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Presentation – The European Poultry Meat Sector

16 May 2024



# Who we are

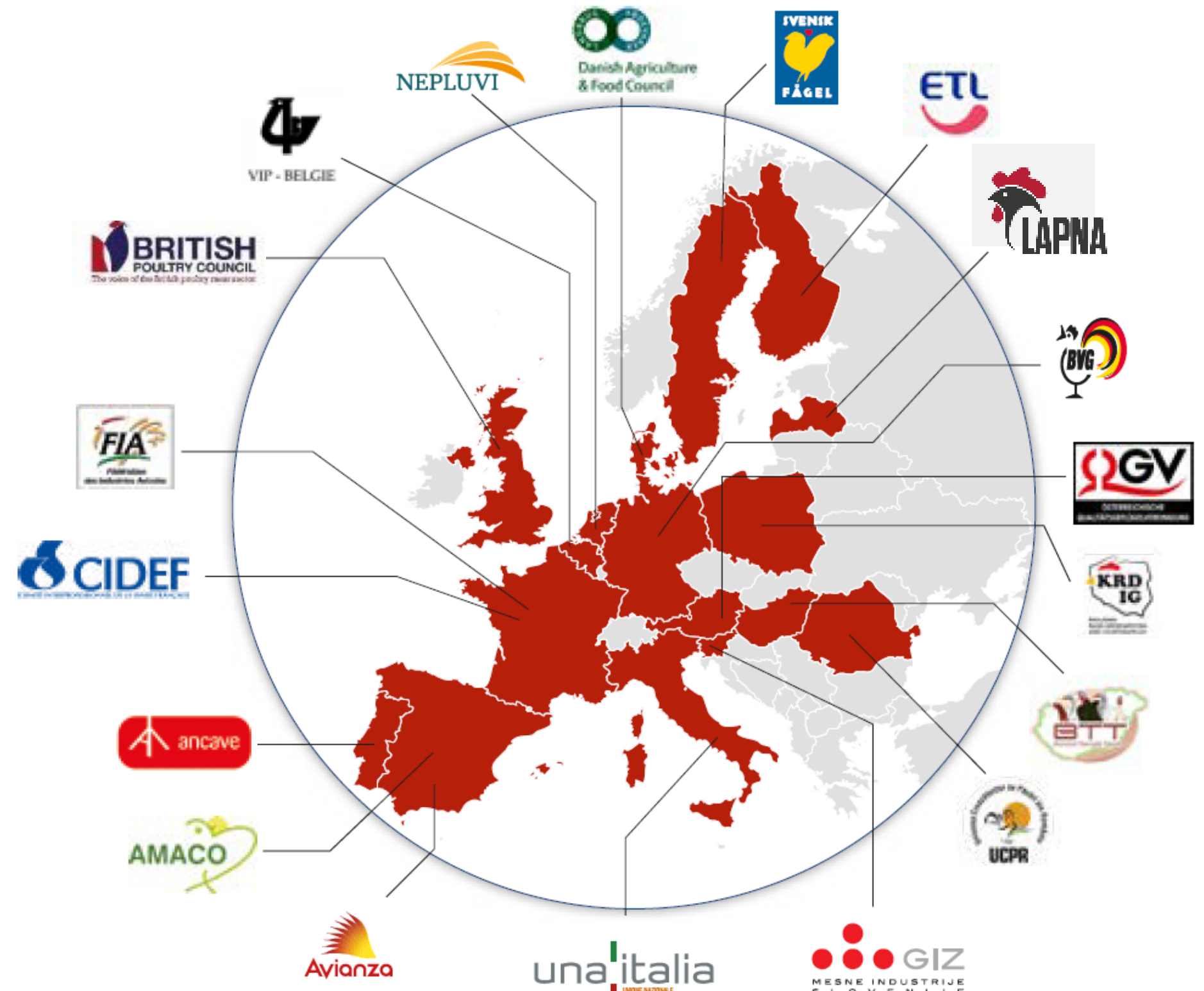
# AVEC, ELPHA & EPB



AVEC is **the voice of Europe's poultry meat sector**, a trade organisation representing **95%** of poultry meat produced in Europe (27+UK).

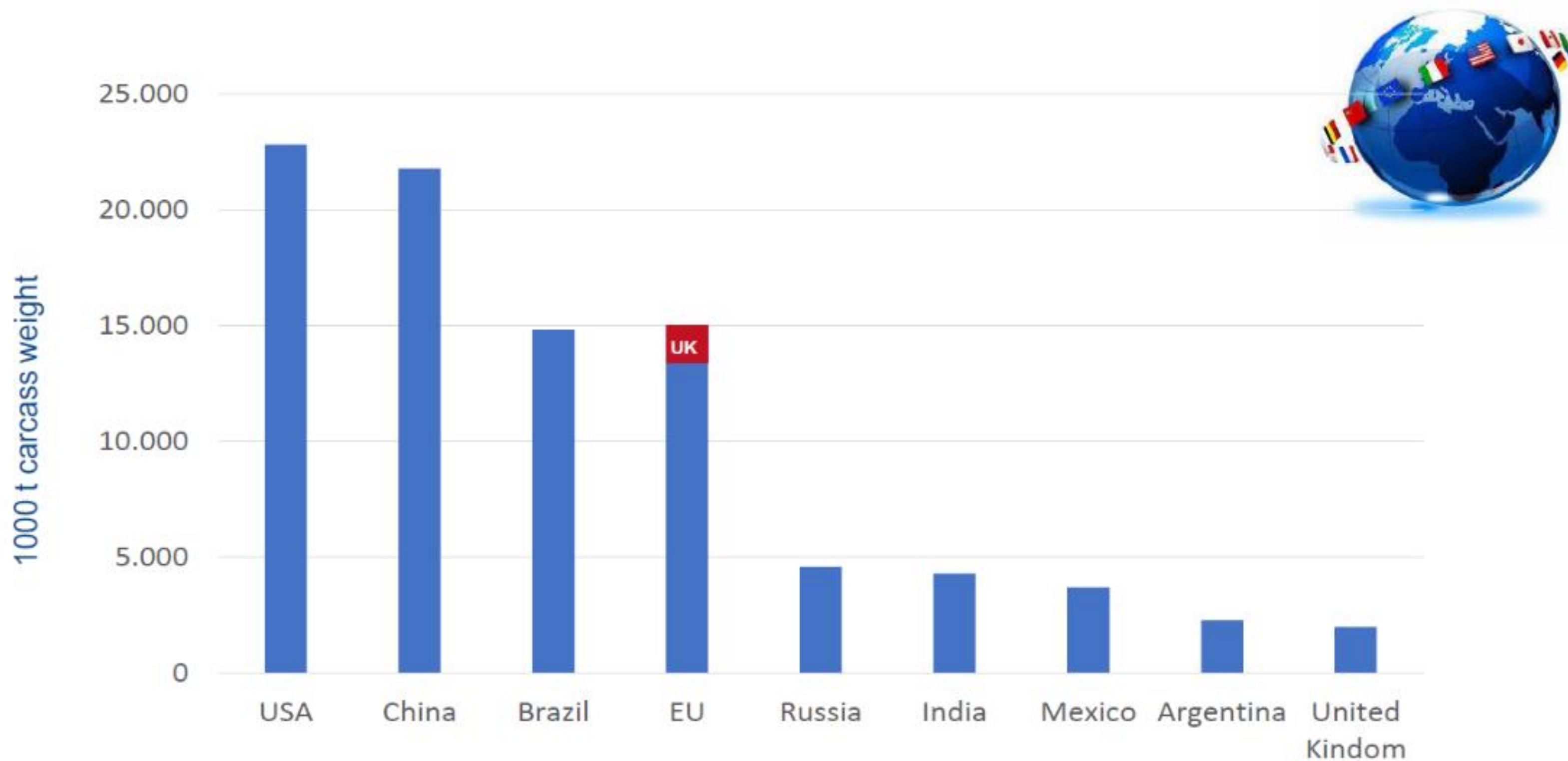


**EPB**  
EUROPEAN POULTRY  
BREEDER ASSOCIATION



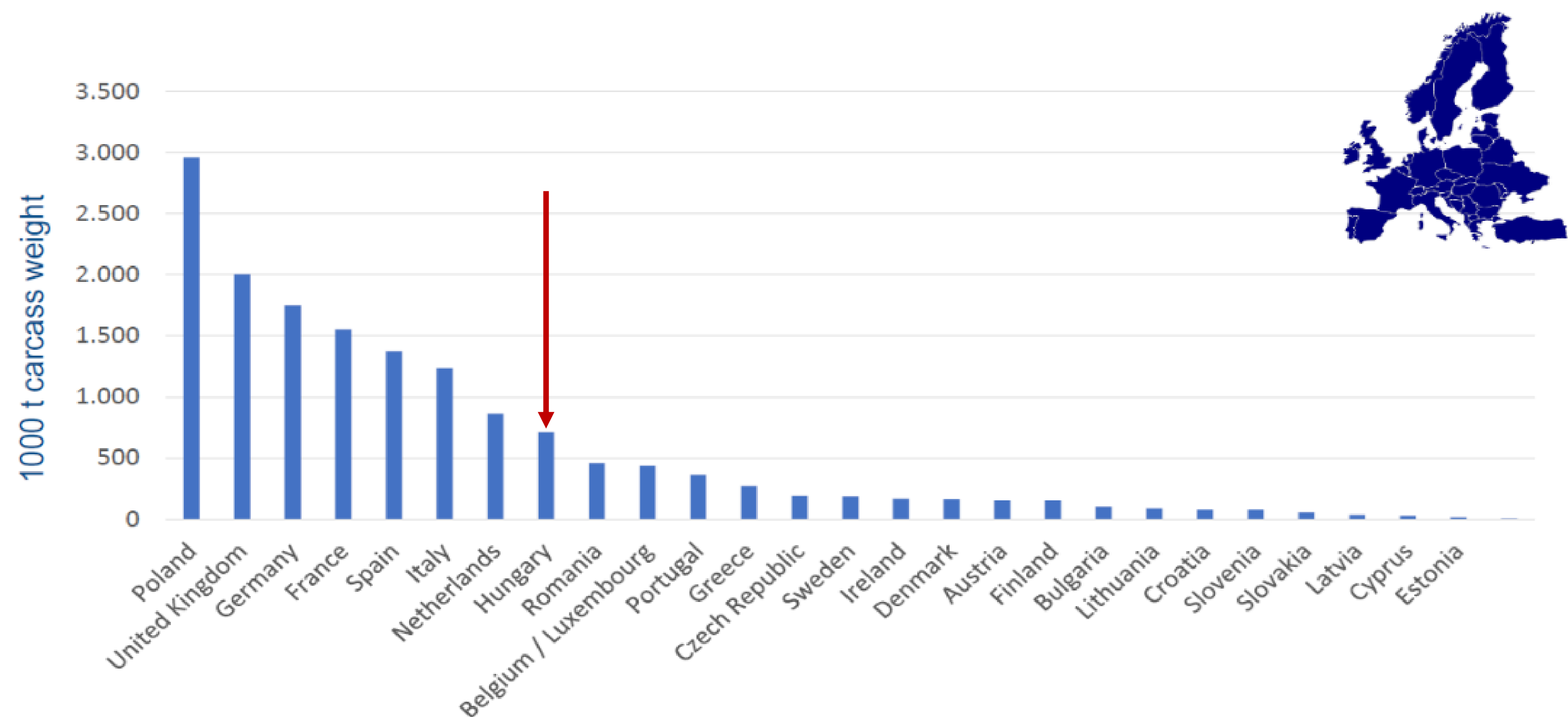
# The facts

# Production of poultry meat 2022

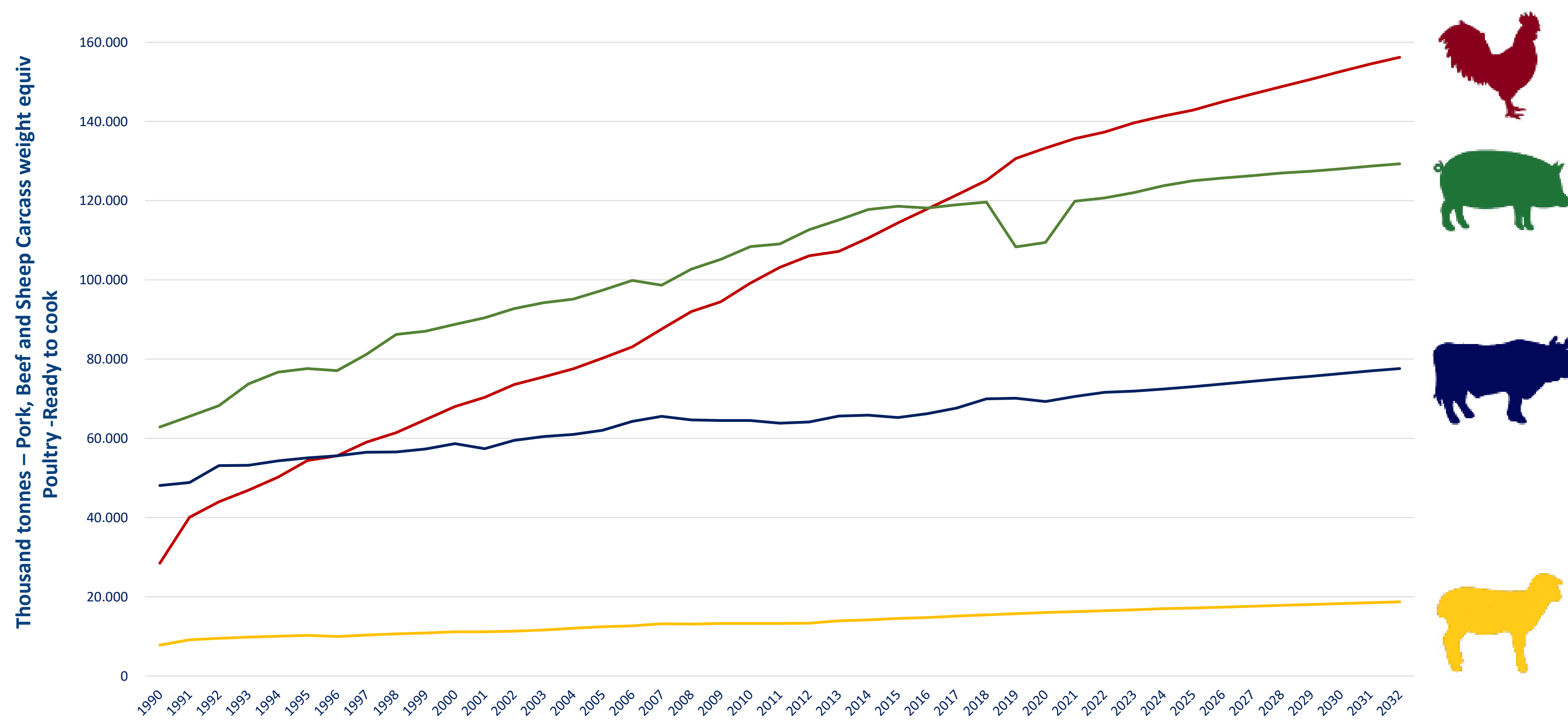




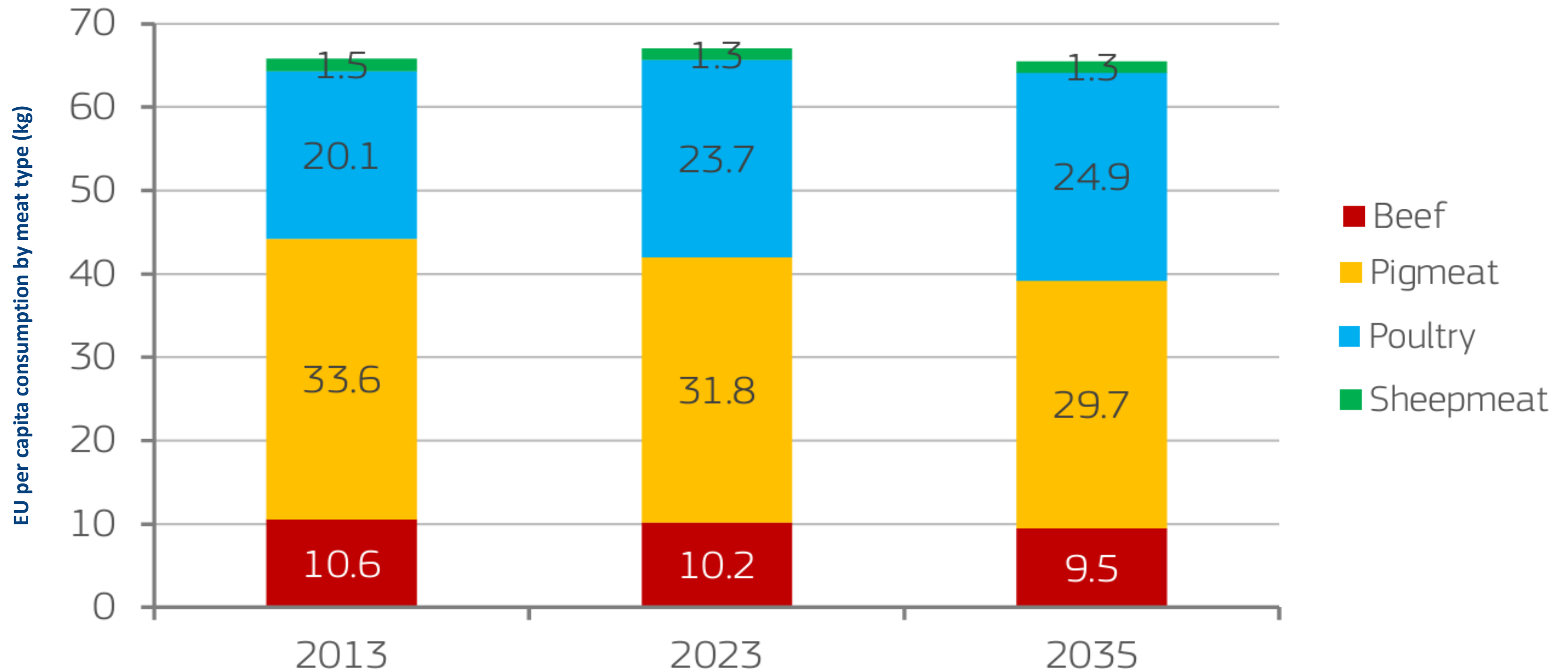
# Production of poultry meat in Europe 2022



# Meat Consumption Forecast - World

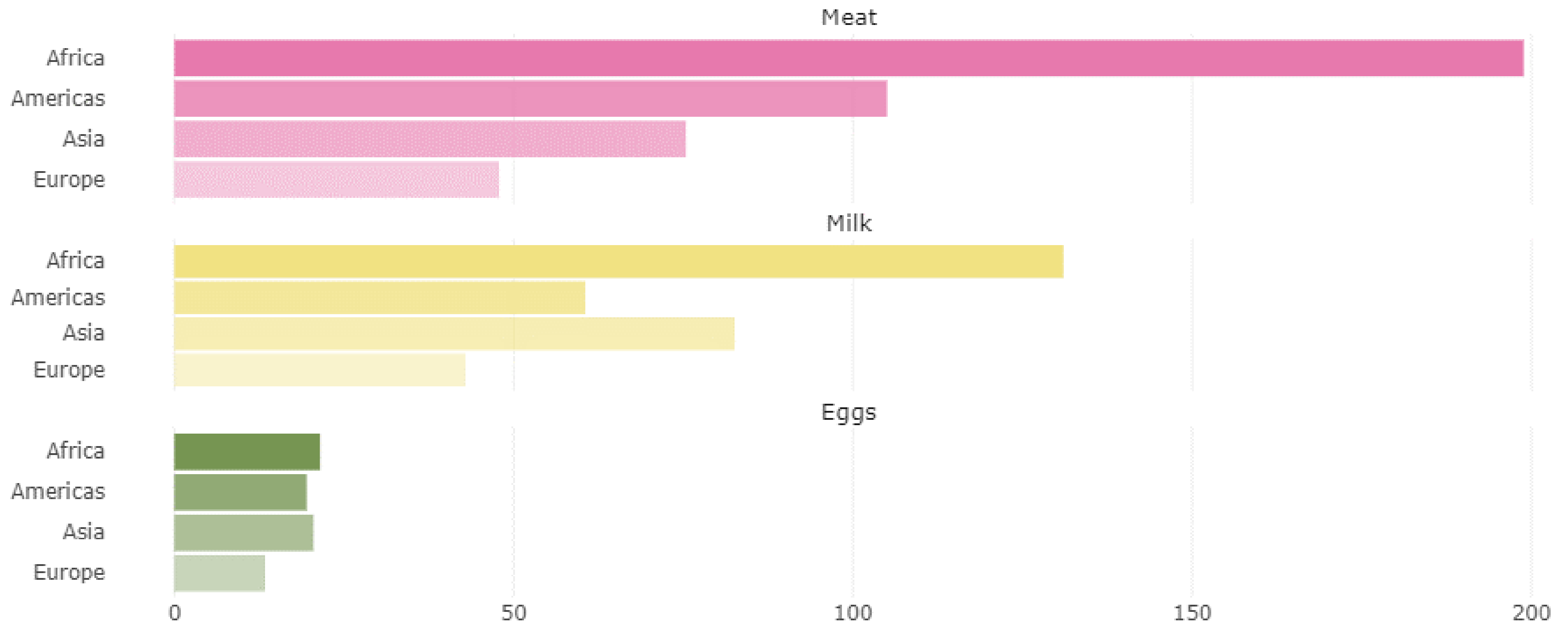


# Meat Consumption Forecast - EU



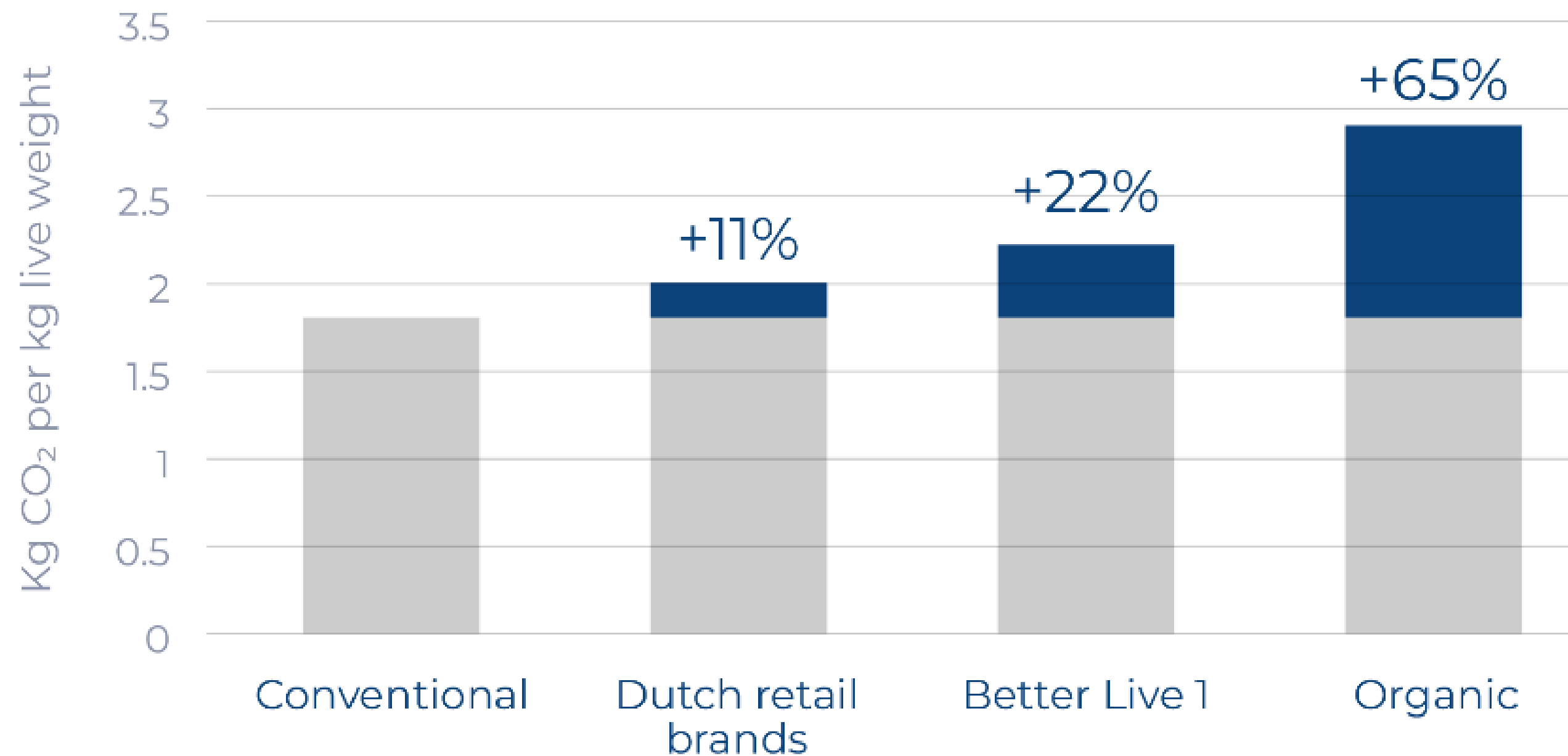


# Producing animal protein in a climate smart way in Europe



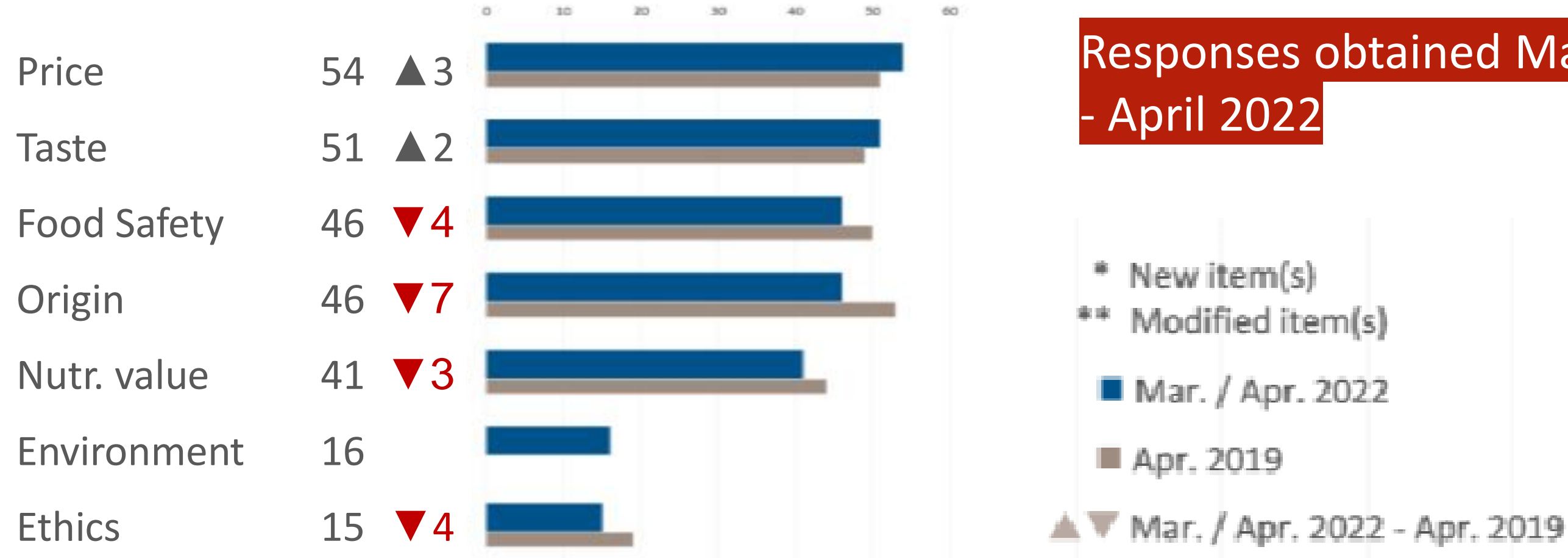
# Environment vs Animal Welfare

## Carbon footprint of different broiler concepts in NL



# The EU Consumers...

When buying food, which of the following are the most important for you?  
First? And then? (%)



# To sum-up...



**1**

The world  
needs **more**  
**animal protein**

**2**

In Europe we  
produce animal  
protein in a **very**  
**carbon-efficient**  
**way**

**3**

Animal welfare and  
environmental  
impact sometimes  
**go against each**  
**other**

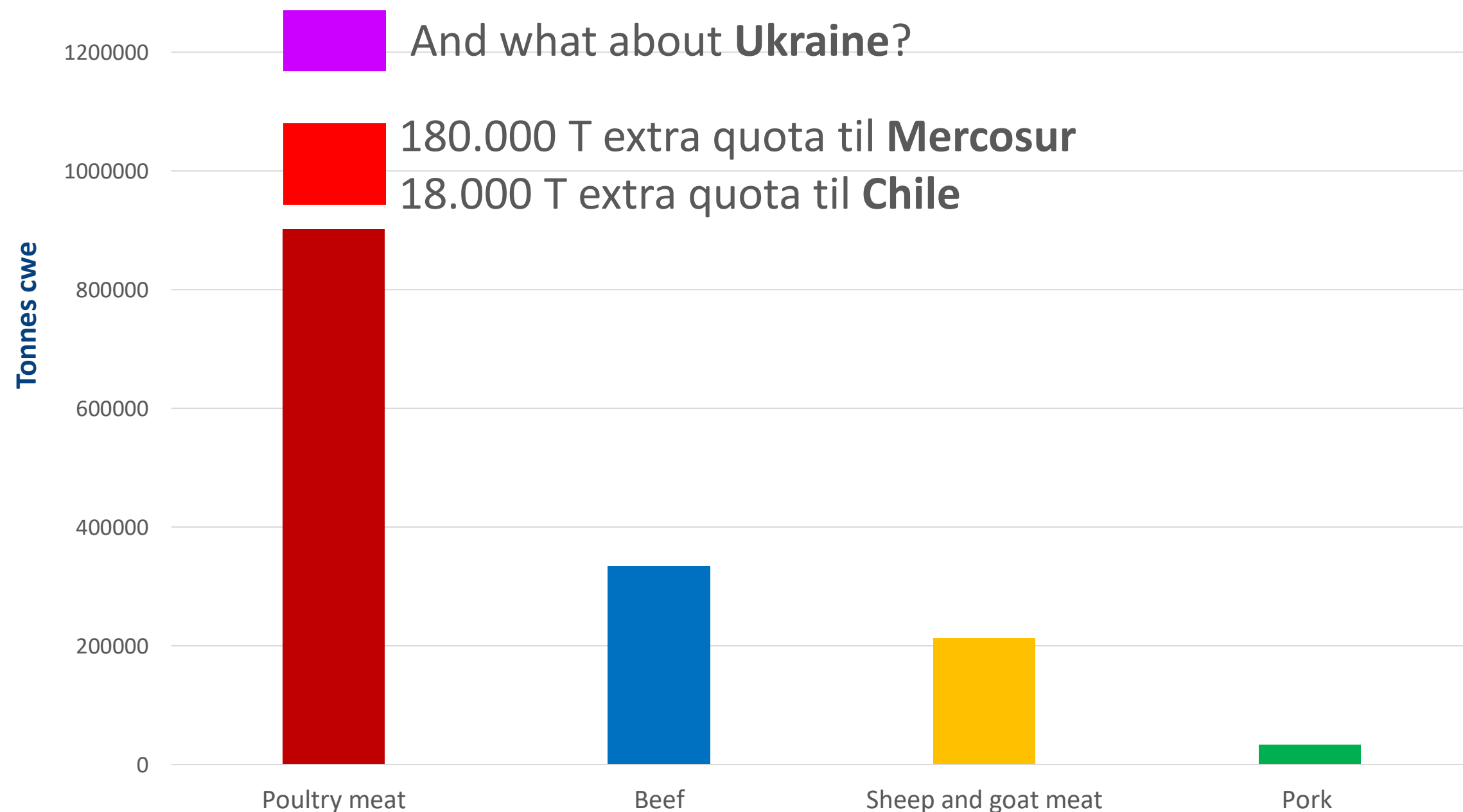
**4**

EU consumers  
are **not ready to**  
**pay more**

# The challenges

# The imports...

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

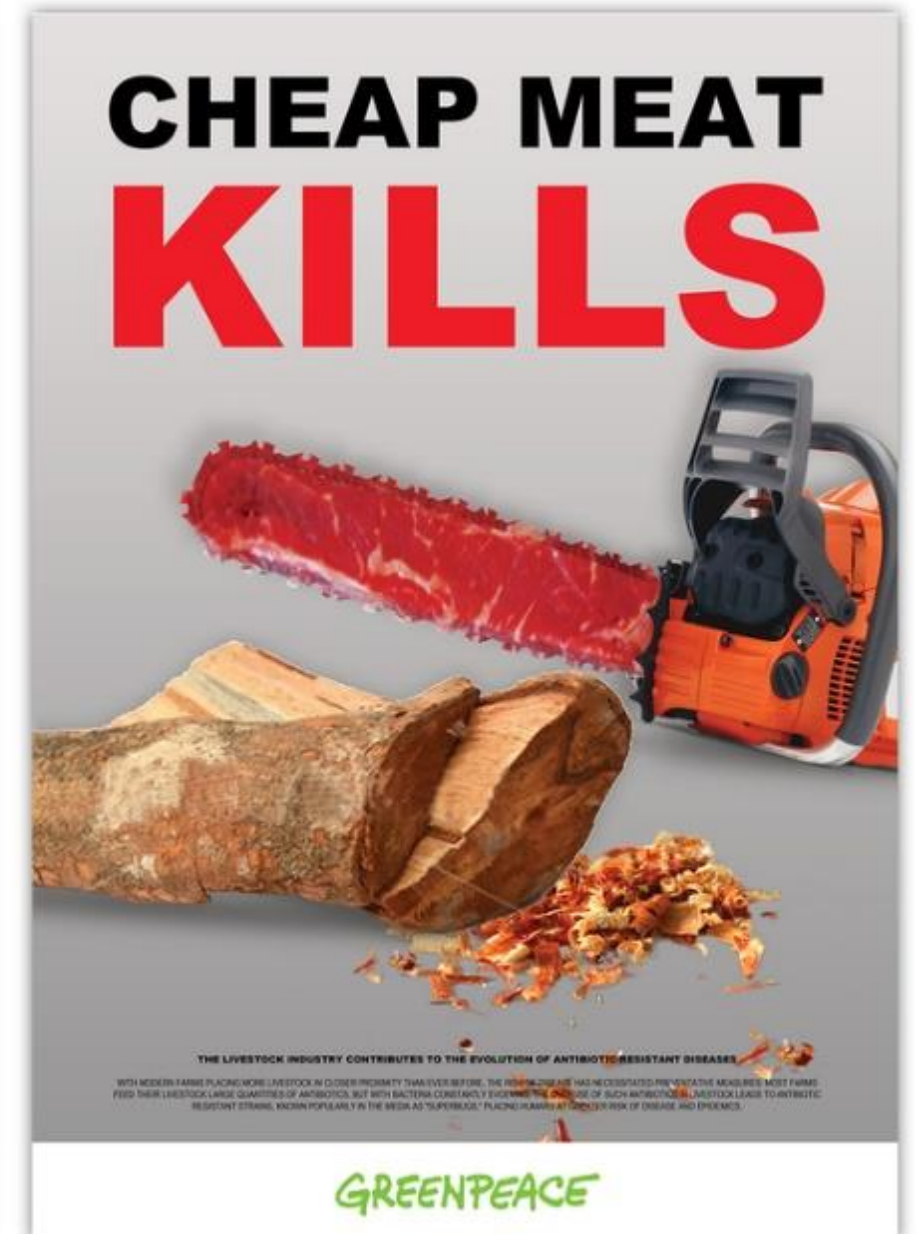
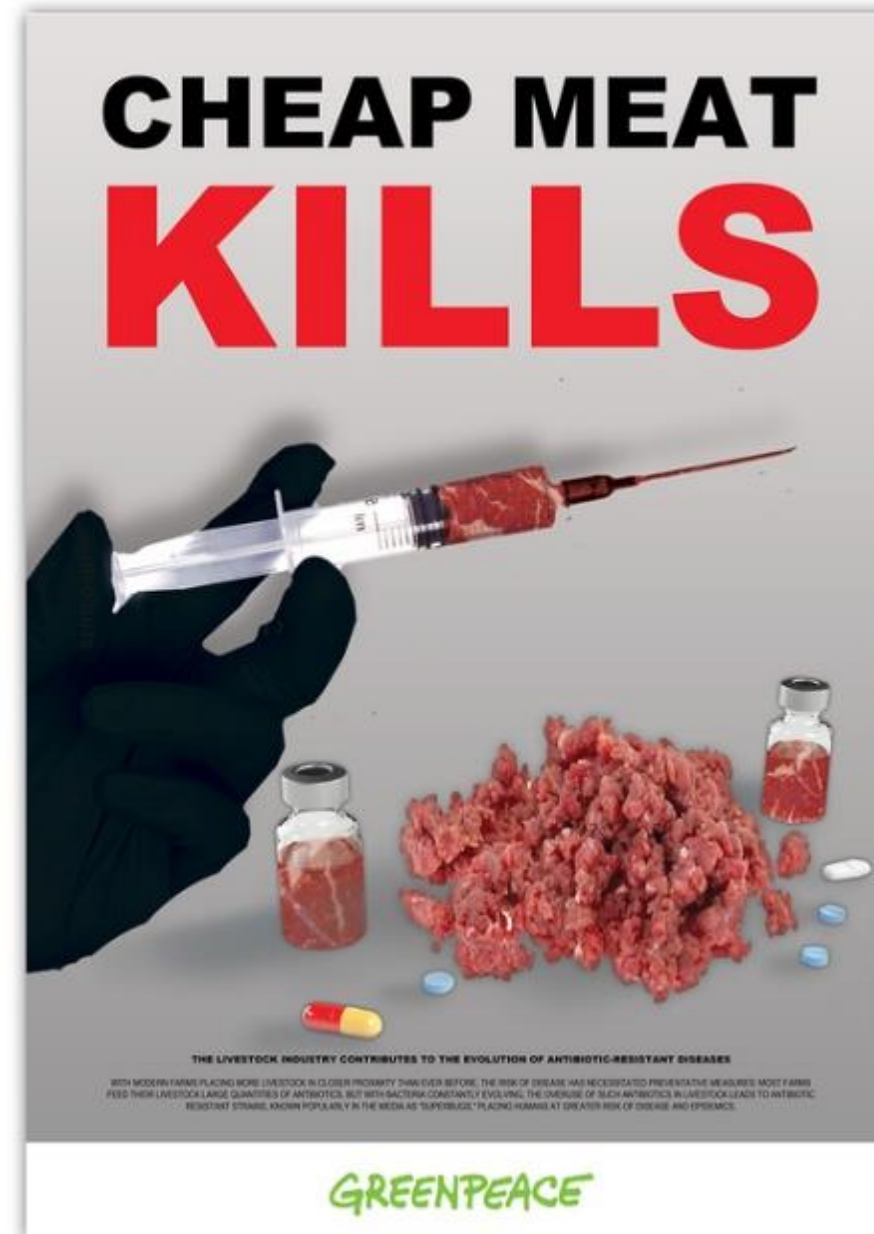


**Without  
reciprocity**

We will import more  
poultry with **lower  
animal welfare** and  
**higher environmental  
impact**



# The NGOs...



# A LOT of initiatives in the EU in the last 5 years



Revision of the **animal welfare** legislation



EU Regulation on deforestation-free supply chains

Industrial Emission Directive

Land use and forestry regulation

Nature Restoration Law

Soil Health Law

Renewable Energy Directive III

....



All these initiatives  
will have a  
**negative impact**  
on the  
competitiveness of  
the European agri &  
food sectors

# The future

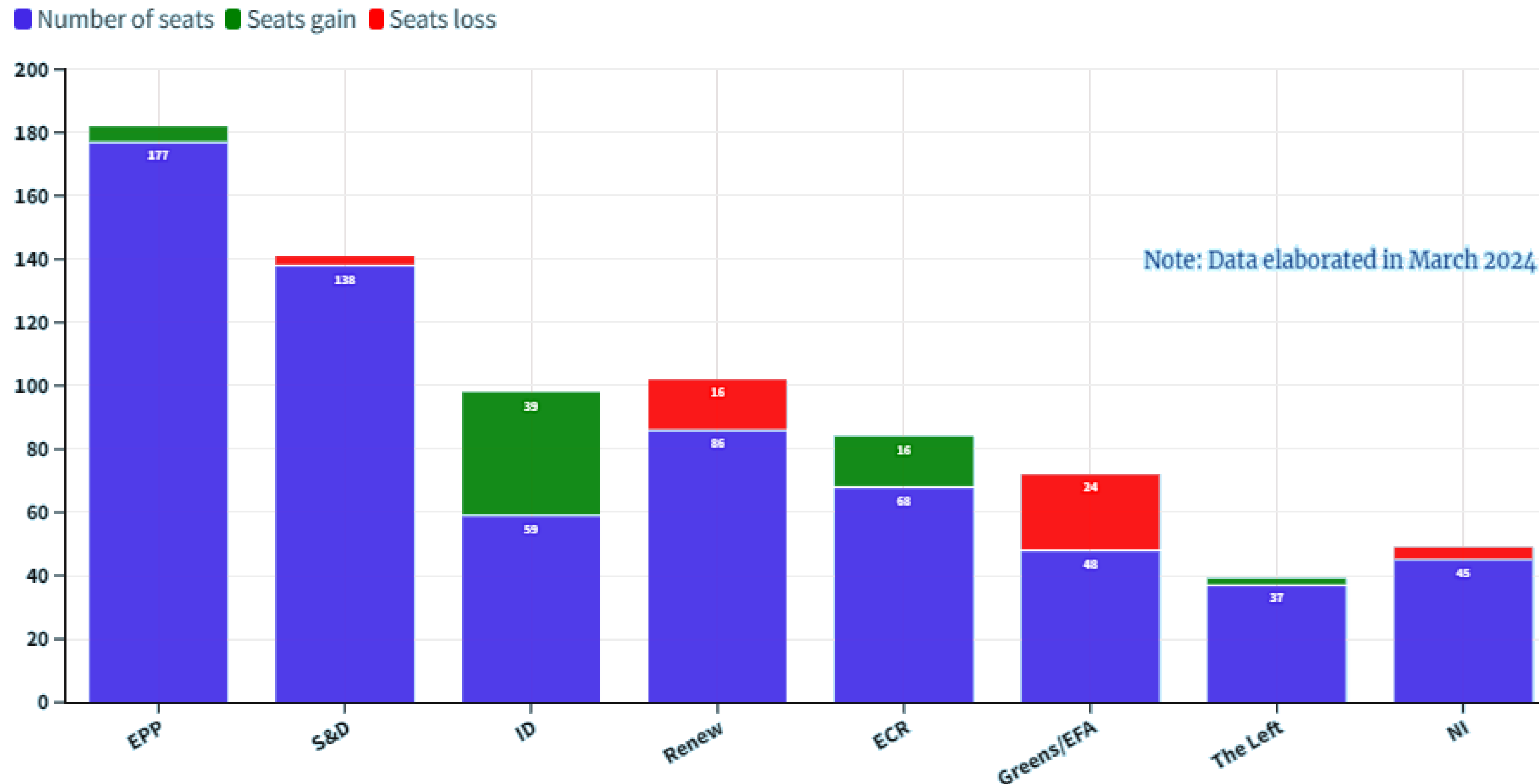


# EU Parliament – Political Groups today



# EU Parliament – What will change with the elections?

Projection of changes of power among political groups after EP 2024 elections  
Including potential recruitment of new parties



# Priority areas for the next European Commission



- **Food** (potential new Commissioner post)
- **Environmental topics**: pollution and water as key issues
- **Industrial funding**, especially green tech
- **Artificial intelligence**
- **Social policy** (potential upgrade in the Commission's structure -pushed by S&D)
- **Defence** (potential new Commissioner post created)
- **Migration**



# AVEC Manifesto for the EU Elections

## Key messages

1

### Keeping production in the EU

- Resilient supply chains
- Regional collaboration
- Reciprocity in trade agreements

2

### Consumer choice

- Diverse product offerings
- Clear labelling
- Consumer education and awareness

3

### Resource Efficiency & Sustainability

- Climate action
- Innovation for efficiency
- Dialogue & accountability

# AVEC Manifesto for the EU Elections

## Top 5 Policy priorities



Clear **labelling**  
**of origin**



Full **reciprocity**  
with imported  
products



Outcome-based  
**animal**  
**welfare KPIs**



Financial support/  
**incentives** for  
poultry farmers



More **R&D** on  
**sustainable**  
**practices** for  
the poultry sector



*Always remember*

**European Poultry  
Meat is part of the  
solution**