

# Copa-Cogeca: The united voice of farmers and their cooperatives in the European Union



# Challenges and Opportunities

- **General remarks on promotion**
- **Context**
- **High Standards**
- **Health Benefits**
- **Proper handling and prevention of risks**
- **Getting new markets**
- **Cooperation**

# Who are Copa and Cogeca?

## Two organisations....

### Copa

Created in 1958, Copa represents 23 million European farmers and family members.

### Cogeca

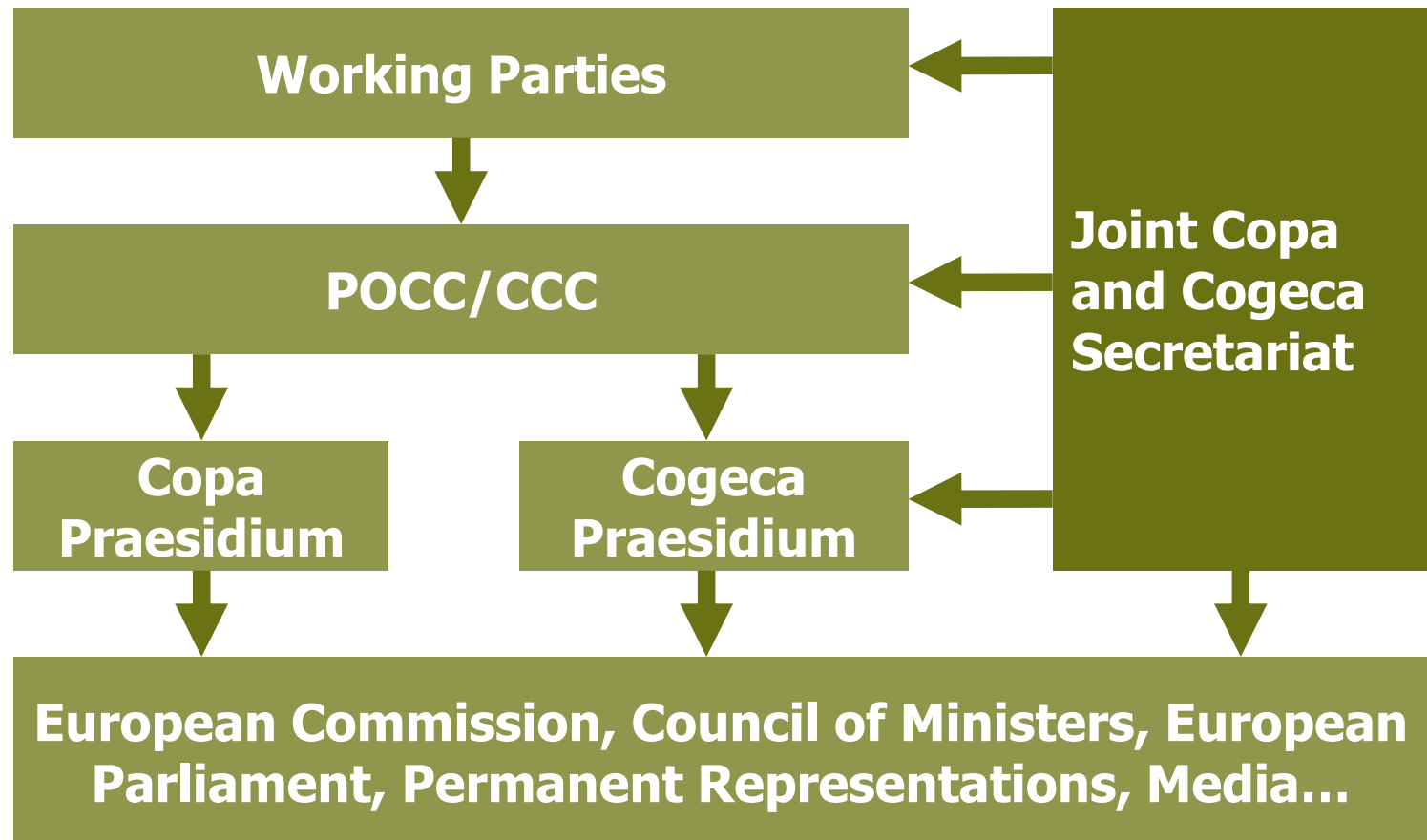
Created in 1959, Cogeca represents 22, 000 European agricultural cooperatives.

### Copa and Cogeca

In 1962, a joint Secretariat was created, making it one of the biggest and most active lobby organisations in Brussels



# How is Copa and Cogeca organised?



# How is Copa and Cogeca organised?

## The Working Parties

- 45 Working Parties, dealing with market and policy developments
- Prepare joint Copa and Cogeca positions
- Topics: commodities, cooperative affairs, rural development, biotechnology, environment, animal health & welfare ...



Copa-Cogeca contributions to the Commission's annual work programme within the new promotion regimes

The priorities for Poultry and Egg sector

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# General remarks

## **EU promotion policy to enter in force in December 2015:**

- Has a crucial role to play in reinforcing and complementing national and local initiatives
- Allows EU farmers and Cooperatives to gain added-value from their products
- Is WTO compatible

Copa and Cogeca wants Commission to ensure that the annual work plan:

- Fits the needs of the EU farming and cooperative sector
- Flexible scheme which covers the specific characteristics of markets as well as products.

# General remarks – Poultry and eggs sectors

- Market oriented based on European model of production
- Slim profit margins
- No financial support from CAP (no export refunds)
- Generic promotion of poultry meat (market disturbance)
- Open to imports from international markets
- Integrated in extremely competitive world market (USA, Brazil and Thailand)
- Poultry has been included in the russian ban (August 2014)
- Promotion funds –Financial support to provide a comprehensive export/promotion strategy in the future.



# Context

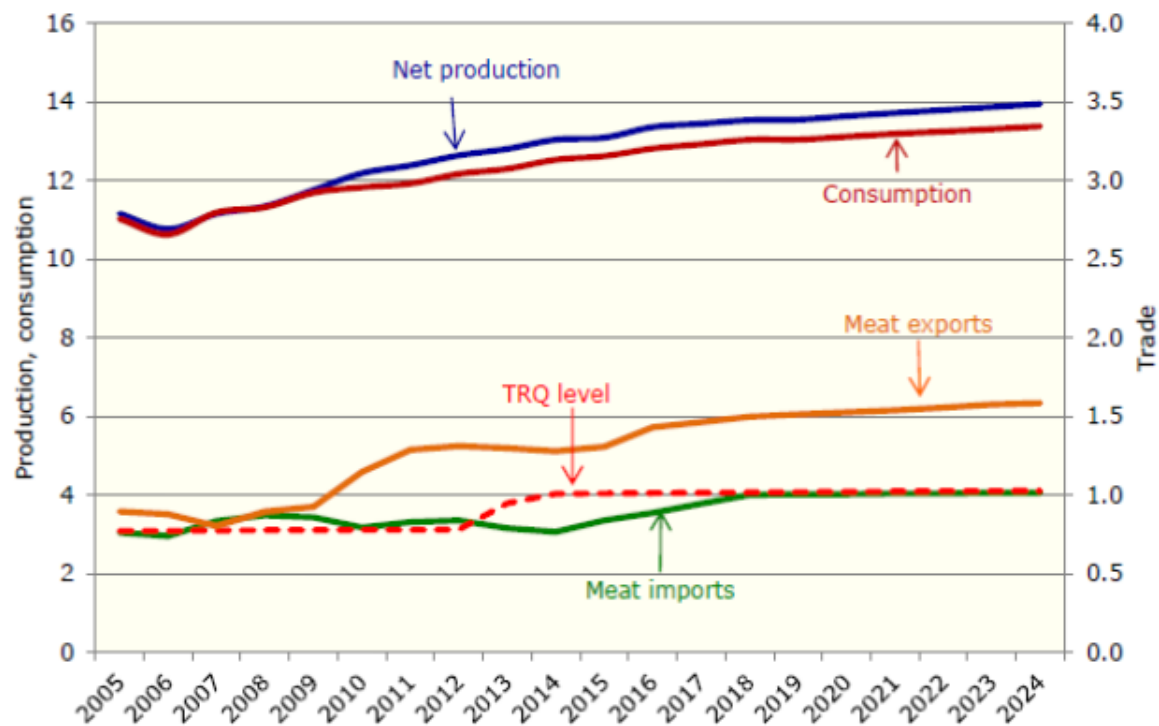
**Table 7.29 EU poultry meat market balance (1 000 tonnes c.w.e.)**

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Gross indigenous production	12 391	12 647	12 814	13 049	13 101	13 366	13 453	13 542	13 556	13 646	13 726	13 801	13 877	13 957
of which EU-15	9 690	9 771	9 843	9 935	9 964	10 152	10 209	10 268	10 254	10 313	10 365	10 413	10 460	10 515
of which EU-N13	2 702	2 876	2 971	3 114	3 137	3 215	3 244	3 275	3 302	3 332	3 361	3 388	3 417	3 442
Consumption	11 933	12 175	12 306	12 536	12 631	12 823	12 934	13 047	13 050	13 125	13 198	13 255	13 316	13 387
of which EU-15	9 489	9 626	9 714	10 001	10 102	10 296	10 395	10 497	10 488	10 549	10 608	10 654	10 704	10 759
of which EU-N13	2 444	2 548	2 592	2 535	2 528	2 527	2 539	2 549	2 562	2 576	2 590	2 601	2 613	2 628
<i>per capita</i> consumption (kg r.w.e.)*	20.8	21.1	21.3	21.7	21.8	22.1	22.2	22.4	22.3	22.4	22.5	22.6	22.7	22.8
of which EU-15	20.9	21.1	21.3	21.8	22.0	22.3	22.4	22.6	22.5	22.6	22.7	22.7	22.8	22.9
of which EU-N13	20.3	21.2	21.6	21.2	21.2	21.2	21.3	21.4	21.6	21.7	21.9	22.0	22.1	22.3
Imports (meat)	831	841	792	768	840	889	946	1 004	1 009	1 008	1 013	1 013	1 017	1 017
Exports (meat)	1 290	1 313	1 300	1 281	1 310	1 432	1 466	1 499	1 515	1 528	1 541	1 558	1 578	1 587
Net trade (meat)	459	472	508	513	470	543	519	496	506	520	529	546	561	570
EU price in EUR/t	1 912	1 964	1 996	1 897	1 816	1 918	1 974	2 005	1 997	1 990	1 992	2 006	2 026	2 033
World price in EUR/t	936	1 099	1 266	1 078	1 035	1 094	1 128	1 148	1 143	1 138	1 138	1 146	1 157	1 161
World price in USD/t	1 303	1 412	1 681	1 436	1 312	1 387	1 471	1 519	1 526	1 533	1 543	1 559	1 580	1 590

\* r.w.e. = retail weight equivalent; coefficients to transform carcass weight into retail weight are 0.88 for poultry meat.

Source: European Commission

**Graph 4.7 EU poultry meat market developments (million tonnes)**



Source: European Commission

# Context

- ✓ EU eggs being replaced by alternatives ingredients in food industry
- ✓ suffered the effects of severe economic crisis.

**Table 7.31 EU eggs market balance (1 000 tonnes)**

	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Production	7 039	7 001	7 069	7 173	7 224	7 276	7 326	7 379	7 432	7 486	7 538	7 587	7 636	7 684
of which EU-15	5 498	5 370	5 598	5 665	5 643	5 675	5 701	5 732	5 766	5 803	5 839	5 871	5 902	5 932
of which EU-N13	1 541	1 631	1 471	1 508	1 581	1 602	1 626	1 648	1 667	1 683	1 699	1 716	1 734	1 752
Consumption	6 843	6 853	6 875	6 968	7 016	7 061	7 104	7 149	7 195	7 240	7 284	7 325	7 365	7 404
of which EU-15	5 395	5 421	5 595	5 625	5 667	5 705	5 743	5 782	5 822	5 862	5 900	5 936	5 971	6 006
of which EU-N13	1 448	1 431	1 280	1 343	1 349	1 355	1 361	1 367	1 372	1 378	1 384	1 389	1 394	1 398
<i>per capita</i> consumption (kg)	13.5	13.5	13.6	13.7	13.8	13.8	13.9	13.9	14.0	14.0	14.1	14.2	14.2	14.3
of which EU-15	13.5	13.5	13.9	13.9	14.0	14.0	14.1	14.1	14.2	14.3	14.3	14.4	14.4	14.5
of which EU-N13	13.7	13.5	12.1	12.8	12.8	12.9	13.0	13.1	13.1	13.2	13.3	13.4	13.4	13.5
Imports	21	38	21	21	26	26	26	26	26	26	26	26	26	26
Exports	217	186	215	226	235	242	249	256	264	272	280	289	297	306

Source: European Commission

# High Standards

- ✓ **European Model of production of poultry and eggs to be economically sustainable**
- ✓ **Recognised by price and quality/safety**
- ✓ **The Consumer/industry should be aware of the work done by the sector, in terms of high standards of**
  - **food safety,**
  - **environment,**
  - **animal health and welfare**
  - **and the additional costs that associate with these high standards.**

# Health and nutritional benefits

## ✓ **Nutritional benefits of poultry meat**

- Healthy meat,
- low in fat,
- great source of proteins (filling food)
- rich in potassium and calcium

## ✓ **Nutritional benefits of eggs**

- Important for a balanced diet
- Source of proteins
- Avoid misconceptions around eggs (e.g. cholesterol)

# Proper handling and prevention of risks

## ✓ **Consumer needs information on**

- Proper food handling
- Prevention of risks
- Promotion of safe food

# Getting new markets

- ✓ **Opportunity to sustain traditional markets (after export refunds) and get new markets :**
- ✓ **Poultry**
  - Higher demand on certain cuts/products in third countries (e.g. Africa, Asia, Middle East)
  - Exports to high growth markets (objective - valorisation of all carcass)
- ✓ **Eggs and Egg products**
  - Internal market
  - There are major opportunities in global markets in particular for eggs products
  - EU model « sustainable and safe eggs and egg products »;  
Limitation – High production costs in EU

# Cooperation

- ✓ **Bring all actors of the food chain together**
- ✓ **Work on a communication strategy**
- ✓ **Eggs industry represents around 30% of the total demand for EU eggs**



# How to spread the information?

- ✓ Some important actors to spread the message
  - Inform consumers directly
  - Through facilitators (nutritionists, teachers, skilled communicators, media or internet)

# Example of campaigns

## ✓ **Poultry**

- Third market promotion has been limited to organic or quality products according to an EU or national scheme.
- Promotion efforts on third countries have been limited to exhibitions and events

# Example of campaigns

## ✓ Eggs

- Co-financed campaigns focused (limited) on new eggs marking and labelling (e.g. Spain 2005, 2014)
- Digital instruments ([huevo.org.es](http://huevo.org.es); [www.institutohuevo.com](http://www.institutohuevo.com); [www.huevito.com](http://www.huevito.com))
- Public relations with media, publicity (specialist press, mainstream press; regular communications actions – interviews, articles, events such as the « world eggs day »
- Contacts with doctors and nutritionists: actions such as the participation in courses and conferences on professional nutrition and health were carried out
- Other instruments (leaflets and brochures, etc.): Several activities were carried out such as training with consumers, health professionals, culinary students and Horeca.
- In Spain, the Eggs Research Institute gives a yearly research award (10.000 €), and also has others for the best audio-visual work on eggs and for the best recipe with eggs. Each year it publishes specialized leaflets and information to educate consumers and professional, together with meetings and promotional activities.

# Conclusion

**The specificities of the poultry and eggs sector should be considered when defining priorities for the coming years**

**European Model of production has to be recognised – quality products**

**Poultry and eggs sector face high costs to respect EU standards**

**Importance to allow for flexibility between indicative budgets per priority**

**Need to ensure good quality programs get financial support if funding is still available from other priorities**



**Copa-Cogeca:**  
**Promoting and developing the  
European Model of Agriculture**

[www.copa-cogeca.eu](http://www.copa-cogeca.eu)