



# Rural Poultry : Sustainable Poultry

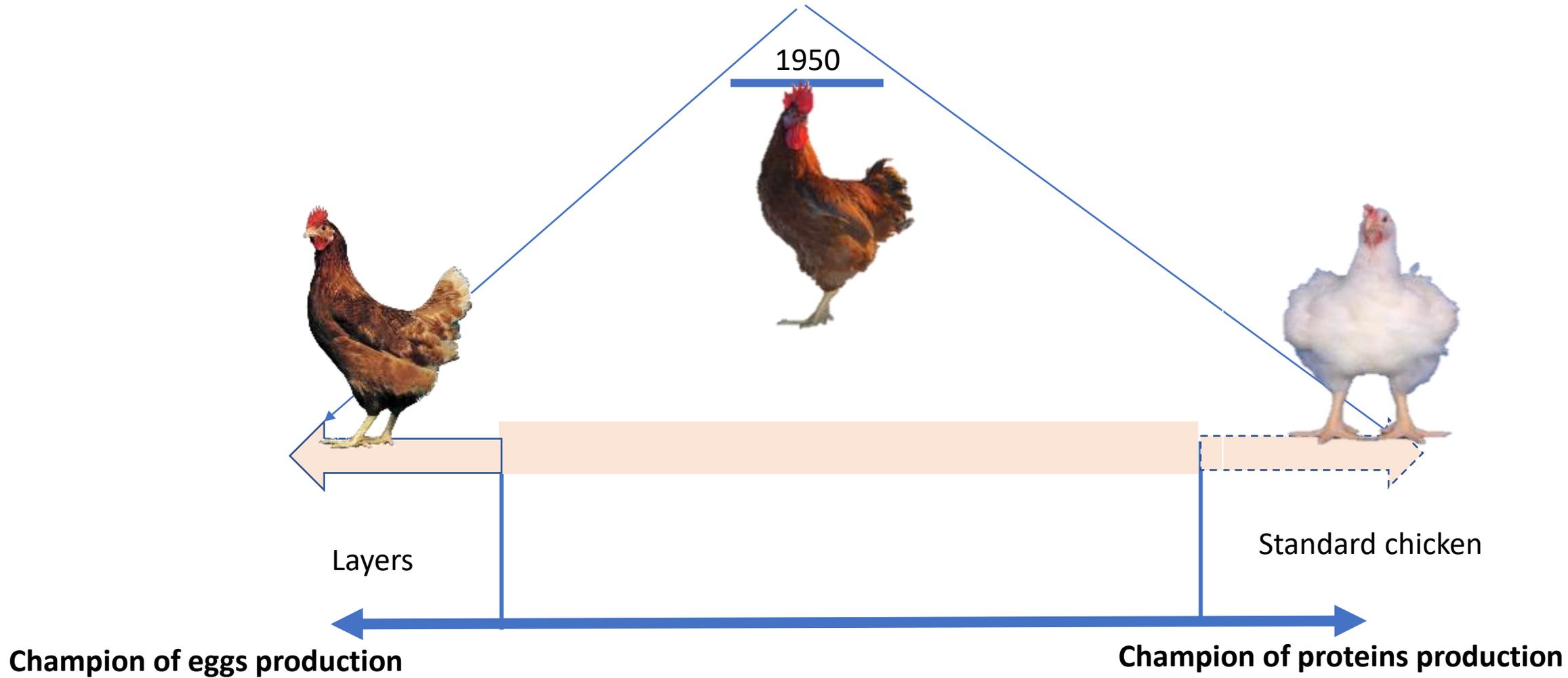
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# Durable / Sustainable

- Durable : notion of continuity ( “lasting?”)
- Sustainable : French word « Soutenir » (sustain, support)
- Sustainable: may be more “balanced”





Same age in the eighties and today

- Live weight improved
- Better feed efficiency
- Better use of resources
- Better breast meat production

**Better productivity**  
**Economically : a success**

# This economic model imposes bigger and bigger farms (huge capital invested)

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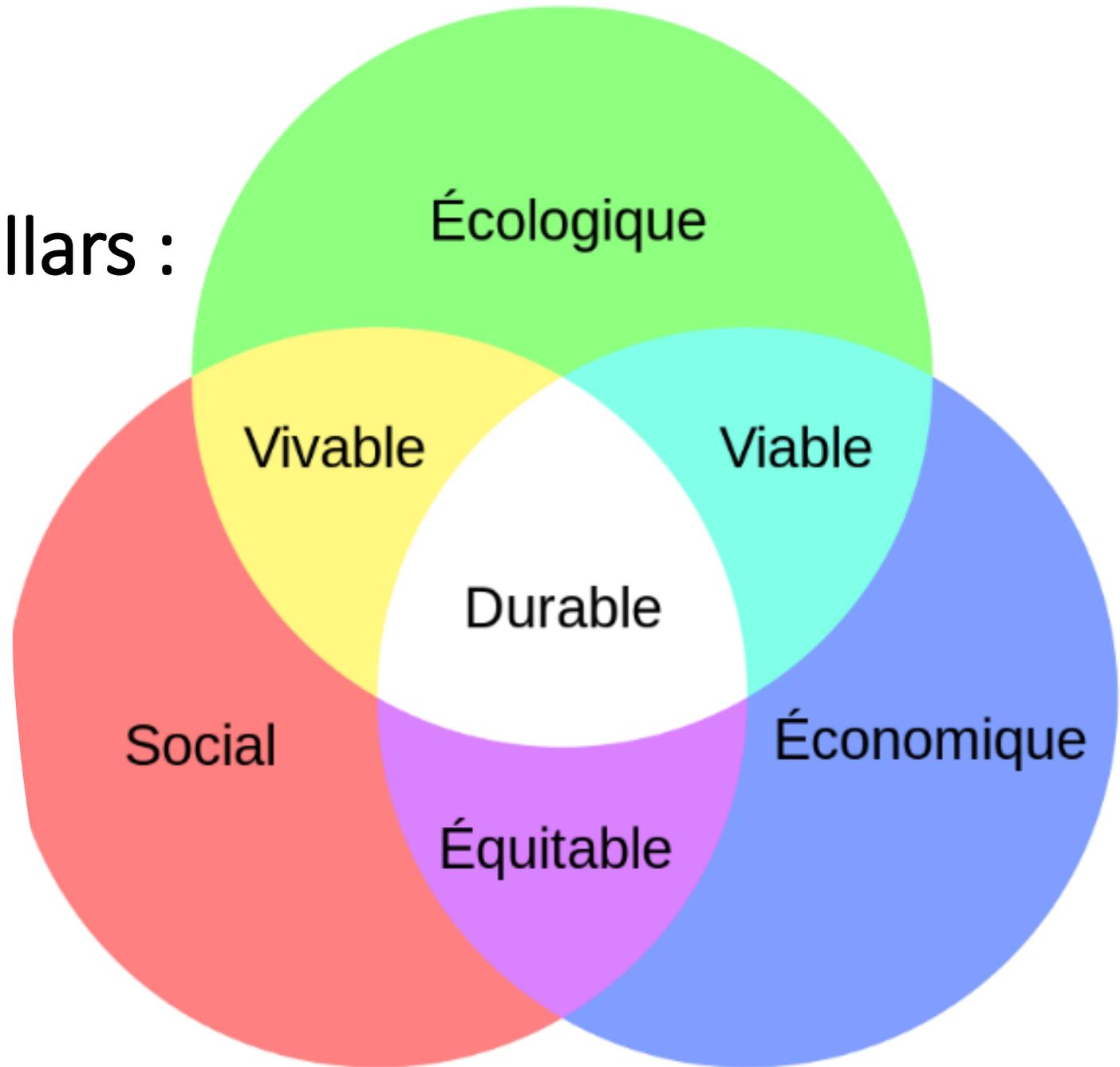
# On the opposite of rural poultry: human sized farms

Simpler and cheaper housing. Accessible investments



# Rural poultry at the crossroads of those 3 pillars :

- Ecological
- Social
- Economic





**Ecological =  
Environmental**

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**As an evidence !**

Human sized farms, spread and anchored in the territories

Free range poultry

Animal and vegetal biodiversity preserved (agroforestry)



# Social : 2 levels

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## 1) Societal expectations

Welfare

Slow growth

Quality, taste

Antibiotic use



## 2) Social link

Proximity

Local production



Welfare

Slow Growing

Healthy Poultry





Women and men, proud of their local production in their territories

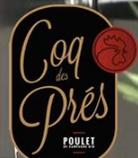




Slow growth genetic, more resistant  
and adapted to all climate conditions



Clear information of consumers



Local supply

Economic  
(social link)



Local economy



From Farm to  
Fork!



Fewer  
intermediaries



## CONCLUSION

Rural Poultry = Sustainable  
&  
in the heart of the  
« Farm to Fork Strategy » :

- Rural Poultry = sustainable food system = resilient, environmentally friendly, meeting social expectations, and bringing added value to the territories
- Animal welfare friendly
- Poor antibiotic use
- Organic production
- Contributing to animal and vegetal biodiversity
- Consumers information:
  - Local and well known origin, sometimes with IGP/AOP
  - Farming system labelling