



Case Study Poultry

Key outcomes of feed advice

Clearer understanding of GHG emissions

Reduced carbon footprint per kg of eggs

Strengthened relationship with customers



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www.feedadviserregister.org.uk



Jim Uprichard
Trouw Nutrition



Background and area of expertise

After graduating from Queen's University Belfast, Jim joined Trouw Nutrition in 1991. As Sustainability Manager, he specialises in helping feed mills, processors and farmers measure carbon footprints and reduce emissions.



Give an example of how your feed advice has made a measurable difference

The egg industry is under growing pressure from retailers to provide Lifecycle Assessments (LCAs) and reduce greenhouse gas (GHG) emissions from egg production. Working with egg packers, feed manufacturers and poultry nutrition specialists, Jim helped establish a carbon baseline covering both feed ingredients and on-farm emissions.

Using this data, the team reduced emissions per kilogram of eggs by lowering the use of high-carbon raw materials, reducing crude protein levels and improving feed conversion efficiency (FCE). Crucially, these gains were achieved without compromising bird health, productivity or farm profitability.

What difference does FAR make to you and your customers?

FAR provides assurance that feed advice is backed by recognised qualifications and ongoing professional development. By helping advisers stay current with new research and technologies, FAR gives confidence that farmers receive informed support to help farmers address sustainability challenges while maintaining productivity.

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