and future regulatory requirements.

5. How will the data be used?

The data will be used to assess industry performance against sustainability targets, inform policy development, and guide improvements in production practices.

6. Are there any legislative requirements for reporting this data?

Yes, new legislative reporting requirements are coming into effect in 2025 for many businesses including chicken meat processors. New legislative reporting will also be introduced in 2025. From 2026 processors will be required to report scope three emissions, which include indirect emissions associated with the production process, such as those generated by growers.

7. What are scope three emissions, and why do they matter?

Scope three emissions refer to indirect greenhouse gas emissions that occur throughout the value chain, including from suppliers, transport, and waste disposal. For the chicken meat industry, this means emissions generated by activities such as growing feed and raising chickens. Tracking scope three emissions is crucial for gaining a comprehensive understanding of our industry's environmental impact.

8. What metric will growers be 'required' to supply to processors in 2026?

Growers will be required to share what are considered a processors 'Scope 3' greenhouse gas emissions. That is outputs that are creating emissions that are occurring down the value chain. A dedicated calculator will be made available for growers to use to calculate these emissions. By anonymously entering data relating to farm inputs such as electricity, energy and fuel, and litter etc, the calculator will determine the emission profile of the farm. A copy of the results could then be provided to processors. Processors will not have access to any raw data entered into the calculator, nor will they be able to access results unless these are provided directly to them by growers.

9. What will happen if I don't provide data?

While participation is highly encouraged, there may be implications for businesses that do not comply with future legislative reporting requirements. By contributing your data now, you'll help ensure the industry can collectively meet these obligations and continue to lead in sustainability.

10. How will my confidentiality be protected?

We take confidentiality seriously. All data will be handled in accordance with privacy laws and industry standards. It will be anonymised and aggregated to ensure that no individual farm or company can be identified in the public reporting.

11. When will this data be reported?

Our first public sustainability report, based on the collected data, will be released in October 2027. Reports will then be published every three years, providing regular updates on the industry's progress and challenges in meeting sustainability goals.