



MOST IMPORTANT CHALLENGES OF THE EUROPEAN POULTRY INDUSTRY

World Poultry Day, Budapest, 3 May 2019

Birthe Steenberg, Secretary General, AVEC

AVEC

President

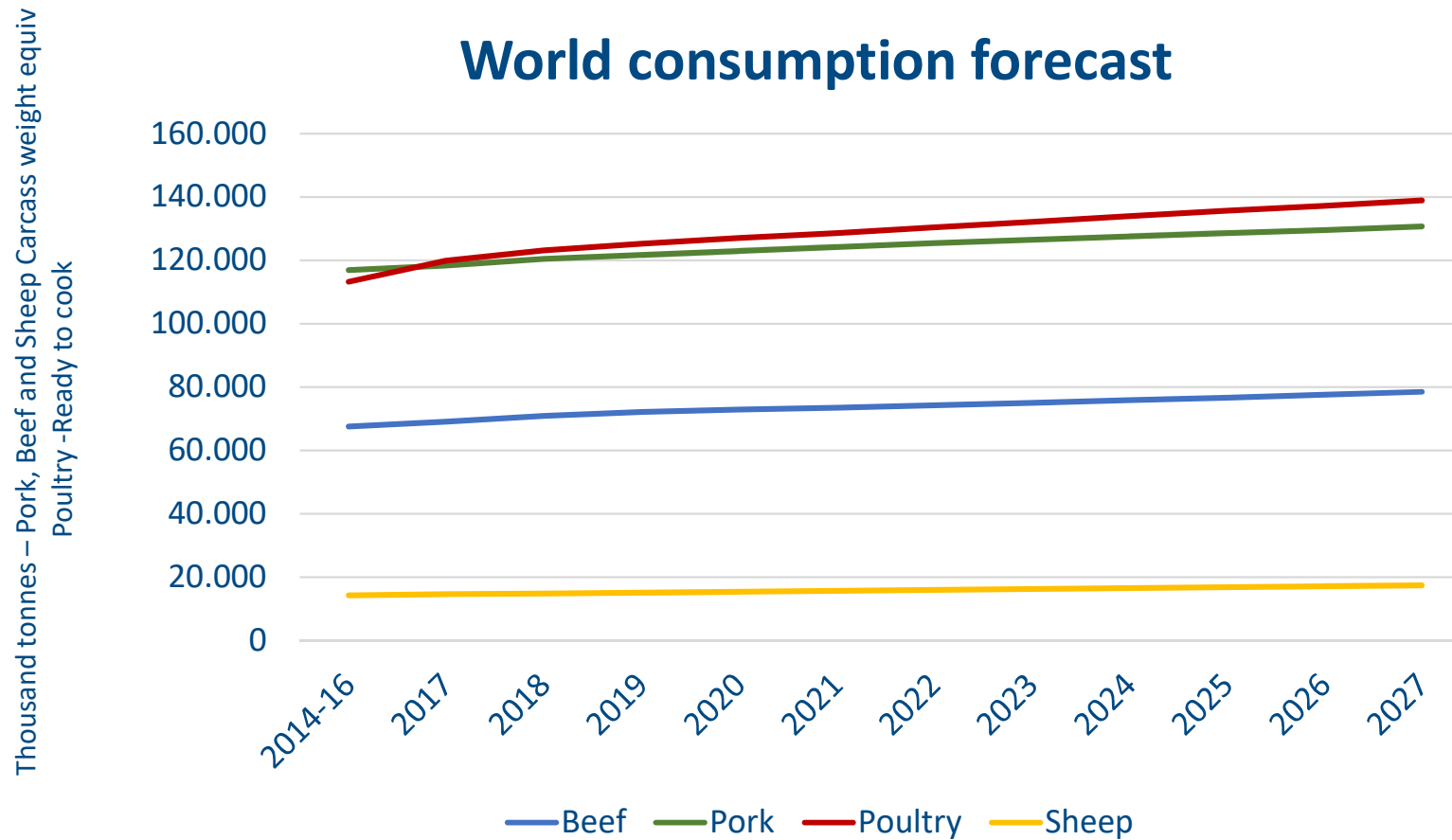
Paul Lopez
FIA, France



AVEC | The voice of Europe's poultry meat sector



Poultry – Meat the future



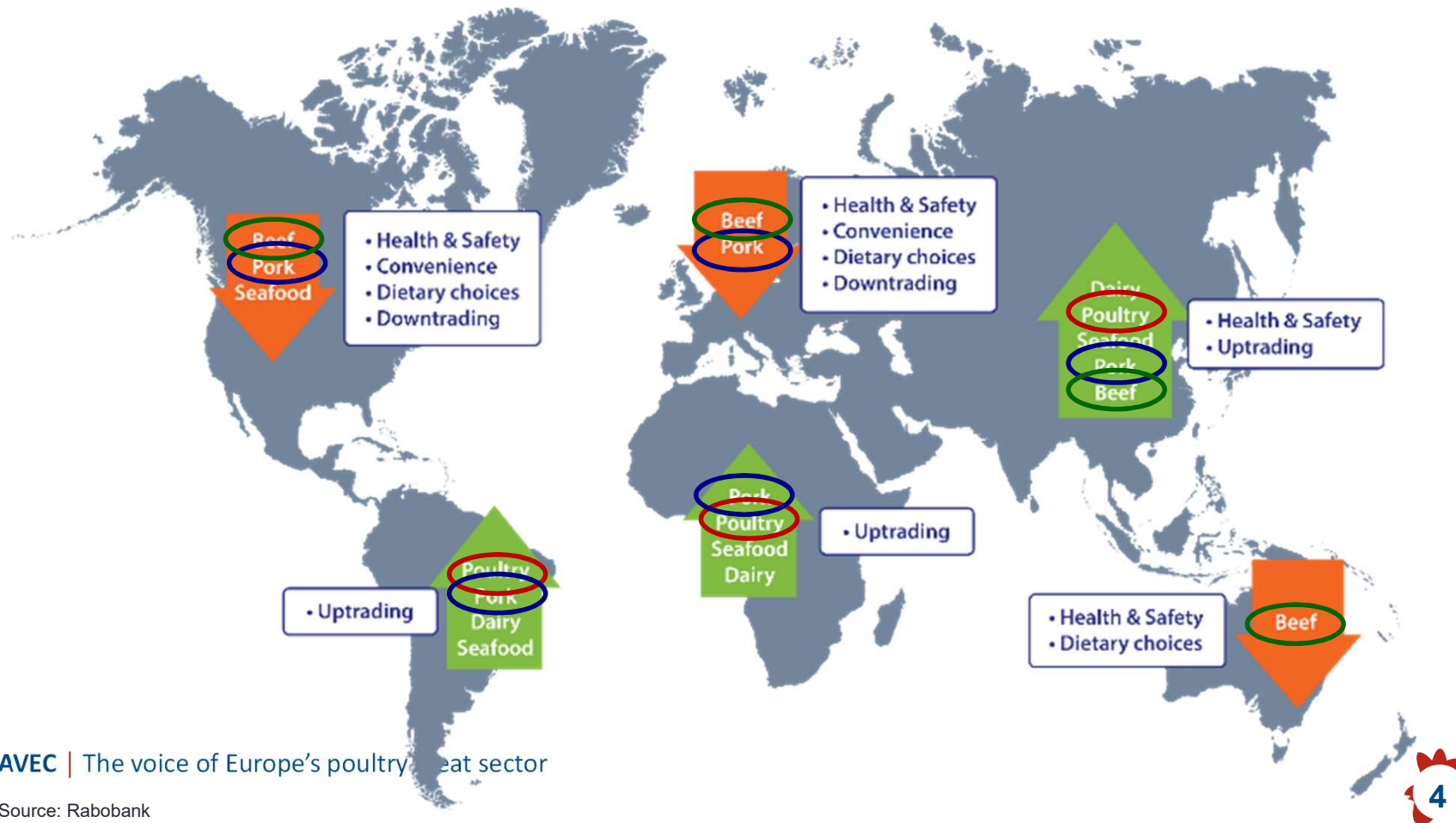
AVEC | The voice of Europe's poultry meat sector

Source: OECD-FAO Agricultural Outlook 2018-2027 - © OECD 2018

https://stats.oecd.org/Index.aspx?DataSetCode=HIGH_AGLINK_2018#

Poultry - the most eaten meat in the world

Poultry and fish are the big winners when it comes to meat consumption



AVEC Focus areas

European poultry producers are raising healthy, thriving birds

ANIMAL HEALTH AND WELFARE



European farm-to-fork principles ensure a high level of food safety

FOOD SAFETY



The European poultry meat sector is producing more with less

SUSTAINABILITY



The poultry meat sector is an asset in trade with non-EU countries

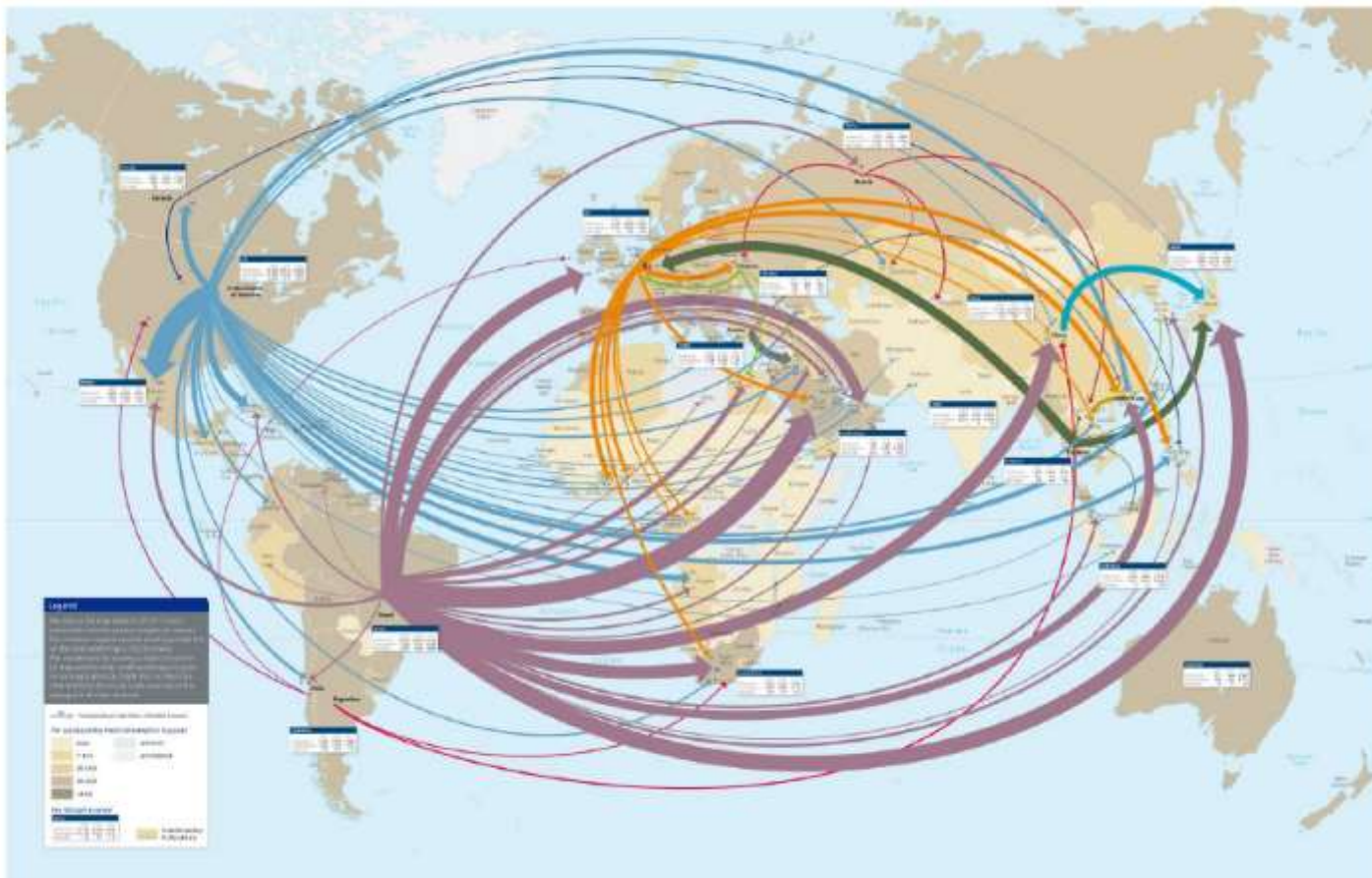
TRADE



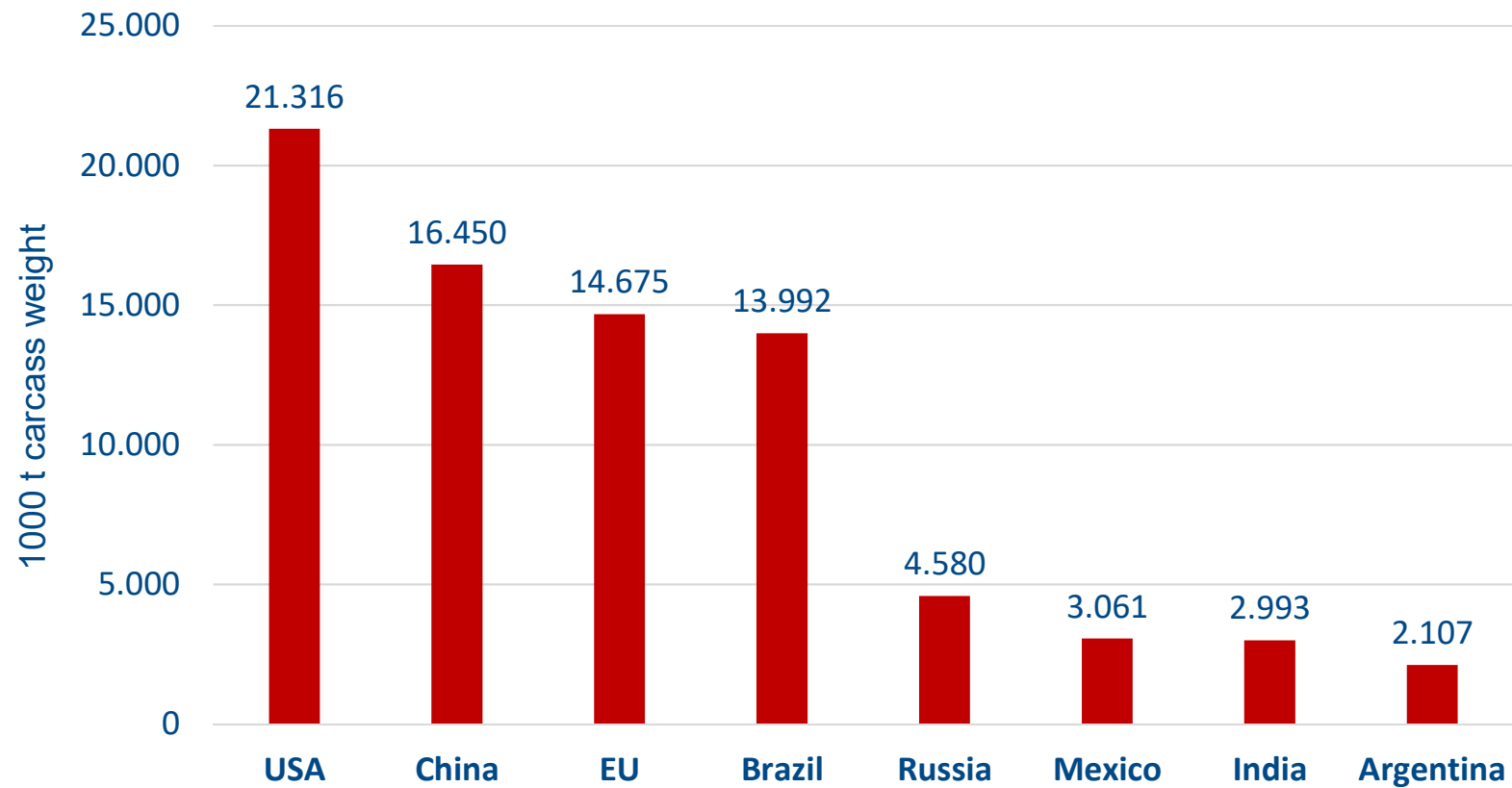
World trade



Rabobank 2018 poultry trade map



Poultry meat Production 2017



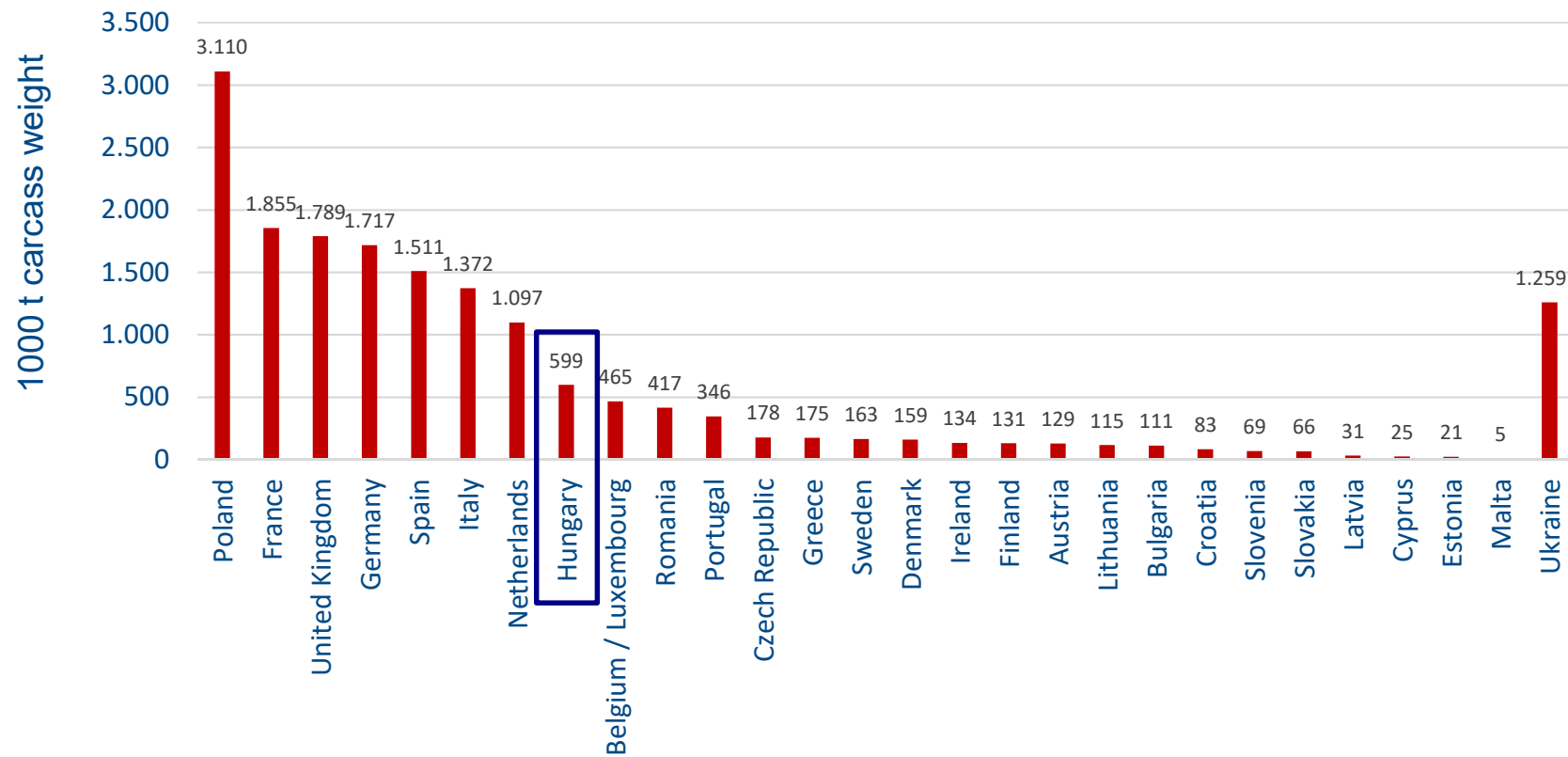
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Sources: MEG according to EU Commission, national data, FAO and EUROSTAT.

Poultry Meat Production 2017



Production 2017



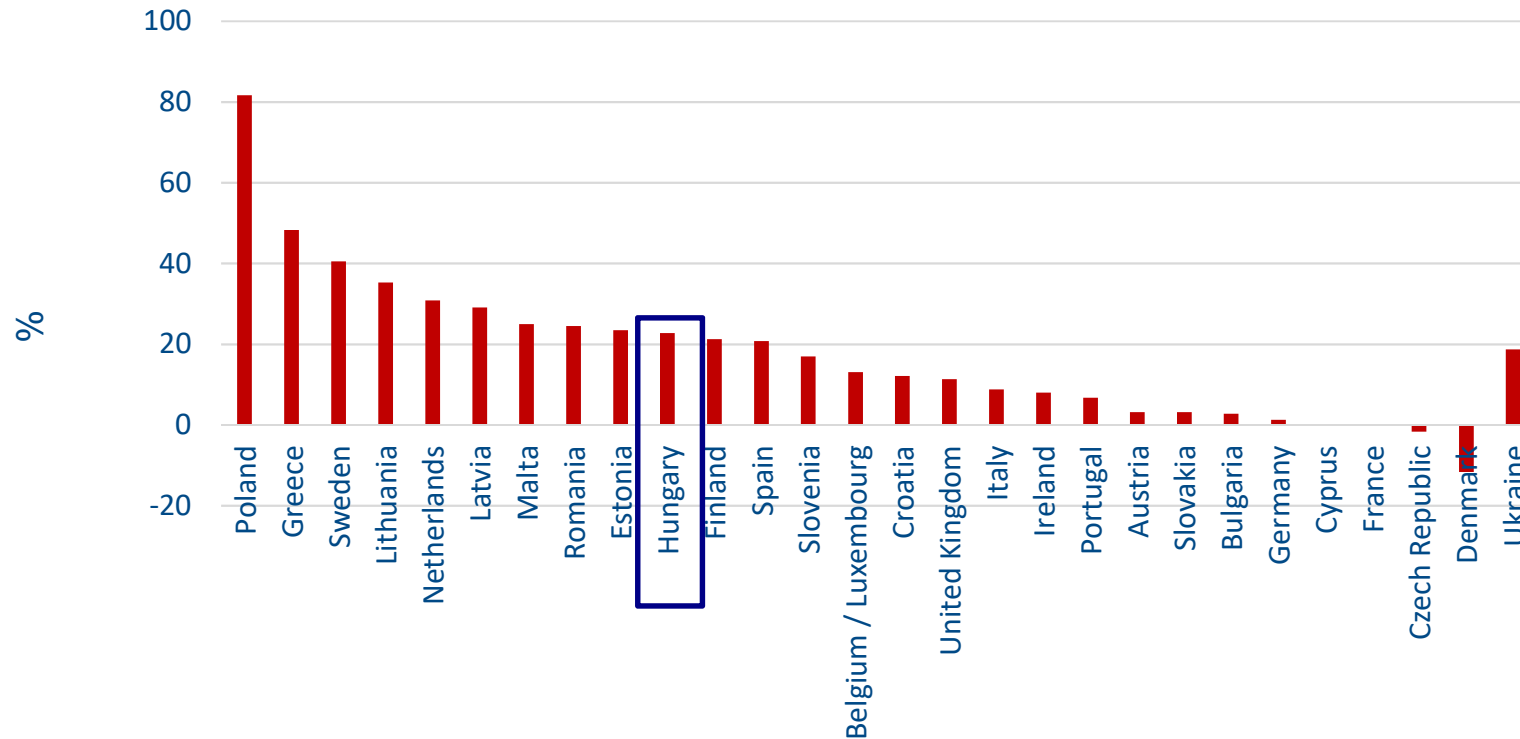
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Production development



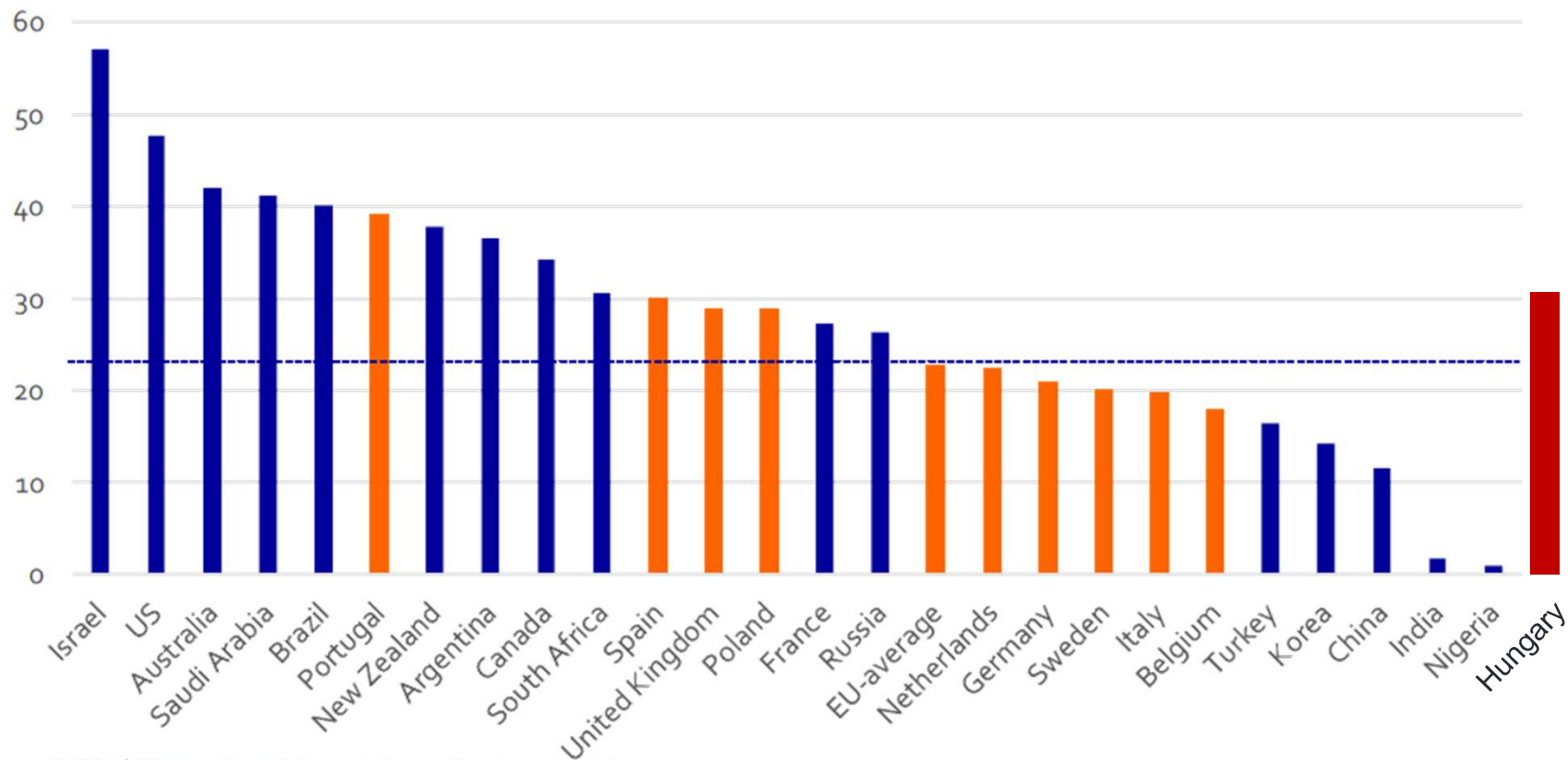
Production % development 2012-2017



Poultry meat consumption



Poultry consumption per capita 2017



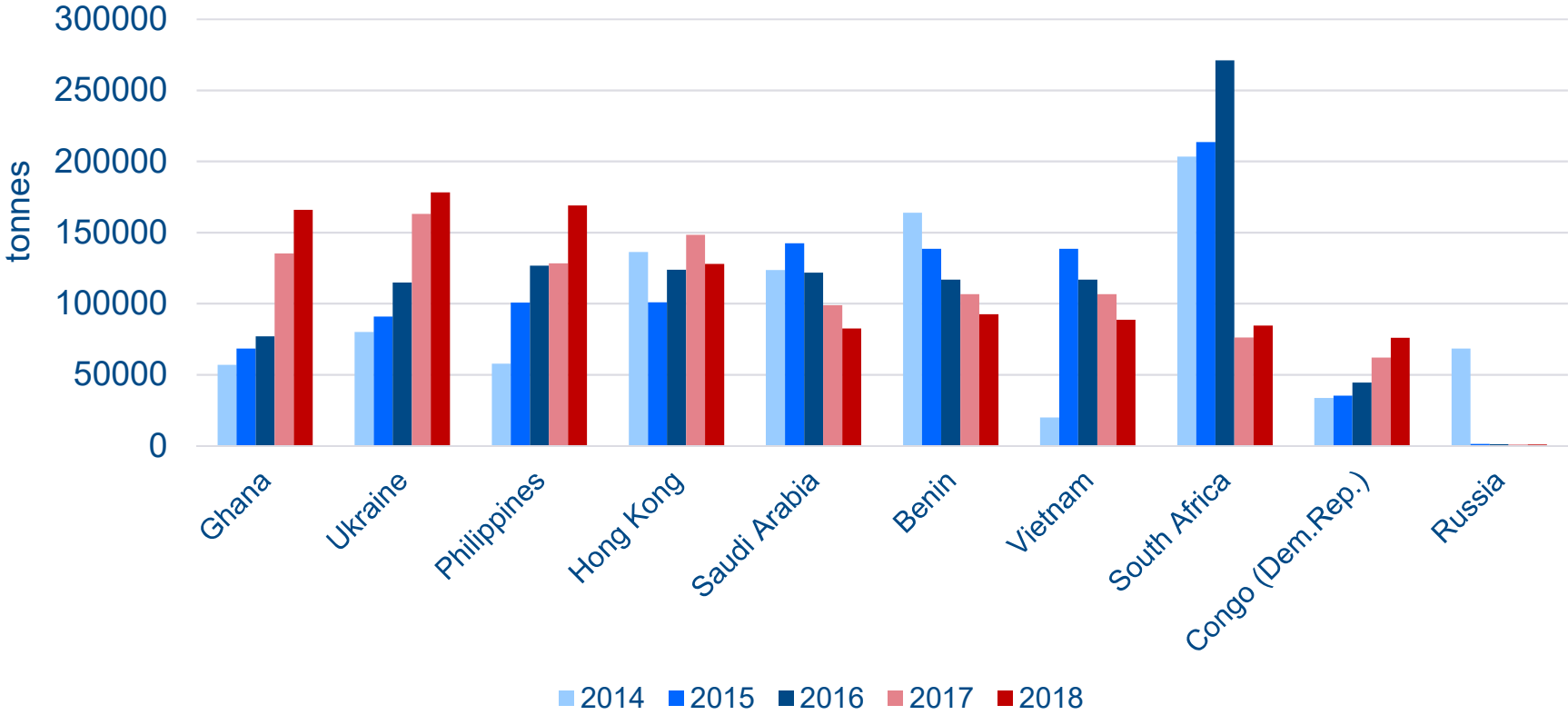
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Source: Rabobank analysis based on USDA, FAO and local statistics, 2018

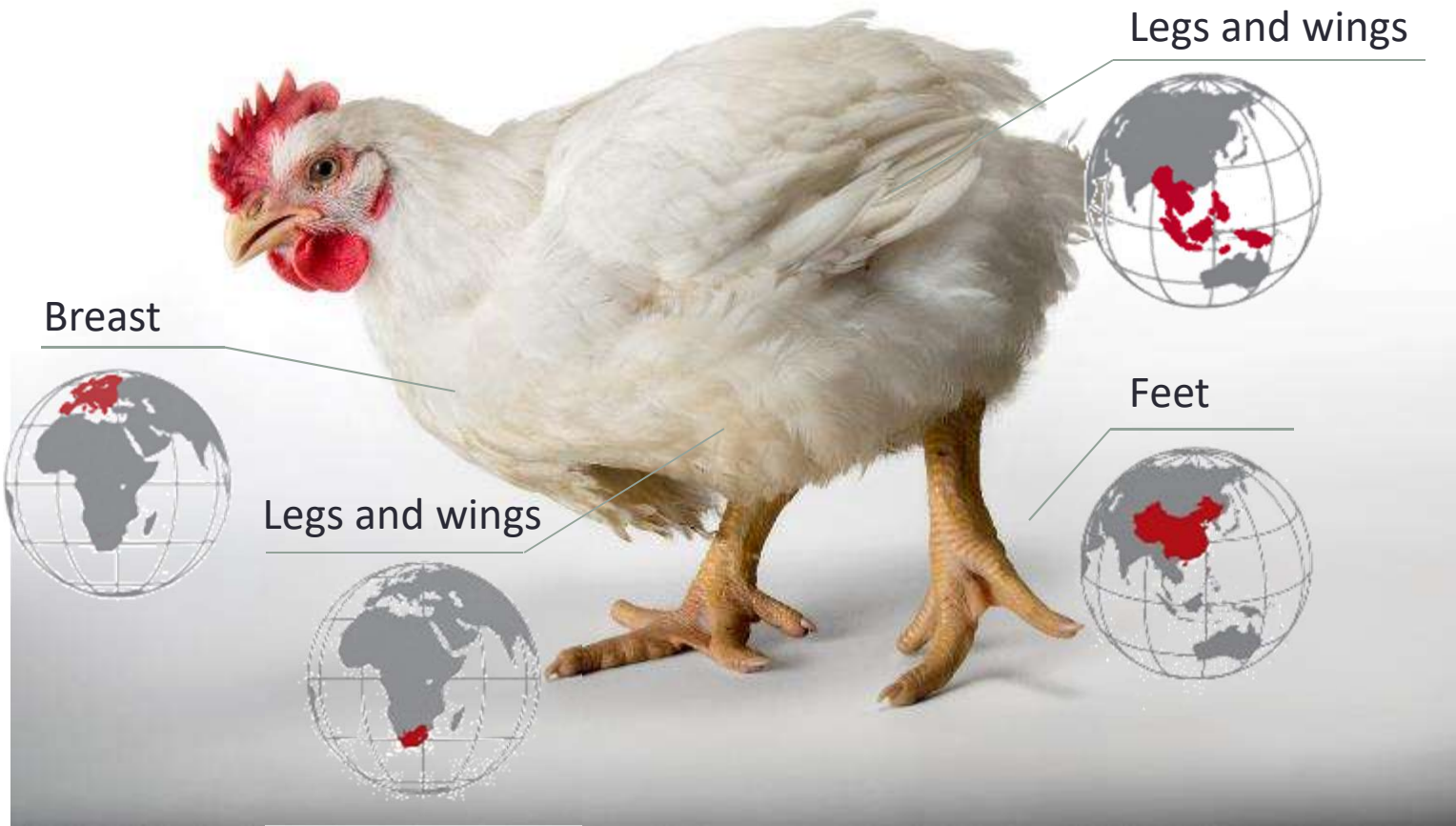
Export from EU



EU Exports of Poultry Meat to Selected Destinations



Export – the ideal scenario



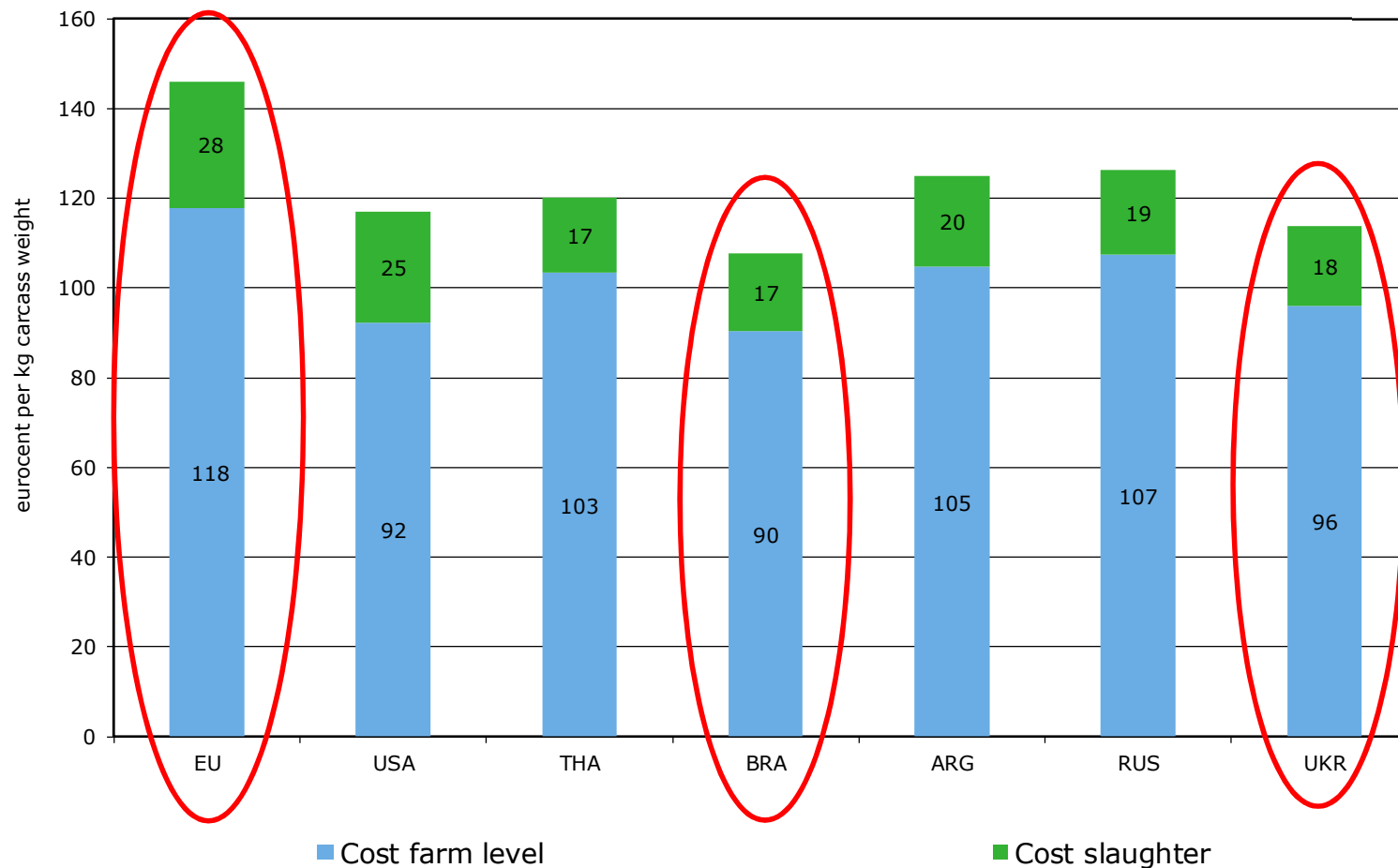
Export from EU



- We need market access to China for European Poultry Meat



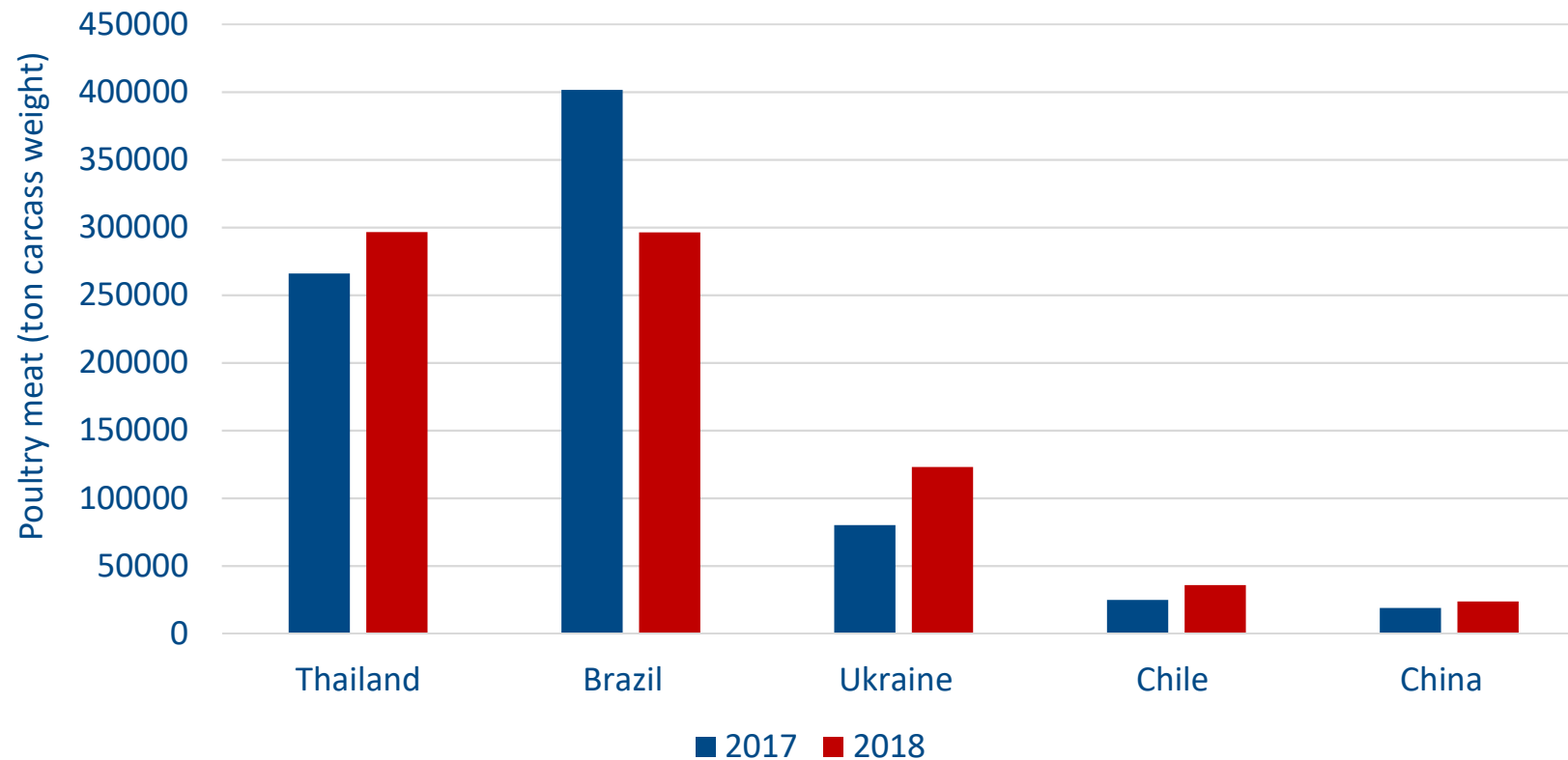
Huge competition from third countries



Imports to EU



EU-28 Imports from selected partners in 2017/18

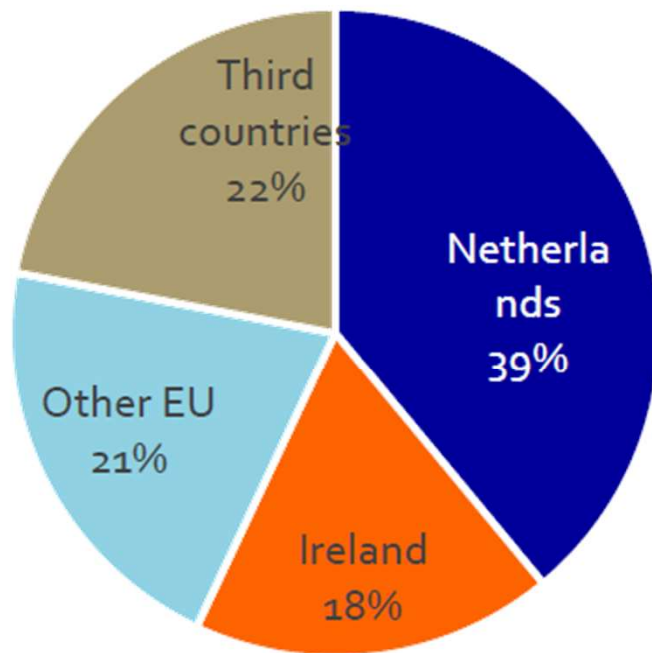


Brexit ...

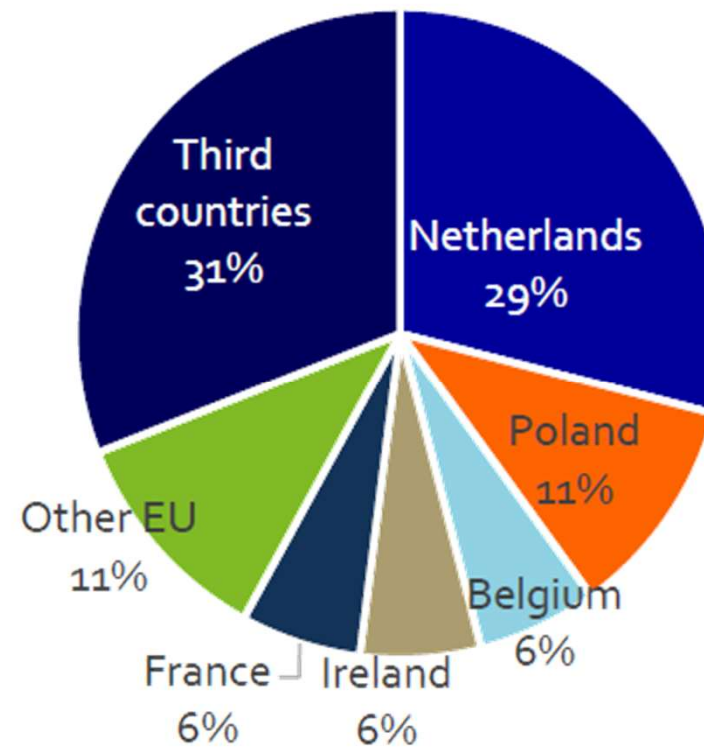


UK poultry

exports: 320,000 tonnes



imports: 720,000 tonnes



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Source: Rabobank projections based on Eurostat, 2018

Avian influenza



AVEC is asking for changes in the OIE Terrestrial Code

- **Clear distinction** between HPAI and LPAI
- **Clear distinction** between
 - Commercial holdings,
 - Backyard flocks and
 - Wild birds



Animal Welfare



- The health and welfare of animals is one of the cornerstones of AVEC and the European poultry meat sector
- For many years, animal welfare has been a priority for the European Union. We are world leaders in animal health and welfare in terms of standards and legal regulations



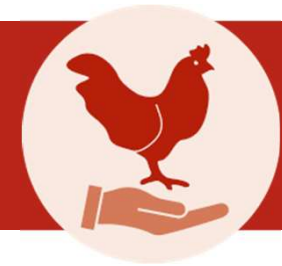
Animal welfare – due to legislation!

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

Source:

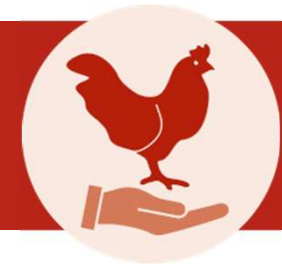
Comparison of the Regulatory Framework and Key Practices in the Poultry Meat Supply Chain in the EU and USA
 Undertaken by ADAS UK Ltd in conjunction with The University of Arkansas August 2016 <http://www.avec-poultry.eu/wp-content/uploads/2018/06/Etude-ADAS-Final-Low-res..pdf>

AMR in EU



https://ec.europa.eu/health/amr/antimicrobial-resistance_en

Excellent results



France:

43 % REDUCTION of poultry exp. to antibiotics from 2012 to 2016

<https://www.anses.fr/en/system/files/PRES2017CPA15EN.pdf>



The Netherlands

74 % REDUCTION in use of antibiotics in broilers 2009 - 2017 in DDDA_{nat}

<http://www.autoriteitdiergeneesmiddelen.nl/Userfiles/AB%20gebruik%202017/sda-rapport-2017.pdf>



UK

82 % REDUCTION in the total use of antibiotics from 2012-2017

<https://www.britishpoultry.org.uk/bpc-antibiotic-stewardship-report-2018/#anchor>



Responsible use of antibiotics



AVEC and the European poultry meat sector are committed to **promoting the responsible use of antibiotics.**

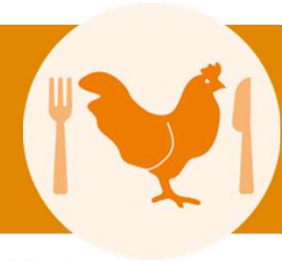
AVEC is dedicated to **minimizing the risk of AMR** by keeping the use of antibiotics as low as possible

AVEC sees AMR as a **precompetitive issue**

AVEC is **banning the prophylactic use** of antibiotics to prevent resistant strains of bacteria developing

AVEC believes in the 'One Health' approach:
To improve health and welfare through **collaboration and communication** between human and veterinary medicine

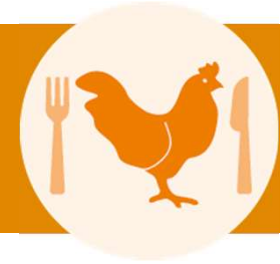
Food safety – from farm to fork



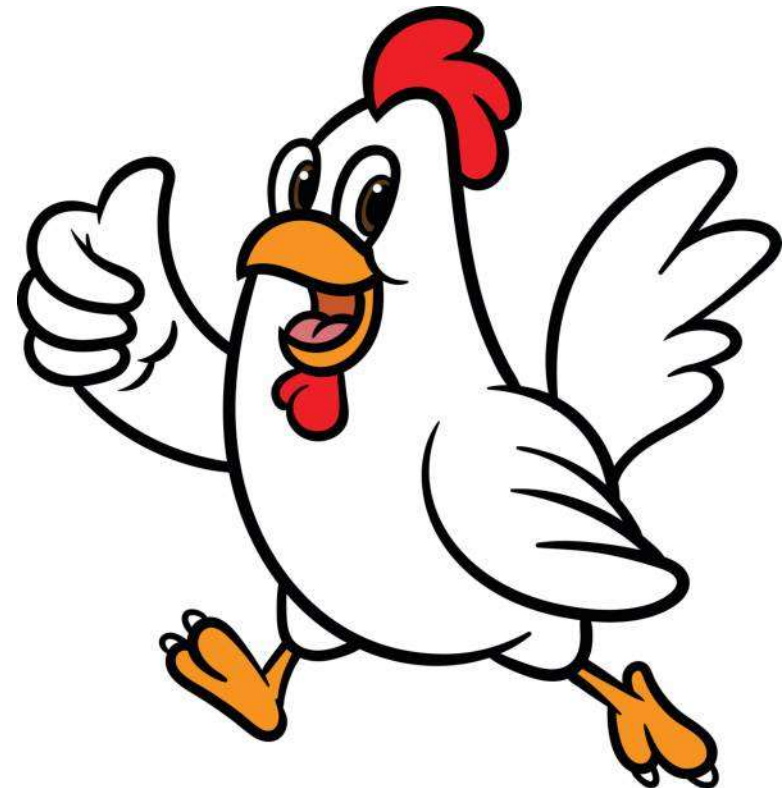
From Farm to Fork CONTROLLING THE SAFETY OF THE AGRI FOOD CHAIN



Salmonella as an example



- EU coordinated control programs for *Salmonella* through the consumption of food have been a major success story in the EU
- While before 2004, more than 200.000 human cases were reported each year in the 15 EU countries, it dropped to less than 95.000 cases in 2016 in 28 EU countries.



Sustainability ...



The Guardian International edition ▾

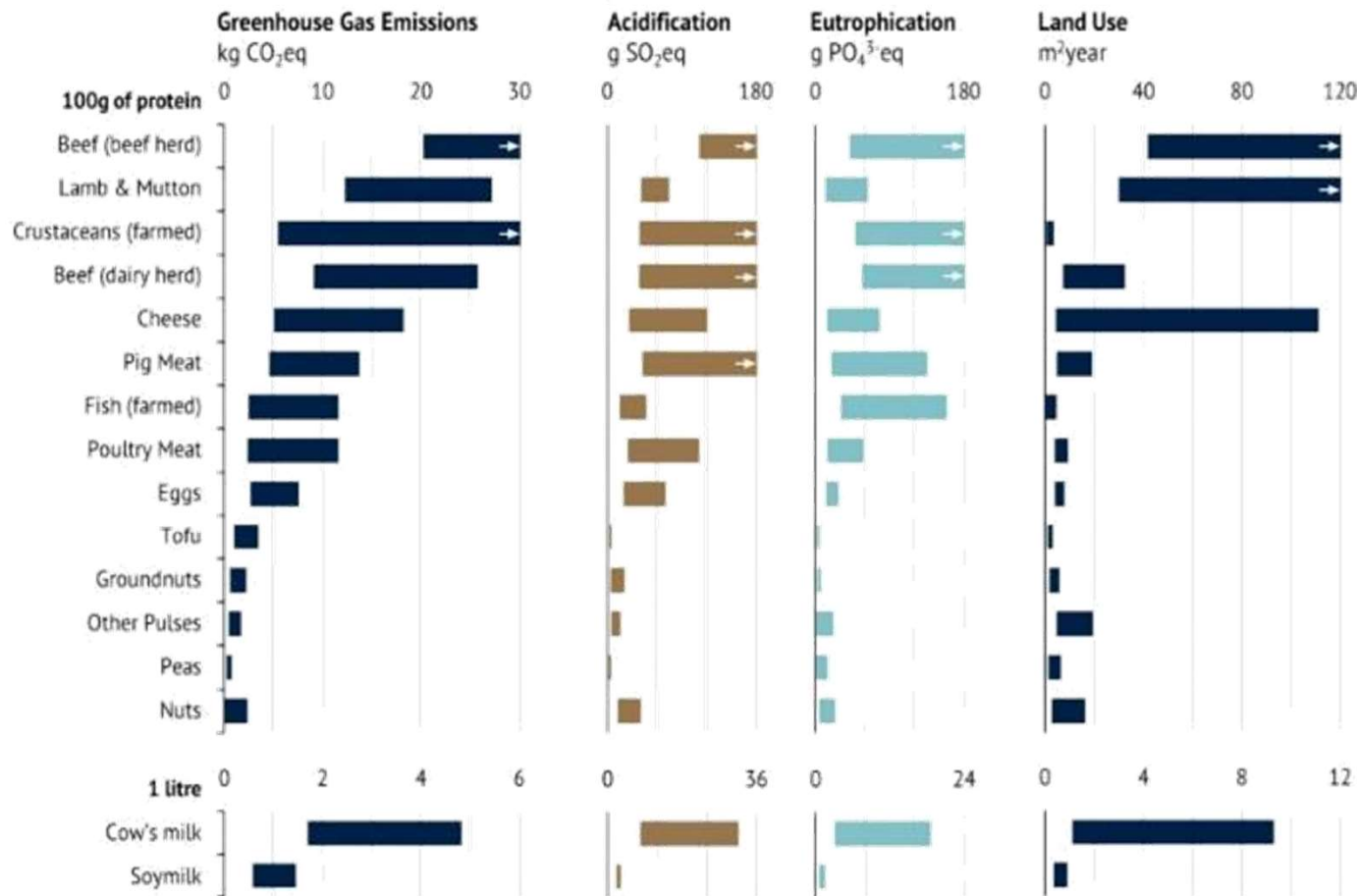
31 May 2018

Avoiding meat and dairy is 'single biggest way' to reduce your impact on Earth

Biggest analysis to date reveals huge footprint of livestock - it provides just 18% of calories but takes up 83% of farmland



Sustainability



Source:
<http://www.ox.ac.uk/news/2018-06-01-new-estimates-environmental-cost-food>



Consumers - Perception and reality

Social change –
alienation from the animal production



Perception of the consumers ...



... The reality.

Lack of communication ...

NEW REPORT DEMONSTRATES DETRIMENTAL IMPACTS OF INTENSIVE BROILER CHICKEN FARMING ON PUBLIC HEALTH AND THE ENVIRONMENT, BESIDES ANIMAL WELFARE



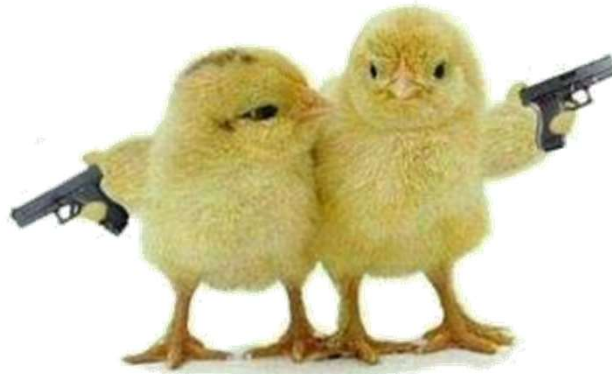
Source: Eurogroup for Animals



The future of meat production ???



We need ...



Licence to produce
in Europe

How ???



Working Together
EU Commission
Proactive
Lobby
Communication
True facts
Politicians
National Authorities

The European Poultry Meat Sector

- We **feed the EU citizens**, and we are committed to **keep the EU consumer confidence** in our products
- We contribute to a healthy EU economy
 - Jobs in rural areas
 - Trade
- We defend our **high EU standards** of food safety, animal welfare and environmental protection



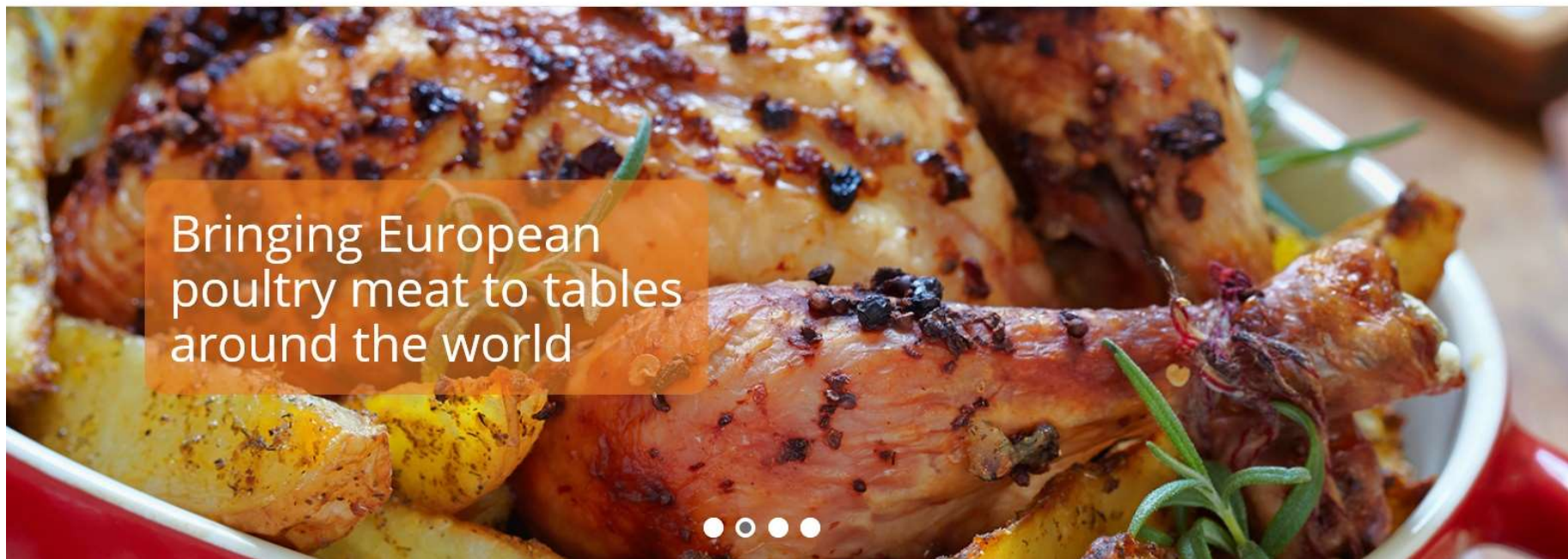
And we are proud of it !



Follow us on Twitter: [@AvecPoultry](https://twitter.com/AvecPoultry)



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



Bringing European
poultry meat to tables
around the world

