AgroSpectrum ASIA
Envisaging Future | Updating Present

Trouw Nutrition targets egg industry emissions with integrated carbon programme

26 May 2026 | News

Data-driven platform aims to improve feed efficiency, extend laying cycles, and support sustainable production economics

trouw nutrition
a Nutreco company

Data-driven platform aims to improve feed efficiency, extend laying cycles, and support sustainable production economics

Trouw Nutrition has launched a new Carbon Reduction Programme for Layers, targeting one of the most emissions-intensive segments of animal agriculture with a structured approach to lowering environmental impact while maintaining productivity and economic viability.

The initiative is designed to help egg producers measure, manage, and reduce carbon emissions per kilogram of eggs through a combination of precision nutrition, lifecycle management strategies, and digital decision-support systems.

The programme addresses mounting pressure on the global egg industry to simultaneously deliver sustainability, animal welfare, efficiency, and affordability. It is positioned as a science-based framework that integrates environmental performance directly into production planning and operational decision-making.

At its core, the programme combines nutritional science with digital monitoring tools and long-term flock management strategies. Alongside its Layer Longevity Programme, Trouw Nutrition provides feed optimisation solutions and data-driven modelling tools aimed at extending laying cycles and improving lifetime productivity per hen.

Digital platforms such as MyEggPrint and MyFeedPrint are used to establish carbon baselines, identify emission hotspots, and simulate intervention scenarios across feed sourcing, energy use, and flock performance. These tools enable producers to evaluate trade-offs between productivity, profitability, and emissions intensity.

According to the company, feed remains the largest contributor to both production cost and carbon emissions in egg production. The programme therefore prioritises precision nutrition strategies designed to improve feed conversion efficiency, enhance egg output, and reduce emissions per unit of production.

Key focus areas include improved performance during rearing, stabilised onset of lay, sustained eggshell quality, and extended productive laying cycles. By increasing hen longevity and reducing replacement rates, the programme aims to increase lifetime egg output per bird while lowering overall environmental impact.

The initiative also introduces structured implementation support, offering producers tailored roadmaps, key performance indicators, and expert advisory services. These frameworks are intended to support gradual transition strategies aligned with farm-specific operational and financial conditions.

Trouw Nutrition stated that the programme is designed not only to reduce emissions but also to unlock commercial opportunities, including access to sustainability-linked financing and retailer-driven sustainability schemes.

The Carbon Reduction Programme for Layers is aligned with the companyâ??s broader â??Feeding the Futureâ? strategy, which focuses on improving the efficiency and sustainability of global animal protein systems.

By combining nutritional innovation with digital measurement and lifecycle optimisation, the programme aims to position carbon efficiency as a core performance metric in modern egg production systems, rather than a standalone sustainability add-on.