



One planet
inform with care

Aires De Campo – Organic egg

Sector: Food and Agriculture

Region: Central office in Mexico City, main distribution in central Mexico.

Best Practice:



Aires De Campo (ADC) is a company founded in 2001 by Guadalupe Latapí, and since 2011 has been part of Grupo Herdez, which is a company operating in the food processing sector. This has helped strengthen the national distribution and commercialization of organic foods which has been certified by independent and internationally accredited organizations approved by the Mexican government, with auditing throughout the entire chain of supply taking place to verify compliance with the Guidelines for the Organic Operation of Agricultural Activities (LOOAA) of the Organic Production Law of Mexico. The company has introduced a communication strategy on sustainability in 2020 within the production and supply chain of the Aires De Campo brand organic egg, and this is produced by its sister company Incubadora Orgánica, in the community of Yautepec, Morelos.

All stages of the organic egg production and value chain are certified (Figure 1), and this implies alliances with organic corn and soy producers of feed supply to birds which are free of Genetically Modified Organisms and agrochemicals, and uses comprehensive pest management, repellent botanical extracts, biological control with predatory insects and parasitoids, crop rotation to break the reproductive cycle of pests and plant nutrition adequate that favors the self-defense of the plants. Animal welfare is the basis of sanitary management where the use of medicines is reduced and a maximum density of 6 birds / m² is imposed. The prevention of the use of cages is also prohibited, and access to open areas are allowed for sunbathing purposes, where they can enjoy earthen baths and are freely able to express their natural behavior. .

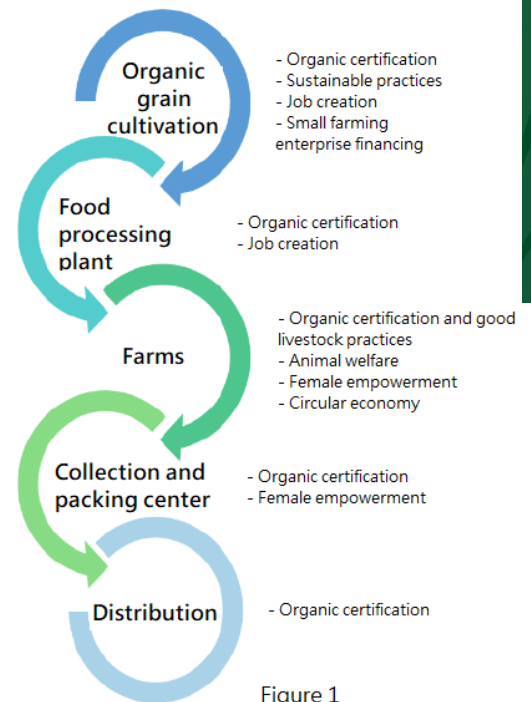


Figure 1

ADC carries out various actions that contribute to sustainability in the organic egg production chain, and these include:

1. Cultivation of rainfed corn, as its development depends on the rainwater in the area.
2. Technical advice to farmers to implement agro-ecological practices that improve the structure of the soil and increase its fertility.
3. Financial support for: preparing the land, paying agricultural workers, purchasing seeds, renting machinery, purchasing and applying bio-inputs to control pests and diseases, purchasing raw materials to produce biofertilizers, and paying for organic certification .
4. Preparation of compost with the bedding of the birds (rice husks, feathers, excreta and food).
5. Implementing animal welfare actions.
6. Promoting the empowerment of women and gender equality.
7. Evaluation of the production process through a Life Cycle Analysis (LCA) to validate the benefits of organic production.



Del Campo al plato
ESTE HUEVO ORGÁNICO TIENE
UNA HUELLA ECOTÓXICA 56% MENOR
QUE LA DE UN HUEVO CONVENCIONAL.



NUESTRAS GALLINAS

Se les permite expresar su actuar natural mediante: recreo en espacios abiertos, baños de tierra y sol. Nidos confortables, perchas para dormir y con una densidad máxima de 6 aves/m².

Alimentadas con granos orgánicos certificados, sin promotores de crecimiento ni antibióticos.



EL MAYOR RETO

Creamos una alianza con el granjero para desarrollar pequeños productores de granos orgánicos generando 340 empleos aprox. en el Estado de Morelos.

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Aires de Campo, directo del campo mexicano a tu hogar®

Mentality

Life cycle thinking. Egg production was evaluated through a LCA, with the intent to highlight the advantages against conventional production and communicate this through statements on the packaging.

Critical point analysis. The statements on the packaging focus on the environmental, social and animal welfare aspects of organic egg production, and the LCA also allowed detecting areas of opportunity in the environmental axis, which is currently being reviewed.

Incorporation of sustainability. With these statements ADC can communicate the actions carried out, and this not only focuses on organic practices, but reiterates its commitment to measure and improve the stages of grain cultivation and farm production.

Principle 1: Reliability



The label states that the egg produced by ADC is organic as it complies with the LOOAA, and this serves as an indication that all operations are certified by independent certification bodies that are internationally accredited by ISO / IEC 17065. This has also nationally been approved by the Mexican Entity of Accreditation (EMA) and by the National Service of Agri-food Health, Safety and Quality (SENASICA) of the Ministry of Agriculture and Rural Development (SADER).

ADC has been collaborating with Grupo Axius since 2012 to generate their annual sustainability reports, and the 2019 version mentions the efforts made in certifying egg-producing farms in Good Livestock Practices (BPP), which is a national standard issued by SENASICA.

The statement: "From the field to the plate, this organic egg has an ecotoxic footprint of 56% which is lower than that of a conventional egg". This is the result of ADC's efforts to support hard data through an LCA (carried out by: Centro de Análisis De Ciclo de Vida y Diseño SUsustainable (CADIS) which not only focuses on the health and safety aspects for the producer and consumer, but also the environment.



Principle 2: Relevance



The statements highlight that in addition to complying with the mandatory minimum requirements which are the Official Mexican Standards, ADC is governed under the LOOAA that present benefits to human health, which is supported by the ACV.

In addition, the statements emphasizes that the company is not only organic since the farms have been certified in BPP and animal welfare introduced to the birds.

Principle 3: Clarity



The statement: "working day by day for sustainability", communicates that ADC works continuously to achieve sustainability. This though does not express that it has been fully achieved and is not to be misinterpreted by the consumer.

The connection between the statements and the product is clear and direct since they are found in the upper part of the label and inside the packaging. Likewise, the actions implemented in the social, environmental and animal welfare axis stand out. In addition, there is a QR code available on the packaging where consumers can access more detailed information such as documentation, certifications, annual sustainability report and the LCA.

Principle 4: Transparency



The organic certificate number can be found on the label, and the consumer is able to check with the certifier (AgriCert) regarding the validity and date of the certificate, and this SENASICA publishes monthly on the government page. The list of producers which are certified by the Guidelines for Organic Operation can also be verified.

As previously mentioned, the consumer is able to visit an educational farm where they can interact with the birds and validate animal welfare and organic practices in egg production.

By means of the QR code the consumer can verify the evidence that supports the affirmations made.

Principle 5: Accessibility



The claims throughout the packaging process is easily accessible as they are of a suitable font size which is located in a visible area, and with an adequate range of colors.

In addition to the information present on the surface, the consumer can access further information on the packaging.

In addition, the QR code allows the consumer to be one click away from detailed information about the product that is also available on all social networks (Facebook, Instagram, YouTube and Twitter).



Principle 6: Three dimensions of Sustainability



ENVIRONMENTAL – SOCIAL - ECONOMIC

Environmental

Organic production aims to reduce the environmental impact of agricultural activities. In the field, farmers incorporate agricultural waste from the previous year and apply compost and green manures to increase the organic matter of the soil. This increases the retention capacity of rainwater, which in turn enriches the soil microbiota.

The use of highly toxic pesticides and synthetic fertilizers is eliminated through the use of botanical extracts for the Comprehensive Management of Pests and Diseases, as well as the implementation of agroecological techniques such as crop rotation. In addition, the circular economy is promoted by the compost generated. The above is verified with the organic certificate and the ACV.

Likewise, by means of an LCA, it is shown that the impact on terrestrial, marine and freshwater ecotoxicity is 56% lower in the ADC organic egg compared to a conventional one.

Social

By implementing organic practices, the health of both farmers and consumers are protected as agrochemicals are not used in the cultivation of grains, thus avoiding the negative effects caused by these substances.

In addition, community farmers are supported with financing and advice for organic certification. Since 2020, 16% of the staff at the three farms are women, and all are in positions of responsibility within the company.

Yautepec, Morelos is a highly marginalized and migrant community, and ADC encourages all staff to continue improving their personal and work development by providing them with financial incentives.

Economic

Although the generation of agricultural jobs helps community and economic development in the area, ADC is aware that this axis of sustainability has not been fully exploited and intends to address it in the future.

Principle 7: Behavior change and long-term repercussions



By tracking the organic egg market share before and after being labeled with the claims and meeting the 2021 sales budget, one could assess whether a long-term relationship with the consumer has been built.

ADC believes that offering products that go beyond organic, generate interest not only in consumers who care about the environment and are aware of the impact of their consumption, but also in those who seek to improve their health, gender equality, well-being, animal, and support to small and medium farmers.

Principle 8: Innovative Approach and Utilization of Multiple Channels



The communication strategy for the claims and all the information that supports them is transmitted through various channels.

Packaging is the main channel of communication with the consumer, in addition, the use of social networks and the website is used to reach different groups of users.

Likewise, a documentary on organic egg production is in development and the consumer has the opportunity to visit an educational farm.

Principle 9: Collaboration



The statements and the entire strategy to achieve better communication of the sustainability of the organic egg production process as well as the LCA, was carried out in collaboration with CADIS, UN Environment and the entire Aires De Campo Team.

It is important to mention that some of the actions that are reported today are the result of alliances with the guardians of the field, that is, with the farmers, as well as with friends from the field such as Grupo Axius.

Principle 10: Comparability



ADC believes that the claims and all the aforementioned evidence allow the consumer not only to compare the product with a conventional one, this through ACV by detecting the advantages obtained by consuming ADC organic egg, as well as observing the areas of opportunity.

But also, you can make the comparison with other organic egg brands, being able to visualize all the actions that ADC implements that go beyond the mandatory requirements of organic practices.

Key learnings

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