



## Project Activities

**SUSTAvianFEED** project started last 1<sup>st</sup> April 2021 and, since then, three partner meetings have been held and several achievements and advances have been done.

The project **kick-off meeting took place the 28<sup>th</sup> April 2021** and it was a perfect opportunity to present the work plan and first activities to be developed as well as interact with project partners.

**The 23<sup>rd</sup> September the 2<sup>nd</sup> project meeting was held.** During this occasion, project partners shared the main advances of the project and plan the next activities to be done. The meeting was especially focused on WP2 'Development of alternative poultry feeds' and WP4 'Stakeholder interaction and end-user involvement'. Since the project promotes tangible approaches for a more sustainable livestock sector by focusing on innovative and sustainable poultry feedings programs, it will have different target audiences as well as different communication tools. From direct training for producers, to events dedicated to consumers, through digital communication on websites and social networks, all partners will be involved in the development of the following communication and dissemination plan that aims to create a global community of practice that can serve as an example for the transformation of the entire food system.

The 3<sup>rd</sup> meeting took place the 23<sup>rd</sup> February 2022, where the final aspects of WP2 were addressed and the planning of pilot activities was discussed.

ALIA, together with the rest of the partners, has started to identify the possible sustainable diets to be used during the pilot implementation. To this aim, pilot partners have developed a list of local ingredients and regional by-products which can be introduced in the poultry feed to reduce the use of imported proteins. For the completion of this list, the first set of Living Lab Activities have been conducted.

### **LIVING LABS METHODOLOGY: FIRST INTERESTING RESULTS IN THE SUSTAvianFEED PROJECT**

A Living Lab (LL) is a multi-stakeholder approach set-up to carry our innovation projects that follow the principles of open innovation and focus on real-life experimentation to co-create, test and validate novel solutions. Open innovation involves external stakeholders, mainly users or consumers, making them co-participate in the innovation process.

This work-package has the general aim of involving relevant stakeholders and end-users along the agri-food value chain for the co-creation of SUSTAvianFEED activities and solutions. These activities, among which there are participatory actions such as workshops, surveys, semi-structured interviews and others, had the main objective of improving the list of possible by-products, local ingredients, etc., to be included in the alternative nutritional diet to be developed in the project. Interactions along the agri-food supply chain were also analyzed in order to determine most important patterns and interactions among the

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different actors to be considered. Finally, guidelines for the development of Circular Economy Business Models (CEBM) in the agri-food sector considering project achievements will be elaborated.

Specifically, key findings were brought to light on issues related to 7 areas as quality of the animal diet, reduction of the use of soybean, use of by-products, use of raw materials, sustainability, profitability and use of insects.

## LIVING LABS ACTIVITIES

The living lab activities have successfully advanced and several activities have already been implemented.

The first set of activities planned for a Sustainable Feeding program Design were finished by April 2020, including the following:

- Stakeholders Mapping
- Interviews with local experts
- Analysis of insects' farming in each territory (interviews with providers)
- Focus Groups for farmers validation on the feed program
- Interviews with farmers for validation on the feed program

All the planned activities had a direct influence in the feeding program design so a real co-creation process is followed.

The second set of activities is being implemented and address the co-creation of the SUSTAvianFEED Pilots. Some of the activities are:

- Co-creation workshop for the design of the SUSTAvianFEED pilots
- Focus groups - Alternative poultry feeding sources in a supply crisis context
- Consumers survey
- Visit to the farmers of Fernana in Tunisia

The third group of activities which will be developed in the next future are about the market validation, especially in the development of a sustainable label. The following activities will be developed:

- Internal workshops
- Interviews with local/regional/national/international experts
- Co-creative Workshop Design of the SUSTAvianFEED Label
- Online Pool for SUSTAvianFEED Label

## SUSTAvianFEED PILOTS

SUSTAvianFEED pilots from project's partners have already started and will last until 2023. The pilots are the heart of the project and will test in real context as well as from the academic point of view the suitability of the sustainable feeding program design.

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## PARTICIPATION ON SOME CONFERENCES AND EVENT

The **7th Mediterranean Poultry Summit of the World's Poultry Science Association** was held between June 8 and 10, 2022, in Cordoba, Spain. In this unique setting, an interesting and high-level scientific program was prepared with the best invited speakers all around the world, but mainly from the Mediterranean area. Industry, producers, research, university and students were present in the Summit and the place of the students concerned in poultry was principal, with activities prepared for them. SUSTAvianFEED project partners were featured at the Summit.

The EGE University, partner of our SUSTAvianFEED project, was one of the guests at the event and presented an oral talk entitled "Alternative sustainable broiler feed formulations with local ingredients and black soldier fly larvae: what do stakeholders think in Turkey" prepared by Karahan Uysal, Türkekul, Cömert Acar, Perez Guaba, Özkan, Martinez Miro, Montalbán Pérez, and Yalcin, and a poster entitled "Environmental impact of laying hen feeds using low impact alternative ingredients and insect inclusion".

## ANALYSIS OF INTERACTIONS ALONG THE SUPPLY CHAIN REPORT DEVELOPMENT

The supply chain of the agri-food sector has been analysed and possibilities for circularity and reduction of waste in each stage have been proposed.

The first step was the analysis of the resource flow in the aviculture supply chain, including a detailed explanation of the use of resources in the global context, both for chicken meat and egg production. The process was classified into seven main stages: primary production, animal feeding, breeding/farm, slaughterhouse, processing, distribution and selling point, and end consumption.

The supply chain of the farming sector, in general, and the aviculture sector, in particular, is formed by several actors of different nature and sizes and operates in different stages. For this reason, it was also necessary to include considerations about the nature and sizes of those actors and business interactions among them. Then, a study of the differences between Mediterranean regions was conducted with the inputs from project partners who contributed with their view and particularities from their regions. This study covers key aspects for each supply chain stage such as consumer awareness, differences from the meat to egg sector, and legislation for each region.

With this information, a circular economy approach to the aviculture supply chain was conducted, combining information on the resources flow and business interactions to propose possible next use of the main outputs of each stage.

Finally, the pillars for a sustainable approach for future implementation were identified. The main aspects to take into account for large-scale implementation of the SUSTAavianFEED approach are: change in our consumption habits, consumer empowerment, resilient systems, Research & Development for sustainable diets, policy changes, and stakeholder collaboration.

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## LIVING LABS METHODOLOGY: FIRST INTERESTING RESULTS IN THE SUSTAVIANFEED PROJECT

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Stakeholder interaction and end-user involvement is the fourth work-package of SUSTAVianFEED project. This work-package has the general aim of involving relevant stakeholders and end-users along the agri-food value chain for the co-creation of SUSTAVianFEED activities and solutions. These activities, among which there are participatory actions such as workshops, surveys, semi-structured interviews and others, had the main objective of improving the list of possible by-products, local ingredients, etc., to be included in the alternative nutritional diet to be developed in the project. Next activities are related to the implementation of SUSTAVianFEED pilots. Interactions along the agri-food supply chain were also being analyzed in order to determine most important patterns and interactions among the different actors to be considered. Finally, guidelines for the development of Circular Economy Business Models (CEBM) in the agri-food sector considering project achievements will be elaborated.

Specifically, key findings of the activities already developed were brought to light on issues related to 7 **areas** as quality of the animal diet, reduction of the use of soybean, use of by-products, use of raw materials, sustainability, profitability and use of insects.

- **Quality of the diet**
- **Reduction of the use of soybean**
- **Use of raw materials**
- **Sustainability**
- **Profitability**
- **Use of insects**

Find out more <https://www.sustavianfeed.eu/>

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