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FREE-RANGE CHICKENS AND SIGNS OF QUALITY

A Newsletter of USAID's STOP AI Vietnam Activity

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DISCLAIMER

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EDITORIAL

Dear free-range chicken farmers and other partners,



Chickens in a farm of An Think company, Ba Ria - Vung Tau province



Mr. Tuong, a farmer in Binh Duong, with his Tau Vang chicken



We are glad to introduce to you the second newsletter of “Free-range chickens and signs of quality”. Over the past 4 months, the four initial supply chains have made great progress on implementation of Good Animal Husbandry Practices. The existing slaughterhouse in Hanoi province has been upgraded and Proconco is now able to advertise to their customers that the “Ga Label” Chicken complies with Good Animal Husbandry Practices and Good Slaughtering Practices. During the coming 4 months, the other supply chains and the project team will heavily focus on the building 3 to 6 new small-scale slaughterhouses, implementing Good Slaughtering Practices and on ensuring that the first customers for these new types of free-range chicken products are satisfied with the quality.

I insert here a quote from Dr Ann Fanatico, well-known specialist of free-range poultry in the USA: “Interest in specialty poultry production is growing in the U.S. Many small farmers raise poultry with outdoor access, or they may raise a heritage American breed. Many consumers would like to buy poultry meat and products from these specialty birds. However, one problem is that there are few processing facilities that provide poultry processing services for independent producers. Very large poultry processing plants are usually only set up to process their own birds.”

Over the last 4 months, we have fully realized how important it will have been to try and address this issue of slaughtering / processing facilities in Vietnam within the STOP AI project. In the future, the multiplication of numerous small-scale poultry slaughterhouses (as long as they are compliant with some Good Slaughtering Practices) may represent one of the key solutions to maintain the diversity of the Vietnam’s poultry sector, to upgrade food safety standards and to control Avian Influenza in a more sustainable and cost-effective manner.

Enjoy the reading of this newsletter!

On behalf of the STOP AI/ Vietnam project

Patrice GAUTIER

Team Leader

STOP AI/Vietnam

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THE PROJECT'S OBJECTIVES

When this project was introduced in Hanoi and HCMC and discussed with a range of stakeholders last January 2009, many people mentioned that it would be extremely difficult to achieve results in a project of just 12 months. Despite some delays, it looks like that all the supply chains will have started to commercialize chicken products by the end of 2009. Below, we detail two groups of results that the project is expected to achieve: firstly, that at least 6 supply chains are successfully strengthened; secondly, that other stakeholders are well informed about the project experiences with the aim to further develop the concept with the existing and some new poultry supply chains.

Results / Group 1

At least 6 supply chains have been strengthened with the below characteristics:

- A. The chickens farming system is both slow-growth (minimal slaughtering age of 80 days) and free-range (chickens are allowed to roam outside the pens in a fenced yard from 40 days of age until slaughtering age).
- B. Farms & slaughterhouses comply with the Vietnamese regulations. In addition, they comply with some Good Animal Husbandry Practices (GAHP) and with some Good Slaughtering Practices (GSP).
- C. The farmers are able to commercialize their chicken products and make a profit.

The above results should be objectively verifiable as follows:

- For (A): by visual observation of the farms and by checking the farms' records.
- For (B): by checking the signed authorizations from relevant Vietnamese public agencies, by reading the GAHP and GSP umbrella documents and by reading the project's inspection reports.
- For (C): by reading the economic analysis calculated over one or more batches of chicken products sold.

Results / Group 2

Other stakeholders are well informed about the project experiences with the aim to further develop the concept with the existing and some new poultry supply chains.

- A. Availability of the following materials in English & Vietnamese:
 - Guidelines on Good Animal

- Husbandry Practices for Free-range Chickens
- Guidelines on Good Slaughtering Practices for Small-Scale Poultry Slaughterhouses
- A textbook on Poultry Diseases
- A Batch Recording Book
- A note on "Why and how to build and operate a small-scale chicken slaughterhouse"
- A video on small-scale chicken slaughtering

- B. Organization of some study tours between end of 2009 and early 2010
- C. Organization of a stakeholder workshop in Hanoi early 2010.

THE PROJECT'S BENEFICIARIES



Current STOP AI targeted supply chains

The beneficiaries of the STOP AI project represent fairly well the great diversity of the chicken sector in Vietnam:

1. Proconco is a leading feed company which has developed a small additional business in Hanoi province with a fully integrated free-range chicken supply chain consisting of a parental stock farm, around 50 farmers, a slaughterhouse and a marketing team.
2. Go Cong cooperative in Tien Giang province is a strong small cooperative with 10 members with a parental stock farm, a hatchery and some outgrowing farmers.

3. M. Tuong (Phu Giao, Binh Duong province) was working individually with his free-range chicken farm (parental stock; hatchery; broiler farms) before two neighbors joined him and set up a club.
4. An Thinh company, owned by M. Quang in Vung Tau province, is a large free-range chicken farm now sourcing its chicks from Go Cong Cooperative.
5. Mrs. Tam (Dinh Hoa, Women's Union, Thai Nguyen province) started a small farm in 2005 with support from an NGO and raised chicks from 1 day to 21 days old before selling them to neighbors.

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6. The Black-Bone-Chicken JSC was set up in Ha Giang province with previous support from research organizations and with current support from Caritas (a Swiss NGO). It includes a parental stock farm, a hatchery and outgrowing farmers.
7. The Golden Rice cooperative in

Bac Giang province is involved in growing chickens.

To summarize, the beneficiaries include: a large company, a medium company, a small company, an experienced cooperative, a young cooperative, a small club of farmers and a group of farmers supported by a Women's Union. This diversity

has made the project team adapt its support according to their individual needs. This diversity also means that free-range chicken farming is far from being a backward farming system but is actually a farming system that is favored even by some very professional producers.

SUMMARY OF PAST ACTIVITIES (02/2009 TO 08/2009)

Following some research work conducted in 2008 and two stakeholder workshops organized in Hanoi and HCMC in January 2009, this project started in February 2009 for a projected 12-month duration.

- Set up of project teams by ASVELIS (for farming & slaughtering aspects) and by MDI (for marketing aspects).
- Literature search and review.
- Production of one project newsletter in English & Vietnamese.
- Support to 4 initial supply chains from March 2009 and to 3 additional ones since August 2009.
- Signature of Memorandum of Understanding with each supply chain.
- Numerous visits to the farms, slaughterhouses, retailers, local administration (veterinary & environment).
- Discussions with the central Department of Animal Health and Department of Animal Production.
- Experience sharing with free-range poultry stakeholders in Philippines, Thailand, Europe and USA.
- Visits of farms and slaughterhouses in France, Thailand and Philippines (outside the project's budget)
- Design of standards for free-range chicken farming.



IN PHOTO: Mr. Dien, STOP AI northern technical officer, is giving a presentation on STOP AI Vietnam overview in the tasting event organized in Dinh Hoa district

- Design of Good Animal Husbandry Practices specific for free-range chickens.
- Design of Good Slaughtering Practices for Small-Scale Slaughterhouses.
- Design of a model for the building and running of small-scale poultry slaughterhouses.
- Support to implementation of GAHP for all supply chains and of GSP for one existing slaughterhouse (Proconco).
- Collection, analysis and reporting of technical and economic performances of the supply chains
- Inspection visits to check compliance with GAHP and GSP.
- Organization of purchase of slaughtering equipment from abroad and from Vietnam to equip up to 6 new slaughterhouses.
- Design of one website.
- Assist in commercialization of chickens from Dinh Hoa and BBC supply chains.
- Quarterly reporting on progress made.

Marketing activities undertaken by MDI commenced in June 2009 and the below activities have been undertaken:

JUNE

- Developed range of proposed

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“Umbrella” designations for free range chicken under the project.

- Developed brief information sheet for wholesale buyers of free range chicken – used as marketing tool for meetings with potential buyers.
- Developed information sheet for direct promotion of free range chicken to retail buyers – using as direct marketing tool with potential individual retail customers.
- Worked with Proconco to identify their existing customer base, previous customer base and locations where they have not been successful in gaining sales. Based on this jointly developed a marketing plan with Proconco to target (i) larger supermarkets and wholesalers; (ii) larger international schools and kindergartens; (iii) restaurants serving foreigners; (iv) restaurants serving Vietnamese people and foreigners but utilizing Proconco style chicken; (v) Catering Services; (vi) individual customers; (vii) hotels; and (viii) minimarts
- Identified initial target customers under each category and make marketing visits either in conjunction with Proconco or utilizing MDI staff only.

JULY

- Commenced promotion campaign with the Betterday shop, with poster and information sheets. One information sheet given to each customer making purchases in the shop.
- Commenced promotion on internet, with information available on Betterday website and on social networking sites such as New Hanoian.
- Developed material and mailing list for email campaign and letterbox drop
- Undertaken market scan and survey in Thai Nguyen City to evaluate potential market and entry points for chicken from Dinh Hoa. Developed contacts with a number of potential buyers/wholesalers including 6 main potential buyers



IN PHOTO: Mr. Diep is showing Tuyen how to use the self-made machine of Go Cong cooperative to check hatchability

- Prepared report on Thai Nguyen results to stimulate discussion about relative merits of targeting Thai Nguyen and/or Hanoi as a market for Dinh Hoa Chicken.
- Identified the main potential trade shows to introduce products to consumers.

AUGUST

- Ongoing meetings and discussions with Proconco and Dinh Hoa group relating to marketing planning.
- Meetings and discussions with Phuc Thinh company on the potential for Phuc Thinh to purchase Dinh Hoa Chickens
- Finalize “Naturally Vietnam” logo, posters and stickers
- Prepare draft flyers for supply chains
- Assist Proconco in successful negotiations with Metro and Big C for sales of “Naturally Vietnam”/“Ga Label” chicken
- Targeted direct promotion of “Naturally Vietnam” chicken undertaken through email campaigns and leaflet drops.
- Commence pilot marketing of “Naturally Vietnam” Chicken in two shops in Tay Ho District and one catering service in Hoan

Kiem. Pilot marketing of both Proconco and Dinh Hoa chicken undertaken and feedback gathered from customers.

- Further negotiations with potential customers in Thai Nguyen

SEPTEMBER

- Continue pilot marketing in Tay Ho pending certification of slaughterhouse
- Finalize the booking for 2 trade fairs – HCMC Food and Drink Expo and SMECOOP exhibition in Hanoi
- Commence planning and discussion for VTV2 “Farmer’s Friend” program to make video presentation on “Naturally Vietnam”, including Dinh Hoa and Proconco chicken supply chains for broadcast in November.
- Hold marketing workshop/meeting in Phuong Tien Commune – Dinh Hoa to introduce Dinh Hoa chicken raising system and quality system to interested buyers from Thai Nguyen City.
- Held meeting with new marketing staff of Proconco on 15th September to agree on marketing strategies and how MDI can assist Proconco in accessing more institutional/school markets.

REMAINING ACTIVITIES (09/2009 TO EARLY 2010)

Tasks related to production & GAHP

- Overall coordination
- Finalize the guidelines on GAHP, share the document with the producers, ensure the producers understand the document
- Inspect/score the implementation/compliance with the above standards & guidelines
- Information sharing with Departments of Animal Health and Livestock Production
- Assist in disease issues (even those without a risk for human health)
- Analyze technical & economic performances

Tasks related to slaughtering & GSP

- Overall coordination
- Finalize the design of slaughterhouses
- Finalize purchase of equipments and assist in their set up
- Finalize the guidelines on GSP, share the document with the slaughterers, ensure that the slaughterers understand the document
- Inspect/score the implementation/compliance with the above guidelines
- Information sharing with Departments of Animal Health and Livestock Production
- Assist in dealing with food safety issues (in collaboration with meat inspectors from District Veterinary Stations)
- Analyze technical & economic performances

Tasks related to project & information management

- Finalize educational materials in Vietnamese & English
- Produce the Quarterly Progress

Reports (Oct. and Jan.) and the Final Report (early 2010)

- Organize study tours to visit the supply chains
- Internal/External communication through the contents of newsletter & website
- Organize the final workshop in early 2010

Tasks related to marketing

- The initial planning is being revised in consultation with the supply chains.



IN PHOTO: Chickens in Go Cong cooperative



IN PHOTO: Chickens in Ga Tau Vang Xuan Tuong club

GOOD PRACTICES: GUIDELINES, TRAINING & INSPECTION

After reviewing several documents from Vietnam and abroad, looking at existing free-range poultry supply chains in Vietnam, Europe and USA and discussing information provided by the project's supply chains, we have come up with a final draft version of two documents entitled:

- Guidelines on Good Animal Husbandry Practices (GAHP) - for free-range chickens
- Guidelines on Good Slaughtering Practices (GSP) - for small-scale poultry slaughterhouses

These two documents can be found in English & Vietnamese on www.tunhienvietnam.com (or www.naturallyvietnam.com) and we look forward to receiving comments and suggestions.

These two documents combine many

constraints (but feasible ones) for the supply chains to ensure that the final chicken product meets high quality standards. Some of these constraints are:

- A maximal density of chickens per meter square
- The use of a slow-growth breed
- The obligation to let the chickens go outside everyday in a fenced yard
- Adequate level of biosecurity
- Supervision by a licensed veterinarian of all batches of chickens
- Use of feed that does not contain ingredients that are harmful for consumers
- Protection of the environment

- Animal welfare
- Data recording to enable inspection and to indicate traceability (use of the Batch Recording Book)
- Minimal age of chickens before slaughtering
- The stunning of live chickens before bleeding
- The disinfection procedures in slaughterhouses
- The use of white tiles on walls and floor of the slaughterhouses for better indication of its cleanliness
- The avoidance of cross-contam

UPGRADING SLAUGHTERING AND HYGIENE PRACTICES IN AN EXISTING SMALL-SCALE POULTRY SLAUGHTERHOUSE

The free-range chicken supply chain of Proconco in Hanoi province was one of the initial supply chains identified by the project. Implementation of Good Animal Husbandry Practices started in April 2009 in the farms. The first chickens compliant with GAHP were to come for slaughtering in July – August 2009. It was therefore during July that the slaughterhouse that had been used by Proconco over the last 5 years went through a series of upgrades both in terms of equipment and of workers' practices.



IN PHOTO: A surprised visit to Proconco slaughterhouse in August 19, 2009

The slaughterhouse is 78 m² (13m x 6m), divided in four rooms, which are split one from the others by plastic fences (2 m height). Four to eight employees slaughtered every evening (from 00h00 to 05h00) from 100 to 300 chickens. The whole process for improving the building and for implementing good slaughtering / hygiene practices took around 6 weeks. It was organized as follows:

- *Pre-audit:* 1 audit during the slaughtering practice and 1 audit during the day have been performed to determine the pros and cons of the current practices. This enables ASVELIS to advise on what equipment had to be purchased, what materials had to be refurbished and to prepare the organization of appropriate training sessions. The audit conducted during the day is essential to accurately decide on how premises are

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to be improved.

- *Refurbishment of the building and equipment:* It took 2 weeks to refurbish the building (cementing, painting, electricity replacement...) and to purchase new equipments (pest fighting equipments, plucking machine, trolley, set up chilling room, stunning machine...)
- *Training of the workers and managers:* July 6th, 2009, 4 hours.

Theory

- First presentation: "Prevention of microbial contagions and microbial developments when slaughtering chickens", to increase the awareness of microbial contagions and good hygiene prac-

tices.

- Second presentation: "Good slaughtering practices", to explain the new practices to respect animal welfare, to reduce the risk of contamination, to guarantee the sanitary quality of carcasses at the end of slaughtering.

Practical

- About twenty chickens were slaughtered at a slow pace by the trainers according to the good slaughtering practices.
- The demonstration was also the occasion used to train the workers about the new techniques with new equipments: stunning (less damage to the chickens), bleeding, blowtorch (help remove

small remaining feathers and reduce microbes on the carcasses) and evisceration.

- After slaughtering, a practical training about cleaning and disinfection was performed.

Following the above training sessions, visits by ASVELIS experts were then frequently conducted (once a week) during the slaughtering of chickens at night. These visits initially aimed at providing additional on-the-job training. Less frequent visits (but at least once a month) and usually without notice are now being organized and are called "inspection" visits.

UP TO 6 NEW SMALL-SCALE POULTRY SLAUGHTERHOUSES TO BE BUILT IN VIETNAM

When designing this project, we knew that the project would only be successful if very significant improvements would be made at the slaughtering stage. Indeed, although much has been done, especially since 2004 with the start of HPAI, on improving the poultry farming, not much attention had been given to slaughtering. Even if Vietnam regularly has outbreaks of Avian Influenza, it is not so difficult to maintain many types of poultry farms (even free-range ones) free of HPAI.

However, we did not expect that improving this slaughtering stage would be such a big challenge. We have now come up with a good model for new small-scale chicken slaughterhouses in Vietnam. This was possible after several actions including:

- Learning from experiences from Europe and the USA in small-scale poultry slaughtering. Dr Richard Bonne, a food safety veterinary specialist with decades of experiences in France and many developed and developing countries, has been a key advisor to the Asvelis team. Also, the video of small-scale chicken slaughtering that was taken in France was essential to convince the producers and other stakeholders of the adequacy of these small slaughterhouses for the Vietnamese context and of their simplicity. Finally, 3 small-scale



IN PHOTO: A slaughtering section at Ga Label supply chain (Proconco)

slaughterhouses were visited in France during the vacation of our 2 French experts.

- Careful reading of the Vietnam-

ese legislation for both food safety and environment aspects of slaughterhouses. Documentation was also taken from OIE, FAO and the Codex Alimentarius.

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- Hands-on upgrading of the existing slaughterhouse of Proconco in Soc Son, Hanoi, with support from Ms Cecile Guyader, a engineer student from Brest (France) School of Microbiology & Food Safety, during her internship with Asvelis during summer 2009.
- Discussions with the project beneficiaries especially with M. Tuong (Binh Duong) and with M. Kiet (Tien Giang), with Department of Animal Health, Department of Livestock Production and with Thai Nguyen, Binh Duong and Tien Giang Sub-Depart-

ments of Animal Health.

The new slaughterhouses that will be established from September until December 2009 will have the following characteristics:

- Located very near the poultry farms
- Owned by the producers themselves
- Investment capital:
 - Land & building from producers. More or less 80 millions VND for the building.

- Equipment from USAID (except for Ha Giang which will be supported by Caritas). Up to 160 millions VND per slaughterhouse.

- Surface of around 40 m2.
- Compliant with local environmental regulations

We will have much more to describe when the first ones are completed and operational, which is expected during November 2009.

WHEN WILL THE NEW CHICKEN PRODUCTS START TO BE COMMERCIALIZED?

Within the STOP AI project, ASVELIS currently audits and certifies the supply chains. If time and funding permits, an independent third party certification body may be used in the future to provide an extra layer of quality assurance. The chicken products can only be sold if our veterinarians have recently inspected the farms and the slaughterhouses to check their compliance respectively with Good Animal Husbandry Practices and with Good Slaughtering Practices. The below tables indicate for each supply chain when the commercialization of their first GAHP & GSP compliant chicken products has started or will start.

In the North:

Supply Chain	Availability of live chickens produced according to GAHP	Availability of chicken carcasses produced according to GSP
Proconco Soc Son Hanoi	Since 08/2009	08/2009
ATK Dinh Hoa Thai Nguyen	Since 08/2009	Possible own slaughterhouse in 12/2009
BBC Quang Ba Ha Giang	Expected for 12/2009	Possible slaughterhouse in 12/2009
Golden Rice Coop. Yen Dung Bac Giang	Expected for 12/2009	Possible slaughterhouse in 12/2009

In the South:

Supply Chain	Availability of live chickens produced according to GAHP	Availability of chicken carcasses produced according to GSP
Club Phu Giao Binh Duong	12/2009	Planned with own slaughterhouse in: 11/2009
Go Cong Coop. Go Cong Tien Giang	11/2009	Planned with own slaughterhouse in: 11/2009
An Thinh Ltd. Phu My Ba Ria - Vung Tau	11/2009	Possibility of own slaughterhouse in: 12/2009

WHY DO CONSUMERS PREFER THE “NATURALLY VIETNAM” FREE-RANGE CHICKEN?

For consumers, there are many reasons to prefer the “Naturally Vietnam” free-range chickens:

Food safety and traceability

- The farms are inspected for their compliance with Good Animal Husbandry Practices.
- Chickens are slaughtered in facilities that are approved and regularly inspected by Government vets and in addition inspection visits are conducted to check compliance with Good Slaughtering Practices.
- It is possible to trace the chicken carcass that is in the kitchen back to the farm it comes from.



IN PHOTO: Free-range chickens in one of the Proconco farms in Soc Son

Taste

- Especially because of the breed and because the chickens have to be at least 80 days when slaughtered.
- Only sold fresh.

Nutrition and prevention of human health problems

- Chickens can eat grass. The meat from free-range chickens therefore contains much more Omega-3 fatty acids (“good” fats) than the meat from industrial / indoor chickens. The meat is also richer in vitamin E, beta-carotene, and vitamin C.
- Furthermore, the meat does not contain traces of added hormones, antibiotics or other drugs.

Environment & rural economy

- Only simple chicken houses are necessary, and trees are usually present in the grazing areas that provide shade for the birds and additional farm income.
- Slaughterhouses must be authorized by local environment office.
- Provides incomes and employment for rural families in Vietnam.

Animal welfare

- From 40 days old, chickens have access to a fenced yard every day where they can walk and run almost freely (at least 2 m² of space per chicken)
- Stress of the chickens is limited

as the slaughterhouses are equipped with a small stunning machine that anesthetizes the live chickens before they are killed.

Price

- The price is acceptable to consumer and farmer because there are little or no costs associated with “middlemen” and brokers between the farmer and the retailer.

EXAMPLE: FIRST SALES OF THE “GA LABEL” CHICKENS

Customers have given very positive feedback on the eating quality of the chickens, in particular the taste of the meat and also the texture of the meat. Customers also have responded very positively to the concept of natural and humane raising of chickens and also to the concept of close supervision of raising, processing and transport of chicken, which they feel gives much improved food safety and quality. A number of customers now are placing regular orders for chicken to ensure supply for them and their families.

EXPERIENCE SHARING: WITHIN VIETNAM

Early September, M. Tuong (leader of the An Linh supply chain located in Binh Duong) visited M. Quang's farm (contract farmer of the Proconco Ga Label supply chain, located in Soc Son, Hanoi).

This is the second time that M. Tuong visited the Proconco supply chain during his private trips from southern where he lives to northern Vietnam, where he was born. However, the first visit had to be at night

because it was organized for him to see the slaughtering of chickens, and thus he could not see the Proconco farm operations.

During the second visit, M. Tuong had the chance to accurately observe the chicken production practices in Quang's pens and yards. The two farmers were then able to exchange many



IN PHOTO: Quang & Tuong with the Ga Label chickens

experiences on feed conversion, disease management, profitability, etc.). It was a truly pleasant and useful hour for both of the two free-range chicken farmers.

The presence of M. Tuong in Hanoi was also the occasion for him to see how practically the Proconco slaughterhouse had been upgraded since the last time he saw it. Finally, he was able to spend one morning with MDI to discuss marketing aspects and one afternoon with ASVELIS especially to discuss about the building, equipment and operation of the future small-scale slaughterhouse proposed for the An Linh club.

The An Linh club will have its first GAHP-compliant live chickens ready to sell in December and the new slaughterhouse is expected to be operational a few weeks before.



IN PHOTO: Tuong at the door of the slaughterhouse of Proconco

EXPERIENCE SHARING: FREE-RANGE POULTRY IN OTHER COUNTRIES

Europe

The European Rural Poultry Association (www.erpa-ruralpoultry.eu) was created in May 2007. Its goals are:

- To defend, by all means, support and develop the production of rural poultry in the European Union. This defense is to be carried out in particular by emphasizing the social links it maintains in rural society.
- To defend the extensive and family methods of rearing, including free range poultry rearing
- To represent its members to European professional and public

bodies, in particular to the European Commission

- To inform its members, coordinate their actions and adopt common positions in order to encourage this defense and representation at European level
- And in general, implement any action to encourage the production and sale of rural poultry and take into account their specific characteristics in the establishment of European regulations and European agricultural, economic and health policies.
- To date, ERPA includes organizations representing rural pro-

ducers of poultry in Belgium, France, Greece, Italy, Czech Republic and Spain.

In France, the biggest organization is SYNALAF (www.poultrylabelrouge.com) was created in 1967 and now includes 25 organizations, 6,000 farmers and 250 companies (hatcheries, feed manufacturers, slaughterhouses, processors). In 2008, they produced 336 millions of eggs (28% of the total egg amount sold in supermarkets) and 101 millions of poultry.

USA

The American Pastured Poultry Producers' Association (www.apppa.

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org) was established in 1997 to assist pastured poultry producers. APPPA encourages people to learn and exchange information about raising poultry on pasture, exchanging techniques, innovations, and advice. In 2008, APPPA consisted of 508 members.

The National Centre for Appropriate Technology (www.ncat.org) is very active in supporting pastured poultry through ATTRA program and the Sustainable Poultry Website (<http://sustainablepoultry.ncat.org/>).

The Philippines

The Philippine Association of Free-range Poultry Advocates Inc. (PAFPAI)

Website: <http://pafpai.blogspot.com>
Email: pafpai2008@yahoo.com

Established in April 2008, The Philippine Association of Free-range Poultry Advocates Inc. is a non-stock, non-profit organization that aims to protect, educate, develop and promote the free-range poultry production method as a legitimate endeavor for farmers. It also aims to provide the consumers' homogeneity and standardization in free-range poultry products that are traceable and thus monitored. Ultimately, PAFPAI aims to protect both the consumers and producers from unscrupulous trade and farm practices

that undermine the health benefits and gustatory delights that free-range poultry gives.

Australia

The main group accrediting free-range poultry meat is Free Range Egg and Poultry Australia (FREPA). FREPA's standards go further than general government welfare requirements and include things such as clearly specifying the quality of the outside environment — it must have vegetation and be able to keep producing it, in addition to shade and shelter.

FREPA regularly audits its members' farms, using auditors not otherwise involved with the poultry industry to increase independence, but there is currently no state or national government supervision of FREPA auditing. FREPA standards cover the following areas: (i) Range Care Standards - Eggs; (ii) Free Range Meat Bird Standards; (iii) Candling, Grading, Storage & Transport Standards; (iv) Egg Room Standards; and (v) Free Range Breeders and Hatchery Standards. More details on the standards can be found at <http://www.frepa.com.au/standards.html>.



IN PHOTO: Free-range chickens in the Philippines

We would like to thank all the free-range poultry or food safety specialists from the above locations for sharing their experiences with us.

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