

Following the implementation of manure exports from catchment and the roll-out of soil management assurance standards, the impact of Avara’s supply chain in the catchment, even indirectly, will be negligible.

Avara Foods is not a direct contributor to pollution in the River Wye, because there is no contact between land and manure from our farms, unless it is used elsewhere in the catchment as fertiliser. Despite this, we recognise its potential impact, if used inappropriately.

In January 2023 we published our [sustainable poultry roadmap](#) and, subsequently adapted those plans to make a more immediate impact. This has resulted in two significant developments:

- **Effective from January 2024, manure from Avara farms is not available for purchase as fertiliser within the catchment and is, instead, being exported.**
- **All Avara farms intending to use using their poultry manure, or digestate, as fertiliser, will begin the audit processes under the new soil assurance standard that we are piloting for Red Tractor, starting from the end of the current restrictions over manure application to the land.**

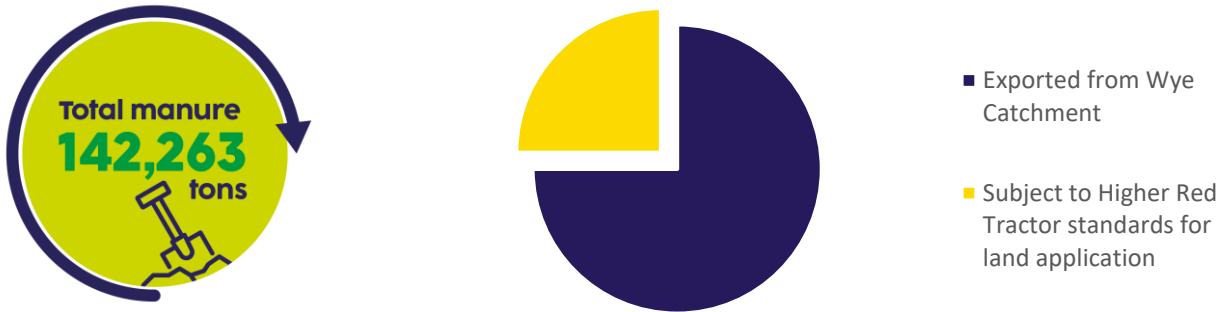
This means from January 74% of Avara manure is being exported and 26% is remaining under the higher assurance pilot. However, if farms in the catchment replace this manure with fertiliser from other sources, without adequate assurance, we anticipate our actions will have very little impact on the health of the river.

Diverting Manure

Under our agreement, any manure not required by the originating farm must be diverted away from catchment land, with full traceability over the end destination. As a result, we expect that, on average, 2,000t of manure will be exported each week.

We are confident that this will directly influence the supply of poultry manure in the catchment, however, it does not address demand, and there is evidence that Avara manure is already being replaced by out-of-catchment imports. This makes the need for greater assurance over soil and nutrient management across the catchment vital.

Poultry manure destination 2024

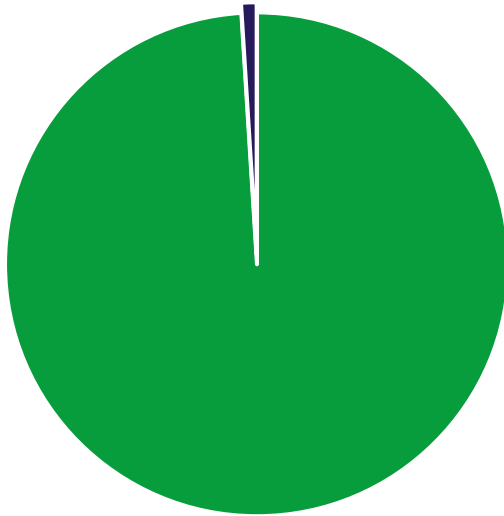


We are updating our data using the latest available figures and will publish this update separately and in more detail. There remains a significant data gap in the catchment, particularly regarding nutrient origins and flow; most of which is unaccounted for.

Progress

While we are close to achieving the objectives of our roadmap, unless similar action is taken elsewhere, the issue of excess nutrient in the catchment will not be materially affected.

The scope of our enhanced standards pilot covers a fraction of catchment agriculture



Total arable farms in catchment
Total arable farms in Avara pilot

Soil standards

The majority of our farms are exporting manure out of the catchment, but it is important that we have evidence of good practice for those retaining manure for use elsewhere on their farming estate.

Following trial and consultation, Red Tractor have published the final standards and we have shared these with our farming partners, ahead of audits which we expect when the current restrictions for manure spreading come to an end.

Greater assurance over 30 catchment farms is a good start, but this approach needs to be extended far more widely to make any meaningful difference. There are 3500 arable and fresh produce farms in the catchment.

Technological solutions/circular economies

We continue to work with in-catchment projects that have the potential to unlock more of the value within poultry manure and, in doing so, divert more P away from catchment land.

We are also in early discussion with a pyrolysis operator, to understand more about the potential benefits and how we might work together.

The planning process is critical in the development of many long-term solutions. Unexpected delays in decision making can create issues and pose a potential barrier to the successful implementation of projects.