



Annual plan IKB Kip 2025

The aim of IKB KIP is to strengthen the license to produce of participating companies active in the poultry supply chain, in and outside the Netherlands. The consumer not only wants to trust in food safety but also places importance on animal welfare and sustainability. IKB Kip, as a quality and certification scheme, plays a key role in these themes. IKB Kip has the following slogan, **IKB KIP, chicken from an assured source!** In 2025, efforts will focus on the following points.

1. IKB Kip, a system to be proud of

- IKB Kip supports the parties in the poultry meat supply chain. We translate the desires of the market and society into requirements for businesses.
- The collaboration of IKB Kip with retailers and the food industry will be intensified.
- IKB Kip has opportunities to grow abroad and strengthen its position internationally.
- The cooperation with other quality marks, such as BLK and Beter voor Natuur & Boer, will be enhanced.

2. IKB Kip as an efficient and effective scheme

- The objectives of IKB Kip are known to the participants.
- Monitoring the effectiveness of IKB Kip: are the objectives being achieved?
- IKB Kip aligns with future developments (sustainability) by considering and implementing modules.
- The collaboration with NWWA is being strengthened to make inspections more efficient for participants.

3. IKB Kip scheme and scheme management

- Conduct regular scheme management in compliance with ISO 17065 and Ketenborging.nl.
- Monitor the performances of participants, encouraging them to deliver strong results.
- Implement changes through the Central Committee of Experts for IKB Kip.

4. IKB Kip supports participants

- Continue to anticipate the responsible use of resources (prevention and education).
- Support participant through data and IT tools (notifications)
- Ensure effective communication with participants, focusing on content and practical application.
- Organize a webinar or podcast for urgent and relevant topics.
- Ensure good accessibility of the secretariat.
- Expand the search functionality for IKB participants.