

PRESS KIT

EUROPEAN Poultry



Your smart
CHOICE



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A photograph of a family walking away from the camera on a grassy hill. A woman is on the left, a child in the middle, and a man carrying a child on his back on the right. The entire image is covered with a semi-transparent green overlay.

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EU POULTRY SECTOR

Working toward a more sustainable food system.

European poultry meat is known worldwide for its high-quality standards and a more efficient use of resources. European producers and stakeholders in the poultry sector are aware of the importance of sustainability in the production chain and share the objective of the Farm to Fork Strategy of the European Commission aimed at making food systems fair, healthy and environmentally friendly.

The standards in the European Union are among the highest in the world. This is ensured by strict EU regulations, but also by the sector's own effort to continuously improve production conditions with regard to resource conservation and animal welfare. This continuous improvement will guarantee the EU poultry sector success in terms of sustainability

The European Union has become a world leader in poultry meat production, as evidenced by its consumption and export figures. The aim of the European poultry sector is to become a global benchmark in terms of sustainability in order to demonstrate that when it comes to develop an affordable and sustainable food system, the European poultry sector is part of the solution.



**European Poultry is part of the solution:
a guarantee of quality, sustainability and animal welfare.**

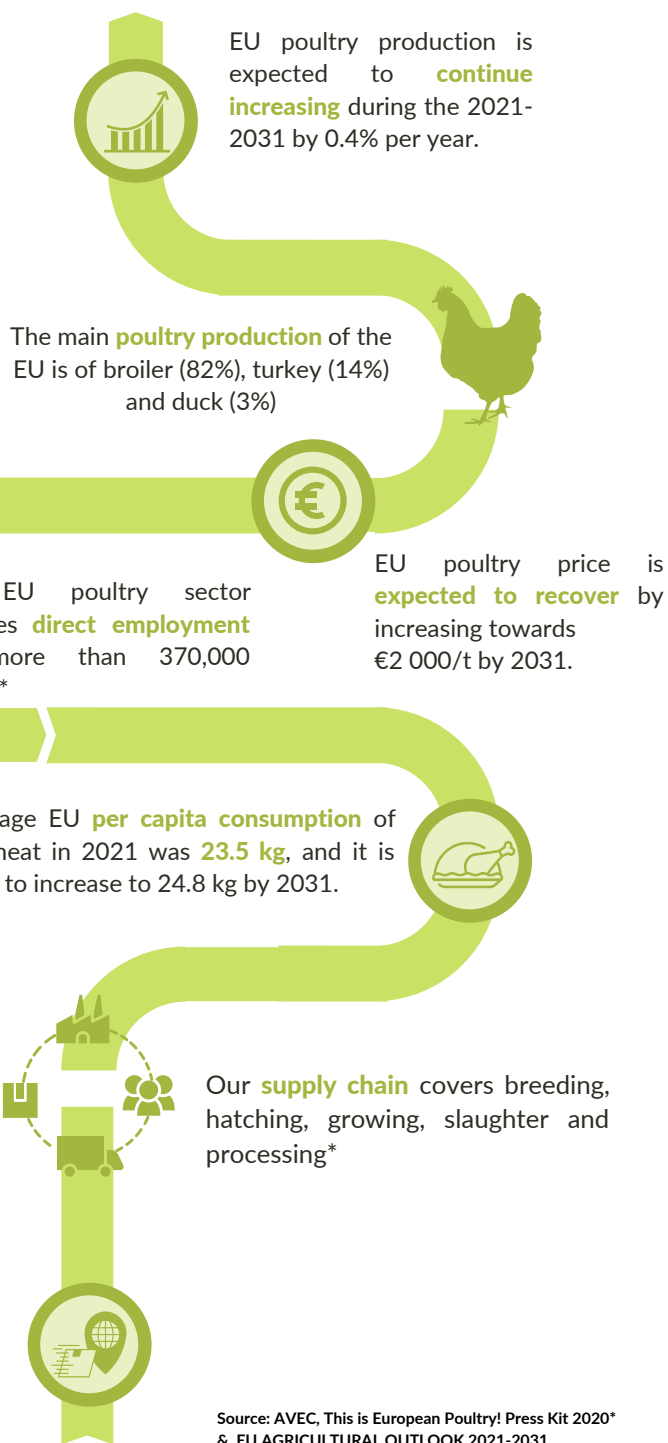
European poultry as part of a sustainable diet (1)

The European Union remains a **world leader in poultry meat production**, as evidenced by its consumption and export figures. The EU is currently the world's fourth largest producer after the UK's exit.

Poultry meat is an important **source of protein (1) and an essential part of the diet** of most Europeans. Therefore, producers and stakeholders are focused on providing a product that is as responsible as possible to the planet, animals, consumers and the whole society. In this way, we achieve a **sustainable sector** that tries to make the best use of resources to produce affordable quality meat by avoiding any kind of waste.

In addition to these efforts, the sector has identified a need to inform consumers of the **sustainability, resilience and traceability** attributes of the European poultry sector among consumers. This will enable them to be well informed about European poultry products and to prioritise them over other products from third countries.

The European Union is one of the world's **largest poultry meat producers and a third largest exporter of poultry products** with annual production of around 13.4 million tons



(1) The deliverables and message(s) are in line with the relevant national rules in the field of public health in the Member States where this programme will be carried out. They comply with Annex to regulation No 1924/2006 or are approved by the national authority responsible for public health in the target Member State.



Informed consumers make smart choices.

In recent years, consumers have been paying **increasing attention** to how their food is produced. A growing focus is on animal welfare and sustainable production. The European poultry meat sector feels well prepared to meet these expectations. The sector is proud to produce according to the **very strict EU rules** that apply throughout the entire production chain "from Farm to Fork". European farmers are committed to preserving natural resources, reducing GHG emissions and providing safe, affordable, and quality poultry meat to the consumers.

Therefore, the European origin is a proof of quality. No matter which European country the poultry meat comes from, consumers can always rely on food safety, environmental protection, and animal welfare.

**Consumers can be confident about buying
and consuming EU Poultry meat - Enjoy, it's from Europe!**



Raising awareness on the sustainability of the European poultry sector

The production of food and meat in particular, is often blamed for wasting natural resources and for its negative impact on the environment. Some of the allegations are also related to animal welfare, the use of hormones and antibiotics and even human health and safety itself.

Thus, it is our goal and objective to spread reliable information and raise awareness among consumers about the real benefits of the sector, as well as its efforts in terms of environmental, social and economic sustainability.

In response, the European poultry association **AVEC** gathered with its national members **BVG** from Germany, **CIPC** from France and **AVIANZA** from Spain in this ambitious initiative aimed at disseminating accurate information on the sustainability of European poultry meat production and consumption.

The result will be a win-win situation: informed consumers will be able to make **conscious and smart choices** when purchasing their favourite products at the supermarket or when ordering at a restaurant. All actors working along the European poultry chain are devoted to **guaranteeing a high-quality product** which respects strict guidelines in terms of animal welfare, environment and food safety.

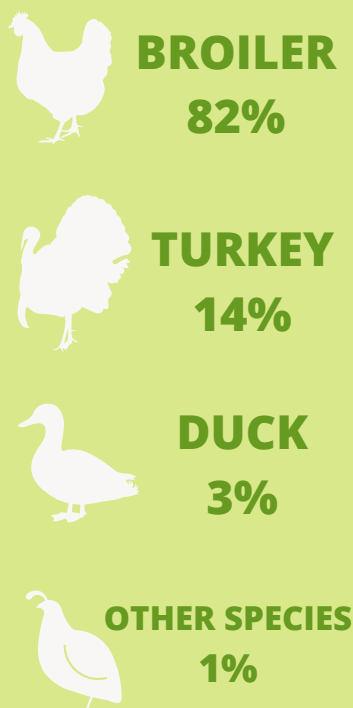
Last but not least, improving the sustainability in the sector will have a direct impact on our planet, on the agri-food sector and on the whole society through the promotion of **greener production methods**, fight against the **waste of resources** and support of **employment and gender equality** in rural areas.



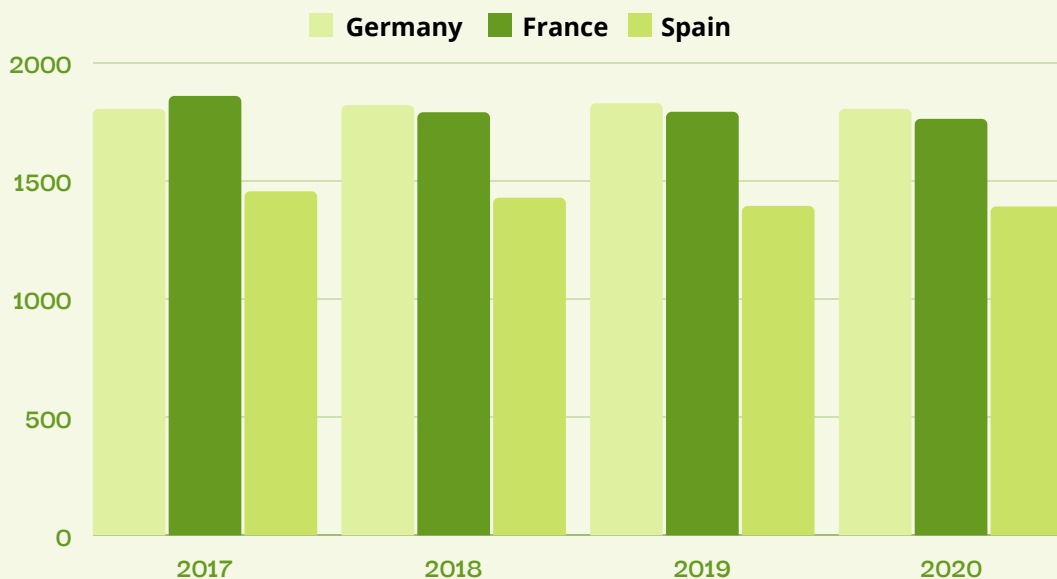
The EU poultry sector is committed to producing more with less, improving its performances over the three pillars of sustainability

WHAT DATA TELLS US

EU poultry production



Proposing countries' poultry meat production in th tons carcass weight



Source: MEG according to European Commission, national data, FAO and Eurostat

Germany, France and Spain are among the leading EU poultry meat producers with 1.802, 1.760 and 1.390 thousand tons carcass produced in 2020.

Total EU's poultry production

In EU27, 13.769 thousand tons were produced in 2020, making the EU the fourth largest poultry meat producer after UK's exit

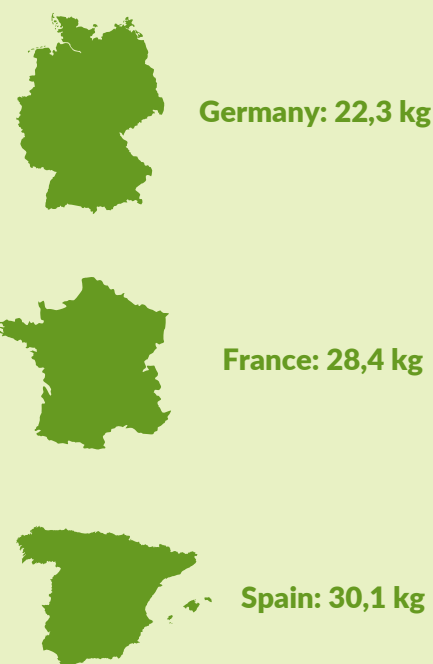
EU poultry production contributes to the food security of the EU population providing qualitative protein (1) at an affordable price.

Maintaining production of poultry meat in the EU contributes to the self sufficiency and strategic autonomy of food in the EU.

Poultry consumption in participating countries

Europe's poultry meat consumption is expected to grow up to 4% in 2030

For the participating countries, consumption in kg per capita in 2020 shows the following:



World's per capita consumption

World per capita consumption of poultry meat in 2018-2020 by area:



Consumption of poultry meat is expected to increase globally to account for 52% of the additional meat consumed

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THE CAMPAIGN: SUST EU POULTRY



TARGET AUDIENCE



Target 1: Young people

Young people between 25-40:

- Concerned about the foodstuffs included in their diets
- Keen on sports and control their protein intake
- Are on a tight budget, looking for.. quality food without spending a lot of money.
- Technology is integrated into all their activities.

Audience size: **36.585.172 people.**

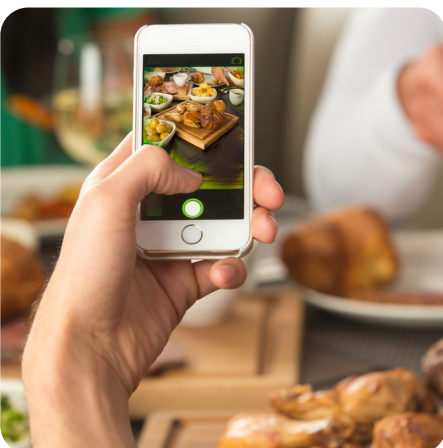


Target 2: Family decision-makers

Men and women between the ages of 28-60 that:

- Do food shopping in line with more flexible working hours
- Worry about the food their family eats
- Want a more healthy lifestyle both for themselves and their family members
- Wish to spend more time with their families

Audience size: **39.583.604 people.**



Target 3: Key Opinion Leaders (KOL)

Professionals who:

- Have a high power of influence through opinion or content creation
- Have great communication skills and know-how to address their audience
- Know the importance of the origin of products.

People who occupy the following positions: **academics, scientists, nutritionists, researchers, journalists, influencers, foodies, bloggers, policy makers, chefs, industry representatives.**

WHO LIVE IN:



BELGIUM



GERMANY



FRANCE



SPAIN

CHALLENGES



WHAT WE AIM TO ACHIEVE

1. To inform consumers and professionals about the specific features of European poultry meat in terms of environmental, social and economic sustainability.
2. To increase awareness and debunk myths about the European poultry sector in relation to its production methods, food safety and quality, animal health and welfare and respect for the environment.
3. To boost competitiveness and consumption of European poultry products – a guarantee of quality, sustainability and animal welfare.

Our target audience will know why European poultry is part of the solution in terms of sustainability.

WHEN?

During **2022** and **2023**

HOW?

With a tailor-made communication & promotional plan including online and offline activities.

SUSTAINABILITY

Striving for the best balance between the 3 pillars of sustainability

This programme is based on the promotion of sustainability associated with the production and consumption of European poultry meat.



**ENVIRONMENTAL
SUSTAINABILITY**



**SOCIAL
SUSTAINABILITY**



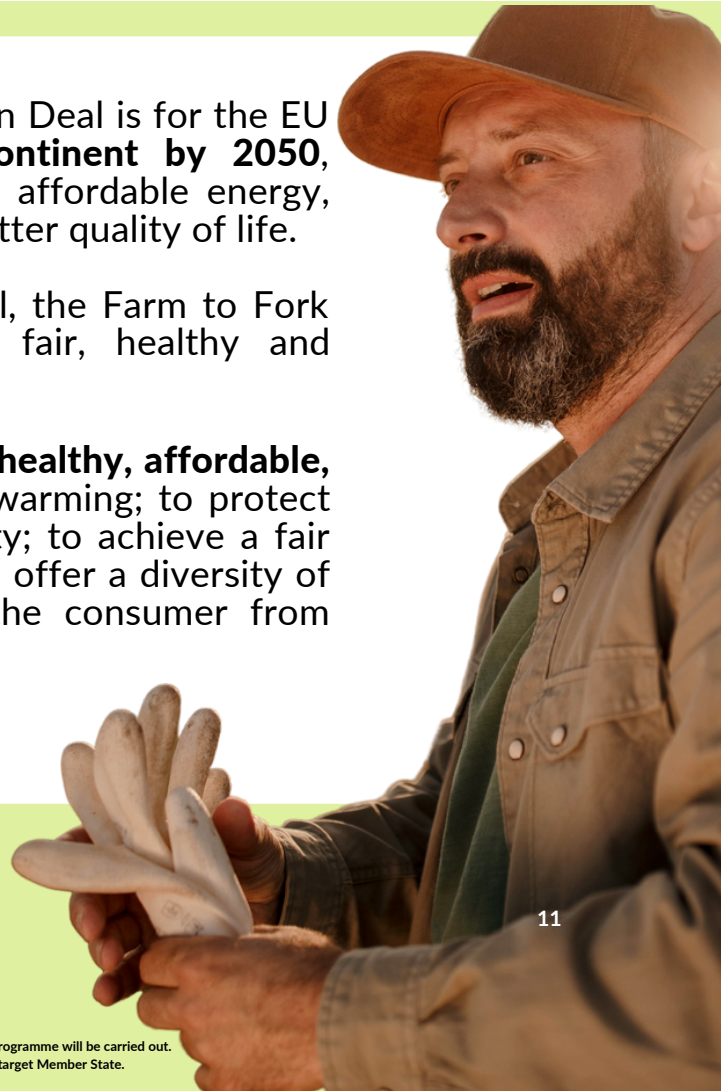
**ECONOMIC
SUSTAINABILITY**

Supporting the European Green Deal and the Farm to Fork Strategy

The overarching objective of the EU Green Deal is for the EU to become the **first climate-neutral continent by 2050**, resulting in a cleaner environment, more affordable energy, smarter transport, new jobs and overall better quality of life.

At the heart of the European Green Deal, the Farm to Fork Strategy aims to make food systems fair, healthy and environmental-friendly.

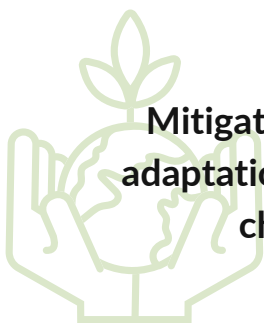
Its goal is to ensure that **Europeans have healthy, affordable, and sustainable food (1)**; to fight global warming; to protect the environment and preserve biodiversity; to achieve a fair economic return in the food chain, and to offer a diversity of choice of products on the market to the consumer from conventional to organic production.





ENVIRONMENTAL SUSTAINABILITY

In terms of environmental sustainability, the communications in the programme will seek to explain to our target audience why the European poultry sector can contribute positively or neutrally to the environmental footprint. In particular, the following issues will be addressed under the topic of environmental sustainability.



**Mitigation and/or
adaptation to climate
change**



**Sustainable use of
natural resources**



**Innovation and
investment
into green technologies**



**Reduction of the use of feed
associated with
deforestation**

ENVIRONMENTAL SUSTAINABILITY



Mitigation and/or adaptation to climate change

The European poultry sector is continuously looking to improve and become a more sustainable and innovative sector. Over the past 15 years, breeding improvements have contributed to reducing the amount of feed needed to produce 1kg of poultry meat.

This has led to a drastic reduction of the land used to produce this feed (- 37 %) and ultimately to a reduction in GHG emissions (-15 %). In the last two decades, a chicken of 2,5 kg uses: 0,5 kg less feed, 16 % less energy, 1 L less of water, emits 15 % less greenhouse gas and requires 37 % less land to produce its feed.



Innovation and investment into green technologies

Producers are developing new technologies to modernise their production using techniques to decrease the use of fossil fuels and improve their impact on the environment such as:

- use of heat pumps /biomass to heat poultry houses,
- use of additives to improve digestibility and reduce excretions
- use precision farming
- installation of solar panels or windmill to harness green electricity,
- investment in biogas plants to use the manure as green energy source,
- reduction in plastic usage and optimisation of recyclability, while maintaining product safety.

Sustainable use of natural resources

Food producers are requested to reduce their emissions to air, water and land.

All poultry farms exceeding a threshold size of 40,000 bird places as well as slaughterhouses or processing plants (with a production capacity greater than 50 T per day) are within the scope of the Industrial Emission Directive.

National authorities deliver a “permit to operate” with strict conditions in order to achieve a high level of protection for the environment as a whole

Operators are required to carry out activities in compliance with their permit. Moreover, on top of this strict legislative framework (currently under revision), operators are continuously looking for improving their impact on natural resources by developing techniques and methods of production that will limit their consumption.

Reduction of the use of feed associated with deforestation

The use of soybean as a balanced protein source in the feed ration of poultry is extremely important for the development of the birds. The sector is aware of the risk of soybean being associated with deforestation and shares the commitment of the EU authorities that products traded in the EU market should not be linked to deforestation.

Many of the EU producers have already made significant efforts and commitments to manage this risk by using certified soy and the poultry meat sector has been supportive of many initiatives such as the FEFAC soy sourcing guidelines 2021 and (national) qualification schemes to secure a soy supply with limited risk of deforestation.

In parallel, the sector encourages the development of alternatives to soy and of protein crops produced locally in Europe to avoid deforestation risks and have a shorter supply chain.



SOCIAL SUSTAINABILITY

Secondly, to try to inform our target audience why our sector contributes to social sustainability, we will focus our messages on the following themes:

Animal health & welfare



High quality standards



A nutritious and versatile product



Source of protein and part of a balanced diet



Food security vs Food waste



Reduction of use of antibiotics



SOCIAL SUSTAINABILITY



Animal health & welfare

EU standards guarantee that poultry farming meets the same minimum requirements in all Member States. Moreover, innovative technologies enable farmers to monitor and regulate temperature conditions in real time, as well as feed management, animal weight and lighting.

The sector is also able to offer poultry meat produced under higher animal welfare standards to satisfy consumers who are more sensitive to the issue and are willing to pay more for it.

High quality standards

European poultry meat is known worldwide for its high-quality standards and a more efficient use of resources.

The European sector is continuously improving transparency and innovation: high animal health and welfare standards are assured throughout the production chain from Farm to Fork, which is having a positive impact on the quality of meat

Source of protein and part of a balanced diet (1)

Poultry meat is naturally high in protein and thus contributes to the maintenance of muscle mass and normal bones*. According to the Food-Based Dietary Guidelines (FBDGs), white meat is recommended in all Member States as part of a healthy and balanced diet, alternatively with fish, eggs and plant-based food

A nutritious and versatile product (1)

Poultry is the most consumed meat in the world, resulting in a highly versatile product for recipes and contributing to a healthy lifestyle.

Our aim is to build awareness of the versatility of poultry, by encouraging consumers to learn more about the different types and parts of poultry, and providing inspiration for its preparation



Reduction of use of antibiotics


Significant progress has already been achieved, and further aspirations are outlined in the Farm to Fork Strategy, which aims to reduce the sales of antimicrobials for farmed animals by 50% by 2030. Antibiotics remain an essential tool for guaranteeing animal health and welfare, but their use must be prudent and rational - the EU poultry sector is fully committed to a responsible use of antibiotics which means to use "*as little as possible but as much as necessary*".

Food security vs Food waste

While around 20% of food produced in the EU is lost or wasted, around 33 million people cannot afford a quality meal (including meat, chicken, fish or vegetarian equivalent). Ensuring a sufficient level of production to feed European citizens and the world population with quality poultry meat is our priority.

At processing level, all the poultry parts and by-products are used and the waste is minimised to a very low level.

This campaign will also be used to inform and give tips to the consumers on how they can minimise the waste of poultry meat by adopting the right practices.



ECONOMIC SUSTAINABILITY

Finally, the third dimension of sustainability to be addressed is economic. Within the framework of the circular economy, we will emphasise four main pillars of economic sustainability:



**Source of employment for
thousands of families**



**Greener production methods
to reduce economic waste**



**Circular economy and
value to all parts of the animal**



**Boosting the rural areas
and gender equality**



**Affordability and
appreciation of poultry meat**

ECONOMIC SUSTAINABILITY



Source of employment for thousands of families

Passion, care and family business have always been key elements of the sector. Around 370,000 people in the European Union are currently making a direct living from the poultry sector.

Poultry is produced in the EU in more than 25,000 family farms, and companies are happy to defend this type of farming. Work at the farm must be supported by continuous specialists and exporters, (engineers, transport crew, and veterinarians), in order to keep up with the latest improvements of the sector and need for the animals

Greener production methods to reduce economic waste

The poultry sector is a traditional sector that keeps up with the times: continuous innovation and improvements on-field, as well as compliance with demanding European standards, result in high-quality meat, animal welfare, environmental protection and food safety, but also in less economic waste

Circular economy and value to all parts of the animal

Sustainable poultry production is ensured through modern technology and a low carbon footprint minimise waste, and this reduced waste is already utilised in other sectors: poultry by-products such as feathers, manure, blood, and feet can be used as fertilisers, feed, component of pet food, and so on



Affordability and appreciation of poultry meat

Consumers have been paying increasing attention to how their food is produced, but price remains a crucial factor in the purchasing choice of poultry meat. However, and thanks to the affordability and choice of the product, each EU citizens eats 23.6kg of poultry meat per year on average.

The growing popularity of the quality of European poultry meat across the world is creating new opportunities for our producers to strengthen our trade links and secure new markets

While consumption of pork and beef are predicted to slow down in the EU towards 2030 (0.3% and 4.3% respectively), poultry meat consumption is expected to grow by 4.7 %

Boosting the rural areas and gender equality

The European poultry meat sector promotes economic growth and strengthens local communities by creating jobs in rural areas at risk of depopulation in the European Union, by securing jobs and a better living for the farmers.

As well as direct and indirect jobs, poultry community is important to maintain schools, shops and rural life in areas that are often confronted with rural exodus.

Whereas the number of women in farming has been slowly increasing in recent years, we observe in the same trend in poultry meat sector. In polyculture farming, women often are taking care of the poultry house.

COMMUNICATION STRATEGY

Some of the promotional activities to be carried out in target markets are:

**Public Relationships
WP. 2**

Press releases, Press events

**Website & Social Media
WP. 3**

**Website, Social media
(Facebook, Instagram, Pinterest)**

**Advertising
WP. 4**

**Online Advertising, Influencers,
Television, Cinema, Print Advertising**

**Communication Tools
WP. 5**

**Merchandising and Promotional
material,
Promotional videos**

**Events
WP. 6**

**B2B meetings, B2C workshops,
Restaurant weeks, Seminars at
schools and universities & Other...**



We aim at reaching more than

+ 10 000 000

consumers through advertising, social media
& website and events

+1 000 000

people reached via press news and articles

KEY MESSAGES

Our key messages to be disseminated promote the three pillars of sustainability for this programme:

The European Poultry Meat sector is **climate-smart** - we are proud of producing more with less. We are **committed to sustainable poultry production** through a low carbon footprint, minimising waste and using all of the bird

AVEC

In Germany, **more than 80 % of chicken and turkey farmers participate in the Poultry Initiative for Animal Welfare** and therefore implement housing conditions that are far above the legal requirements in Germany, which are already very high by international standards.

BVG

The French poultry industry has adopted an application called EVA, which makes it possible to carry out **a complete audit of the farm in terms of animal welfare, environmental protection, biosafety, labour law**, etc.

CIPC

The Spanish poultry sector plays a fundamental role in addressing the population issues in many localities, thus **reducing the territorial gap** in the country and the progressive process of **depopulation of rural areas**.

Avianza

CONTACT

EUROPEAN POULTRY



YOUR **SMART** CHOICE

PRESS CONTACT

Atlas Marketing Studio

Ana MARTIN

internacional@atlasmarketingstudio.com

CONTACT AVEC

AVEC Secretariat

Federica CHIARELLA

fc@avec-poultry.eu

For guidance on balanced, healthy diets, please consult the national food and beverage guidance website.



CONTACT US!



eu-poultry.eu/en



sust@eu-poultry.eu

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