



EUROPEAN PIGMEAT REFLECTION GROUP – 2nd meeting

Head of Office ASSICA Brussels

ASSICA: Numbers of the sector (2021)

30.000

workers

900

Processing
companies

*2.000 if we consider micro-
companies*

200

slaughterhouses

4.000

Farms

*26.000 if we consider small and
backyard farming*

€ 8 billions

Total turnover

43 PDO & PGI

¼ of EU protected products

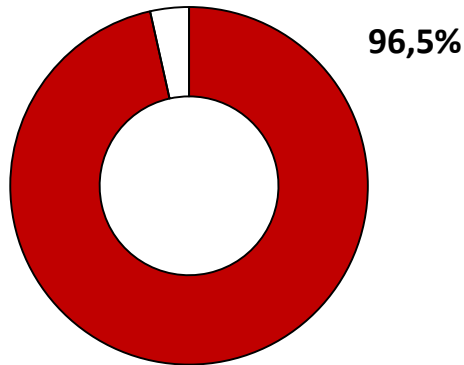


*Source:
Elaboration by ASSICA on EU,
ISTAT and ISMEA data*

FARMS, INDUSTRY, FOOD CONSUMPTION: THE CHALLENGE OF REALITY

How many Italians eat Meat?

Total Population



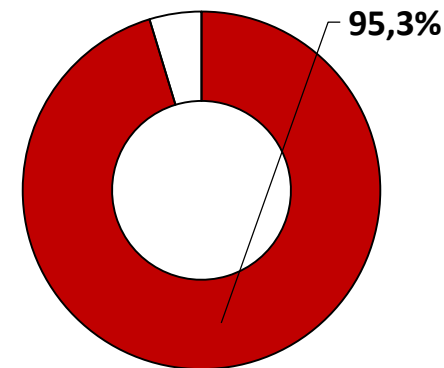
Regolarmente

45,9%

Di tanto in tanto

50,6%

Young People (18-34 years)



Regolarmente

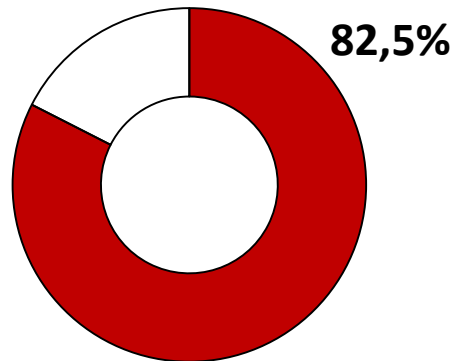
62,8%

Di tanto in tanto

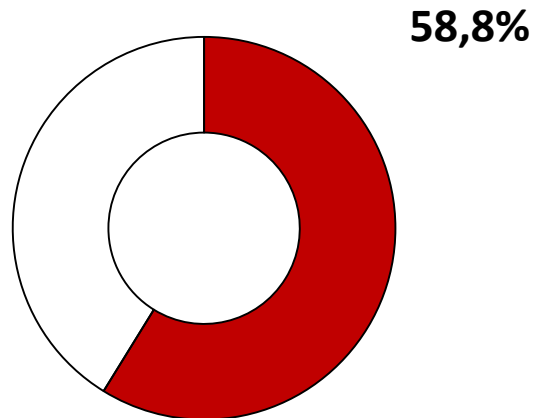
32,5%

FARMS, INDUSTRY, FOOD CONSUMPTION: THE CHALLENGE OF REALITY

An informed choice



Italians considering that the consumption of an appropriate quantity of white and red meat is a fundamental component of a **healthy diet**

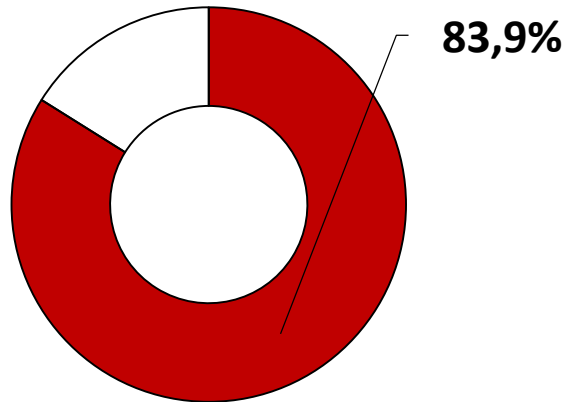


Italians considering that the fat content of meat has decreased overtime

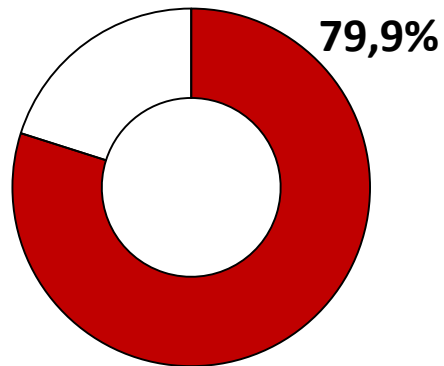
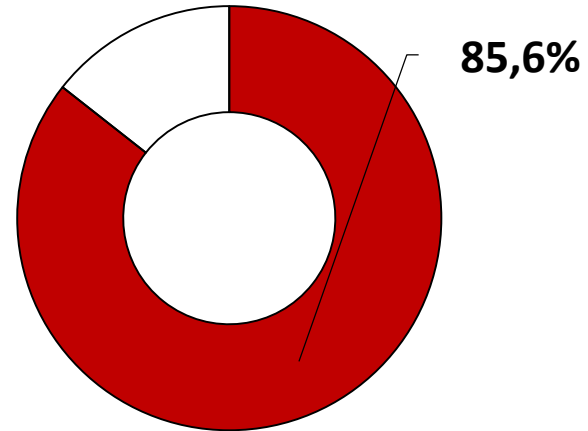
THE ALLEGED ALTERNATIVES? NO THANKS



No to insect-based products



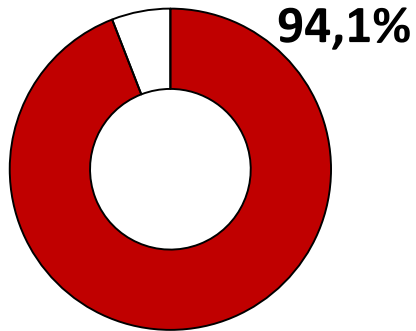
No to foods synthesized in labs



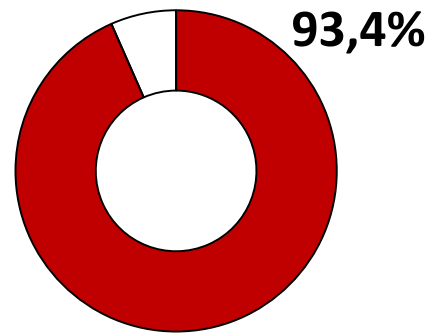
Italians considering that **lab meat** with vegetable products cannot be considered meat

THE IMPORTANCE OF INFORMATION/1

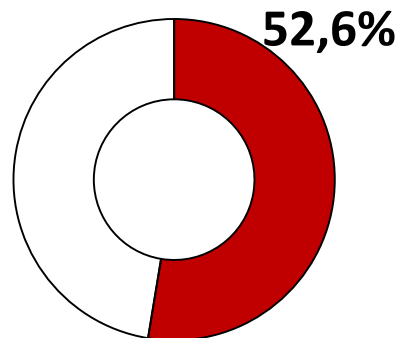
Yes, to organic food and traditional farming



Italians considering important to have **information** on the origin of meat they consume, on the way animals have been fed and treated



Italians considering that it is always necessary to distinguish on **labels** meat products derived from animals traditionally farmed from those made of synthetic meat made in labs

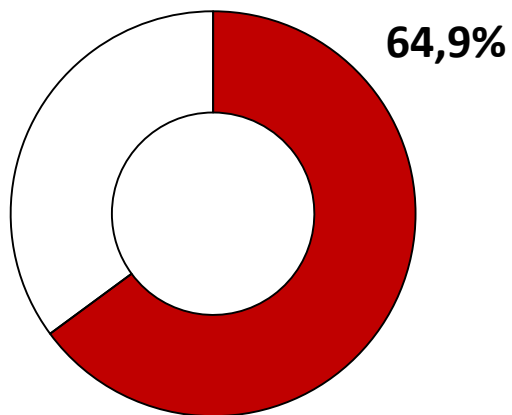


Italians having read **food information** that afterwards turned out to be false or incorrect

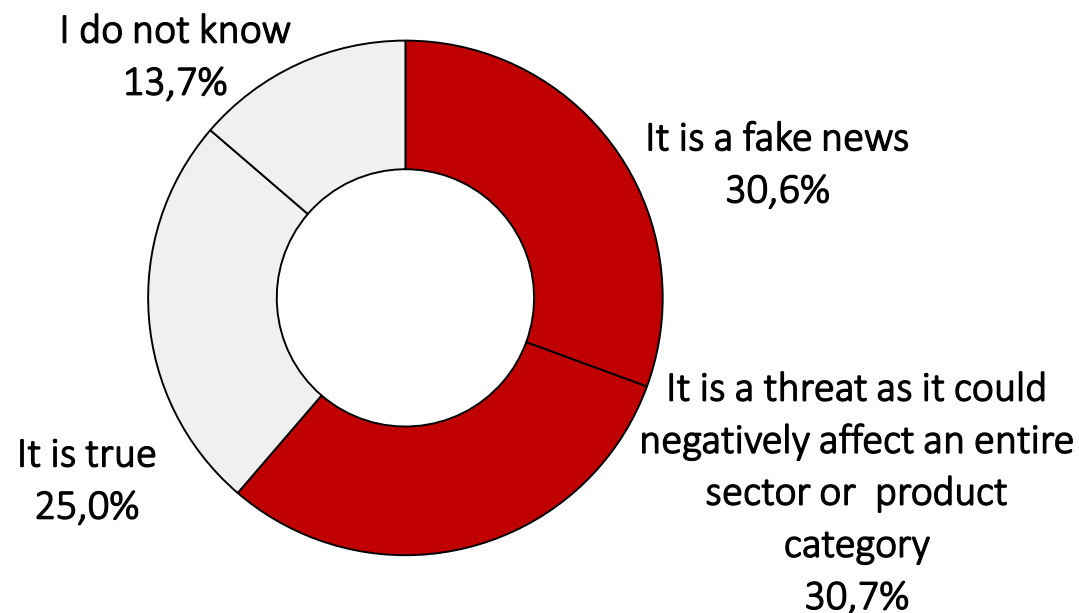
THE IMPORTANCE OF INFORMATION/2

The spreading of fake news on meat

Italians who are not influenced by negative news circulating about meat

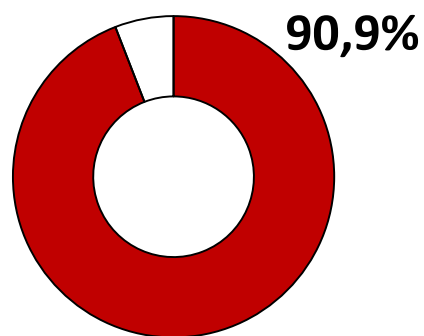


Should Meat production be stopped and should farms be closed because this would save the planet from global warming?

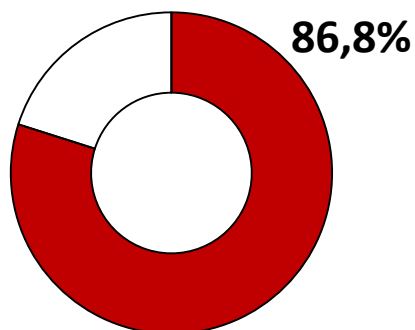


THE IMPORTANCE OF INFORMATION/3

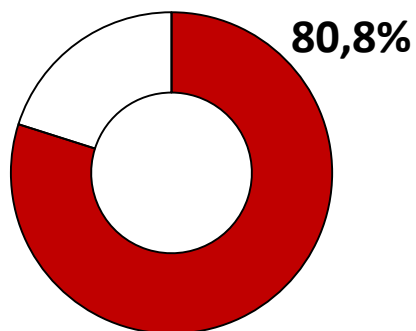
The impact on health as renewed consumption driver



Food labeling must correctly report the nutritional quantities to be consumed daily



Prohibit the entry of products from countries without food safety rules such as ours

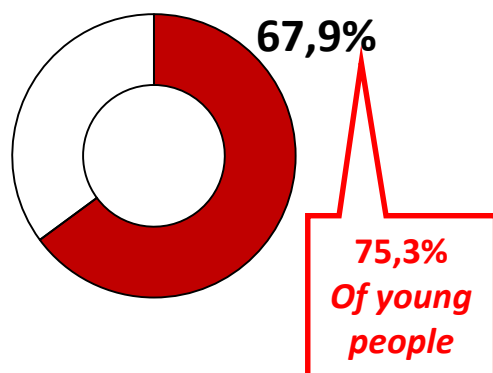


Attentive to the consequences of food, including meat, on their health

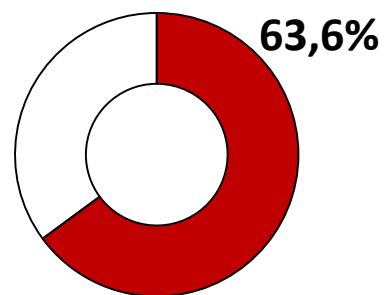


MEAT CHAINS AND SUSTAINABILITY/1

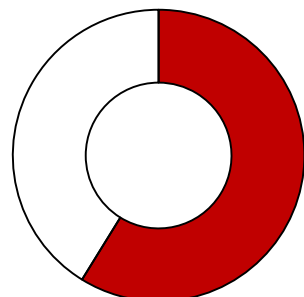
The real relationship between Italians and sustainability



Economic and social sustainability takes priority over environmental sustainability



Before moving on to green / renewable energies it is necessary to check how much they cost to citizens and businesses



Today the priority is to contain the price of energy more than the transition to green / renewable energies



MEAT CHAINS AND SUSTAINABILITY/2

The real relationship between Italians and sustainability

- **78.0% of Italians fear losing purchasing power in consumption in the near future.**
- **94.5% believe it is time to pay much more attention to social sustainability, broadly understood, as well-being of people and conditions of workers.**

**What is the right "trade off" to avoid
that an increase in production costs
entails **a rise in prices**
for consumers?**



**VITAL for the sector's
economic sustainability**

€ 2,205 billions

Live animals, meat, offals and
meat products

(+ 10,9% comparing to 2020)

Meat

€ 181 millions

(+1,3% comparing to 2020)

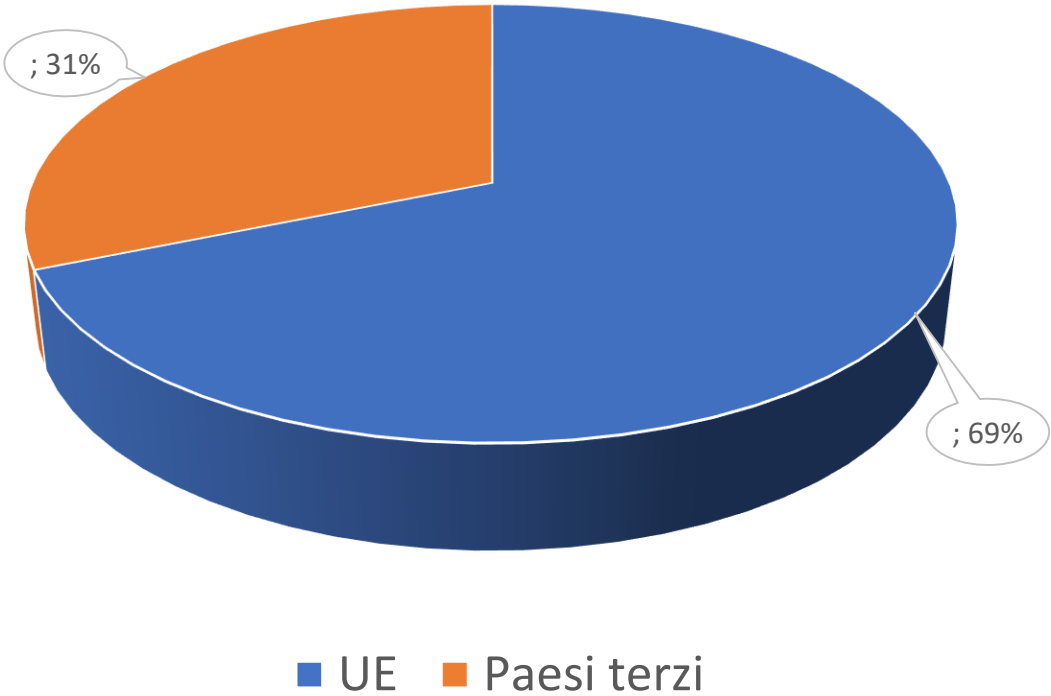
Meat Products

€ 1,836 billions

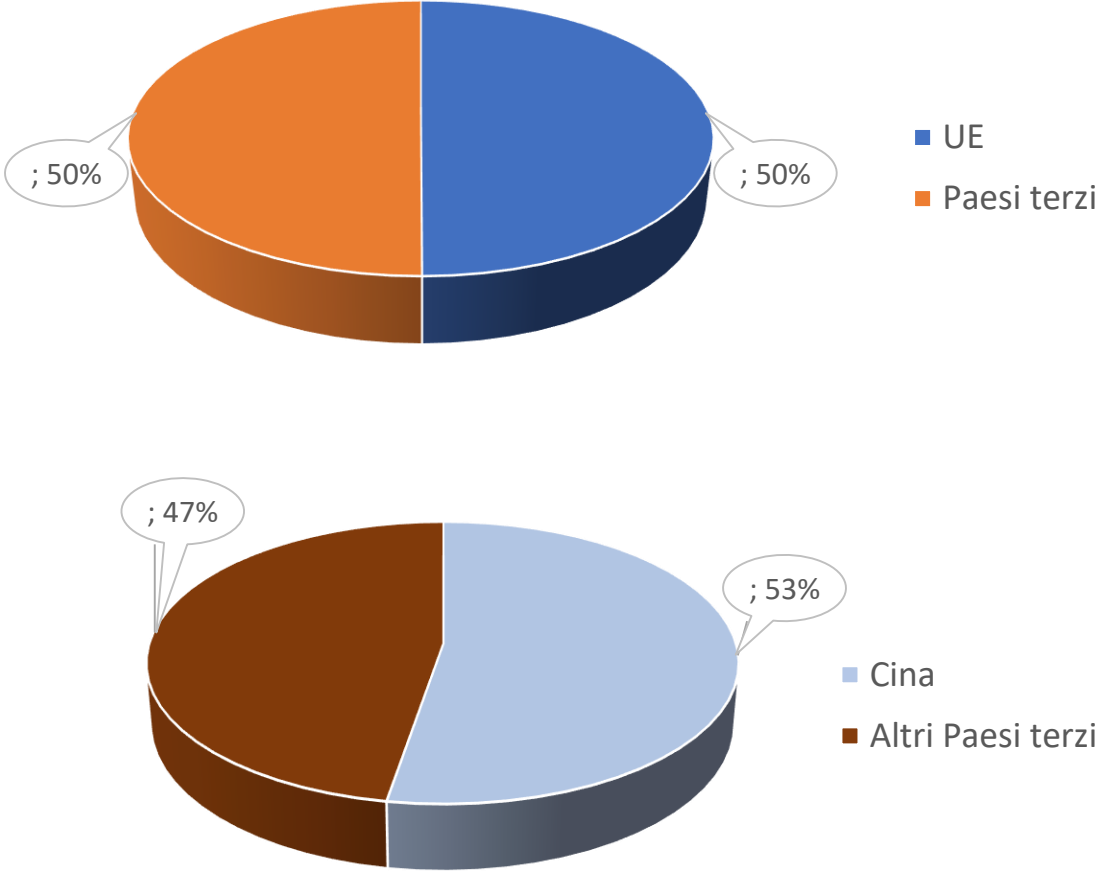
(+12,0% comparing to 2020)

ASSICA: Export per destinazione (2021) – tons

Meat products



Pig Meat

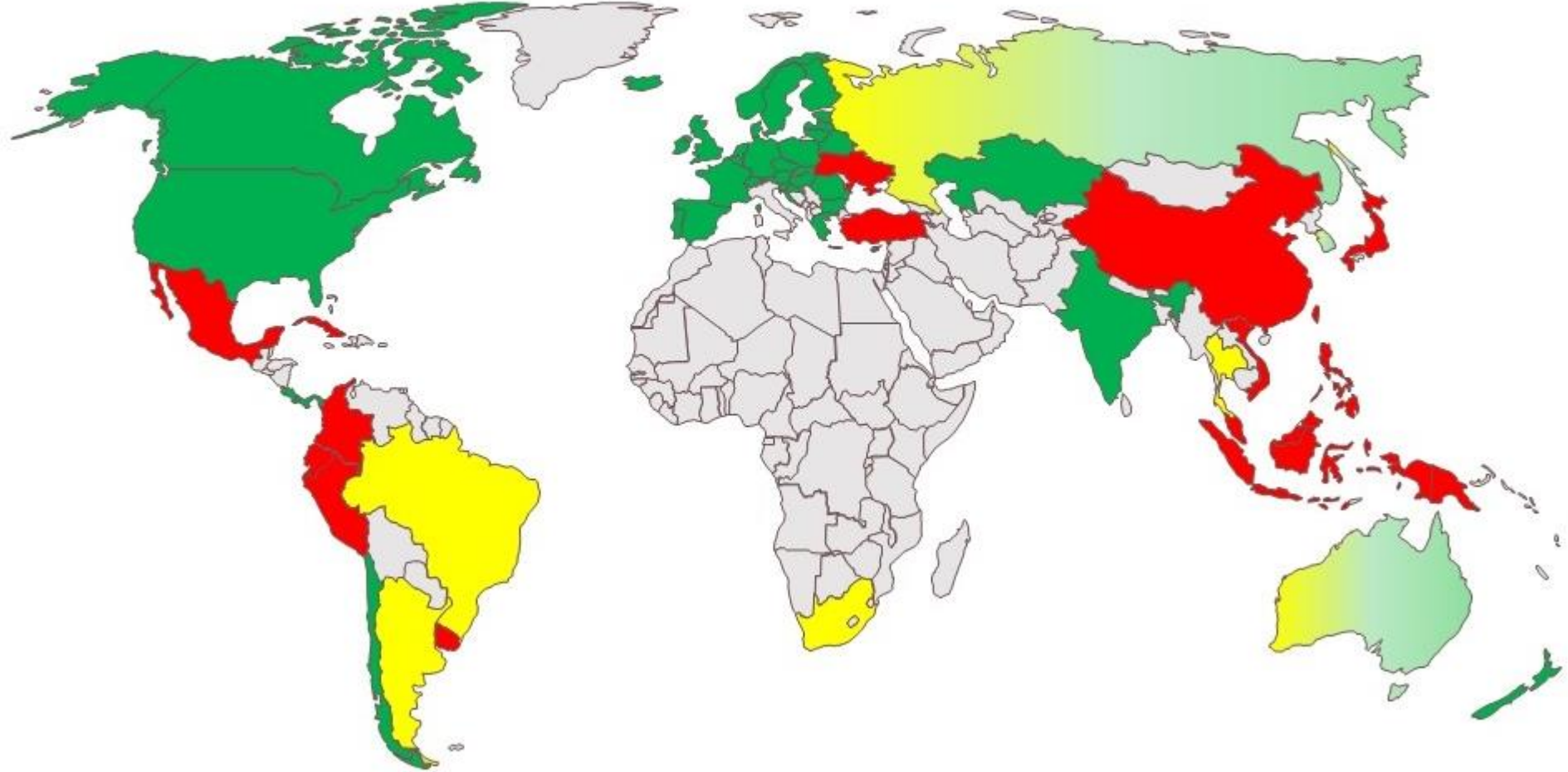


ASF: Reactions from Third Countries

**COUNTRIES WHICH
CLOSED TO ALL PIG
PRODUCTS**

**COUNTRIES WHICH
HAVE IMPOSED
RESTRICTIONS**

**COUNTRIES WHICH
HAVE ACCEPTED
REGIONALIZATION**



ASF: Reaction from Third Countries

UK
CANADA
USA
AUSTRALIA
CHILE
RUSSIA

BRASIL
ARGENTINA
SOUTH KOREA
SOUTH AFRICA

€61 mio
€29 mio
export fresh
meat
(82%)

CHINA
JAPAN
TAIWAN
MEXICO
PERÙ
THE PHILIPPINES
INDONESIA
CUBA
THAILAND
VIETNAM
SERBIA

€5 mio
€31 mio
export meat
products
(6%)

In 2021, the export of meat and products towards Third countries that have adopted total or partial restrictions on imports of Italian pork products were worth around **165 million euros**.

If the epidemiological situation were to worsen and the areas subject to restrictions were to be enlarged, involving areas with a greater meat products vocation, it is estimated that the damage for the entire sector would be equal to about **60 million euros** for non-export of meats and cured meats, for every month of blocking.



The **pig** production sector may be impacted by the evolution of the policy environment. The Farm to Fork strategy proposed by the Commission for agri-food chains is of high value due to the effective involvement of both consumers and operators. However:

- There is the need to carefully assess the impacts of this strategy principally from an economic and social perspective: this is important for citizens and especially for operators who are committed to guaranteeing accessibility to and affordability of food. This is even more true in light of the International situation we are living with (skyrocketing pig meat and feed prices, food security threats, etc ...);
- The **pig meat sector should be part of the solution**. No a-priori discriminations should be accepted (animal proteins vs vegetable proteins) – Ongoing discussions on the revision of the EU promotion policy as an example;
- An ideological approach risks, despite appearances, of not putting at the core of the F2F strategy and the Green Deal precisely that sustainability that represents the final goal. It should be stated clearly that sustainability is the only discriminant. Instead, a priori judgments emerge that seem to ignore how in reality each sector has more or less sustainable production methods. Therefore, entire sectors would be rewarded regardless of their sustainability (I can also produce fruit and vegetables in an unsustainable way), penalizing those who, in sectors that are not "trendy", produce sustainably at the cost of countless efforts and investments made over the years

Food labelling could have a big impact if some products were labelled with a red sticker as it would be if NutriScore or similar colour coded schemes should become the EU harmonized FOPNL scheme. We strongly oppose those schemes also because they fail their purpose as they don't help consumers to understand the real contribution given by all the micro and macro nutrients of a food to the overall diet that must be as varied and balanced as possible. The only result would only be an overall but rough judgment that may induce consumers to mistakenly conclude that some foods or beverages are not healthy at all because of the sticker they bear. **This is why we strongly hope to have a scheme based on nutrients and not on an algorithm, non- colour coded and non - simplistic**

Wrong policy decisions may influence meat consumption habits, but will also have negative impacts on numerous **other interconnected food and non-food chains**. The livestock supply chain is structurally the most complex, the most circular and by nature the most resilient of production ecosystems.

Primary food products depend on livestock farming such as **milk**, cheese, yogurt, and other dairy products, (bovine supply chain) or **eggs** (poultry supply chain) but also numerous **non-food supply chains** such as: **hide and leather** (shoes, bags, belts, sofas, fashion, cars, etc.), **biomedical** (capsules for medicines, heparin, organic heart valves, etc.), **the cosmetics and detergents supply chain** (creams, lipsticks, soaps, etc.), the **pet food** supply chain for pets, **organic fertilisers** also essential for **organic farming** and agricultural and industrial biomasses necessary to produce renewable energy, such as biogas and biomethane

A hypothetical and intentional (policy driven) decrease in the EU meat production would be the most resounding own goal in history: It will make us even more dependent on our International partners (partners until when?) exactly when pig meat is becoming the new oil



Thanks for your attention!