



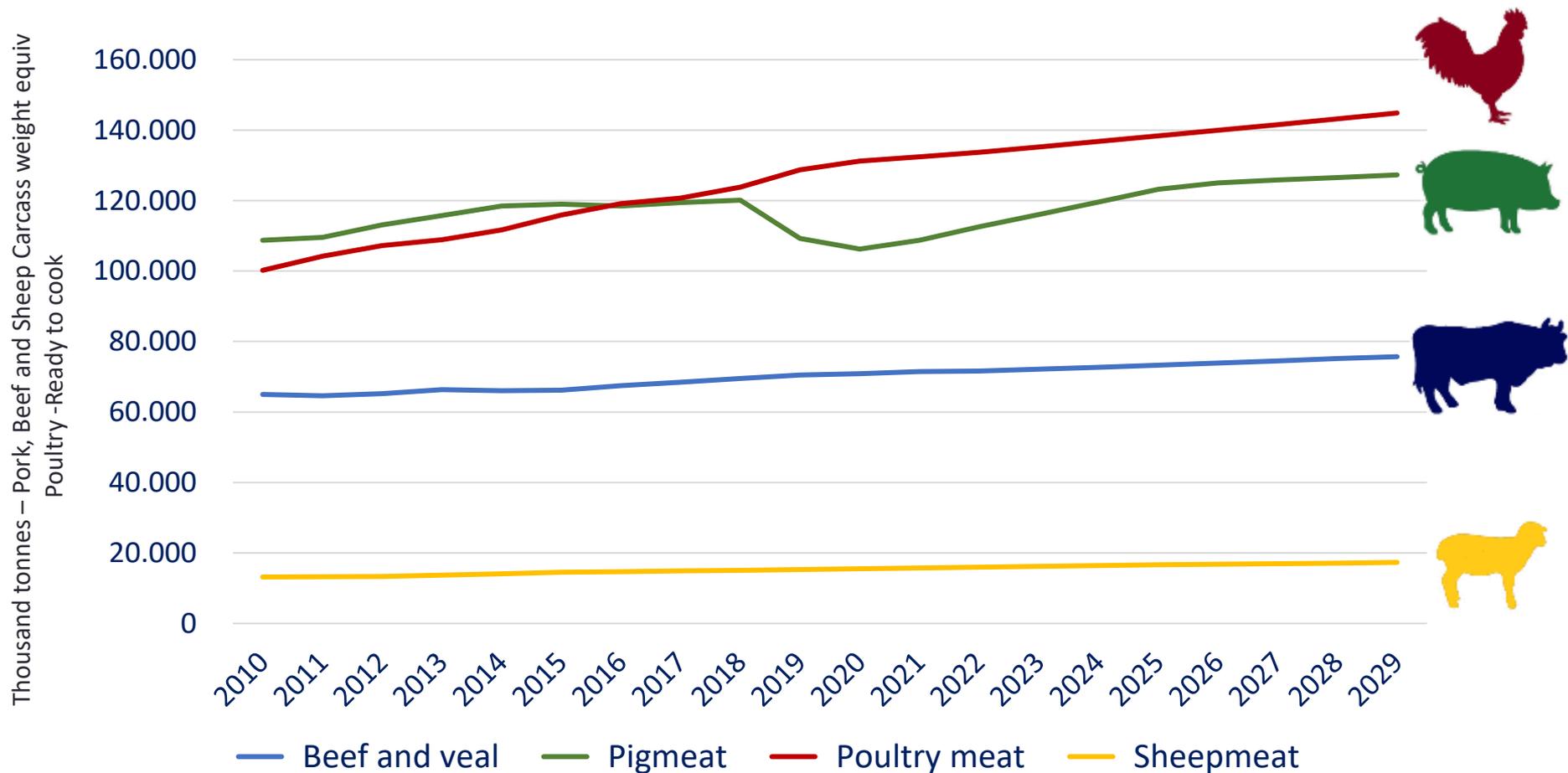
# THE MERCOSUR AGREEMENT - IMPACT ON THE EU POULTRY MEAT SECTOR

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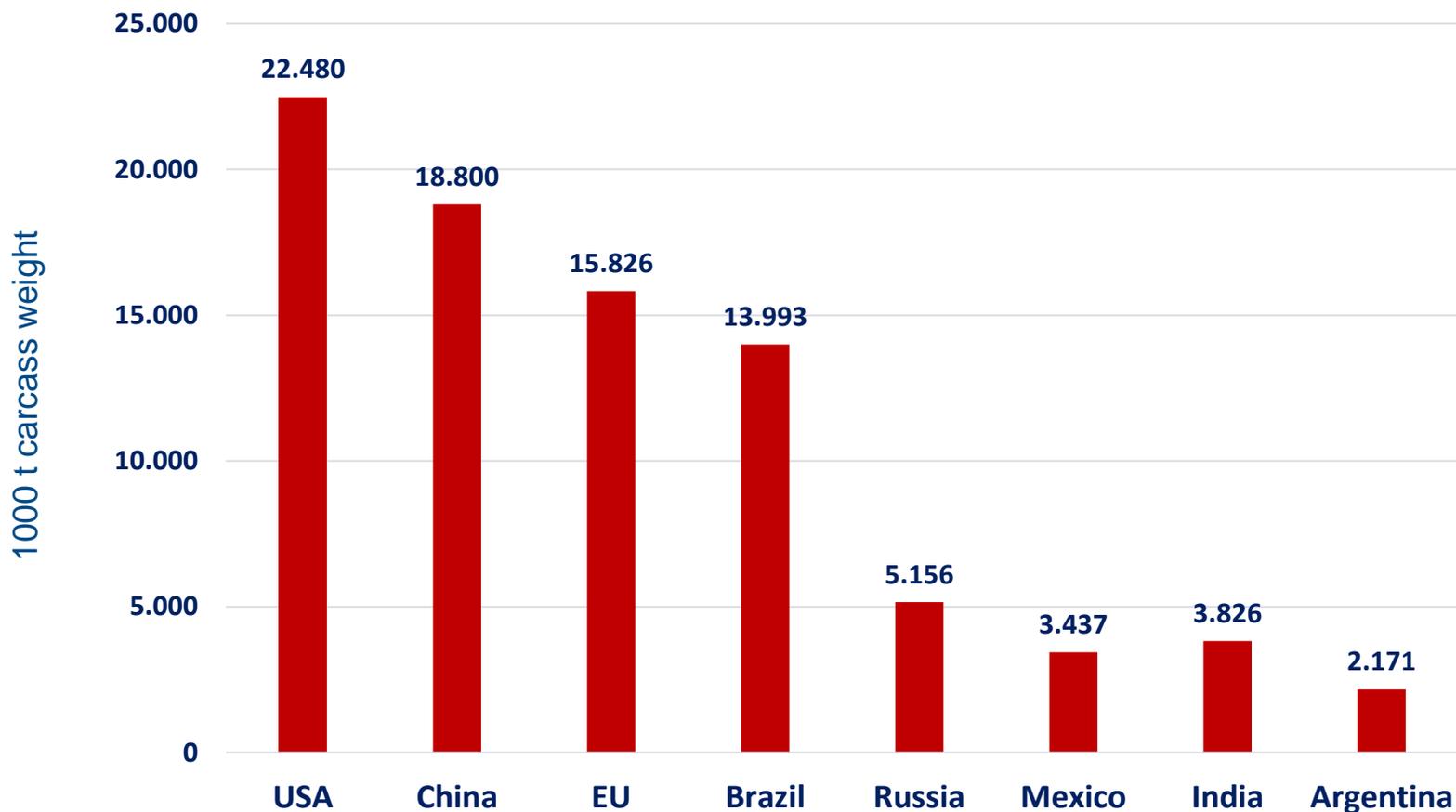
CDG Poultry Meat and Eggs, 17 May 2021

Birthe Steenberg, Secretary General, AVEC

# World Meat Consumption Forecast



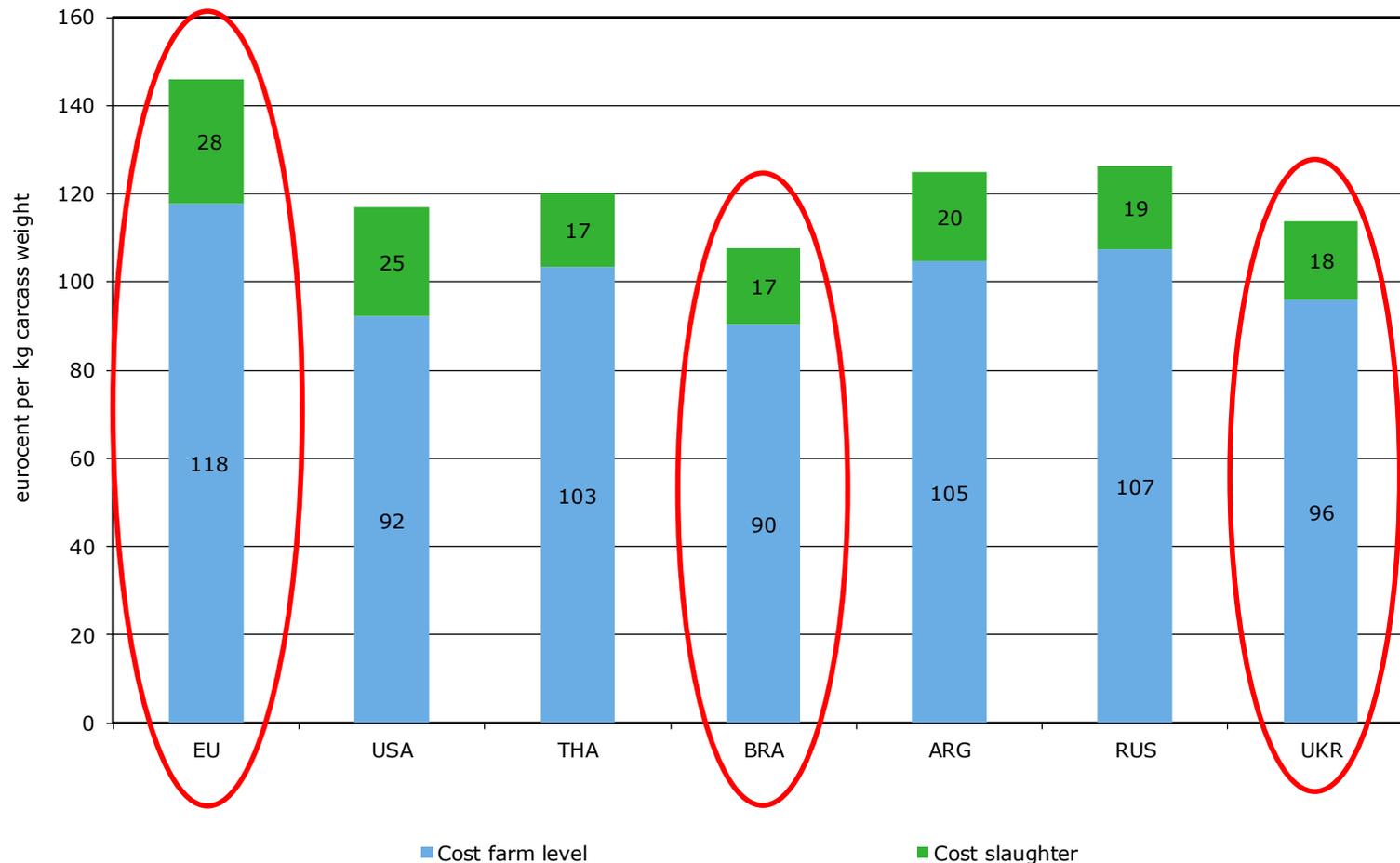
# Poultry meat Production 2019



AVEC | The voice of Europe's poultry meat sector

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

# We are not able to compete on price

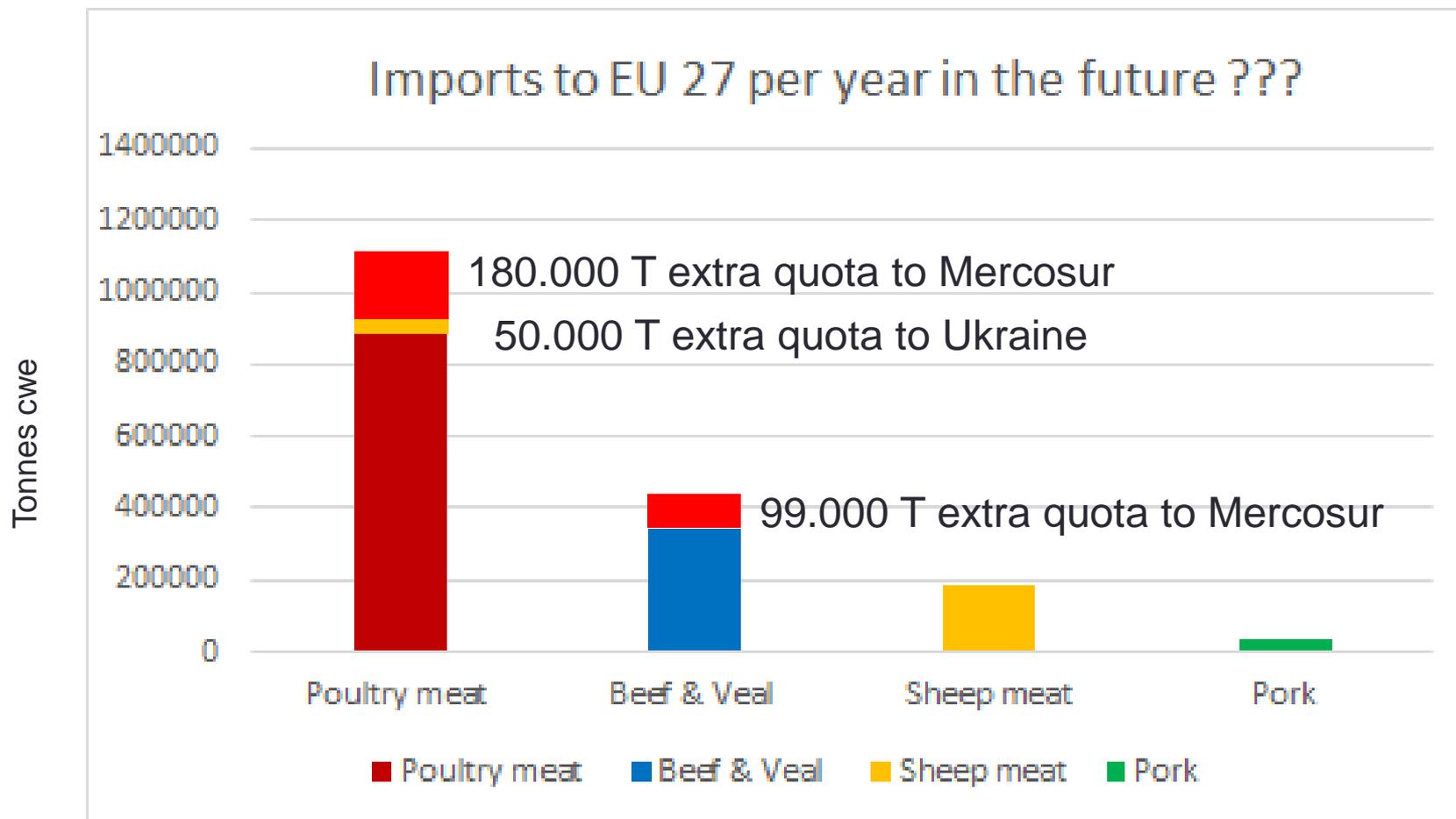


# Mercosur negotiations

- COM offered 90.000 additional T to Mercosur against a demand of 200.000 T.  
In the very last week of the negotiations, COM finally settled at 180.000 T to conclude the deal
- In addition ... The reform of the TRQ management system will give full control of the TRQs to big Brazilian multinationals



# Imports to EU 27 ... in the future ??



# 180.000 Tonnes ... how much is that?

## 180.000 Tonnes

- 90.000 Tonnes bone in
- 90.000 Tonnes bone out (= breast fillets)

## Assumption

1 slaughtered carcass weighs 1400 g

1 chicken breast fillet weighs 190 g ... so every chicken has 380 g breast

90.000 tonnes bone in equals 64.000.000 chickens

90.000 tonnes bone out equals 236.000.000 chickens\*

In total 300.000.000 chickens ... 6 millions a week !

These chickens - if produced in EU –  
would total carcass weight of 420.000 Tonnes

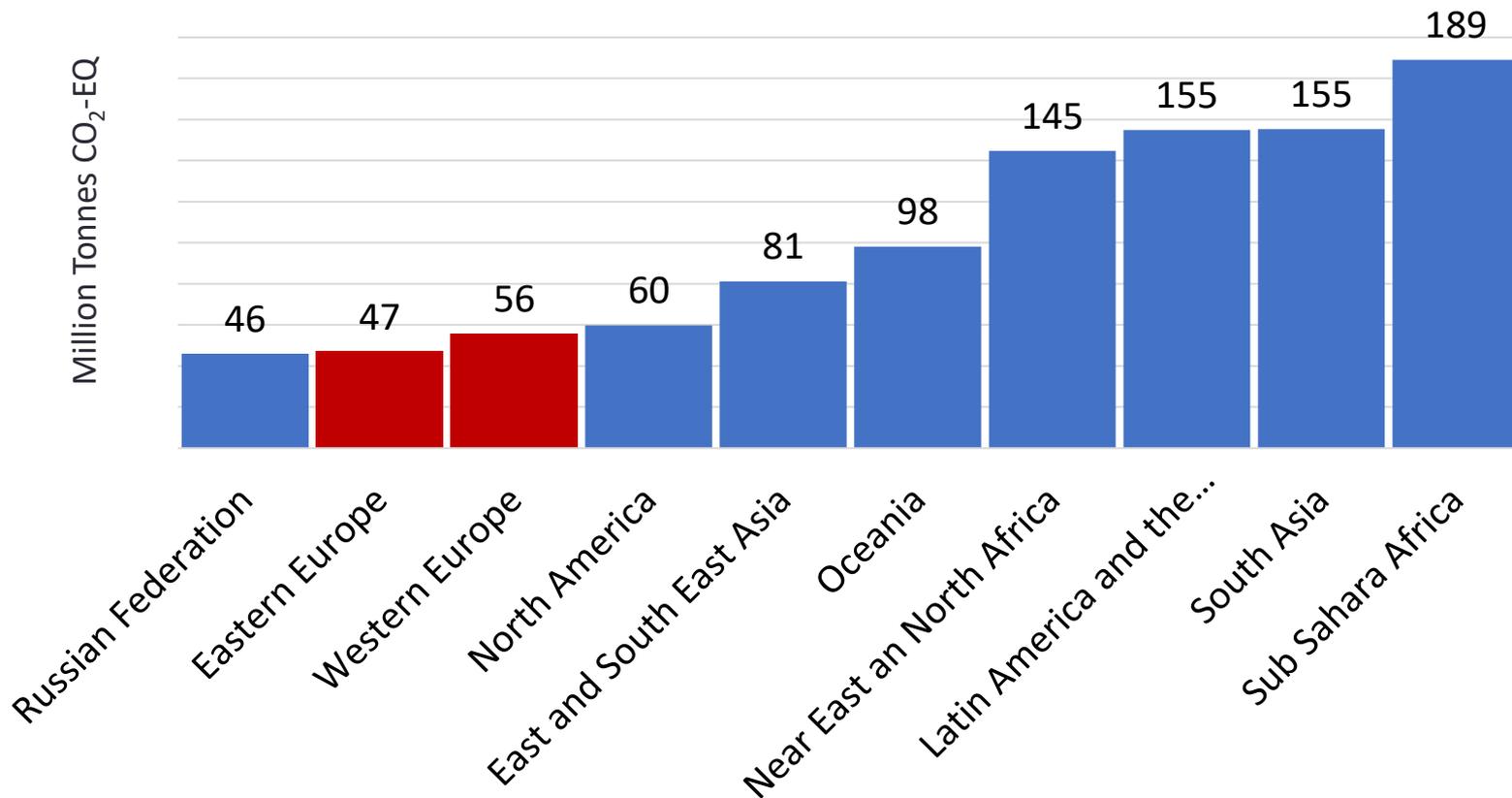
**And this is the same as the chicken production of  
Finland + Sweden + Denmark !!!**

\* Every time TWO breast fillets are imported to EU - ONE less chicken will be raised in the EU



# We produce meat in a efficient and climate smart way in Europe ...

Emission per million tons of produced animal protein



# Legislation in third countries (BRA ARG,THA,USA)

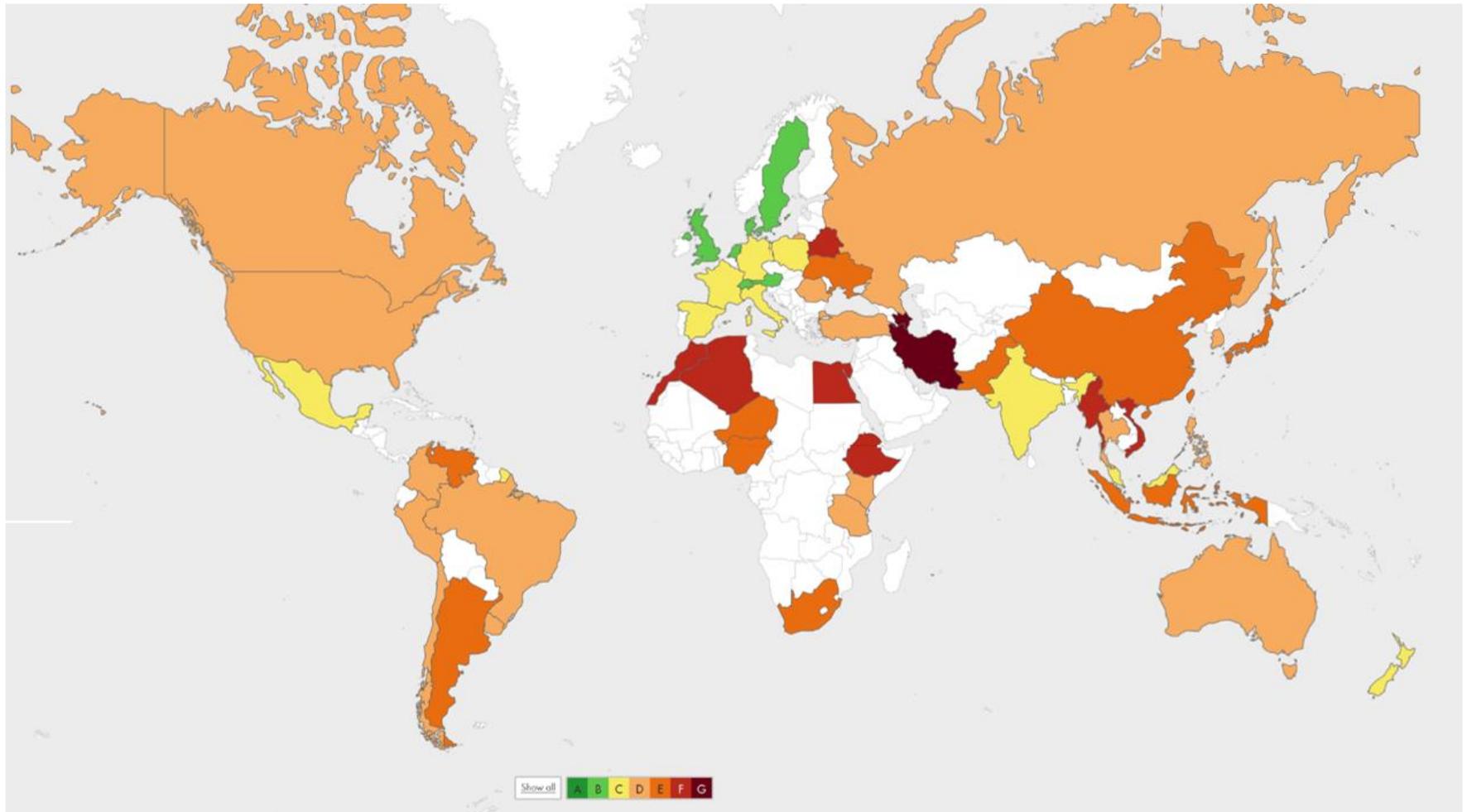
Topic	Political and Societal interest	Regulation in place	Situation in current practice
<b>Environment:</b>			
Manure disposal	Medium	Differs *	Manure revenue
Ammonia emission	Low	No	No measures
<b>Food safety:</b>			
Salmonella	Medium	Differs **	Limited action
Meat and bone meal	Low	No	MBM is used
antibiotics	Differs	Differs **	Common use AGP
GMO	Low	No	All GMOs are used
<b>Animal welfare:</b>			
Stocking density	Low	No	Low densities

# Animal Welfare

## The Animal Protection Index (API)

Second edition of the API released in 2020

Source: <https://api.worldanimalprotection.org>



# Compliance with EU standards

## EU COM says

- “By insisting on **full compliance with the EU’s strict sanitary standards**, the Commission is actually improving food safety standards in the Mercosur countries. EU food safety standards are non-negotiable and will be applied rigorously”
- “There is an **illusion that the EU applies lower standards to imports from Mercosur than apply within the EU itself**. This illusion has been created by misinformation and needs to be corrected.”

AVEC | The voice of Europe’s poultry meat sector

## The Opinion of AVEC

- There are many examples that different identical standards are not applied to Brazilian imports:
  - Use of PAPs (
  - Use of antibiotics not allowed in the EU, often as growth promoters
  - EU broiler welfare directive and welfare at transport not applicable to Brazilian imports
- Controls are not sufficient (this is not to blame the Commission only): without Carne Fraca = no additional controls = no rejections of thousands of containers not complying with EU rules

# What we ask:

If the agreement would be validated...

- New rules will apply to EU producers with F2F-Green deal-biodiversity strategy: if that does not apply to Mercosur countries, credibility on sustainability of EU institutions is at stake
- Deforestation: due diligence has to apply on poultry exports from Brazil
- We need a compensation mechanism where sectors benefiting from the agreement should compensate loss of jobs (in rural areas) sectors harmed by the agreement
- The agreement must not be split or implemented provisionally

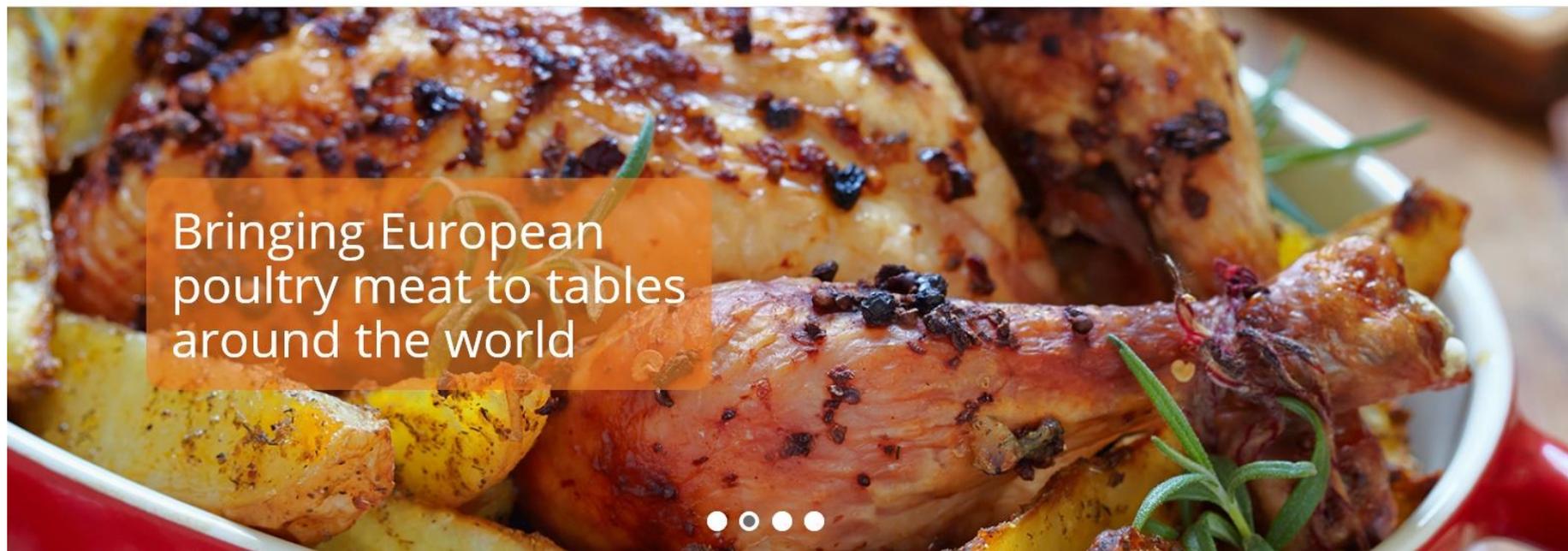
# EU Poultry Meat



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Bringing European  
poultry meat to tables  
around the world

