CORPORATE SOCIAL RESPONSIBILITY
As a customer of Euro Poultry, you get access to a unique world of poultry. We import the best poultry products from the finest poultry producers in the world and deliver them to our customers through our network of wholesale dealers. Across restaurants, cafés, and canteens throughout Europe our poultry products are served in more than 65,000,000 meals per year.

However, we at Euro Poultry want to be more than just a poultry supplier. We want to be your preferred partner and poultry expert who will not only provide you with the best poultry products, but who will also offer solutions and experiences that add value to your daily life.

This is what we call ‘The unique concept’ – and this is in essence the cornerstone of Euro Poultry.

Why CSR?
One of the core values of Euro Poultry is that we make demands – on ourselves, on each other, and on our poultry producers. And when it comes to looking after our planet and all its inhabitants, we most certainly demand that we assume our share of responsibility.

We are running a healthy business with great business partners, loyal customers, and happy employees. In other words, we thrive. This is why we are under the obligation to make sure that others will also thrive – now and in future. And this is the objective of our CSR strategy which we present in the following.

Based on UN Sustainable Development Goals
In 2015, the United Nations introduced 17 global goals for sustainable development to be achieved by 2030. This provided businesses with specific global goals to work towards. Areas of priority on which to focus their resources.

At Euro Poultry, we decided to focus our CSR resources on a total of three global goals. Three areas of priority in which we believe that we can make a positive difference in the world. They are:

- Sustainable Development Goal 3: Good Health and Well-Being
- Sustainable Development Goal 12: Responsible Production and Consumption
- Sustainable Development Goal 13: Climate Action

Through our two strong food service brands, Chefs Club and Top Table, we deliver poultry products to professional kitchens.
As part of the food industry, we can influence the health and well-being of humans to some extent. Our products are prepared, served, and consumed across Europe. Obviously, this makes demands on the products we select from our suppliers.

Poultry – the healthy meat protein

Back in the day, when we made the decision to specialise in poultry, one argument was that this was a way we could advance a healthy meat protein.

Poultry is rich on protein which plays an important role in the building of muscles. It also supports a number of other important functions of the body, such as cells, bones, and the breaking down of harmful substances. Moreover, it is a lean meat protein with a low content of saturates compared to red meats such as beef and pork. Last but not least, poultry – and chicken in particular – is rich on vitamins and minerals which are essential for the body.

In other words, by making poultry attractive for professional kitchens, we do our bit to put more of the healthy meat protein on the menu.

Keyhole symbol – the guide to healthy eating

The major part of our poultry range is labelled with the Keyhole symbol. This is no coincidence.

The Keyhole symbol guarantees that the product contributes to a healthy and balanced diet. In general, this means that the content of fat, salt, and sugar has been cut down and that the food article may also be rich on dietary fibres and wholegrains.

This way, the Keyhole symbol is a guide to healthy eating for consumers, but also for professional kitchens who want to make a healthier choice available to their guests.

Raised without antibiotics

Antibiotic resistance has become a major issue across the globe. Research studies and experts emphasise the fact that if the use of antibiotics in food production, among other things, is not significantly reduced before long, we humans will be facing the risk of developing bacteria which will be resistant to antibiotics.

Currently, 25,000 Europeans die every year as a consequence of antibiotic resistant bacteria. A number which is expected to increase significantly in the years to come, and which, in the long view, will exceed the number of deaths caused by cancer.

Not surprisingly, the World Health Organization has put antibiotic resistance as a threat to public health high on the list of priorities. The solution to the problem is to reduce the use of antibiotics, especially within the healthcare system and animal production. Because fact is that the greater the use of antibiotics, the greater the risk of developing resistance.

At Euro Poultry, we want to contribute to the reduction of antibiotics on a worldwide scale. We already work with
Did you know that more than 60% of consumers are concerned about the use of antibiotics and the risk of it being present in some meat and dairy products? (Source: The Public Health and Safety Organization)

producers who all strive for a minimum use of antibiotics in their raising of birds. As a matter of fact, several of the producers have not been using antibiotics for a number of years.

But in 2019, we took it a step further. We were now able to introduce poultry products raised without use of antibiotics to our customers. The products are labelled with the official Raised Without Antibiotics certificate to testify that the birds have not been treated with antibiotics of any kind, be it through feed, water, or injection.

It is our hope that these RWA products will win attention and gain support from wholesale dealers as well as professional kitchens. This way we can join our efforts to combat antibiotic resistance.

Employee satisfaction
In-house with Euro Poultry we also pay great attention to the well-being of employees in the form of job satisfaction. For this reason, we have taken a number of initiatives to ensure that all our employees will thrive.

Among other things, we have developed an employee manual and initiated employee crownings based on our core values. By means of a lunch scheme, a staff association, and social events we try to make it attractive and interesting to be employed with Euro Poultry. In addition, we focus on educating new trainees across departments, so we can contribute to creating future employees.

Moreover, we have taken steps to ensure that our colleagues across borders will be involved in the best way possible. Our company headquarters are in Aalborg, Denmark, but our consultants are located in Denmark, Sweden, Finland, Holland, and Belgium. In view of this fact, it is important that everyone feels part of the team, and joint meetings at the office, joint celebrations, and daily online interactions are just some means to ensure this.

Team Rynkeby – in support of children with critical illnesses
To promote health and well-being even further, we support Team Rynkeby: a Nordic charity cycling team going from Denmark, Sweden, and Finland to Paris, France, with the objective of raising funds for critically ill children and their families. The funds go to support health scientific research in the field of cancer in children as well as collaborative research across national borders.

In 2018, our General Manager, Mikael Kristensen, decided to cycle the distance from Aalborg to Paris in support of the good cause.
Sustainable Development Goal 12: Responsible Production and Consumption

We import poultry products from select producers around the globe and deliver them to professional kitchens in Europe. Therefore, the global goal of responsible production and consumption is another important focus area for us.

Support for developing countries
Our access to poultry around the world does not only mean that we can hand-pick the best products from the finest producers. It also means that we can support developing countries who meet our high standards in terms of quality, animal welfare, and food safety, among other things.

By purchasing poultry from developing countries, we contribute to securing jobs and enhancing the scale of living in those countries, all while supporting the economy of the country in question. As mentioned earlier, this requires the poultry producer to comply with the same demands that we make on our European partners. Our Code of Conduct is one means to ensure this.

Code of Conduct
When you buy poultry from Euro Poultry, you will automatically also get a service which will bring you peace of mind. We have considered everything which may come into play in terms of sustainability, animal welfare, working conditions, and food safety – regardless of the origin of the products.

We ensure this by means of a Code of Conduct which poultry producers must meet before we can enter into a cooperation. For this reason, all our producers have a wide range of certifications which must be checked and renewed all the time. And we pay regular visits to our various producers to make sure that we can vouch for their production at any time.

We take great pride in the work performed by our producers. Quite often, they exceed European standards – especially in terms of animal welfare. With our producer partnerships we have really proved that national borders do not have to be an obstacle to quality, animal welfare, or food safety. On the contrary.

Reducing food waste
When developing new products and packaging, we always consider how food waste can be reduced. This is one reason why we pack most of our products in bags of 2.5 kg in boxes of 5 kg. Through customer surveys we have come to realise that this is the ideal packing size for small and large kitchens.

Moreover, our frozen poultry products are freezez according to the IQF method. IQF refers to Individual Quick Freezing and ensures that products will not clump together into one large block of ice, but can be removed from the bag individually. This makes it a flexible solution for the customer who can quickly and easily get the number of products to be used for the dishes – and thus avoid food waste.
Did you know that by supporting Euro Foodbank we also contribute to two other of the 17 UN Sustainable Development Goals?

Last but not least, many of our Top Table bags have an integrated zipper. Again, this means flexibility for the customer, and the zip function also prevents white frost from entering the bag. White frost can potentially result in freeze burns on the products which would in many cases lead to unnecessary food waste.

European Food bank
We also work with reduction of food waste in another regard, i.e. in the form of a collaboration with FEBA – Federation of European Food Banks.

Their mission is to combat food waste and food poverty. They do so by distributing surplus food for the benefit of socially vulnerable children, young people, and adults.

However, there is one type of food in particular which FEBA needs and has difficulty obtaining, and that is meat. Therefore, we have entered into a collaboration with FEBA where we donate all our surplus products to them. This allows vulnerable children, young people, and adults to benefit from our healthy and tasty poultry products.

In 2019, we made our first donation of 380 kg to Euro Foodbank. Consequently, we contributed with approx. 3,800 meals for vulnerable children, young people, and adults1.

1 The 3,800 meals are based on 100 gram chicken per serving
Sustainable Development Goal 13: Climate Action

As we do not operate any production facilities ourselves, our carbon dioxide emission is at a minimum. Still, climate is an important focal point for us, and we are making a number of efforts in this respect to take the greatest possible care of the planet that we – and future generations – live on.

The environmentally sound meat choice
A lot of food must be produced to feed the 7.6 billion people on earth every single day. This is why the production of food is one of the major carbon dioxide emitters. However, some food products are less environmentally harmful to produce than others.

When it comes to meat, poultry is much more climate-friendly than e.g. beef, pork, and lamb. As a matter of fact, poultry emits less carbon dioxide than greenhouse greenery. By making poultry as attractive as possible for European menu creators, the emission of carbon dioxide can be significantly reduced. This is what we strive to achieve every day.

Sustainable use of palm oil
Palm oil is a vegetable oil in great demand. Consequently, large areas of rain forest have been cleared to make room for palm oil plantations. This it putting a great number of animal and plant species on the verge of extinction. At Euro Poultry, we adopt a sustainable responsibility approach in our use of palm oil. To the greatest extent possible, we try to limit the use of palm oil in our wide and deep range which currently only includes a handful of products containing palm oil.

In the few instances where our products do contain palm oil, they are always RSPO certified (Roundtable of Sustainable Palm Oil). Among other things, RSPO dictates that palm oil production must not lead to extinction of pristine forests and areas with endangered species. In addition, specific methods of cultivation must ensure that nature and environment are protected in the best way possible. Furthermore, a guarantee must be provided that natives will not be driven away from their “home”.

Euro Poultry is a member of RSPO, so we can also support their good initiatives this way around.

World Cleanup Day
Plastic is a serious threat to our climate – on land and at sea. The consumption of plastic through generations has significantly impacted our nature – and continues to do so. This is why all Euro Poultry employees across our markets dedicate a full day to collecting plastic during the annual World Cleanup Day.

However, this day is not just about cleaning up nature. It serves just as much to create awareness and dialogue about the increasing plastic pollution – and how we ourselves can
Contribute to reducing the amount of plastic in our daily life. Therefore, we invite our employees to bring their kids and family, so we can generate as much awareness as possible about reducing the amount of plastic – also among future generations.

During World Cleanup Day 2019 we collected ____ pieces of plastic.

Green in thought and deed

As a general rule, we strive to be “green” in thought and deed at Euro Poultry.

For this reason, we primarily use Skype for online meetings with colleagues and partners from far away in order to minimise carbon dioxide emission by transport. We also try to optimise our cargo through dialogue with our customers, just like we have optimised our palleting system to the greatest extent possible.

At our headquarters, we focus on correct sorting of waste. And we work towards becoming able to print all marketing literature on sustainable materials. Apart from this, we try to use our digital platforms as much as possible to communicate with our customers.

Obviously, turning around an entire company to being green in thought and deed is an ongoing process. Step by step, we aim to become even more green. Our ambition is that all our employees will become their own “CSR managers”. Because like in all other aspects of life, the best results are achieved when we join hands and lift as a unit – also where climate is concerned.

Did you know that the production of palm oil is by far the most effective of all vegetable oils? In fact, the palm oil yield per 10,000 square metres is six times higher than that of rape oil, eight times higher than sunflower oil, and 10 times higher than soya bean oil.

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Did you know that if you replaced 75% of your consumption of beef with chicken, the need for agricultural land would be reduced by 40% - and that farming is one of the biggest carbon dioxide emitters?
A changing world
The above gives an overview of the areas and initiatives on which we decided to focus our CSR strategy in 2019.

Living in a world of constant change, however, we keep ourselves updated on new focal points and initiatives to which we may contribute and give our support.

Should you have any questions relating to our CSR strategy, or if you have suggestions for further initiatives to support, you are most welcome to contact us any time.

You can also follow us on our social media platforms where we will post updates on our various CSR initiatives on a regular basis.

Thank you for reading this.

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