

CROWSHALL VETERINARY SERVICES LLP

Poultry Consultancy and
Diagnostics



**Working towards a
sustainable UK poultry
industry - how can
veterinary practices
make a difference?**

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Crowshall Veterinary Services LLP**



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Introductions

- Graduated 2018 – immediately began working as a commercial poultry and gamebird vet with Crowshall.
- Since 2018, also hold OV panels – Essential Skills, General Exports, Avian Exports, Product Exports, and Ante-mortem inspection.
- Opening speaker for the WVPA at Poultry Africa 2019, Kigali.
- External lecturer in poultry at the RVC since 2019.
- One of first “Green Champions” at Crowshall.



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sustainability, *n.*

Frequency (in current use): —

Origin: Formed within English, by derivation. **Etymons:** *SUSTAINABLE* *adj.*, *-ITY* *suffix*.

Etymology: < *SUSTAINABLE* *adj.* + *-ITY* *suffix*: see *-BILITY* *suffix*.

1. The quality of being sustainable by argument; the capacity to be upheld or defended as valid, correct, or true.
2.
 - a. The quality of being sustainable at a certain rate or level.
 - b. *spec.* The property of being environmentally sustainable; the degree to which a process or enterprise is able to be maintained or continued while avoiding the long-term depletion of natural resources.



Accreditation (noun)

1. official approval given by an organization stating that somebody/something has achieved a required standard



Why would practices get accredited?

- Increasing focus for vets to promote sustainability, especially in livestock sectors, e.g: BVA “Green Vet” initiatives
- Vets already have the skills from audits, responsible antibiotic usage, and other areas of practice
- Allows staff to increase “buy-in” into the direction of the business and feel like they are making a difference in an otherwise intangible area
- Influence and role of retailers requiring sustainability policies, and reflection on the chain of suppliers

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INDIVIDUALS

- Creating farm health and welfare plans to prevent and control disease, increasing efficiency and welfare
- Using benchmarking tools to monitor and reduce, for example, lameness and antibiotic use
- Advising on and promoting higher welfare systems at times of farm investment, such as building redesign
- Always taking a "3Rs" (Replacement, Reduction and Refinement) approach when advising on mutilations – aiming to prevent the need for procedures and using modern analgesia protocols when the procedures are absolutely necessary
- Considering eating "less and better" by reducing consumption of meat while maintaining proportional spend so that this spend is directed towards higher health and welfare products
- Promoting the value of farm assurance schemes. The BVA position on farm assurance schemes and the BVA #ChooseAssured: UK Farm Assurance Schemes Infographic can be used as reference tools when talking to clients or other members of the public about the value of farm assurance schemes and how they can choose ethical and sustainable animal food products
- Upholding existing legislation with regard to protecting public health (the prevention of zoonotic disease), food safety and food hygiene and reporting and monitoring food chain information
- Safeguarding and promoting animal welfare at slaughter and welfare during transport in line with existing legislation



PRACTICES

- Creating practice policies on mutilations based on the "3Rs" (Replacement, Reduction, Refinement) and modern analgesia protocols
- Distributing educational materials (eg The BVA position on farm assurance schemes and the BVA #ChooseAssured: UK Farm Assurance Schemes Infographic to help clients make informed and ethical food choices (NB this can be undertaken by all practices, eg companion and equine, as well as farm practices)
- Creating and communicating a practice food procurement policy, to be used, for example, when providing animal-derived food to hospitalised patients, or when selecting venues for staff meetings and gatherings. The BVA food procurement policy, incorporating sustainability of harvest, animal health and welfare, fair conditions for producers and food miles, could be adopted for this purpose
- Offering visits to local politicians and key opinion leaders, to discuss the challenges of future animal agriculture and to advocate the best interests of animals when considering solutions



ASSOCIATIONS

- Raising awareness of the challenges facing the global food system, providing thought leadership, opportunities for informed debate, and consistently advocating the importance of animal health and welfare as a sustainable development goal
- Considering the interests of all stakeholders when developing policy related to animal agriculture and ensuring that primary consideration and weight is given to the welfare interests of animals
- Promoting the practical experience, scientific expertise and ethical reasoning abilities of veterinary surgeons to policy makers involved with the future of animal farming
- Collaboratively developing policy on welfare problems affecting farmed animals, as mandated by the BVA animal welfare strategy: vets speaking up for animal welfare
- Developing and signposting evidence-based information to citizens on farm assurance schemes, to enable them to make informed, sustainable and more ethical purchases

What is IIE?

**We are on a mission to help
organisations make a
positive impact on the
planet**

Investors in the Environment (iie) is a national environmental accreditation scheme designed to help organisations save time and money, reduce their impact on the environment, and get recognition for their progress. iie is an accessible and proven route to help organisation get started on their sustainability journey and keep going.

Creating Sustainable Places

We work to protect and enhance the environment –
making a difference now and for the future

HOW CAN WE HELP YOU?



**The Natural
Environment**



Health and Wellbeing



**Responsible Resource
Use**



Eco Education



About Us

Venue Hire

Shop

Contact Us

M LOGIN

JOIN US

Search



Membership

Journals

Latest

Take Action

Your Career

Resources & Support

Canine Health Schemes

Covid-19

« Back to Vet Record

Achievements and awards

31 Oct 2020

Vet Record

Celia Marr has been awarded honorary membership of the British Equine Veterinary Association (BEVA) in recognition of her 'outstanding contribution to the equine veterinary profession', including her role as editor-in-chief of the *Equine Veterinary Journal*. Marr graduated from Glasgow vet school in 1985 and completed masters and PhD degrees there. She went on to hold a Fulbright Scholarship studying equine cardiology and internal medicine at the New Bolton Center, University of Pennsylvania. She joined the team at Rosssdales Equine Hospital and Diagnostic Centre in Newmarket in 2003, where she is currently a specialist in internal medicine. She was awarded an RCVS fellowship in 2016. Marr is pictured receiving her award from the current BEVA president Lucy Grieve.

Davies Veterinary Specialists has won two major national awards at the Investors in the Environment (iE) Awards, achieving a first for the vet profession by winning 'Sustainability Influencer Business of the Year...

- Together with Vet Sustain, BVNA, and SPVS, we have developed the '[Greener Veterinary Practice Checklist](#)'. This is designed to help veterinary workplaces work in a more environmentally friendly way. Use and share this checklist, and smaller social media graphics with colleagues and friends.
- [Get advice on how to make your practice more bee friendly](#)
- Encourage colleagues, friends and clients to follow our '[Less and Better](#)' recommendations
- If you do buy meat, fish or dairy consider choosing those with a UK Farm Assurance scheme label [#ChooseAssured](#)

BVA has a silver-level accreditation for our continued commitment to improving our 'sustainability performance', by Investors In The Environment (IIE).



Green Directory

SEARCH

SECTOR

Veterinary Services

89 veterinary practices currently listed under the iIE Green Directory

Approximately 190 business in total, ranging from agriculture, healthcare, insurance, construction and so on.

WORKING TOWARDS BRONZE



**BUNICORN**

Northwest Veterinary Specialists

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**NORFOLK**

Caister Vets Limited

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**TAMESIDE**

Tameside Veterinary Clinic

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**AAS**

AAS Vets

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**Peak Vets**

Peak Vets

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**westpoint farm vets**

West Point Farm Vets Chelmsford

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**Minster**

The Minster Equine Veterinary Practice

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**Veterinary Council**

READ MORE →



Sustainable Crowshall – the story so far

iiE Membership commenced February 2020



2019 provided baseline data for our goal of “Working towards Silver” during 2020, our first full year of applying our sustainability policies and more actively monitoring resource usage



Achieved Silver sustainability accreditation during audit at end of first year’s membership, February 2021, with an overall audit score of 74%



Achieved Green sustainability accreditation, the highest level, during February 2022 audit

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Key highlights

- Excellent “buy-in” from practice staff, where everyone has a sustainability role/objective, and contribute to both formal and informal discussions.
- Significant reductions in electricity, paper, commuter mileage, and all forms of waste.
- Normalisation of data key to accurately assessing progress in context

KEY RESULTS

Carbon Footprint



Electricity Use



Heating oil Use



Commuter mileage



Mixed Recycling



Paper Use



Business Mileage



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What makes a “**green practice**”?



Bronze



Silver



Green

Have an environmental policy in place



Environmental champion appointed ?



Monitor gas, electricity and water use ?



Monitor use of other resources ?

At least 1

At least 2

At least 3

Measure resource use ?

At least quarterly

At least quarterly

Directly from the meter at least monthly

Set targets for improved resource efficiency



Progress towards targets demonstrated



Annual 2% minimum reduction in resource use



Action plan in place ?



Action plan in place ?	✓	✓	✓
Recycling system in place ?	✓	✓	✓
Adopt a travel plan	✗	✓	✓
Calculate Carbon footprint	✓ for buildings	✓ for buildings and transport	✓ some scope 3 impacts included
Undertake additional projects ?	At least 1	At least 2	At least 3
Present progress annually ?	✓	✓	✓ (biannually)
Undergo a site audit through iiE ?	✗	✗	✓

CO₂

CH₄

N₂O

HFCs

PFCs

SF₆

NF₃

Source: compareyourfootprint.com

Scope 2
INDIRECT

Scope 1
DIRECT

Scope 3
INDIRECT

Scope 3
INDIRECT



purchased goods and services



capital goods



fuel and energy related activities



transportation and distribution



waste generated in operations



business travel



employee commuting



leased assets



company facilities



company vehicles



transportation and distribution



processing of sold products



use of sold products



end-of-life treatment of sold products



leased assets



investments



franchises

Upstream activities

Reporting company

Downstream activities

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Environmental Management System (EMS)



Accreditation Framework



Green champion appointed



Environmental policy in place



Measure your usage



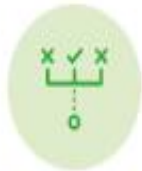
Set targets



Create action plans



Have a recycling system



Create a travel plan



Calculate a carbon footprint



Communicate and Engage



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In summary...

- Environmental sustainability is increasingly considered relevant to the veterinary profession, in line with wider sustainability responsibilities such as antibiotic reduction
- Retailers and other businesses increasingly considering the “green credentials” of their suppliers
- Potential to improve wellbeing and team mentality of practice staff
- Frameworks and organisations available to facilitate practice goals, with support and consultancy, accreditation and awards.

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Many thanks for your time

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