

European Livestock and Meat Trades Union – UECBV

THE EU PROMOTION POLICY: AN ESSENTIAL TOOL TO ENSURE THE COMPETITIVENESS AND SUSTAINABILITY OF THE EUROPEAN LIVESTOCK SECTOR

17 JUNE 2021
14:00 - 16:00 CEST
WEBEX EVENTS

CO-HOSTED BY MEP
ELSI KATAINEN & MEP
SARAH WIENER



copa * **cogeca**
european farmers european agri-cooperatives

CLITRAVI
CENTRE DE LIAISON DES
INDUSTRIES TRANSFORMATRICES DE VIANDES DE
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Promotion Policy vital during recovery



- Promotion Policy must play role in economic recovery – support Europe's high standards
- Realise opportunities from trade agreements
- All products, including red meat, supported
- Imports should be equivalent to EU standards



EU Policy must not discriminate against Livestock sector



- Farm to Fork seeks to support most efficient & sustainable methods of livestock production
- Europe's Beating Cancer Plan – a shift towards a more plant based diet
- Delicate balance, ensure no disproportionate shift at expense of red and processed meats



EU Policy must be informed by science based evidence



- Reform of policy must take measured and informed approach to plant based diet
- Red meats important part of healthy diet
- Key source of iron, zinc, B Vitamins & potassium
- WHO - meat suitable form of energy intake



Livestock farmers & processors engaged on climate issues



Working
with nature



100+ independent auditors undertake 650 weekly engagements on farms to measure & monitor:



- Greenhouse gas emissions
- Biodiversity
- Water use
- Energy efficiency
- Soil management
- Socio-economic factors

- National and EU funded environmental schemes established clear charter for farming
- Ahead of their time and transformed attitudes
- EU needs to reward sector for climate actions
- Exclusion of red meat would undermine efforts



Summary

- Promotion policy has role in economic recovery and all products must get support
- Livestock sector must not be sacrificed
- Measured, science based evidence needed
- Red meat has role in balanced diet
- As guardians of the environment, livestock sector must be incentivised





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Thank you very much for your attention!