



## **Richard Griffiths Assumes Leadership Role as Chair of the International Poultry Welfare Alliance**

New IPWA Chair Enhances Global Outreach for the Organization

**Georgia (January 15, 2024) —**

The International Poultry Welfare Alliance (IPWA) is thrilled to announce Richard Griffiths as the new Chair of the Board of Directors, marking a pivotal moment in the organization's commitment to advancing poultry welfare on a global scale.

The IPWA is a nexus for key figures in the poultry welfare space, including decision-makers, farmers, researchers, and various stakeholders, fostering collaboration to enhance worldwide poultry welfare. The newly appointed chair will guide the organization through this next phase, bringing forth diverse perspectives from across the globe.

Richard Griffiths, esteemed President of the British Poultry Council, has been selected as the new IPWA Board of Directors chair. With his wealth of experience in professional trade association leadership and strategic reputation management, Griffiths is poised to play a crucial role in fortifying IPWA's mission. His global outlook and engagement with the international community will help IPWA drive positive outcomes for poultry welfare globally.

"I am thrilled to contribute to expanding IPWA's global impact." Griffiths stated, "Having witnessed the value of IPWA as a member, I am eager to support the organization's continued explosive growth."

Richard Griffiths' visionary leadership aligns seamlessly with the [IPWA's strategic plan](#) for the next three years, as emphasized by Ryan Bennett, the Executive Director of IPWA. Bennett noted, "Richard's internationally respected abilities position him perfectly to guide our organization to reach new heights."

The IPWA's inclusive multistakeholder structure ensures representation from all facets of the poultry sector, from decision-makers to end customers. Board members, chosen from diverse areas, hold leadership roles with equal voting rights, ensure a balanced and comprehensive approach to addressing the various challenges and opportunities in poultry welfare. Most recently, the IPWA board oversaw the completion of the Key Welfare Indicator Guides (KWI Guides), which are being turned into online video training modules to be showcased and released during IPPE at the IPWA's Research



and Innovation Icebreaker Event. The KWI Guides are available on [IPWA's website here](#) for free online in English and Spanish, with other languages forthcoming. The IPWA KWI Guides are not a set of requirements to be met. They are an innovative reference resource for each farm, hatchery, processor, or full supply chain to use to build and decide on their own what goals and requirements that align with their business goals and applicable standards and guidelines.

IPWAs Board Includes:

- Ken Opengart, Tyson Foods
- Jon Hixson, Yum! Brands- Immediate Past Chair
- Ken Martin, Fieldale Farms
- Mohamed Mousa, Herbruck's Poultry Ranch
- Janet Helms, McDonald's
- Aaron Stephan, Once
- Tak Niino, Zoetis
- Jayashima Nuggehali, Global Food Partners
- Stephanie Cottee, Probiotech
- Anne-Marie Neeteson, Aviagen

**About IPWA:** The International Poultry Welfare Alliance is a diverse and driven group of organizations, companies, and individuals committed to continuously advancing poultry welfare worldwide. IPWA uses its multistakeholder network to foster open communications, share best practices, and support credible research and innovation that supports poultry welfare. To learn more about the work of IPWA or join the alliance, visit [poultrywelfare.org](http://poultrywelfare.org).

Richard Griffiths Bio and Image

### **Biography**

Richard Griffiths has been with the British Poultry Council for eighteen years, first as Policy Director and latterly as Chief Executive. In that time, he has covered welfare, food safety, global trade, antibiotics, avian influenza, and is responsible for raising the profile of the UK poultry meat sector. Richard has a background in mining engineering and began his working life with British Coal in underground mines, and then spent eight years with the Quarry Products Association before moving to the poultry sector. Richard is currently Chair of the International Poultry Welfare Alliance (IPWA) and Vice-President of the International Poultry Council (IPC).

