

MyEggPrint

nutriopt

**GET THE FULL
PICTURE ON YOUR
ENVIRONMENTAL
FOOTPRINT**



trouw nutrition
a Nutreco company

MEETING THE NEEDS OF A CHANGING EGG INDUSTRY

Times are changing for egg production - the industry's focus is not only on profitability but also, efficiency, welfare, and sustainability. Furthermore, with the arrival of new carbon footprint reduction guidelines, all businesses will be impacted. Failure to meet the targets outlined in these guidelines alone could result in significant consequences that could jeopardise businesses.

Facing the future

How can you meet current and future requirements with an already busy agenda and also ensure your business remains profitable? A good carbon footprint calculation tool can assist you. It should be easy to use, time efficient, and provide accurate information.

There is a solution

MyEggPrint is a carbon footprint calculation tool, backed by a certified methodology. It provides the essential information to prepare for upcoming carbon footprint reduction demands. The insights are accurate and practical, making the calculation process quicker and easier than ever before.

OUR PURPOSE

Feeding the Future



ADVANCING POULTRY NUTRITION WITH DATA-DRIVEN SUSTAINABILITY INSIGHTS

Choosing MyEggPrint means committing to a more sustainable future for egg production. By understanding and reducing the environmental impact of their operations, producers can actively contribute to global sustainability efforts. This can enhance their brand reputation by meeting the growing consumer demand for environmentally responsible products.

Save time

Streamlined processes reduce time spent on egg carbon footprint analysis.

Better informed decisions

Make decisions by analysing key insights on production, economics, and sustainability.

Verified information

Connects to global databases like GFLI, using a precise, verified methodology for excellent accuracy, ensuring industry compliance and reliability.

Accuracy built in

Updated for the latest regulations MyEggPrint calculates total CO₂ emissions from flock details and provides a sustainability value: Kg CO₂ eq per Kg of eggs.

Identify hot spots

Learn where you can improve, with a breakdown of emissions.

Make comparisons

Combine flocks with different feed programs and compare their carbon footprints.



REDUCED EMISSIONS, PROFITABLE OPERATIONS

MyEggPrint has been developed together with our customers and industry experts to make it as simple and practical to use as possible. This means it's much less time-consuming and more accurate than a 'do-it-yourself' approach with tools such as Excel – allowing you to quickly develop strategies for embedding sustainability throughout the value chain.

Data Input

Users input relevant data such as housing, flock performance, feed details, energy consumption, manure treatment, transport details and other activities that contribute to CO₂ emissions.



Calculation

MyEggPrint uses certified algorithms and connects to global databases like GFLI to calculate the total CO₂ emissions based on the provided flock details.



Report generation

The tool generates a comprehensive report that outlines your carbon footprint, including a detailed breakdown of the most prominent contributing factors.



Monitoring

Users can track their progress over time and make adjustments to their activities to further reduce their emissions. Feed and raw materials contribute to more than 80% of an egg's carbon footprint. By creating transparency and generating alternative scenarios, Nutritional experts can actively deliver carbon footprint reduction measures.



TRACK, MEASURE, AND SHARE YOUR ENVIRONMENTAL FOOTPRINT

MyEggPrint helps egg producers filter and compare data, navigate key metrics, and visualise information with easy-to-use graphs and charts. Producers also can track carbon footprint trends, identify improvement areas, and make informed decisions to boost sustainability and efficiency over time.

Filter

Easily filter information based on farms, flocks, egg labels, and time range.

Trends

See trends in your carbon footprint in kg CO₂-eq per kg whole eggs.



Visualise

Simple graphs and charts provide a clear breakdown of all elements contributing to your carbon footprint.

Navigate

Simply navigate between farms, flocks, and feeds, and quickly access the information you need.

Compare

Effortlessly compare the technical performance of different flocks for better insights and decision-making.



EMPOWERING EGG PRODUCERS FOR A SUSTAINABLE FUTURE

By facilitating access to reliable carbon footprint information, MyEggPrint helps stakeholders throughout the egg production value chain to take meaningful action on their environmental impact – whether it's used by feed mills to formulate more sustainable nutritional solutions, or by consultants to help develop practical and impactful emission reduction strategies.

MyEggPrint was designed for use across the entire egg production value chain. It can support various professions in egg production, such as:



Nutritionists

Helps compose diets and feed programs for laying hens that help meet the carbon footprint reduction targets

Feed mill operators

Helps meet CO₂ guidelines for emissions from egg packers or retailers in a cost effective way

Sustainability managers

Provides accurate CO₂ data to help reduce the carbon footprint of commercial egg labels

Practical Solutions

MyEggPrint is the latest addition to Trouw Nutrition's NutriOpt suite of easy-to-use digital life cycle assessment (LCA) tools, including MyFeedPrint and MyMilkPrint. These practical solutions for carbon footprint calculation deliver key insights in an accessible format, bringing transparency to your environmental impact and helping you meet the evolving demands of customers, regulators and partners.



**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/MyEggPrint