

AVARA FOODS SUSTAINABLE POULTRY ROADMAP

ABOUT AVARA FOODS

Avara Foods is one of the UK's largest producers of poultry, providing food for a quarter of UK families each week. We have been part of the Herefordshire community since the early 1960's and remain the county's largest private employer, with 2,000 people working across our operations locally.

DETERIORATION OF THE RIVER WYE

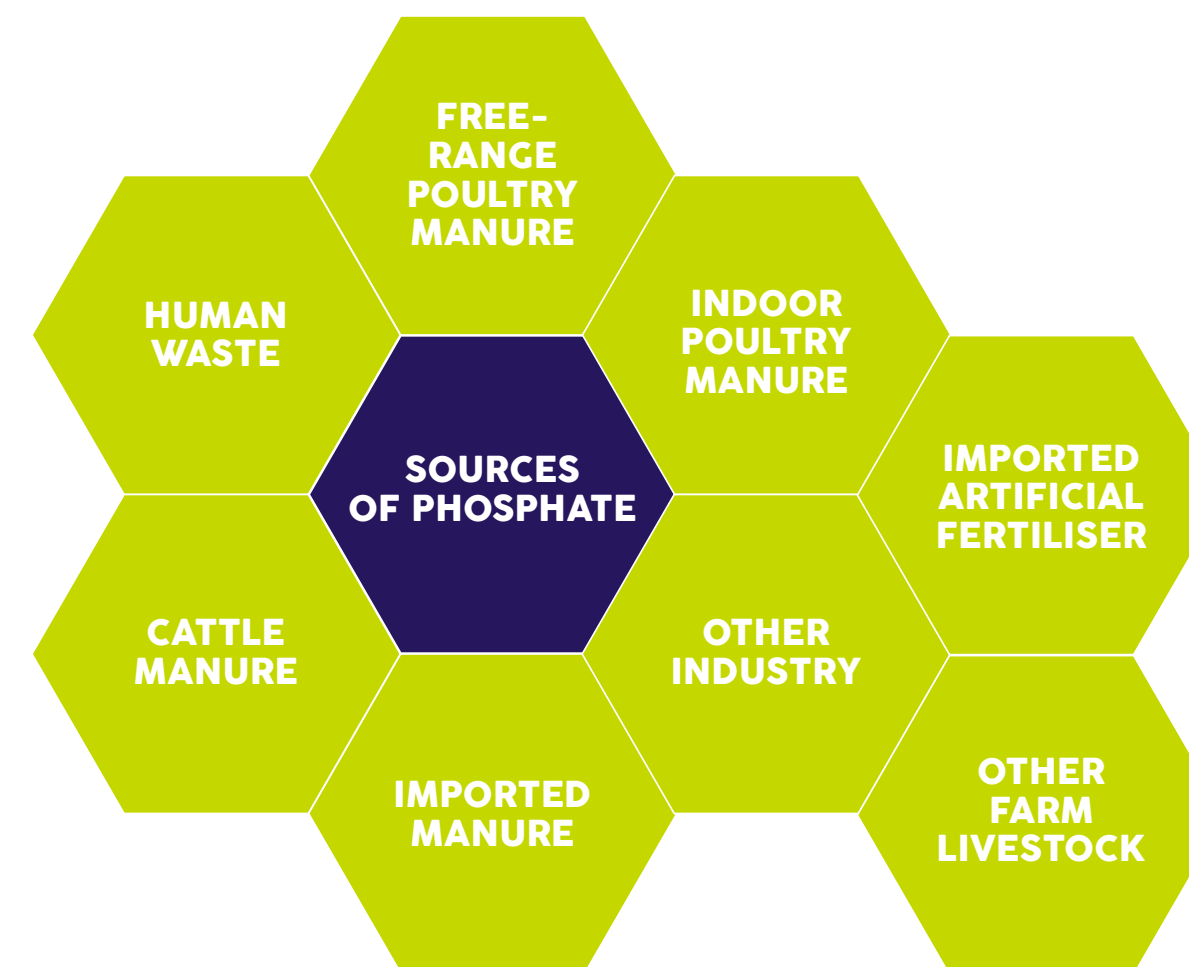
The water quality of the River Wye is a cause for concern and centres around algal blooms, which grow quickly in hot weather and lower river levels, reducing the oxygen content, killing aquatic life and impacting on the water quality.

Algal blooms are exacerbated by levels of phosphate pollution and, in the case of the Wye, they originate from numerous sources including sewage treatment facilities and agricultural activities.

AVARA'S IMPACT

Around 120 individual farms make up our supply chain in the Wye catchment and they produce just under 160k tons of manure each year. Indoor poultry farms are enclosed and do not directly contribute manure to the soil. However, there is an indirect risk, from farmers using the manure on their own land, or from selling it to third parties to be used as fertiliser.

Origins and uses of phosphate in the Wye catchment:



Source of phosphate within the catchment

Current situation:



Proposed manure management:



Avara and its farmers will take accountability for the phosphate in its supply chain.

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AVARA ACTION

Avara has already begun taking action to mitigate its impact on the River Wye. Since 2016 we have successfully reduced the amount of phosphate in our feed by 27%, without compromising the nutritional value or bird welfare. Over the next 2 years, we will take further action such that our supply chain no longer contributes to excess phosphate in the River Wye. We will do this through:

- Accurate data that enables targeted intervention
- Further developments in feed, to reduce phosphate without compromising bird welfare
- Supporting alternative, sustainable homes for poultry manure
- More robust nutrient, soil and manure management standards

Importantly, this work will be undertaken in partnership with our farmers to manage the transition to a different model for poultry manure that works for both Avara and our farmers, and that is commercially viable and sustainable.

By 2025, our supply chain will not contribute to excess phosphate in the River Wye.

