



Responsibility for Humans, animals and environment

SUSTAINABLE CHICKEN PRODUCTION

WHAT IT MEANS FOR AN INTEGRATION AND FOR US IN THE FUTURE

Content and structure



- **Introduction of PHW Group**
- **Meat production Germany**
World
- **Sustainability: History and what it means in general**
- **Sustainable Food and Hot Spots Chicken Meat**
- **Sustainability: What it means for WIESENHOF and some examples**





Peter Wesjohann
Chairman of the Board



Doris Wesjohann
Board member



Markus Wesjohann
Board member



Dr. Heinrich Paul Dröge
Board member



Adrian von Klopmann
Board member

PHW - a group of innovative companies which are among the leading enterprises in the markets of

- Nutrition
- Health
- Agriculture

Management

Address:

PHW Group

LOHMANN & CO. AG

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Website: www.phw-gruppe.de



Paul-Heinz Wesjohann
Consultant



Felix Wesjohann
Managing Director

Locations of the associated companies



PHW headquarters is in Rechterfeld / Lower Saxony in Germany. This centre is responsible for coordinating the Group's national and international activities.

The PHW Group's customers are served by qualified staff, distributors and service offices worldwide.

Production plants national and international



WIESENHOF

Food Specialities

Poultry Integration

▶ **7 Hatcheries**

▶ **13 Slaughter and processing plants**

▶ **1 Veterinary / Quality centre laboratory**

▶ **2 Plant capacity for poultry sausage**

▶ **1 Product Development technology**

**Animal Nutrition
and Health**

▶ **5 Feed mills**

▶ **1 Research and development facility**

▶ **1 Poultry by-product processing plant**

**Human Nutrition
and Health**

▶ **1 Health food production units**

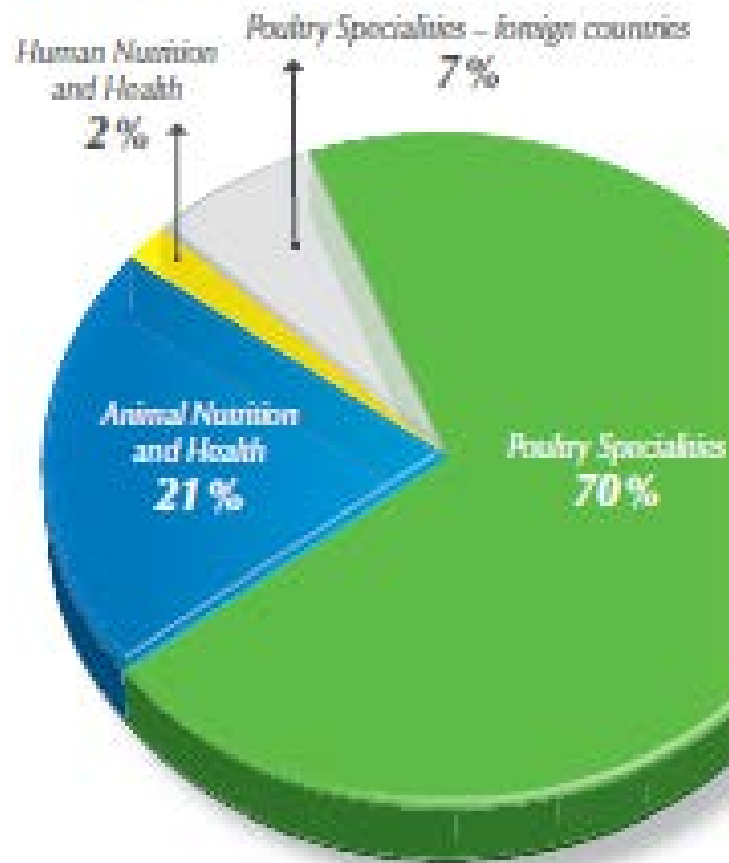
▶ **1 technology centre**



Outstanding quality and product safety require continuous investments. The investment volume of the PHW Group in the fiscal year 2011/2012 exceeded 101,4 million euros, with an additional 11,8 million euros going into research and development - mostly in the fields of animal nutrition and animal health, human nutrition and human healthcare.

Company Profile

The business sectors



The companies





Market WIESENHOF

2012/2013

Previous 11/12

Chicken slaughter Germany:	872.846 t	871.564 t
WIESENHOF:	283.152 t 32,4 %	306.227 t
Turkeys slaughter Germany:	463.996 t	461.292 t
WIESENHOF:	112.219 t 24,2 %	115.635 t
Ducks slaughter Germany:	50.501 t	60.552 t
WIESENHOF:	25.586 t 50,7 %	28.037 t
TOTAL SALES WIESENHOF	535.875 t	./ 3,2 %
(incl. Convenience 59.000 t, Sausages 15.000 t, Poland 65.000 t)		

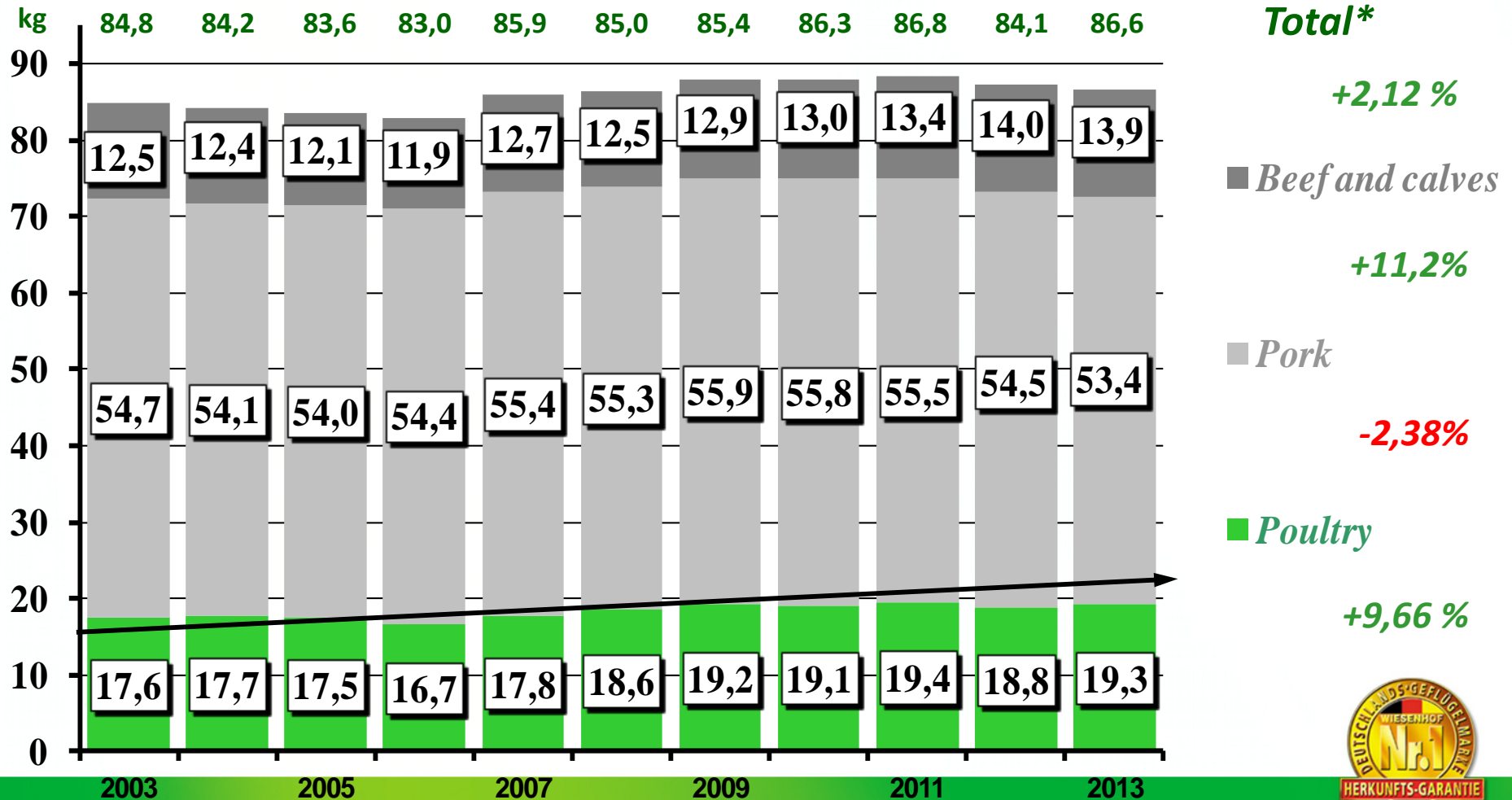




Development of Meat consumption Germany kg per capita

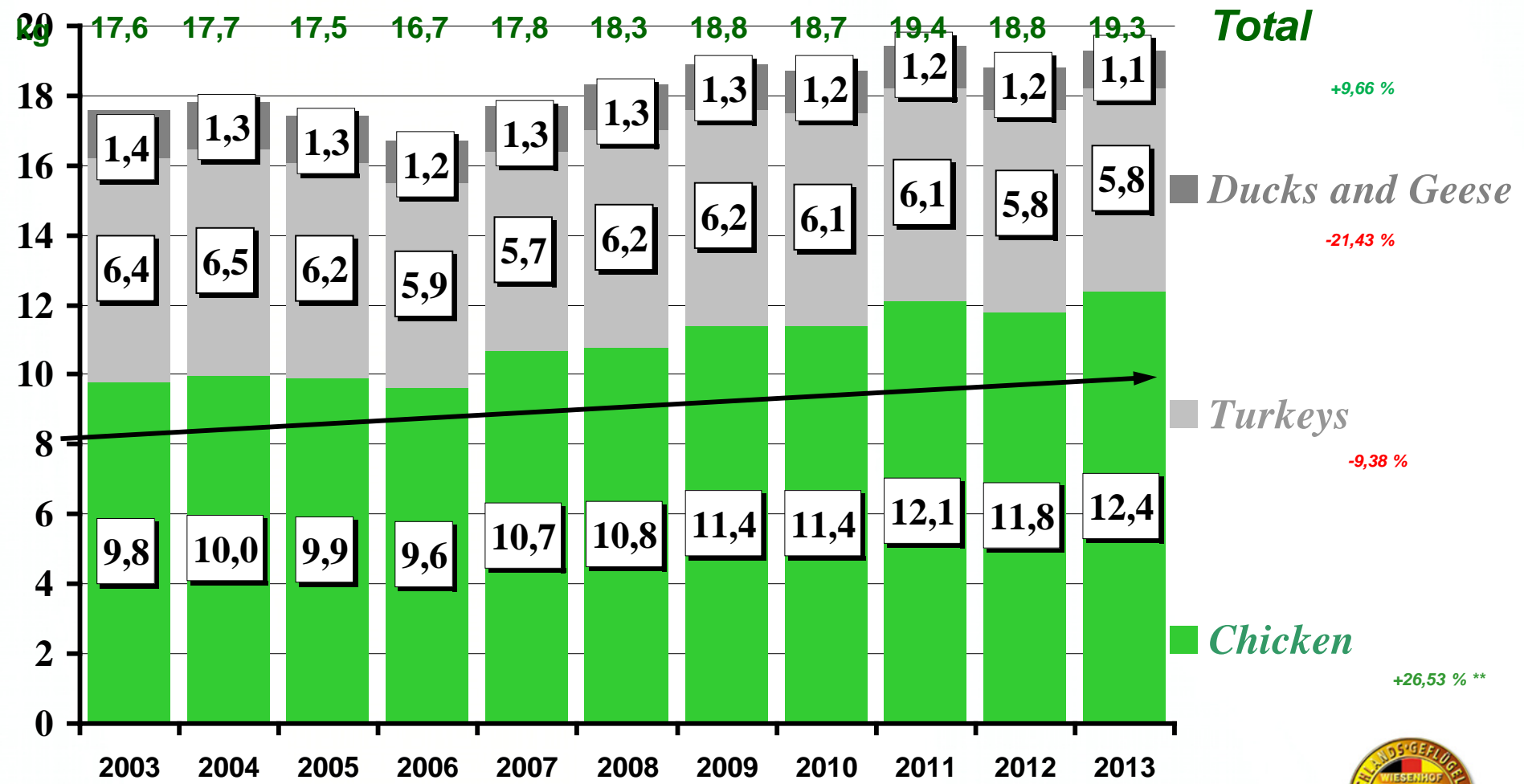
(Quelle: WIESENHOF Marktforschung, MEG, AMI / Vorläufig Januar 2014 nach Zensus 2011)

* Basisjahr der Veränderung: 2003





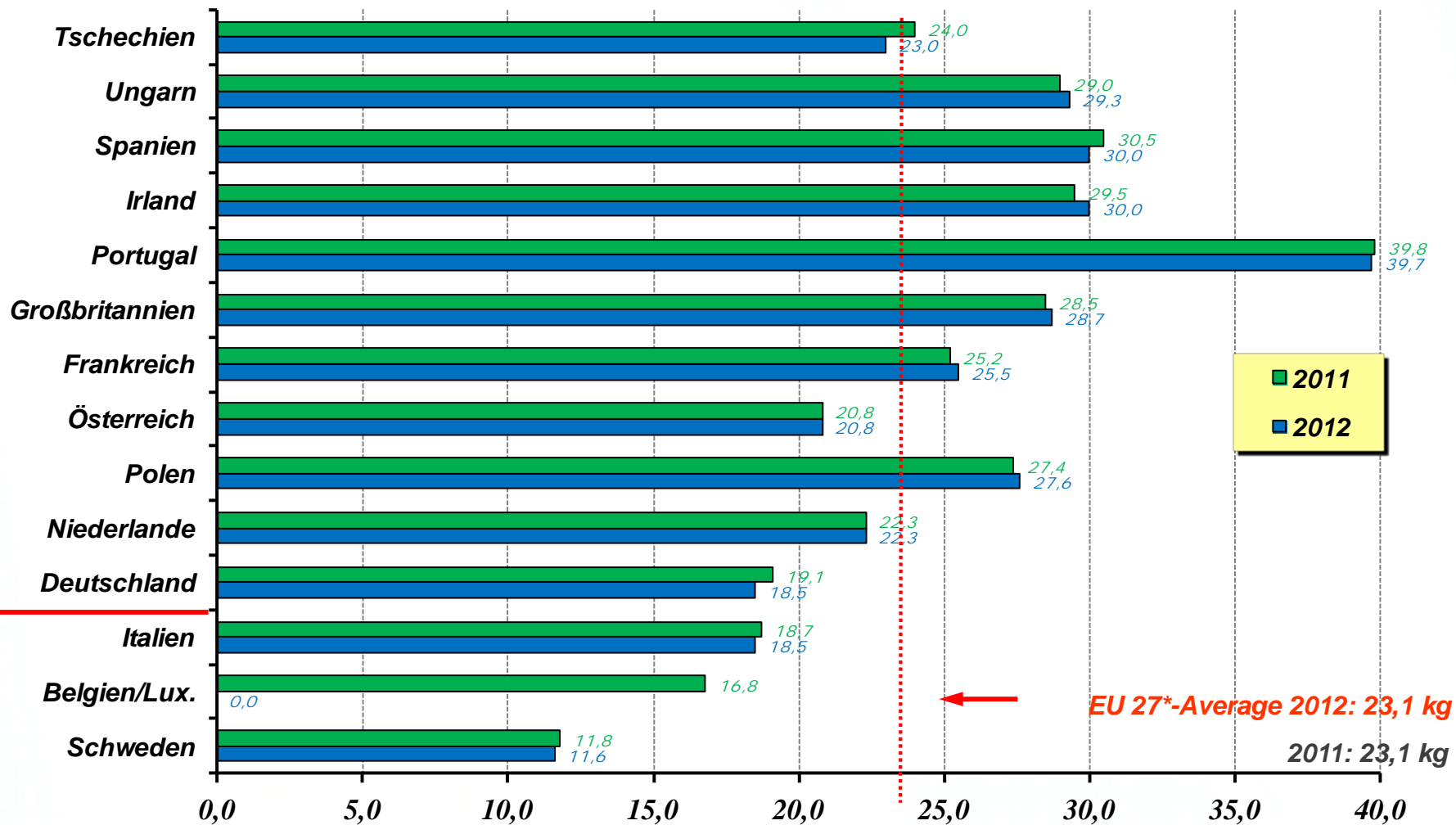
Development of Poultrymeat consumption Germany in kg per capita



* Basisjahr der Veränderung: 2003

** setzt sich zusammen aus Hähnchen (11,0kg) und Althähne/Hühner (0,6kg)

Per capita consumption poultry EU in kg



Quelle: WIESENHOF Marktforschung, MEG Stand Mai 2013

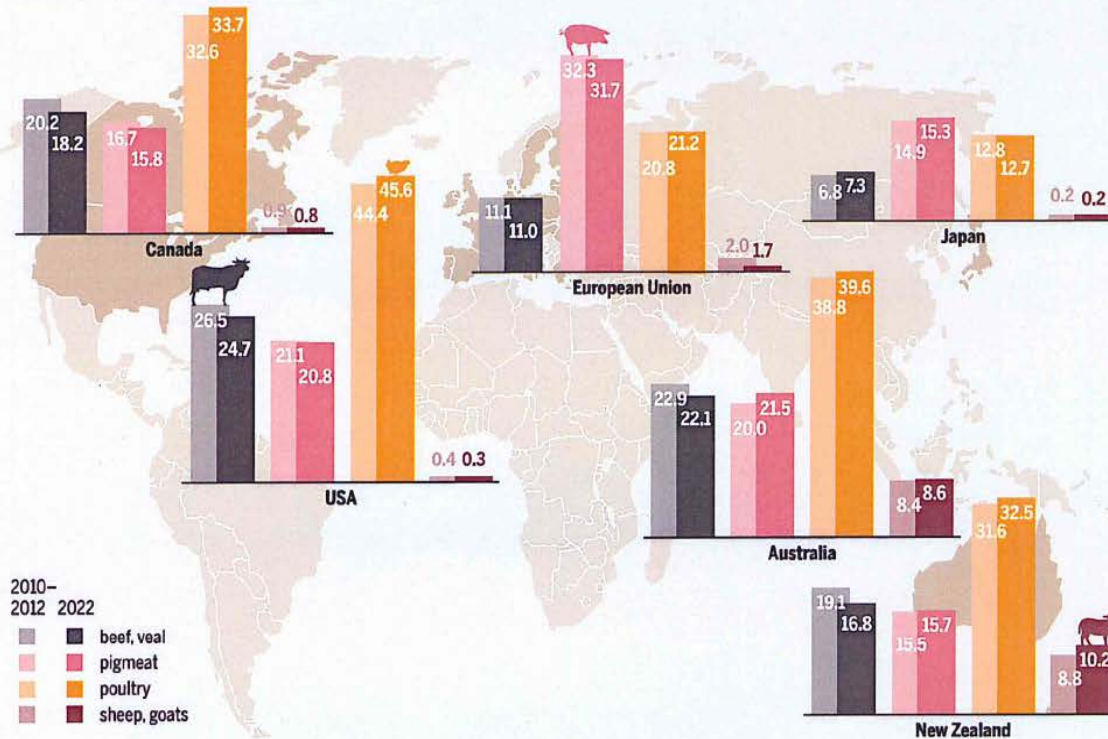
* EU 27 – teilweise vorläufige bzw. geschätzte Angaben und Kalkulationen, teilweise revidierte Reihen, da EUROSTAT keine Versorgungsbilanzen mehr erstellt (daher liegen für 2012 auch keine Werte für Belgien vor). Daten beruhen auf nationalen Quellen und eigenen Berechnungen der MEG.

Meat consumption World

Demand in the rich world is satiated

Meat consumption per capita, kilograms, average 2010–12 (estimate), and 2022 (forecast)

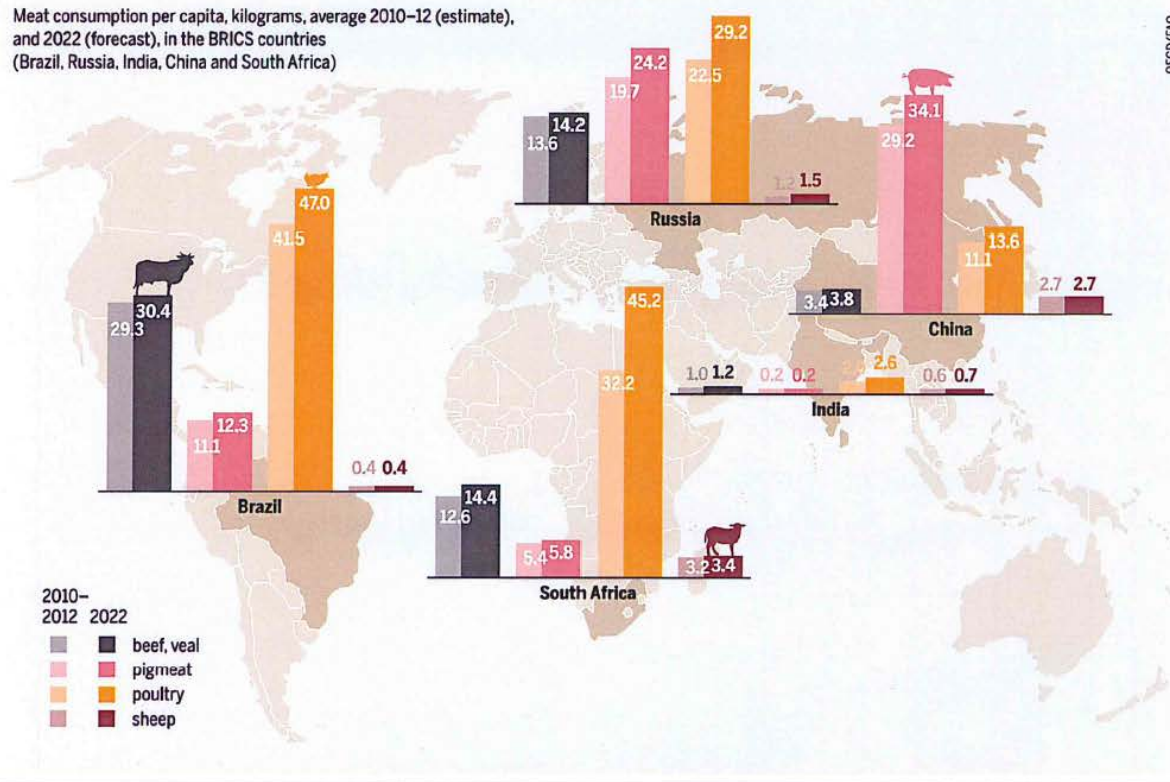
OECD/FAO



Meat consumption World

Demand in the developing world is rising steeply

Meat consumption per capita, kilograms, average 2010–12 (estimate), and 2022 (forecast), in the BRICS countries (Brazil, Russia, India, China and South Africa)



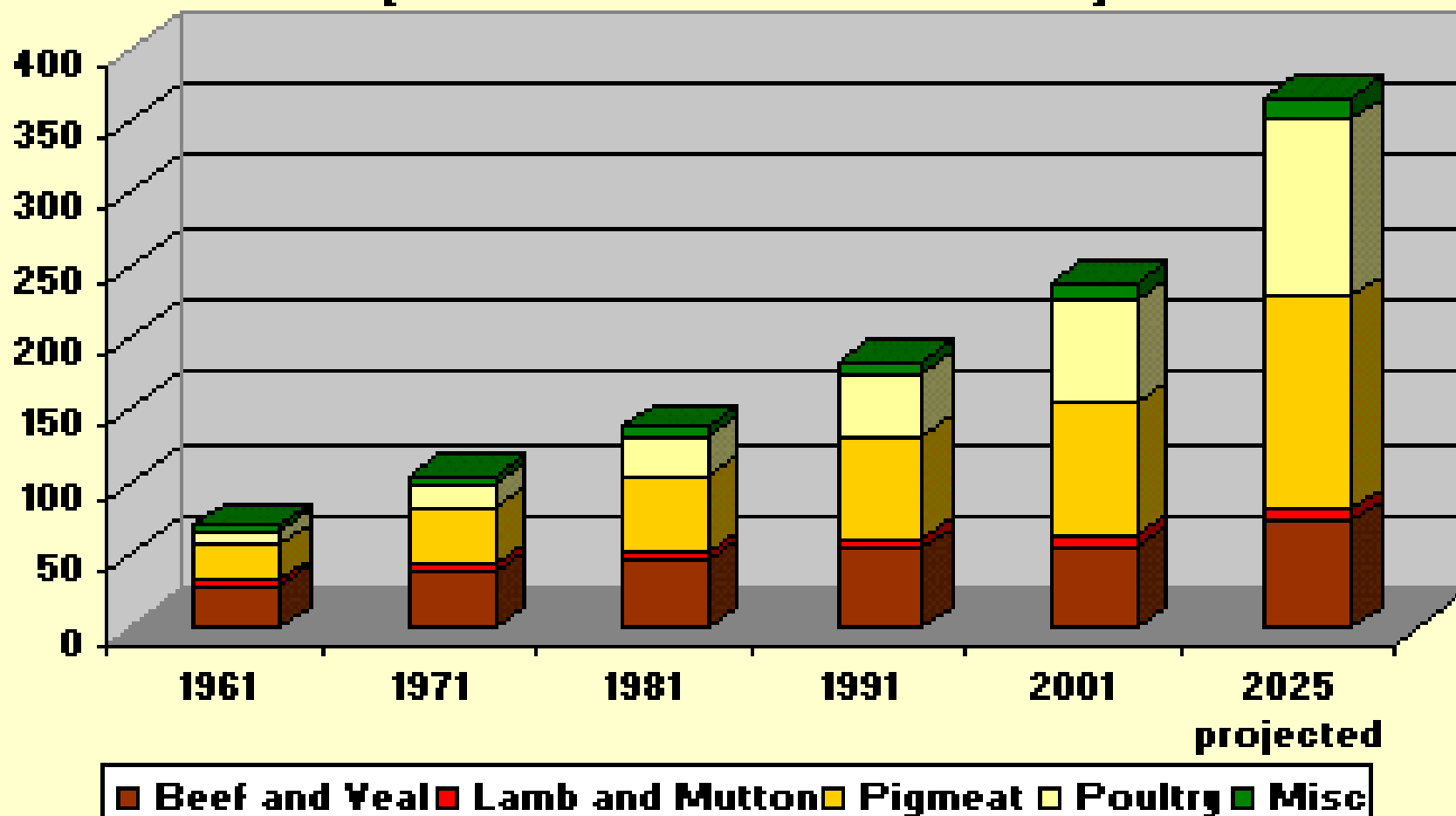
Meat consumption World



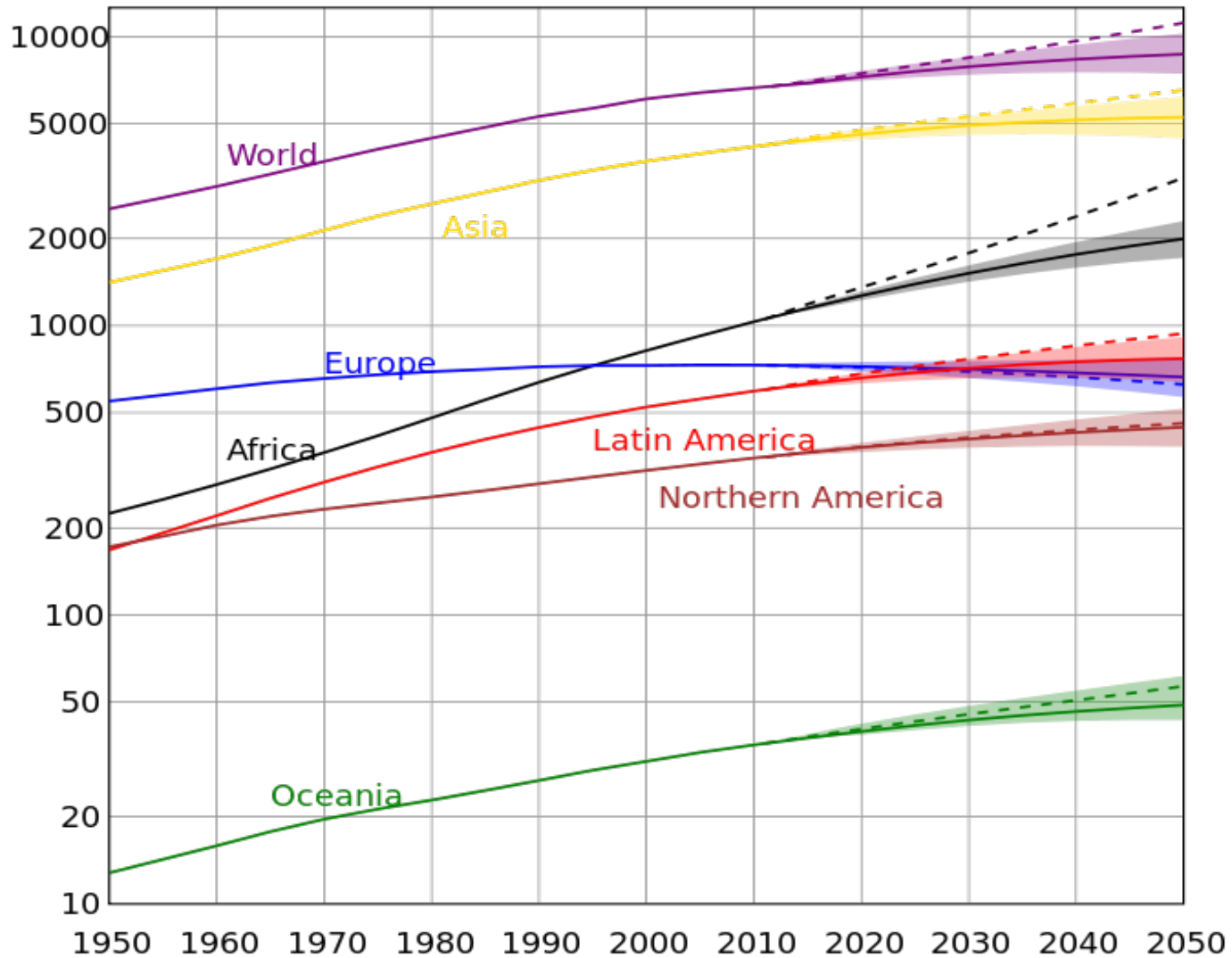
Global Meat Consumption by Type, 1961-2025

Millions Metric Tonnes

[Source: FAO and Dr. Thomas Elam]



Growth World Population

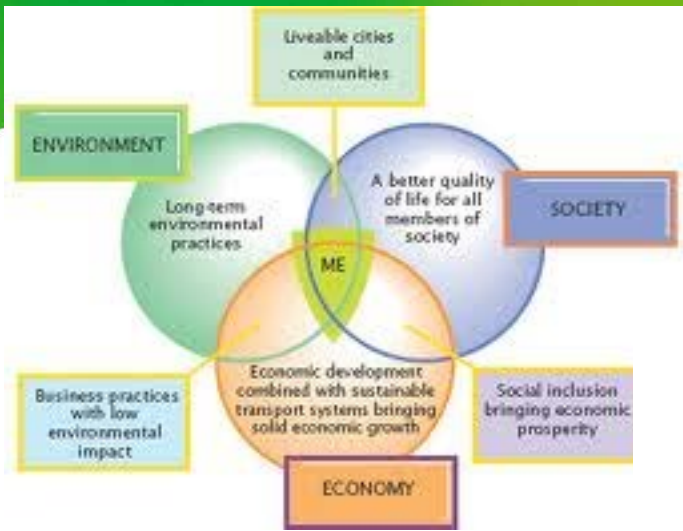




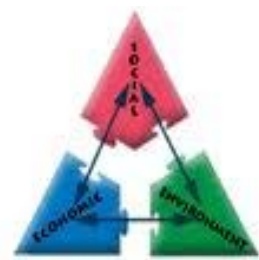
Sustainability - History

A German Term : Hans Carl von Carlowitz , Oberberghauptmann Silbercity Freiberg (Saxony)

- **first use of the term in the book *Silvicultura oeconomica* in the year 1713**
- **consequence of a crisis**
- **quick shortage of wood for the use in silver mines requires a strategy to ensure enough wood for a sustainable availability**
- **>>>> only to cut so much trees which can be provided by growing new trees in the forest**
- **>>>>> to ensure how biological systems remain productive over time**



Sustainability - today



Services	Equity	Biodiversity
Household Needs	Participation	Natural Resources
Industrial Growth	Empowerment	Carrying Capacity
Agricultural Growth	Social Mobility	Ecosystem Integrity
Efficient Use of Labor	Cultural Preservation	Clean Air and Water

- Brundtland Commission UN 1987: Sustainable development that meets the needs of the present without compromising the ability of future generations to meet their own needs
- World Summit on Social Development 2005: This requires the reconciliation of environmental, social equity and economic demands
- **3 pillars of sustainability:**
Environment – Society - Economy

Sustainable Food



- to provide healthy food to meet current food needs
- to maintain healthy ecosystems that can provide food for generations with minimal negative impact to the environment
- to encourage local production and distribution infrastructures
- makes nutritious food available, accessible and affordable to all
- is humane and protects farmers, workers, consumers and communities

>>> HOT SPOTS CHICKENMEAT

HOT SPOTS CHICKENMEAT



- **Humanes**

- > **working conditions and safety**
- > **consequences of antibiotics / resistance**
- > **food safety and consumer protection**

- **Animals**

- > **consequences of antibiotics / resistance**
- > **Meat Quality**
- > **Rearing conditions**
- > **Diseases and their control**

HOT SPOTS CHICKENMEAT



- **Animals**

- > **biodiversity and breed**
- > **Transport conditions**
- > **killing / stunning / slaughter conditions**

- **Environment**

- > **consequences for climate: CO 2**
- > **euthrophication: NO 3, NH 3 , P**
enrichment in the ecosysteme
- > **Green gene technology: GMO free and**
origin of proteins

HOT SPOTS CHICKENMEAT



- **Environment**

- > **cultural aspects for the landscape and the development by man**
- > **waste management**
- > **other emissions in water and soil**
- > **water consumption**



Responsibility for humans, animals and environment

SUSTAINABLE MANAGEMENT

IS MORE THAN A MARKETING TOOL



Sustainability at WIESENHOF
Responsibility for humans, animals and the environment



Sustainability at WIESENHOF

Sustainable corporate governance comprises the fields of **Ecology**, **Economy** and **Social Commitment**.

Ecology

Economy

Social Commitment

The mission statement of the PHW Group and of WIESENHOF mirrors sustainable aspects:

- *Ecological and sustainable action*
- *Responsible action*
- *Cultivate open communication*
- *Safety and confidence for customers*
- *Appreciation and respect towards employees.*

A core component of the corporate philosophy has always been:

“Responsibility for peoples, animals and the environment”



Sustainability Board

founded 2009

Chairman of the Executive Board
Peter Wesjohann

Director Production
Dr Heinrich P. Dröge

Quality Management
Dr Michael Südbeck

Marketing
Dr Ingo Stryck

Project Management
Siegfried Lyssy

Social Commitment
Renate Grothkopf

Sustainability Teams

at the locations Holte, Niederlehme, Rietberg, Möckern, Wildeshausen, Grimme, Bogen, Lohne | founded 2013

Management
XY

QMB / QUMB
XY

Controlling
XY

Technology
XY

Personnel
XY

Animal Protection
XY

Energy Management
XY

Project Coordination
Jana Ecke





Sustainability at WIESENHOF

**WIESENHOF is a partner of the
Centre for Sustainable Corporate Governance (ZNU) since 2010**



The centre developed the ZNU standard “More Sustainable Economic Activity Food”:

- The ZNU standard was developed specifically for companies from the food industry, simplifying the systematisation of the sustainability activities
- WIESENHOF is participating as a pilot company at the Wietzen/Holte location
- Contents of the ISO 26000 as well as other initiatives and standards, such as the UN Global Compact, SEDEX, SMETA, BPG 2012, Global GAP, GSCP, ILO, BSCI, SA, OHSAS are comprehensively mapped in the ZNU standard
- Requirements of the Germany Sustainability Code (DNK) are “automatically” complied with



Sustainability at WIESENHOF

4 locations have already been certified by TÜV Rheinland or the IFTA AG in accordance with the ZNU standard for “More Sustainable Economic Activities Food”:

- 2013: Location Wietzen/Holte
- 2014: Location Königs Wusterhausen
Location Wildeshausen
Location Bogen

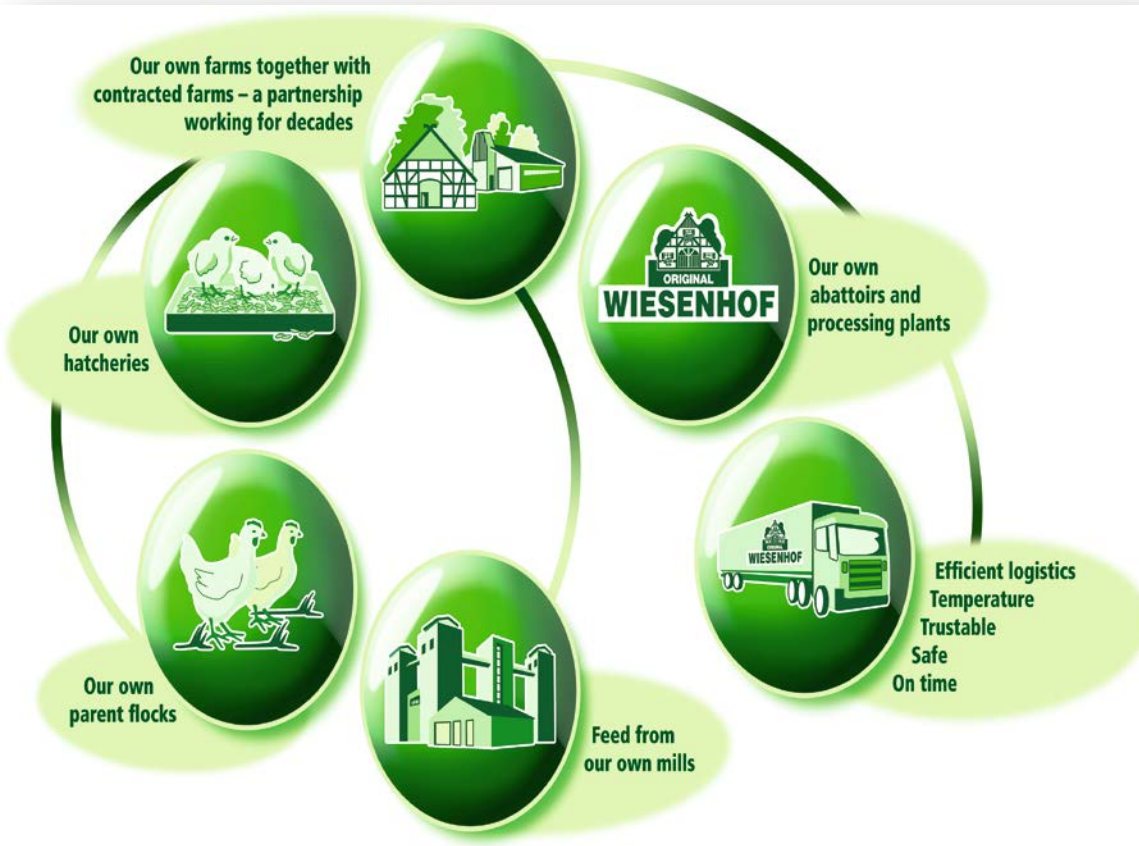


Objective until the end of 2015:

Certification of all WIESENHOF slaughterhouses

Sustainable Production

- The heart of the sustainable production of WIESENHOF is the cycle of origin and the quality concept: Own Parents- own hatchery – partnership contract farms – own feed mill – own processing plants – safe cooling until market



➔ **Verticale integration is the guarantee for complete control and traceability**



Economy

Quality

WIESENHOF has ...

- A firmly rooted quality definition with its management and employees
- A number of diverse certifications in accordance with
 - IFS, BRC, QS, HACCP, BIO, HALAL
 - DIN ISO 14001:2009-11 / 14001:2005 (environment management)
 - DIN ISO 50001:2011-12 / 16001:2009-08 (energy management)
- Quality assurance committees and a scientific advisory board since 1995
- An own central and quality assurance laboratory since 1991
- An offer of organic poultry
- The PRIVATHOF poultry concept





Economy

Quality

- Every trade partner has online access to the **residue monitoring** of WIESENHOF
- Within a few seconds, all investigation results can be downloaded as printable PDF documents
- This service comprises all integration stages

Rückstandsmonitoring
Untersuchungen & Ergebnisse

KUNDENBEREICH

KUNDENBEREICH HOME
RÜCKSTANDSMONITORING
UNTERSUCHUNGSERGEBNISSE
AKTUELLE ERGEBNISSE
▶ GESAMTARCHIV
DEFINITIONSLERIKON
GESETZE UND VERORDNUNGEN
PRESSEMELDUNGEN
HILFE
LOGOUT
KONTAKT / IMPRESSUM
WIESENHOF WEBSITE
WIESENHOF KOCHCLUB
NEWSLETTER

KUNDENBEREICH

Aktuelle Untersuchungsergebnisse

Sie haben hier die Möglichkeit, über die Bestimmung der einzelnen Parameter die aktuellen Untersuchungsergebnisse auszuwählen bzw. auszudrucken.

Bitte auswählen:

Kategorie: Region:

1. Position:

Suchergebnisse

HERKUNFTS-GARANTIE

Sustainable Production

- All by-products that are generated in the course of production are processed further
- All slaughterhouse waste is used for the manufacture of high-quality by-products such as protein and fat in purely physical processes, without using any chemical additives
- The poultry fat is converted to bio fuel SP-Power
- The poultry manure generated as a result of breeding, is processed for substrate production with mushroom growing or used as fertilizer



Social Responsibility

A large share of the social commitment activities within the PHW Group is carried out by the Heinz Lohmann Foundation:

- awarding of research assignments on the future of nutrition
- conducting of consumer surveys
- support by junior researchers
- prize awards for social purposes (school farms, learning platforms)
- events such as, e.g. political breakfast with parliamentarians on the topic of world nutrition 2050

The Heinz-Lohmann Foundation

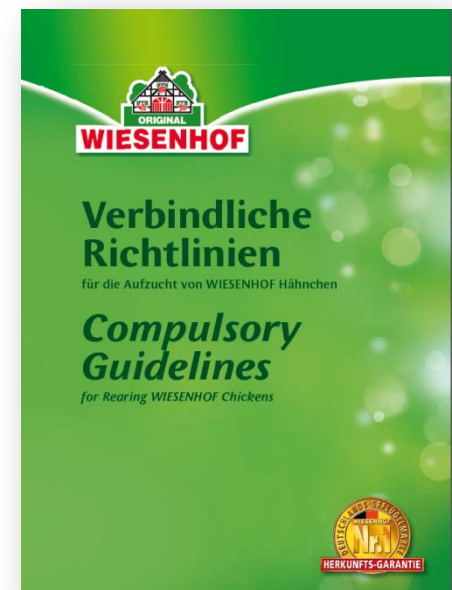
Has busied itself with future questions regarding nutrition since 1997 and sees itself as a link between science, agriculture and the consumers.



Animal Well-Being

Binding guidelines regulate:

- Livestock density, stable climate and ventilation
- Light and dark phases
- Feed and water facilities
- Care of the animals
- Health programmes with documentation obligation
- Optimum hygiene
- Prohibition of prophylactic use of antibiotics
- Veterinary care by an accredited vet in accordance with service agreement



Animal Well-Being

- In accordance with the animal protection law, the livestock owner is obliged to prevent suffering and pain of the animals
- In this regard, the medication amount that is needed to attain the treatment goal, when the accredited vet prescribes it
- Abuse is prevented by unannounced controls of the feed and water on site by the farmer
- Veterinary controls are continually documented



Animal Well-Being

- The use of antibiotics in chicken farms of contract farmers has been decreasing for years
- Today, a large share of the contract farmers do not use any treatment with antibiotics while rearing the chickens
- WIESENHOF contract farmers are rewarded for antibiotics-free breeding



Animal Well-Being

Analyses in the Production Locations

- The slaughtered animals are also analysed on a daily basis to check for antibiotics residues, annually about 10,000 investigations are conducted within the context of so-called residue monitoring
- In the slaughterhouses, the balls of the animals' feet are evaluated with the help of modern camera technology (bonus programme for farmers)





Economy

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Concept and development

Rearing conditions



	Standard	Privathof- Chicken 1 Stern DTB	Extensive rearing	Organic (EU Regulation) 2 Sterne DTB
Breed	Cobb 500 oder Ross 308	Cobb Sasso 175 slowgrowing	Not controlled	Slow growing
Daily weight gain	Not controlled	max. 45 g/d	Not controlled	Not controlled
Density	35 bzw. 39 kg/qm	15 (17) chicken/qm 25 (29) kg/qm	15 chicken/ qm 25 kg / qm	10 chicken/qm 21 kg/qm
Group size	Not controlled	2 x 30.000 max	Not controlled	4800
Prize conditions	100 %	130 %	Up to 150 % (depends on FCR)	250 %
enrichment	No	Straw balls, Pickstones, perches	no	no
Free range	no	Veranda as winter garden or open house Louisiana type	no	yes
Legislation	TSchNutztierhaltungsVO National Implementation EU-Directive 2007/43 from 28.06.2007	Standard NGO (DTB and or RSPCA) and Privathof Standard	EU-Regulation 543/2008 Annex V	EU-organicReg Nr. 834/2007 and Nr. 889/2008 No control of animal welfare indicators



Enrichment



Concept and development

ORIGINAL
WIESENHOF
PRIVATHOF
Geflügel



Veranda



Concept and development



WIESENHOF
PRIVATHOF

- STARTSEITE
- UNSER KONZEPT
- UNSERE HÖFE
- UNSER SORTIMENT
- UNSERE REZEPTE
- PRESSEBEREICH
- VIDEOS
- IHRE FRAGEN

Willkommen bei WIESENHOF Privathof-Geflügel.

Kennzeichen für mehr Tierschutz



Jetzt ist es amtlich:
Tierschutzlabel für
Privathof-Geflügel.
Der Starschuss ist gefeiert:
Von nun an ist Privathof-
Geflügel mit dem aner-
kannten Tierschutzlabel des
Deutschen Tierschutzbundes
„Für Mehr Tierschutz“ der
Einstiegsstufe gekenn-
zeichnet.

mehr →



Jetzt ist es amtlich: Tierschutzlabel für Privathof-Geflügel.



Ab heute trägt Privathof-Geflügel aus den WIESENHOF-Ställen das anerkannte Tierschutzlabel des Deutschen Tierschutzbundes „Für Mehr Tierschutz“.

mehr →

Werder-Kapitän Clemens Fritz überzeugt sich vom Privathof-Konzept



Auch in seiner Freizeit ergreift Clemens Fritz gern die Initiative. Deshalb besuchte er zwei WIESENHOF-Ställe, um sich selbst ein Bild zu machen ...

mehr →

Video: So wächst das Geflügel in den Ställen der Privathof-Bauernhöfe auf



Wieviel Platz haben die Tiere? Welche Beschäftigungsmöglichkeiten können sie nutzen und wie lässt sich ein Mehr an Tierwohl messen?

mehr →

Großes Medienecho zum Start des Tierschutzlabels



Die Einführung des Tierschutzlabels des Deutschen Tierschutzbundes haben viele Medien in ihrer Berichterstattung aufgegriffen. Hier eine Auswahl ...

mehr →

Dr. Josef Bachmeier zum Stand der Prüfungen für das Tierschutzlabel des Deutschen Tierschutzbundes



Hier finden Sie alle weiteren Informationen zur Zertifizierung von WIESENHOF Privathof und das ganze Interview.

mehr →

Verbraucherzentrale spricht sich für neues Tierschutzlabel aus



Verbraucherzentralen handeln in staatlichem Auftrag. Ihr Ziel ist es u. a., die Verbraucher in Fragen des privaten Konsums zu informieren ...

mehr →

Eine Auswahl an Privathof-Geflügel Höfe



Der Hof „Altenberger“



Der Hof „Bichemer“



Der Hof „Waldenbüler“



Der Hof „Wieselsberger“





Use of antibiotics

STRONG RULES:

- > Vaccination and Control of Breeders, Hygiene of Hatching eggs, Hygiene Hatchery, C + D Farms, Chick Delivery, slow down Growth with feed program**
- > 10 rules for broiler farms for responsible use**



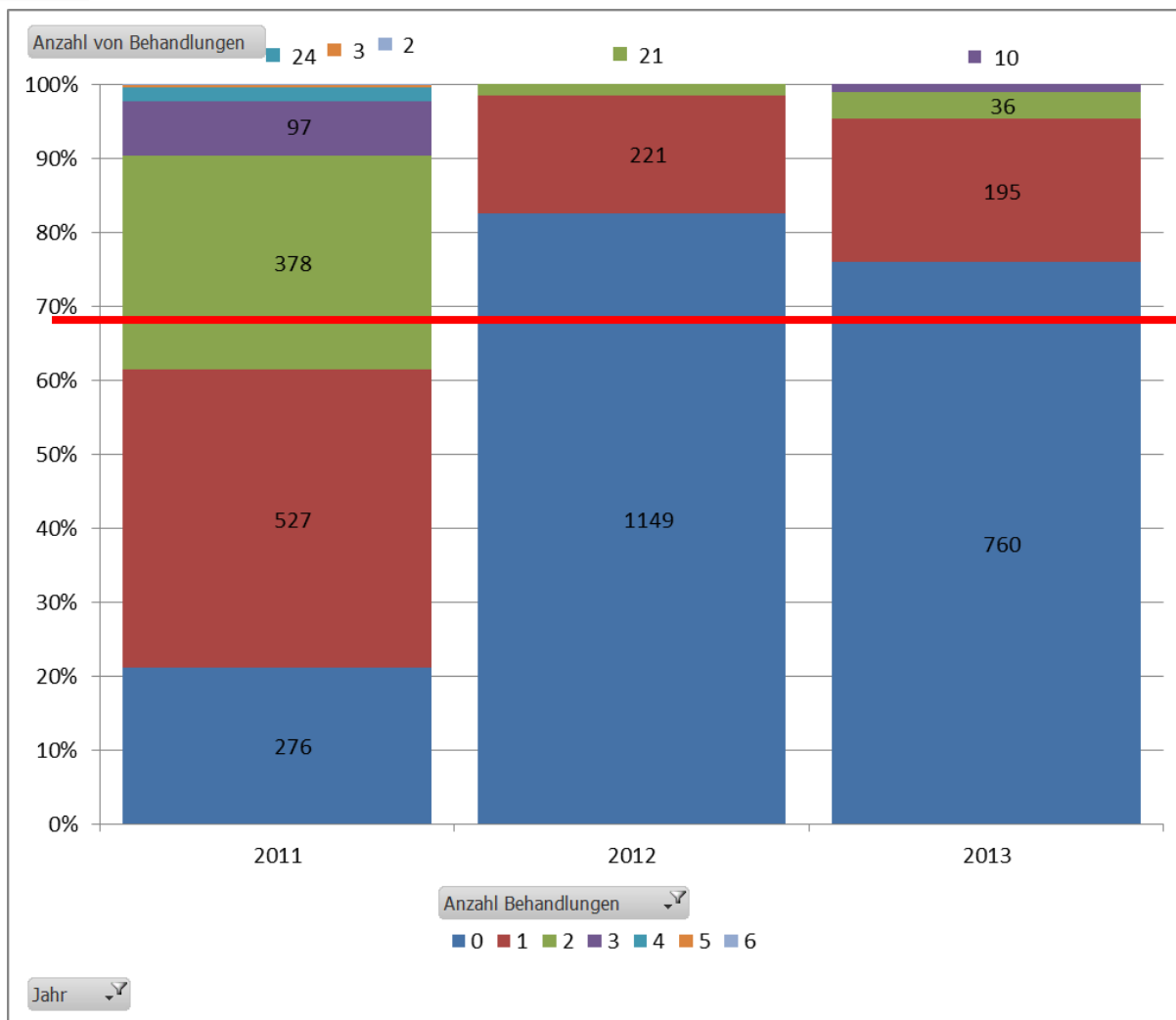
Use of antibiotics

- **WIESENHOF-Contract Farmer gets a bonus for antibiotic free rearing (1 Cent / kg bw)**
- **Meanwhile a lot of farmers are able to rear chicken without any treatment**



WIESENHOF

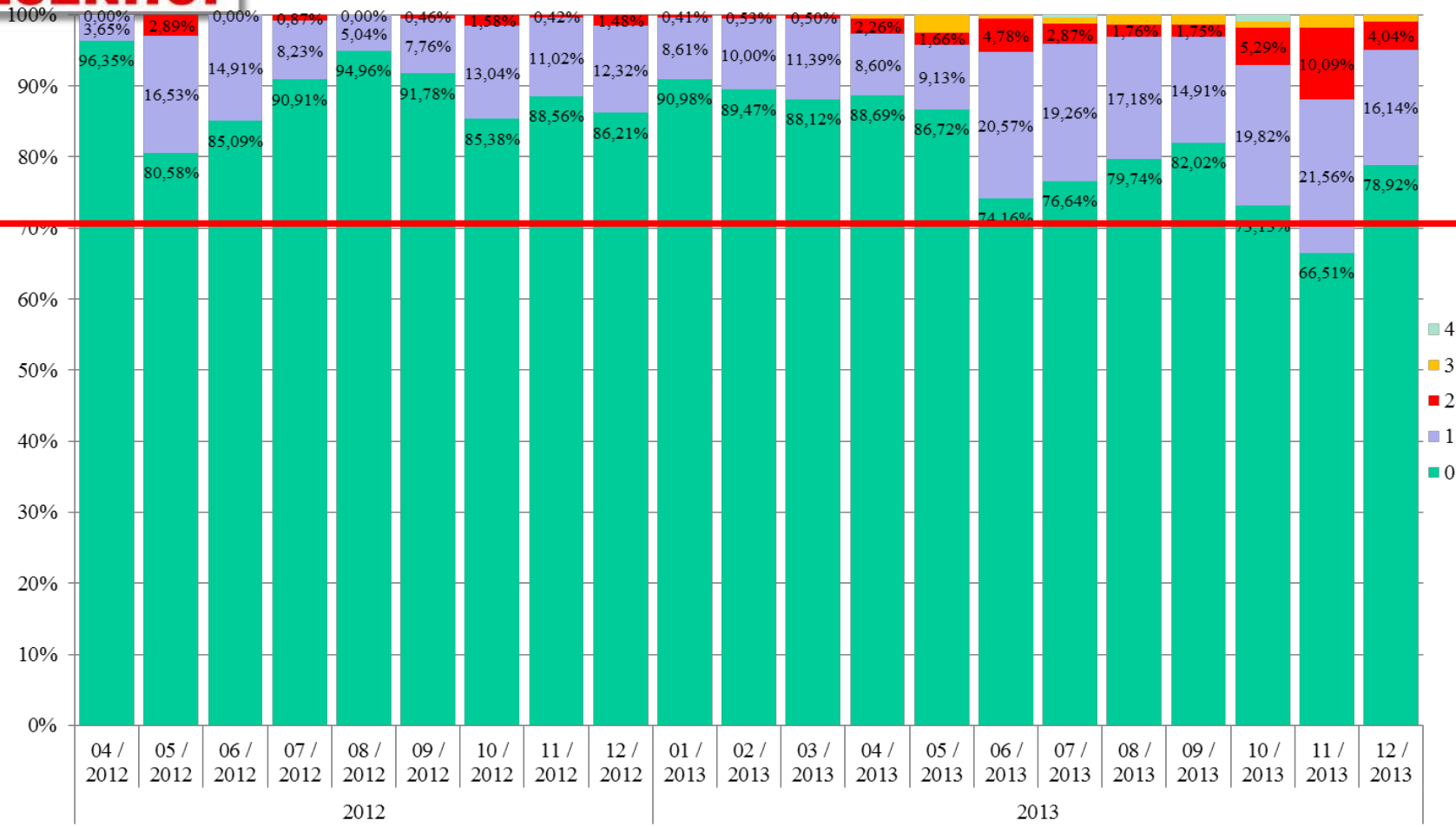
Number of treatments





WIESENHOF

Number of treatments in % of all flocks



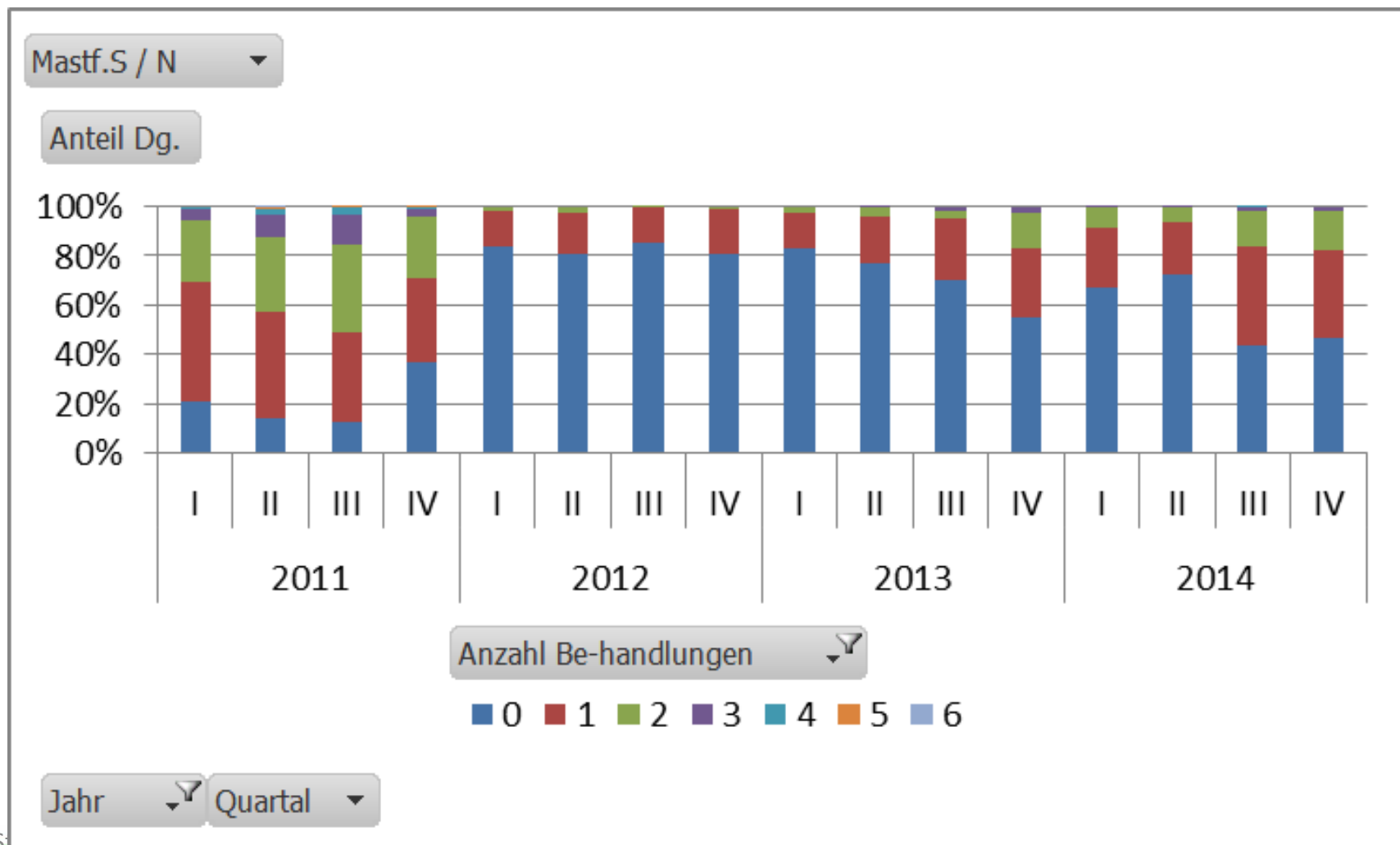


Number of treatments



WIESENHOF

% of flocks and number of treatments per cycle :





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CO₂ - footprint

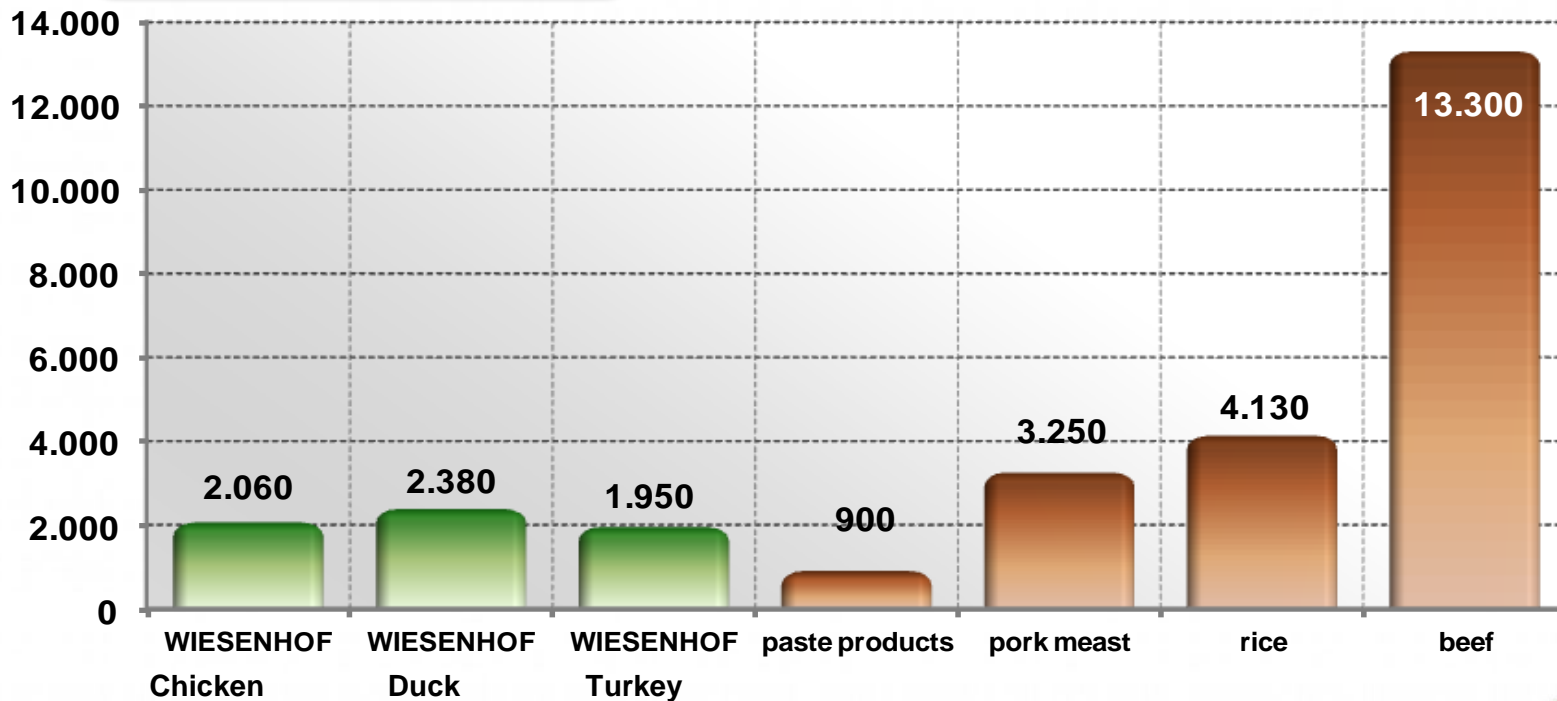
Comparison g CO₂ / kg)

Net slaughterweight:

2,06 kg CO₂ per kg chickenmeat

2,38 kg CO₂ per kg duck meat

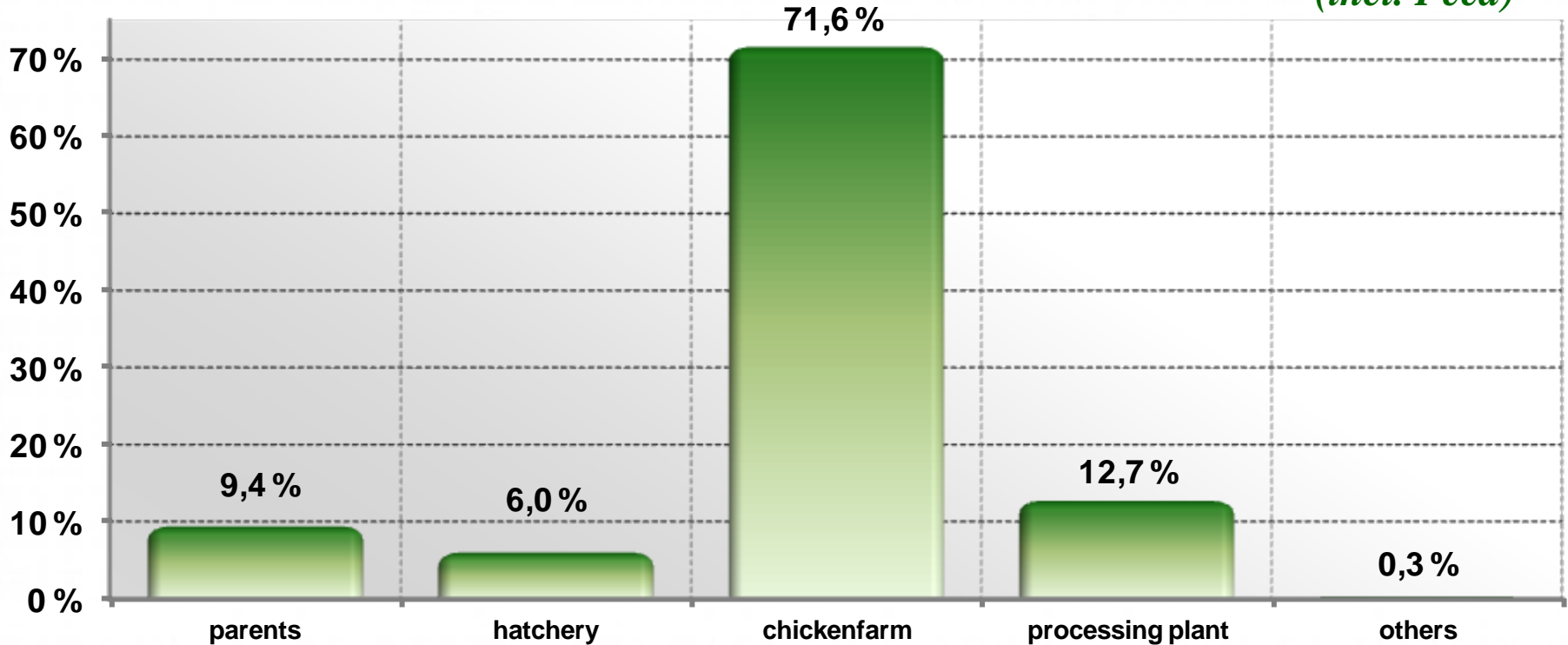
1,95 kg CO₂ per kg turkey meat





CO₂ – footprint (Chicken)

*% CO₂ in each part of the chain
(incl. Feed)*



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Bio-Sprit out of poultry fat

Savings of 74.000 to CO₂-Emissions per year



**Management for Energy Reduction:
2011 WIESENHOF starts with a
certified Energy Management-Systeme
according DIN EN 50001**

**Continuous improvements of the energy
consumption and involvement of all
employees in this process**



Electricity from Waterpower:

Since January 2011 WIESENHOF with „clean“ electricity which is 100 % CO₂-free.

Savings of up to 60.000 to CO₂-Emissions per year

This corresponds emissions of round about 250.000 Inlandflights over a distance of 800 km.



Thanks for your attention

