

Episode

2.3

SHOWCASE

INNOVATION

Sustainability in the Canadian Egg Industry - Translating Science into Practice

Featuring Dr. Nathan Pelletier, Professor, University of British Columbia



'Taking concrete steps to understand, measure and manage sustainability is of growing salience for the poultry industry.'

Taking concrete steps to understand, measure and manage for sustainability is of growing salience for the poultry industry with respect to (1) meeting emerging regulatory requirements, (2) continued profitability and (3) maintaining social license and market access in an increasingly competitive sustainable foods marketplace. Over the past five years, as part of the NSERC/Egg Farmers of Canada Industrial Research Chair in Sustainability, the Food Systems PRISM Lab at the University of British Columbia has collaborated with Canadian egg farmers in order to create a rigorous, transparent and reproducible basis for sustainability measurement and management in the egg industry. This presentation will review the key components and outcomes of this research program, which have culminated in creation of the National Environmental Sustainability Tool (NEST). NEST is an online, farm-level sustainability decision support tool that is now freely available for use by all registered egg farmers nationally. The presentation will conclude with a preview of anticipated research over the next five years in order to continue to develop the NEST tool and to support the egg industry in identifying and implementing an achievable roadmap towards a net zero greenhouse gas emissions egg industry.

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The Innovation Showcase is presented monthly by the Poultry Innovation Partnership and hosted by Brenda Reimer & Valerie Carney. Learn more at: poultryinnovationpartnership.ca/innovation-showcase

