



# **FACT AND FIGURES OF EU POULTRY INDUSTRY**

Milan, Cascina Triulza, August 31<sup>st</sup> 2015

**Conference**

**Prevention and control of Campylobacter in  
the poultry production system**

**PAUL LOPEZ, a.v.e.c.-President**



# a.v.e.c. members



## **a.v.e.c. secretariat**

Rue du Luxembourg 47-51

B-1050 Brussels

T +32 2 238 10 82/83/80

F +32 2 238 10 84

E-Mail:

[avec@avec-poultry.eu](mailto:avec@avec-poultry.eu)

Web: [www.avec-poultry.eu](http://www.avec-poultry.eu)



# ORGANISATION NETWORK

**POULTRY MEAT  
HEN – TURKEY – DUCK**

**a.v.e.c.**

**16 Member States**

**IPC**



**LIVE POULTRY AND  
HATCHING EGG**

**ELPHA**



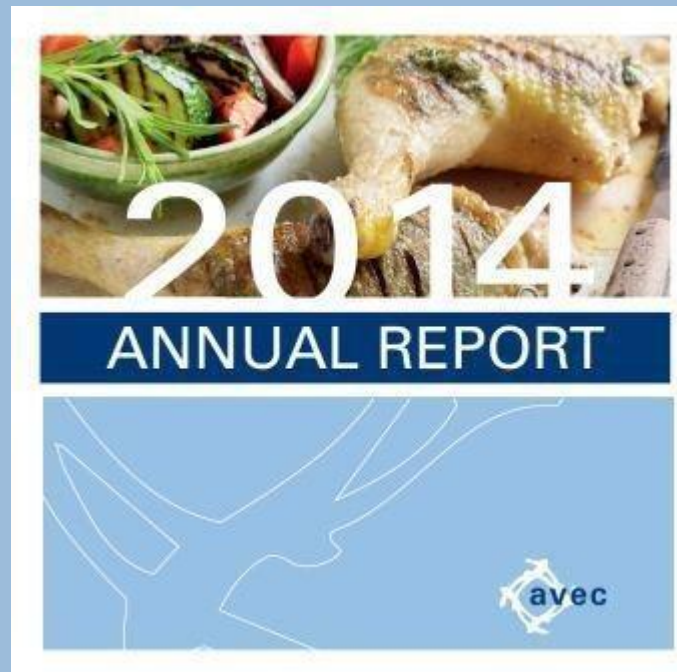
**14 Member States**



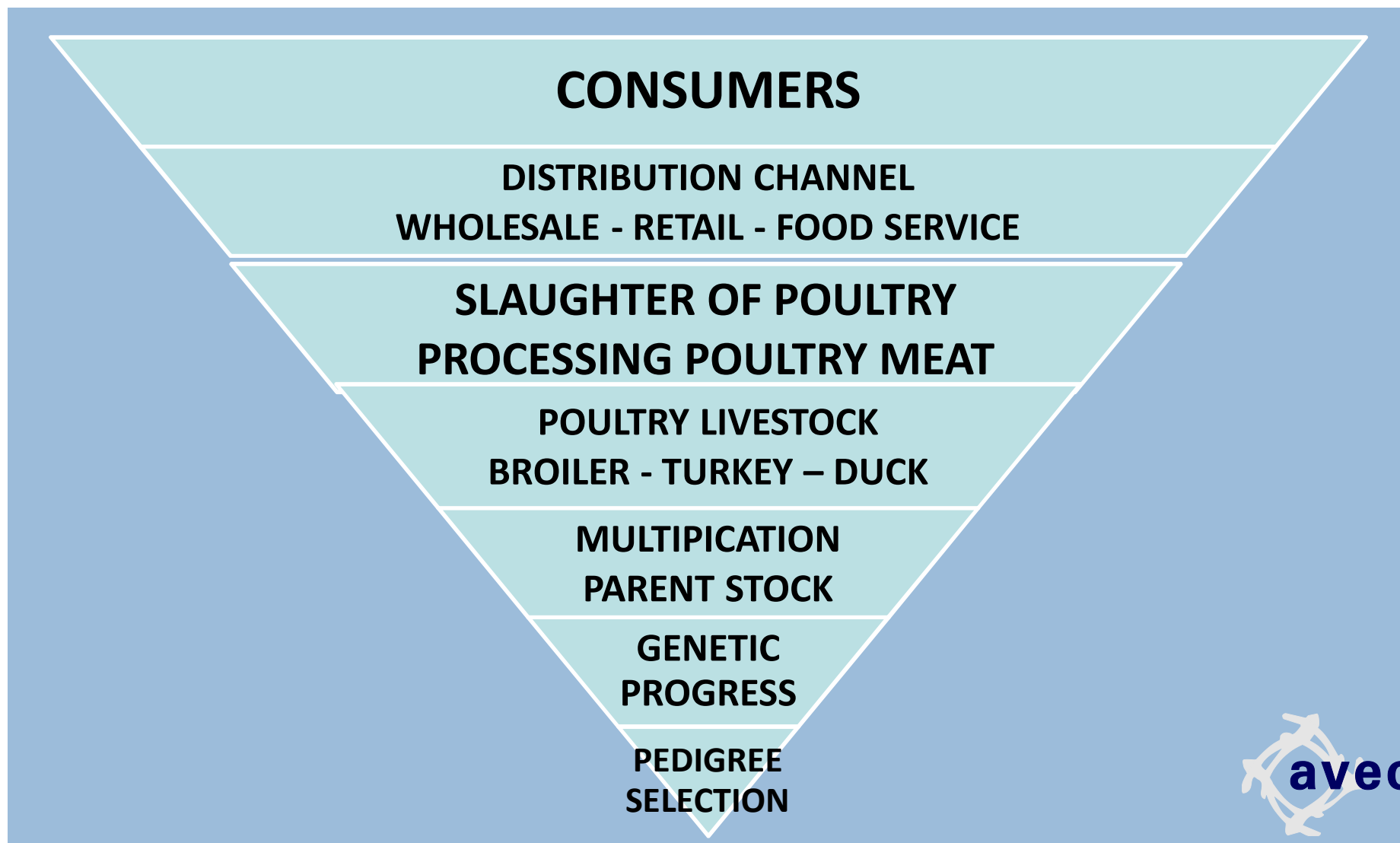
# NETWORK

## ANNUAL REPORTS

<http://www.avec-poultry.eu/annual-reports-overview>



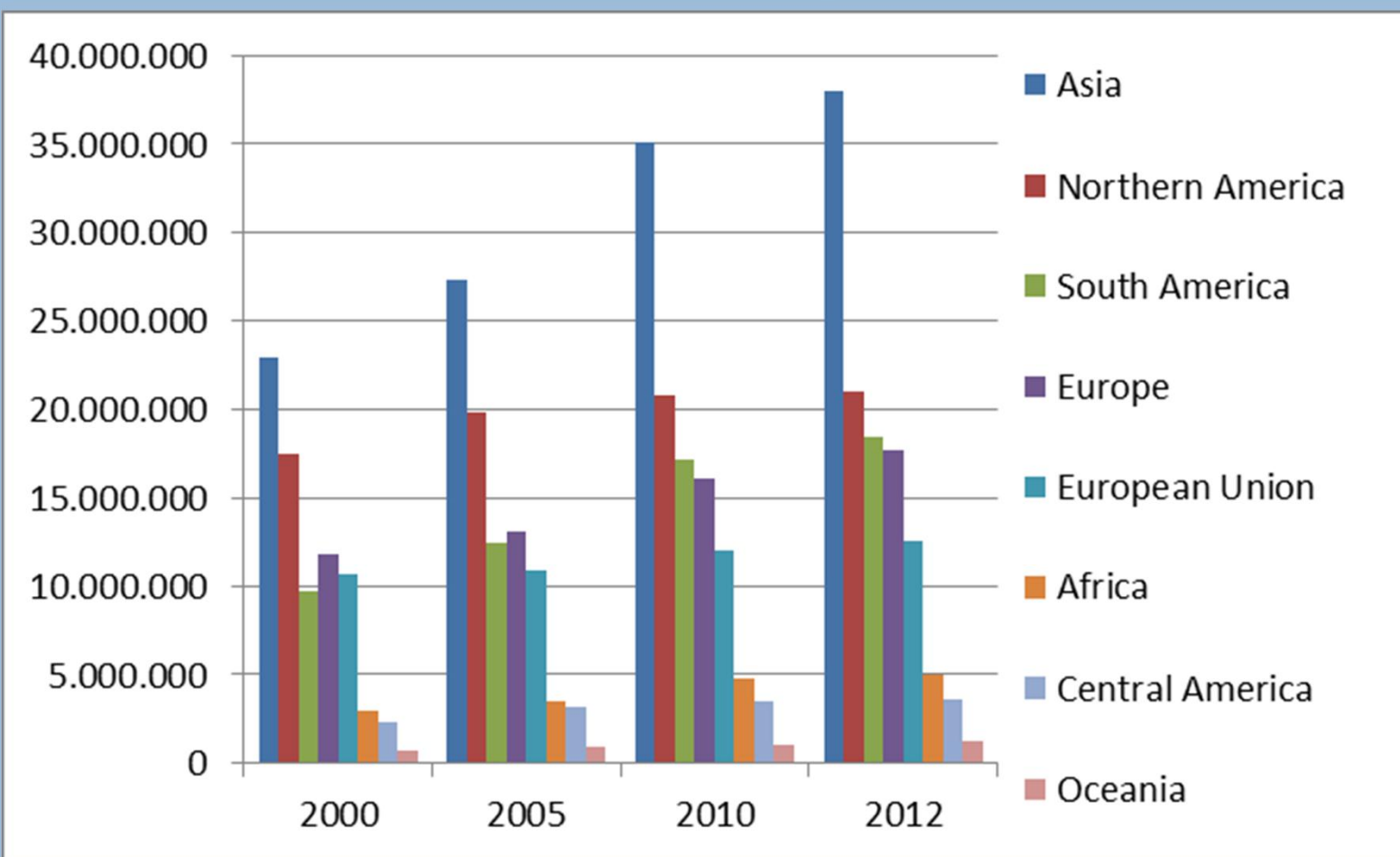
# FOCUS ON POULTRY SECTOR



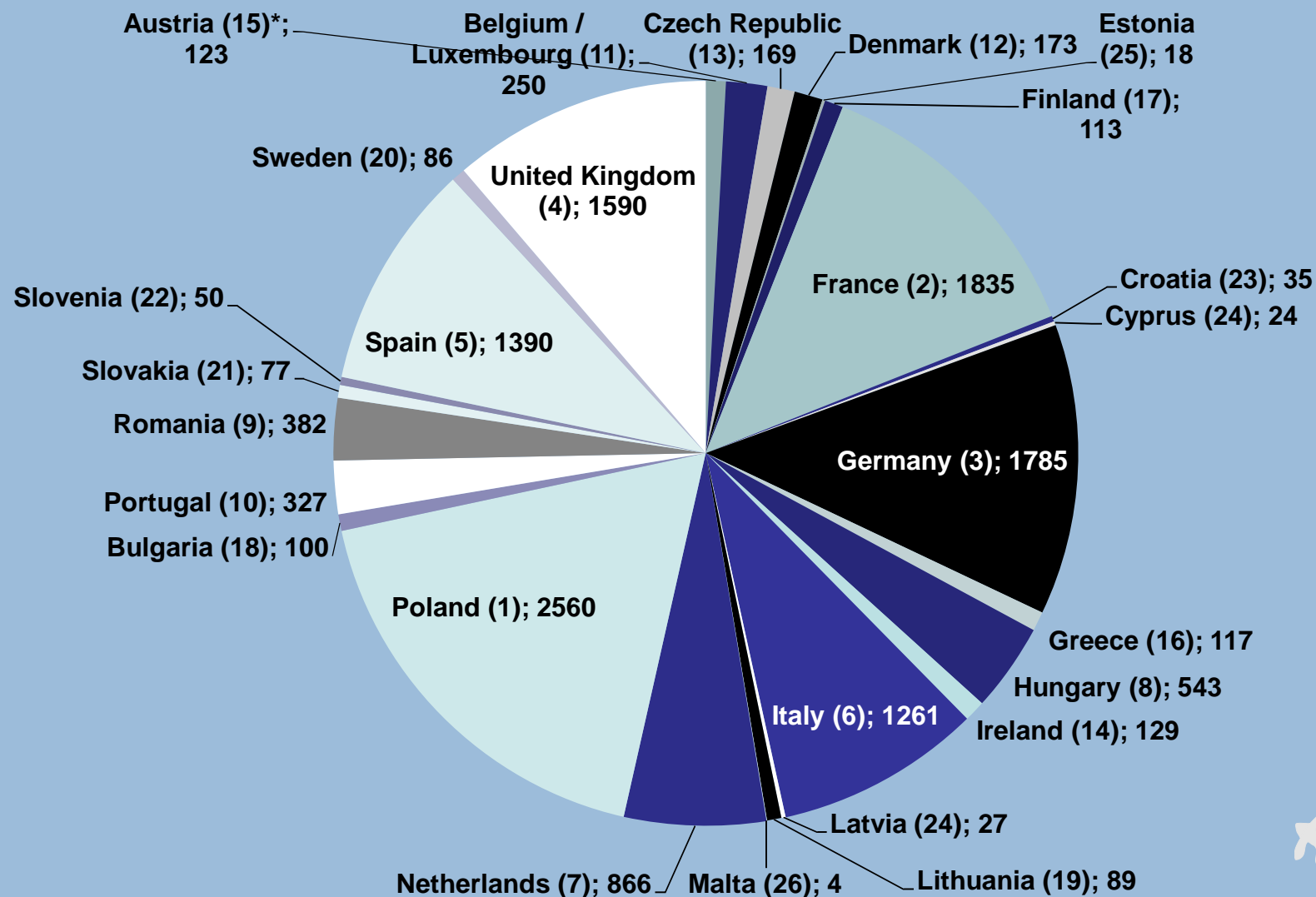
# KEY FIGURES POULTRY INDUSTRY

## Main producers poultry meat

Source FAO



# EU POULTRY PRODUCTION 2014



# EU POULTRY PRODUCTION 2014

**Economic value: 32 billion euros**

SECTOR	PRODUCTION (million tons)	Countries
BROILER	11	PL, UK, DE, FR, ES, IT, NL
TURKEY	2	FR, DE, PL, IT, UK
DUCK	0,5	FR, HU, DE
OTHER	0,6	
TOTAL	14,1	





# EU POULTRY BALANCE SHEET

000 tons slaughter weight	2010	2013	2014
Gross indigenous production	12.953	13.731	14.091
Export meat	1.149	1.223	1.265
Import of meat	782	750	753
Consumption	12.578	13.245	13.566
Consumption per head kg	25,3	26,3	26,8
Self-sufficiency%	103	103,7	103,9
Export value (000 €)	1.583	2.084	2.055
Import value (000 €)	1.958	2.097	2.154



# EMPLOYMENT AND ECONOMIC VALUE

## NUMBER OF COMPANIES

- Number of farms: 2.237.000 farms (eurostat, 2010)
- Commercial farms: 19.680 (more than 5000 birds)
- Slaughterhouses: 1970 (eurostat, 2007)

## EMPLOYMENT

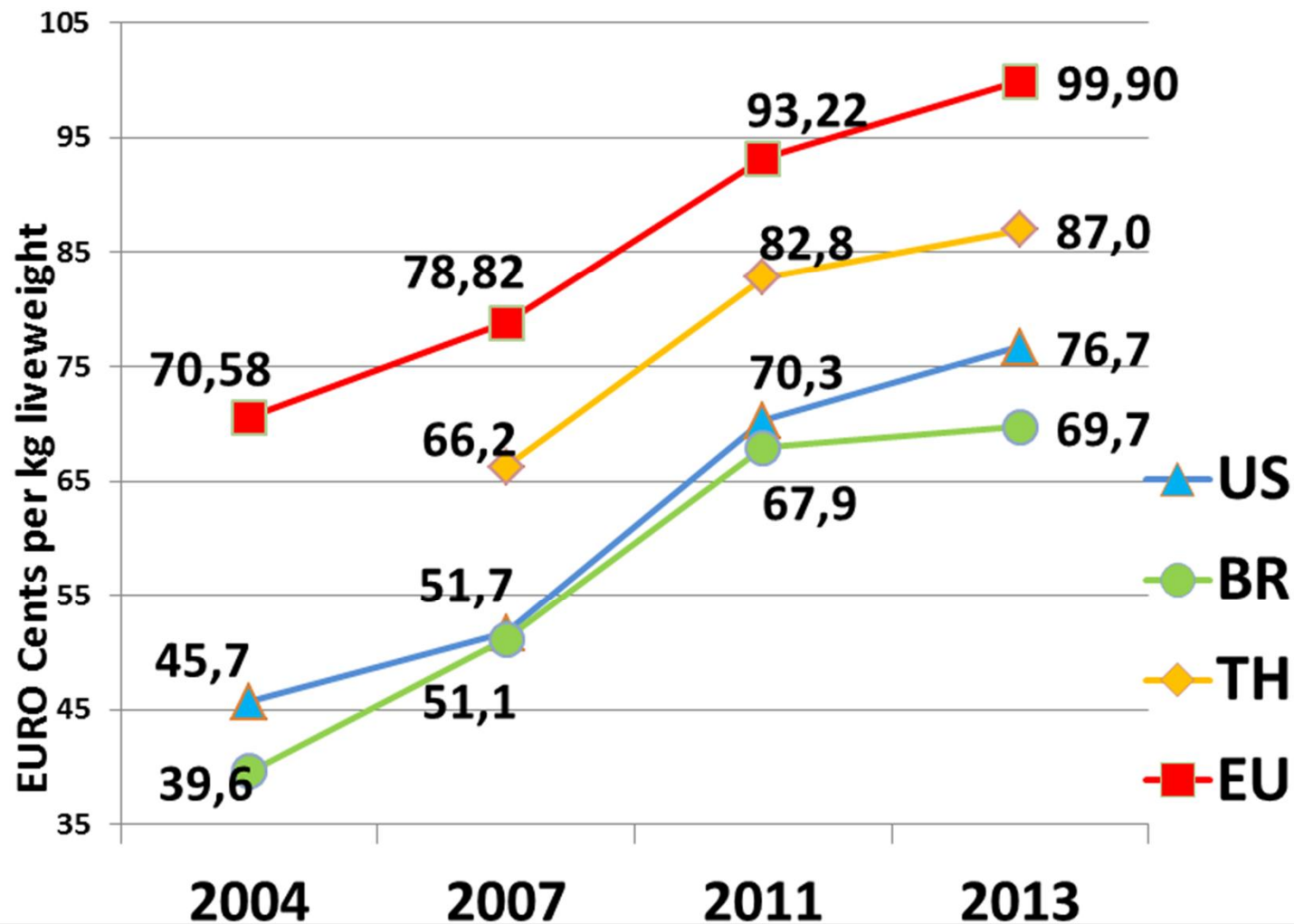
- Detailed data of Netherlands, France and Germany
- 23 workers per 1000 ton poultry meat

→ EU-27 employment of 303.000 workers

**ECONOMIC VALUE**  
**32 billion euro in 2012**



# EU and global Production costs farm level ¤cents/kg live weight



# COMPETITIVENESS

## 2013 - STUDY ON THE COMPETITIVENESS OF THE EU POULTRY MEAT SECTOR (2011)

- <http://www.avec-poultry.eu/system/files/archive/new-structure/avec/Communication/Study%20final%20version.pdf>
- [http://www.wageningenur.nl/upload\\_mm/c/d/d/ea51d7b4-8a74-4fc7-a2e2-6bcbaf3dd09c\\_15381\\_LEI\\_2013-068%20vHorne\\_DEF\\_21%20jan.pdf](http://www.wageningenur.nl/upload_mm/c/d/d/ea51d7b4-8a74-4fc7-a2e2-6bcbaf3dd09c_15381_LEI_2013-068%20vHorne_DEF_21%20jan.pdf)

## 2014 – REVIEW STUDY ON THE COMPETITIVENESS OF THE EU POULTRY MEAT SECTOR (2013)

- <http://www.avec-poultry.eu/system/files/archive/new-structure/Communications/Study%20on%20competitiveness%20of%20poultry%20meat%20sector%20updated%20with%202013%20data.pdf>
- [http://www.wageningenur.nl/upload\\_mm/a/2/d/2978fd38-e709-4e18-9c34-c1c1d7489fee\\_2014-038%20Horne\\_v5.1\\_WEB\\_def.pdf](http://www.wageningenur.nl/upload_mm/a/2/d/2978fd38-e709-4e18-9c34-c1c1d7489fee_2014-038%20Horne_v5.1_WEB_def.pdf)



# TRADE LIBERALIZATION

**“ FREE TRADE Æ international standards**

**European Union imposes higher standards**

**“ FAIR TRADE by enforcement of identical standards for products from third countries**



# **CAMPYLOBACTER POLICY**

## **COORDINATION and HARMONIZATION**

**Diverse situation across the EU**

- **Source of attribution**
- **Prevalence of Campylobacter in flocks and in batches of poultry meat**
- **Sampling stage, type, unit and size**



# CAMPYLOBACTER POLICY

- Need for more and better knowledge and understanding – ongoing research projects
- Uncertainty that the costs and benefits of the interventions in practice will confirm the forecast or assumptions in the scientific opinion and studies.
- Lessons from research – implementation under practical conditions not bringing consistently the results hoped for. Step by step implementation.
- Comprehensive policy – main focus on poultry but don't overlook the role of other species including pets and environment
- Campylobacter is different from Salmonella



# FOOD SAFETY

## Five keys to safer food for consumers

- Keep clean
- Separate raw and cooked
- Cook thoroughly
- Keep food at safe temperatures
- Use safe water and raw materials

**KNOWLEDGE = PREVENTION**





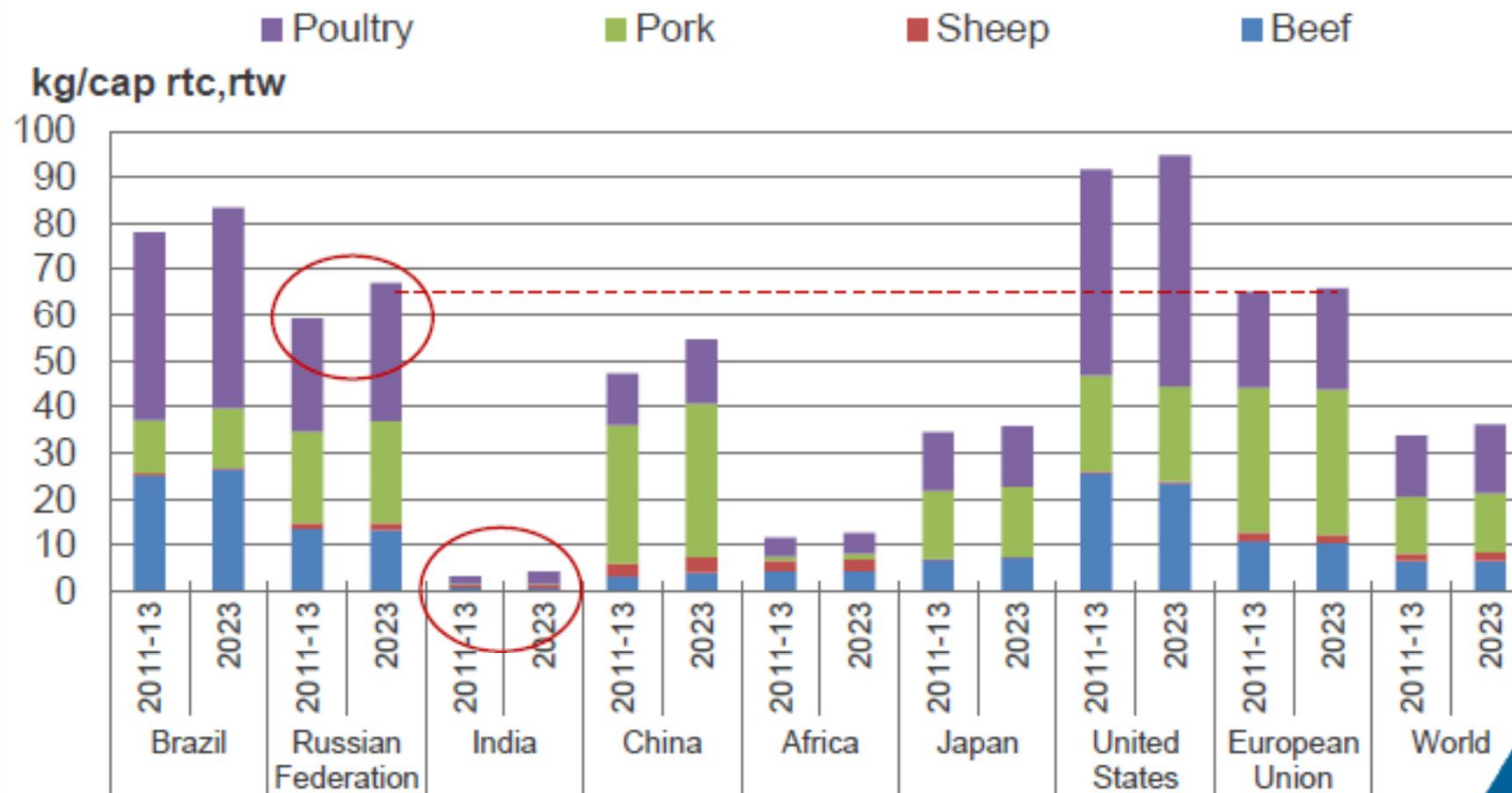
# BRIGHT FUTURE

## ATTRIBUTES OF POULTRYMEAT

- safe food and also very healthy
- lean meat - little fats and lots of proteins
- versatile as an ingredient
- shorter preparation times than other meats
- not subject to religious restriction.
- better value for consumers than other meats
- cheap form of animal protein
- “fresh” poultry now has a longer shelf life



# MEAT CONSUMPTION



# CONCLUSION

**Thank you for your attention**



**Questions?**

