



**2019 European Broiler Forum**  
**Thursday 28<sup>th</sup> November, 09.00 until 17.00**  
**County Hall, London**

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| 09.00 | Registration   |
| 09.30 | Welcome - Dr Tracey Jones, Director of Food Business, CIWF   |
| 09.45 | Science update – Ines Ajuda, Food Business Research Manager, CIWF  |
| 10.20 | Roadmap for implementation – Louise Valducci, EU Head of Food Business, CIWF   |
| 10.55 | Raising national production of higher welfare chicken: a Netherlands Case Study - Ines Ajuda, Food Business Research Manager, CIWF |
| 11.15 | Refreshment Break  |
| 11.30 | Changing the Retail Broiler Market in Norway – Hilde Talseth, COO, Norsk Kylling   |
| 11.45 | Enabling Market Shift in France – Christophe Couroussé, CEO, Galliance   |
| 12.00 | Aligning Animal Welfare and Sustainability – Nathan Williams, CIWF   |
| 12.15 | A Cost-Efficient Higher Welfare Solution – Levy UK   |
| 12.30 | Animal Welfare, Labelling and Consumers – Matthieu Riché, CSR Director, Groupe Casino  |
| 12.45 | Panel Discussion - Hilde Talseth, Christophe Couroussé, Nathan Williams and Matthieu Riché   |
| 13.15 | Lunch Break  |



The afternoon session will be conducted in smaller working groups.

- 14.15            Mapping progress for higher welfare production – where are you now?
- 14.30            Recipe for Success –groups to discuss stepping stones to implementation
  
- 15.15            Refreshment Break
  
- 15.30            Key areas for joint solutions - groups to discuss action plans / future working groups
- 16.15            Group feedback session – quick fire feedback from each group on key messages
- 16.45            Consolidation and reflections from the day – Dr Tracey Jones, Director of Food Business, CIWF
  
- 17.00            Close