

Annual plan IKB Kip 2023



IKB Kip, chicken from an assured source!

The purpose of IKB Kip is to strengthen the license to produce of participating companies active in the poultry supply chain, in and outside the Netherlands. This involves building and maintaining the trust of market parties and society in IKB Kip and the companies that participate in the scheme. The focus areas for 2023 include:

1. Working together on a system that we can all remain proud of
 - Realising the added value of IKB Kip
 - Promotion and explanation of IKB Kip
 - Analysing the future image and future viability of IKB Kip
 - Intensifying external contact, e.g. visit to study clubs

2. IKB Kip being an efficient and effective scheme
 - IKB Kip objectives must be clear and known to participants
 - Monitoring the effectiveness of IKB Kip; are goals being achieved?
 - Monitoring the performance of participants
 - Finalising integration of KIPnet database into KIP database

3. Schedule and schedule management
 - Implementing regular schedule management in accordance with ISO 17065 and Ketenborging.nl
 - Following recalibration of IKB Kip: strengthening harmonisation in the chain and between links
 - Commitment to benefits from IKB Kip participation in Ketenborging.nl
 - Preparing changes, where necessary, with the Central Board of Experts

4. Support and guidance for participants
 - Continuing to anticipate responsible use of resources (prevention and education)
 - Supporting participants with data and IT tools (alerting)
 - Good communication towards participants and good secretariat accessibility