MyChickenPrint

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GET THE FULL PICTURE ON YOUR ENVIRONMENTAL FOOTPRINT



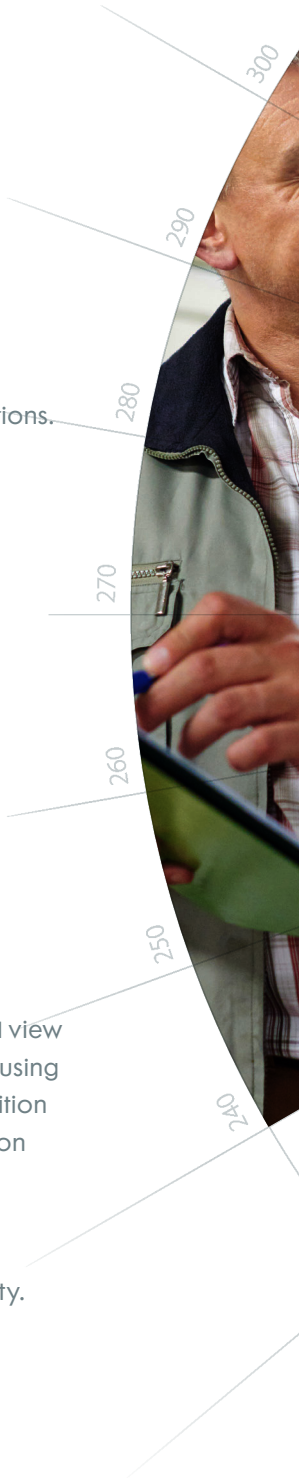


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MyChickenPrint

MEETING THE NEEDS OF A CHANGING BROILER INDUSTRY



The broiler industry faces increasing pressure from retailers and regulators to measure, report, and reduce its carbon footprint.

At the same time, the sector plays a critical role in producing safe, affordable protein for a growing global population. Meeting future food needs means finding ways to improve efficiency and sustainability, without adding unnecessary complexity to everyday operations.

Yet footprint information often feels complex, fragmented, and hard to trust. Numbers are difficult to explain, tools don't always align, and turning data into practical decisions takes time the broiler industry simply doesn't have.

Facing the future

With limited time and rising demands, CEOs, Nutritionists, Sustainability Managers, and Feed mill operators within feed mills, integrations and consultancy firms across the poultry meat chain need a way to understand environmental footprint information without adding unnecessary complexity to daily operations.

A practical tool should be clear, time efficient, and connected to nutrition and performance, the biggest drivers of footprint outcomes.

There is a solution

MyChickenPrint together with MyFeedPrint, provides a clear, consistent and nutrition-linked view of environmental footprint results. It is built on established lifecycle assessment principles, using a consistent approach that helps users understand what drives the footprint and how nutrition choices influence outcomes. The insights are accurate and practical, making the calculation process quicker and easier than ever before.

It is developed to help the poultry industry with faster, more confident discussions about sustainability across the broiler value chain, while protecting performance and profitability.

OUR PURPOSE

*Feeding **the Future***

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ADVANCING POULTRY NUTRITION WITH DATA-DRIVEN SUSTAINABILITY INSIGHTS

Choosing MyChickenPrint supports a more sustainable future for broiler production. By connecting with MyFeedPrint environmental footprint outcomes are directly linked to nutrition and performance. Nutritionists, Sustainability Managers, and Feed mill operators can better understand the factors influencing results and explore opportunities for improvement.

This strengthens brand reputation by meeting the growing consumer demand for environmentally responsible products while maintaining focus on practicality and everyday decision-making and profitability.

Better informed decisions

Most broiler emissions come from feed. Together with MyFeedPrint, MyChickenPrint provides a clear, standardised carbon footprint, bringing transparency to the part of your footprint that matters most. It supports ESG audits and retailer expectations, reduces Scope 3 reporting complexity and creates a traceable baseline for your carbon strategy.

Data protection

Your data is securely handled in line with Trouw Nutrition's cloud security standards, supported by modern authentication protocols and routine security testing. Your data, your decision.



Accuracy built in

MyChickenPrint calculates environmental footprint values by applying a validatd methodology based on widely used lifecycle assessment principles. Results ensure clarity around what drives the footprint.

Save time

Reduces the time spent gathering data from different sources or working with manual spreadsheets.

Make comparisons

Compare diets or strategies and understand the relative impact of nutrition choices.

Identify hot spots

Shows which nutrition or performance factors contribute most to footprint results when used together with MyFeedPrint.

TURN SUSTAINABILITY INTO A PROFIT DRIVER

MyChickenPrint has been developed together with our customers and industry experts to make it as simple and practical to use as possible.

Data Input

Users enter or import (MyFeedPrint) relevant nutrition and performance data.



Calculation

LCA supported ROI insights and Tailored carbon reduction scenarios: Footprint results are generated using a validated methodology grounded in established LCA principles, ensuring clarity and comparability across scenarios.



Report generation

Outputs include clear breakdowns of the main footprint contributing factors, supporting transparent and practical discussions.



Monitoring

Users can track changes over time and explore how diet or performance adjustments influence footprint outcomes (when used together with MyFeedPrint).



Margin protecting strategies for CEOs and nutritionists

Because feed and raw materials typically contribute the largest share of the footprint, MyChickenPrint combined with MyFeedPrint helps users focus on the areas where nutrition linked decisions can make the greatest difference.

TRACK, MEASURE AND COMMUNICATE YOUR FOOTPRINT

MyChickenPrint combined with MyFeedPrint brings together nutrition, performance and footprint outcomes in a structured, easy to interpret way. This helps users make informed, practical decisions.



Filter

Filter results to allow you to make the right decision.

Trends

Track footprint results over time.

Visualise

Simple charts present clearly how each parameter contributes to the final footprint.

Navigate

Easily move through diets, scenarios, and flocks.

Compare

Compare scenarios or strategies to support clearer advisory conversations.

BUILT FOR EVERY DECISION MAKER IN THE BROILER INDUSTRY

Together, we help the whole broiler industry navigate sustainability demands, sustain meaningful progress, and succeed at reducing their environmental footprint, all while improving performance.



Sustainability managers

"Credibility and clarity."

Deliver audit ready data and transparent carbon narratives for SBTi and retailer frameworks.



Feed mills & advisors

"Turning complexity into practical support."

Helps turn complex footprint data into clear insights that support practical, everyday advisory conversations.



Nutritionists

"Optimise feed for sustainability, performance and profit."

Translate formulation decisions into carbon and performance impacts using trusted modelling and feed specific footprinting when used in combination with MyFeedPrint.



CEOs

"Grow sustainably, with no trade offs."

MyChickenPrint strengthens brand reputation, supports retailer partnerships, and helps integrate sustainability into long-term business resilience.

Data protection

Your data is hosted in a secure cloud environment, using modern authentication and regular security validation, aligned with Trouw Nutrition's global data protection standards.

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MYCHICKENPRINT EMPOWERS YOU TO:

- Measure, report and reduce your carbon footprint per kg live chicken weight with confidence based on clear, trusted insights
- Strengthen retailer trust and build a more credible, resilient brand reputation
- Build a future-proof, efficient, low-carbon production system for long-term success
- Make formulation decisions that balance performance and sustainability when used together with MyFeedPrint

All backed by Trouw Nutrition's science and expertise

Ready to get the full picture?

We're always happy to help! Please get in touch with your local Trouw Nutrition contact or read more on our website:

www.nutriopt.com/MyChickenPrint

Disclaimer: The environmental footprint calculation tool MyChickenPrint has been developed in accordance with ISO 14040:2006 and ISO 14044:2006 standards, aligns with the PEF method (Commission Recommendation (EU) version 2021/2279 (15.12.2021)) and follows the guidance provided by FAO LEAP. The underlying Life Cycle Assessment (LCA) model, the calculation tool have undergone verification by Kiwa-Ecobility Experts to ensure methodological compliance and fitness for purpose. The current results report will be modified soon to meet ISO 14067:2018 and is for now out of scope of the verification. These changes will not affect the environmental footprint results of MyChickenPrint.

The correct use of this tool is solely the responsibility of the user. While Nutreco has taken care to design and develop a tool that meets its intended purpose, Nutreco as well as Kiwa-Ecobility Experts do not assume any liability or responsibility for:

The accuracy or completeness of data entered by the user.

Any interpretation, decision, or action taken based on the results generated by the tool.

Any legal claims, disputes, or consequences arising from the use of this tool.

By using this tool, the user acknowledges and agrees that Nutreco provides the tool "as is" without any warranties, express or implied, and that Nutreco as well as Kiwa-Ecobility Experts shall not be held liable for any direct, indirect, incidental, or consequential damages resulting from its use.

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