CDG poultry and eggs – October 7th 2015

Competitiveness in the sectors in the framework of new consumption patterns and how to manage better TRQ’s in view of cumulative trade agreements

General Assembly 2015 theme:

"Matching Local demand and globalization in the poultry value chain"

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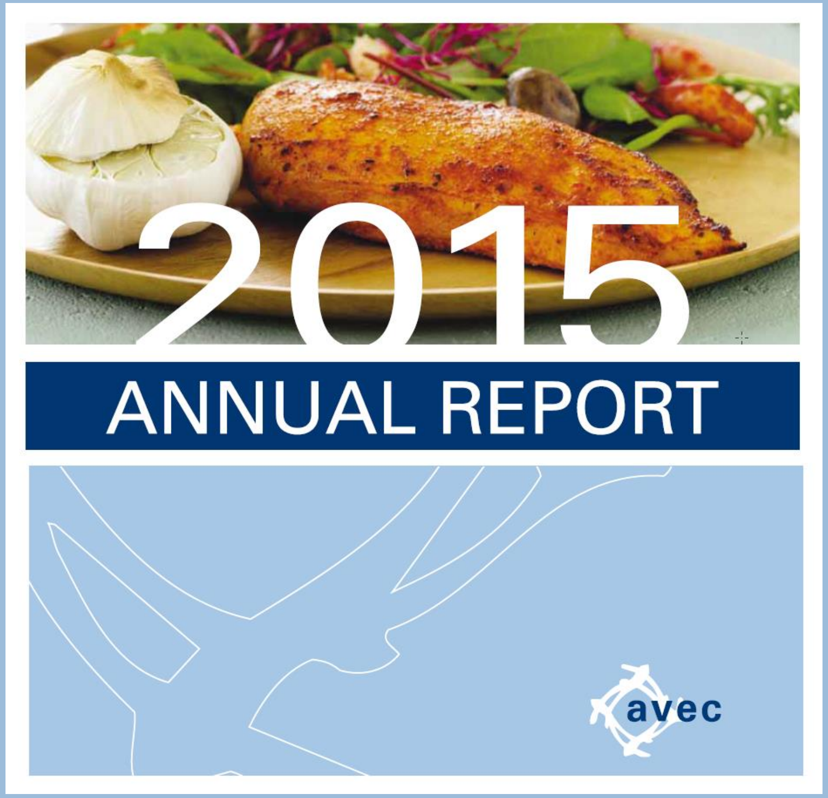
New a.v.e.c. Annual Report 2015

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



General Situation of the EU poultry meat sector:

*000 tons slaughter weight	2010	2013	2014
Gross indigenous production*	**12.953**	**13.731**	**14.091**
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 meat*	**1.149**	**1.223**	**1.265**
Import of meat*	**782**	**750**	**753**
Export value (billion €)	**1,583**	**2,084**	**2,055**
Import value (billion €)	**1,958**	**2,097**	**2,154**

position of the EU poultry meat sector

- Poultry **number 1 on European meat import** side and **number 2 on export side**
- Imports are lower than exports in quantity (difference of 500 000 T)….
- …but **in Value, imports exceed exports** (difference of 100 M €)

→ imports of high value product vs exports of low value products

→ imports represent **25 % of the breast fillet consumed in the EU**

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Main elements in our costs

- Feed raw materials
- Genetics
- Housing
- Labor

Consumption pattern

- Production

  - 95% efficient indoor production

  - 5 % organic and extensive indoor/outdoor

- Consumption

  - Household consumption – fresh and further processed, convenience

  - restaurant, catering, institutes: fresh – frozen

  - Hallal

Competitiveness on internal market

- Competition between Member States

  - interpretation and implementation of legislation: e.g. MDM/MSM, definition of meat

  - Competence of Member States

  - Labelling requirements

    origin labelling – different impact for small and big Member States

- Competition from imports

  - Different standards – should be identical

  - Price of imports should be as high as possible – existing burdensome TRQ management!?

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Competitiveness on external market

- EU standards
  - among the highest in the world
  - apply to all EU production: one exception: water content
  - mandatory farm to fork approach with monitoring and recording
- Third country producers producing for EU
  - don't need to apply identical standards
  - differentiate standards by destination
  - farm to fork approach voluntary?

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Support to improve by EU-institutions

- Promotion: budget for all types
- Smart regulation Commission: new legislation should not harm industry competitiveness
- Harmonized implementation of the legislation within EU is important
- Application of identical standards to imports are key
- Free trade agreements: better match of offensive and defensive interests – examples Ukraine and Vietnam
- CDG poultry and egg should be more interactive and less one direction from stakeholder to European Commission

  - we need and want more room for sector specific discussion and exchange about issues that are in the core of other CDG's (International trade, marketing and quality standards, organic farming, management of import licences)

  Example: call for study on water content in May 2015 should have been on the agenda of CDG in March

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Conclusion

- We want to keep poultry meat production in the EU

- We are committed to keep the EU consumer confidence in our products

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Celebrate everyday with poultry

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