AVEC POSITIONS ON FIC

15 September 2022
AVEC is the association of poultry processors and poultry trade in Europe.

The members are national organisations representing poultry processors and the poultry trade in 17 European countries.

AVEC represents 95% of European poultry meat production.
World Meat Consumption Forecast

Source: OECD-FAO Agricultural Outlook 2020-2029 - © OECD 2020
THE IMPORTANCE OF LABELLING OF ORIGIN FOR THE EU POULTRY MEAT SECTOR
We import a big amount of poultry meat

1) 25% of the poultry breast meat we eat in the EU comes from third countries

2) This imported poultry meat is used mainly in food services/processed food

3) No information for the consumer available in these segments

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

- 180,000 T extra quota to Mercosur
- 50,000 T extra quota to Ukraine

Tonnes cwe

- Poultry meat
- Beef
- Sheep and goat meat
- Pork
Consumers should be able to make informed choices
Why we need labelling of origin EU / Non EU

We need Fair trade: imports do not comply with all EU standards (on AW, environment, feed,...)

If the COM cannot guarantee reciprocity of the standards for imports along the supply chain, then consumers should be informed on the origin of the meat

We need **mandatory origin labelling (EU / Non EU) of all poultry meat products** – especially for out of home consumption and further processed products (growing sectors)
LABELLING OF SUSTAINABLE PRODUCTS: THE 3 PILLARS ARE IMPORTANT
ENVIRONMENTAL PILLAR

We produce meat with lower emissions in EU: how do we make sure it is visible in the labelling system?

Source: Global Livestock Environmental Assessment Model (GLEAM) [http://www.fao.org/gleam/results/en/]
ENVIRONMENTAL PILLAR:

Unit: KG CO$_2$-EQ / KG OF PROTEIN

Greenhouse gas emissions per 1000 kilocalories

Emissions are measured in carbon dioxide equivalents (CO2eq). This means non-CO2 gases are weighted by the amount of warming they cause over a 100-year timescale.

Note: Greenhouse gases are weighted by their global warming potential value (GWP100). GWP100 measures the relative warming impact of one molecule of a greenhouse gas, relative to carbon dioxide, over 100 years.

OurWorldInData.org/environmental-impacts-of-food • CC BY
ENVIRONMENTAL PILLAR:

Carbon footprint of concepts

Source: https://www.kipinnederland.nl/over-de-vleeskuikensector/milieu/co2-footprint
ECONOMIC PILLAR:

Conventional production is important for affordability to consumers.

Source: https://edepot.wur.nl/518522
Contrary to beliefs, organic production does not necessarily bring more income to poultry producers.

*Figure 3.8*  Farm income per full-time worker in 2017 (euros per year)

Source: [https://edepot.wur.nl/518522](https://edepot.wur.nl/518522)
SOCIAL PILLAR

• Labelling of welfare: Recent surveys demonstrate that the animal welfare issue is going down in priorities of consumers

• Would AWL be part of the FIC?

• Would it be voluntary/mandatory?

• Welfare does not mean environmental efficiency: How would that fit with sustainable labelling?

If labelling is implemented: It should be voluntary, harmonized and apply to imports
To avoid food waste, we should educate the consumers... Especially about how to store and cook.

Explain that if meat cannot be consumed before use by date:
- cooking the meat can prolong the duration of consumption
- freezing it before use by date can also avoid food waste
Front of pack nutrition labelling

- No perfect FOPNL system
- AVEC supports a labelling scheme:
  - Include portion sizes ➛ true consumption by the consumers
  - Avoid categorisation of foodstuffs
  - Fully integrate a consumer education program

- Nutrient profiles:
  - Inclusion of other non-nutrients (protein, vits & mins) essential (exhaustive view of the nutritional quality of a food + meet dietary recommendations reported by EFSA)
  - Should remain within the frame of the NHCR & not become a commercial instrument.
We are a part of the solution!

Follow us on Twitter: @AvecPoultry

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