



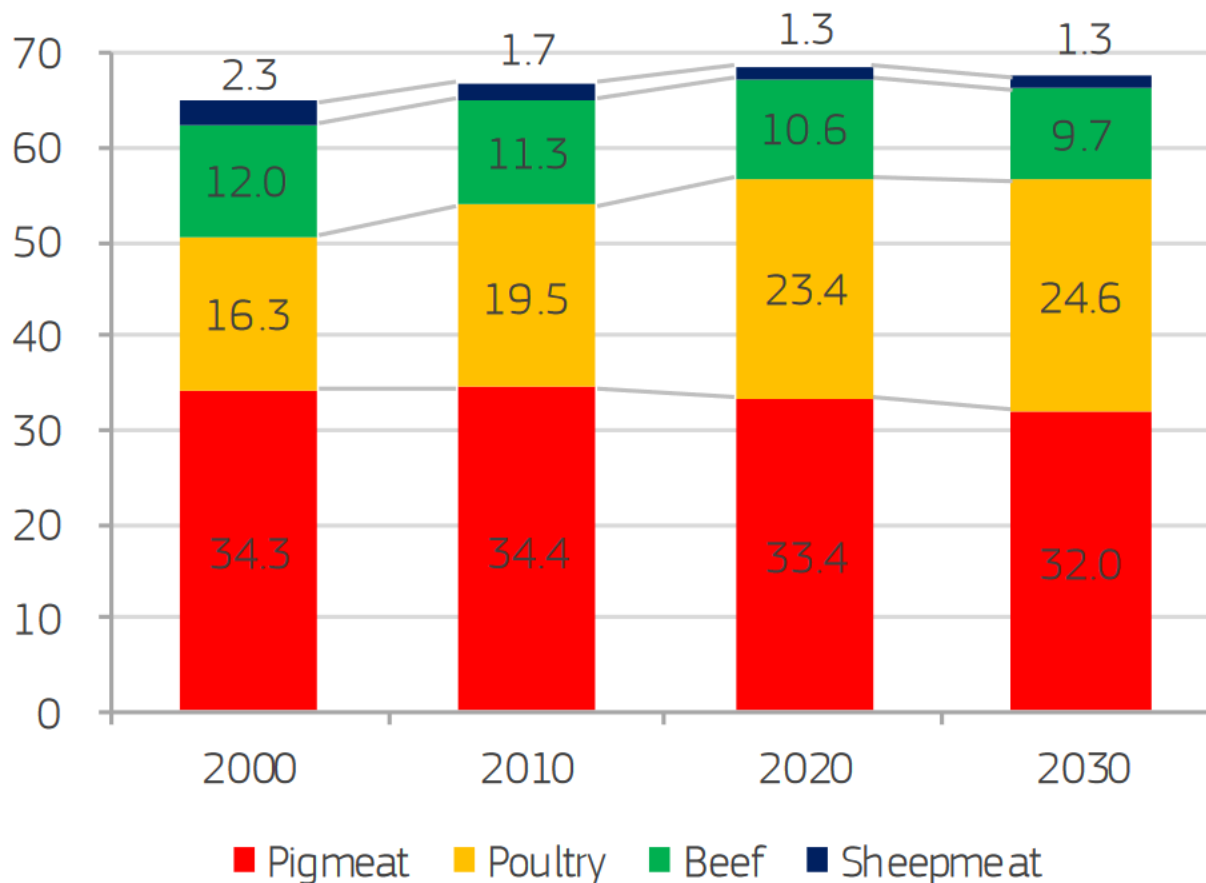
The EU Promotion Policy:
An essential tool to ensure the
competitiveness and sustainability
of the European livestock sector

EU POULTRY MEAT CAMPAIGN

European Parliament Intergroup on
Climate Change, Biodiversity and Sustainable Development
17 June 2021

Meat Consumption Forecast

EU meat consumption (kg/capita)

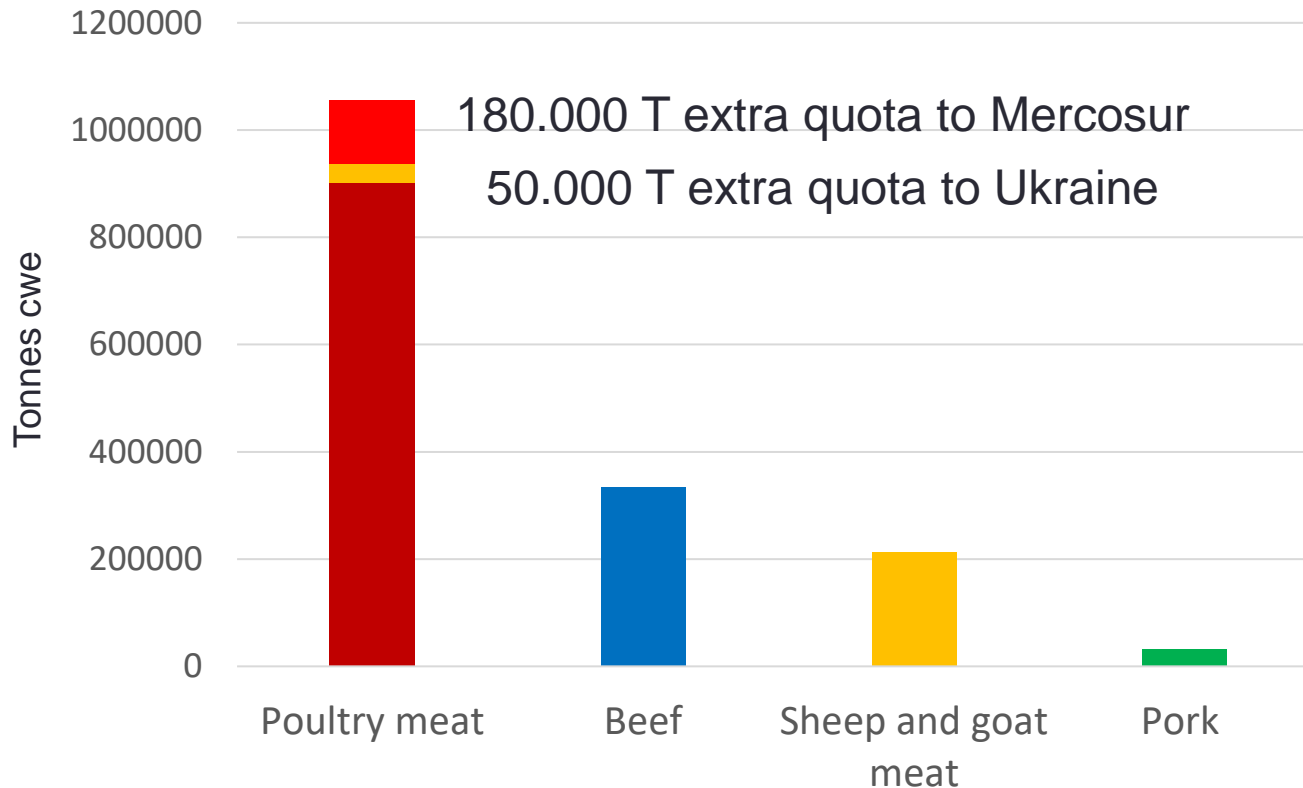


EU total meat consumption is set to decline with 1,1% by 2030 ...

But poultry meat consumption is expected to up with 5,2%

We import a big amount of poultry meat

Imports to the EU per year ... average last 5 years



25 % of the poultry breast meat we eat in the EU comes from third countries

High EU Standards ... we have legislation!

Issue	EU	USA
General protection of poultry	Legislation on buildings, cleaning, system back-up and staff numbers	Not in legislation, the Animal Welfare Act excludes farm animals
Specific welfare requirements for broilers	Legislation on stocking rates; Litter quality; Lighting (pattern & intensity); Maximums for CO ₂ and NH ₃ in houses, if higher stocking rates are used	No legislation; Guidelines* state maximum stocking density and requirements for light and NH ₃
Maximum journey time during transport	Maximum journey time of 12 hours for poultry to slaughter (excluding loading and unloading)	'28 hour law'; No transport time limits in the NCC animal welfare program
Drivers and staff during transport	Legislative requirements for competence and authorisations for longer journeys	No requirement in legislation and not covered in NCC program

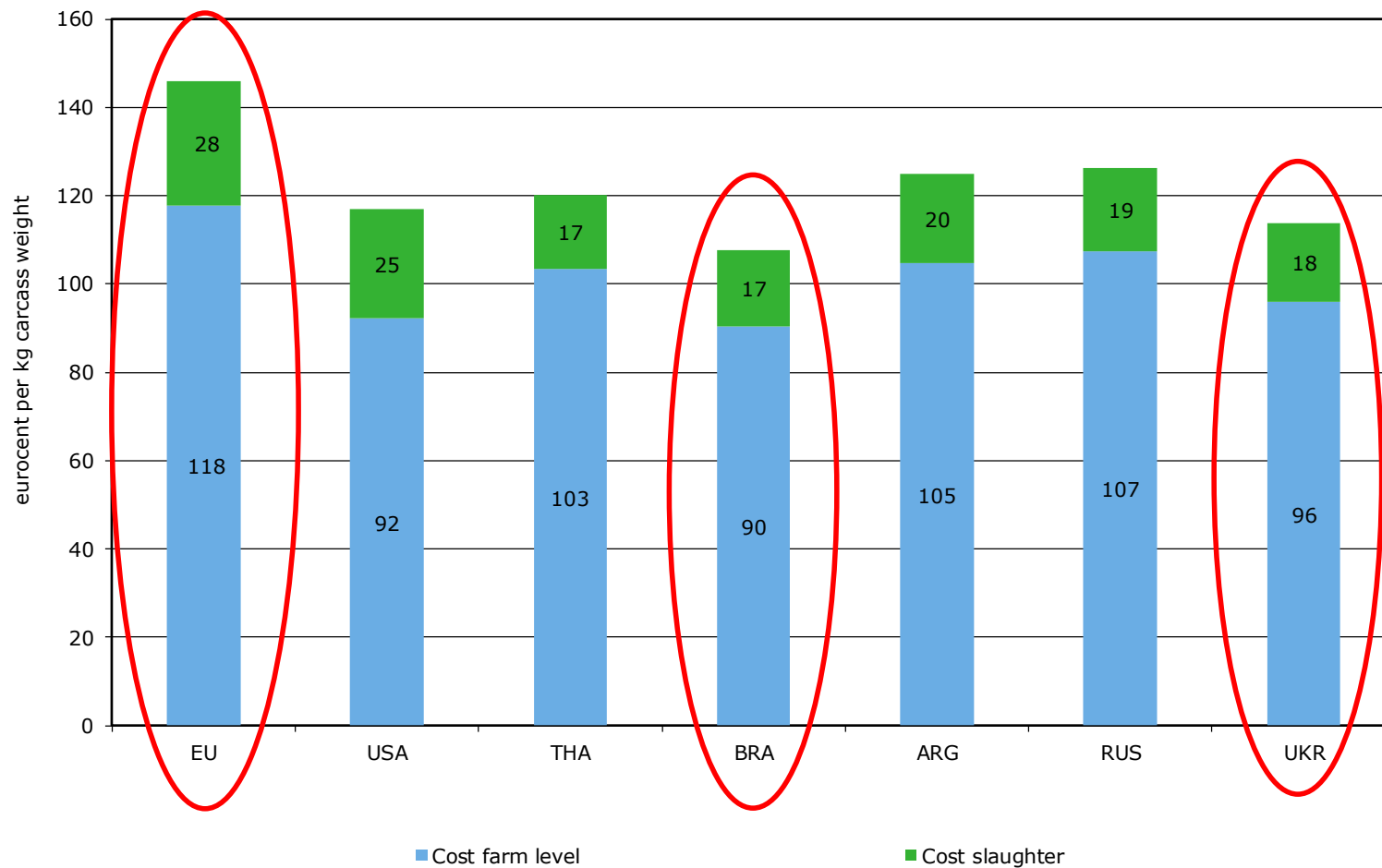
Non-EU countries have limited legislation on environmental protection, food safety and animal welfare.

Especially for animal welfare, research shows that the EU standards for broiler production are the highest in the world.

Source:

Comparison of the Regulatory Framework and Key Practices in the Poultry Meat Supply Chain in the EU and USA Undertaken by ADAS UK Ltd in conjunction with The University of Arkansas August 2016 <http://www.avec-poultry.eu/wp-content/uploads/2018/06/Etude-ADAS-Final-Low-res..pdf>

Competitiveness



EU Poultry Meat Project

- **Duration:**
1st Jan 2020 – 31st Dec 2021
- **Partners:**
AVEC as coordinator
BVG, Germany
CIDEF, France
KRD-IG, Poland
NEPLUVI, The Netherlands
UNAITALIA, Italy
- **Main goal:**
Raising the awareness on the high EU production standards and the quality of the EU poultry meat
- **Target audience:**
Consumers (focus on families with children),
Professionals, Media, etc...



How it is done ...

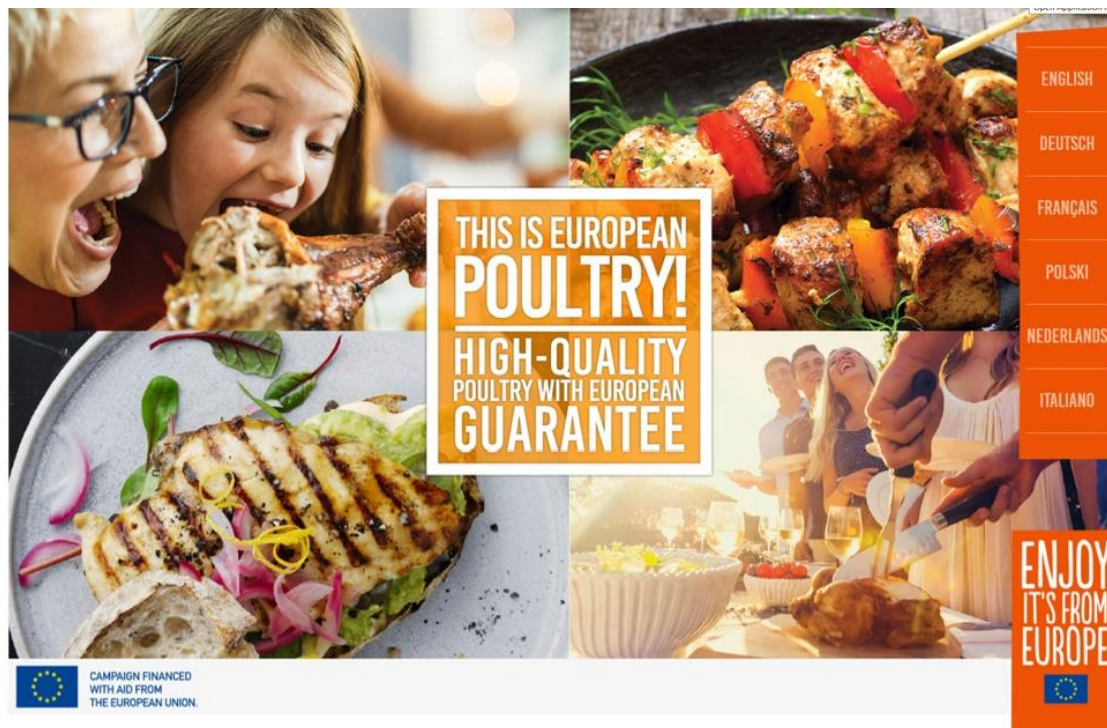
- Common website: eu-poultry.eu (available in 6 languages)
- Common material (adapted to national markets and targets)

One EU Project



6 national campaigns

- Radio & Press Advertising
- Events (Fairs,...)
- Ambassadors
- Social media campaign
- ...



AVEC | The voice of Europe's poultry meat sector



EU Poultry Meat is part of the solution !



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Have a look at our website: www.avec-poultry.eu

