

Sustell and PoultryPlan push farm-level data model for emissions tracking

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Sustell has entered into a strategic partnership with PoultryPlan to accelerate the adoption of environmental footprinting in poultry production through simplified, data-driven tools built on primary farm-level inputs.

The collaboration is designed to help poultry producers measure, manage, and reduce their environmental impact with greater ease and consistency, while supporting increasingly stringent sustainability requirements across global food supply chains.

The joint initiative focuses on enabling scalable and practical footprinting solutions that translate operational farm data into verified environmental performance metrics. The system is intended to support retailers, food companies, and processors that require frequent, accurate emissions reporting as part of broader climate and sustainability commitments.

By combining digital farm management capabilities with environmental modelling tools, the partnership allows producers to identify key emission hotspots, particularly in feed usage and resource efficiency, and implement targeted improvement measures. The approach is designed to improve both environmental performance and operational profitability.

A core feature of the collaboration is the use of primary farm data for footprint calculations, ensuring that emissions reporting is grounded in real operational inputs rather than broad estimations. Data ownership remains fully with the farmer, with information shared only under explicit consent, reinforcing transparency and control over sensitive operational data.

Farmers are expected to benefit from improved visibility into sustainability performance, enabling them to demonstrate measurable progress to downstream partners and potentially unlock value-added opportunities linked to sustainability compliance and reporting standards.

According to PoultryPlan leadership, the integration is intended to reduce complexity in farm management by converting existing operational data into actionable sustainability insights without adding administrative burden.

Representatives from Sustell noted that environmental footprint reporting has become a structural requirement in modern food supply chains, and scalable digital tools are essential to meeting these expectations efficiently and credibly.

The partnership positions both companies within a growing shift toward data-driven agriculture, where environmental performance is increasingly measured, verified, and integrated directly into commercial decision-making across the poultry industry.
