



FACT AND FIGURES OF EU POULTRY INDUSTRY

Milan, Cascina Triulza, August 31st 2015

Conference

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

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ORGANISATION NETWORK

**POULTRY MEAT
HEN – TURKEY – DUCK**

a.v.e.c.

16 Member States

IPC



**LIVE POULTRY AND
HATCHING EGG**

ELPHA



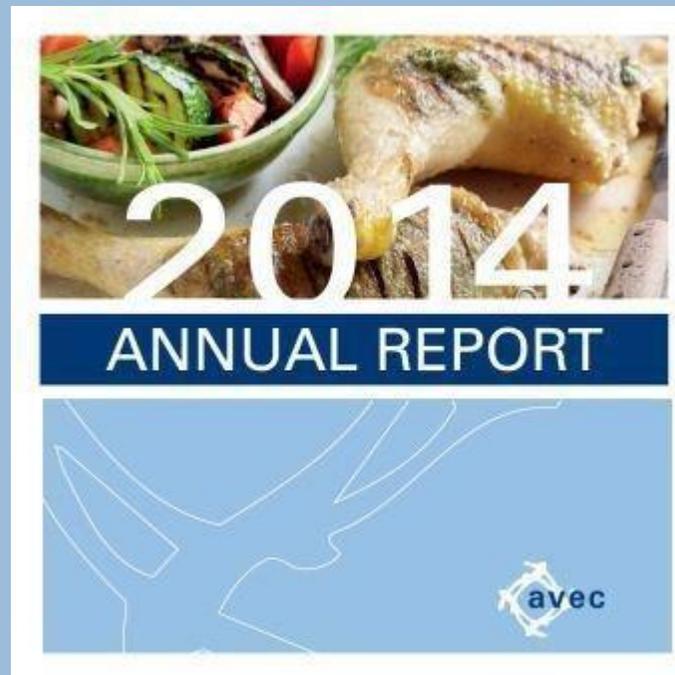
14 Member States



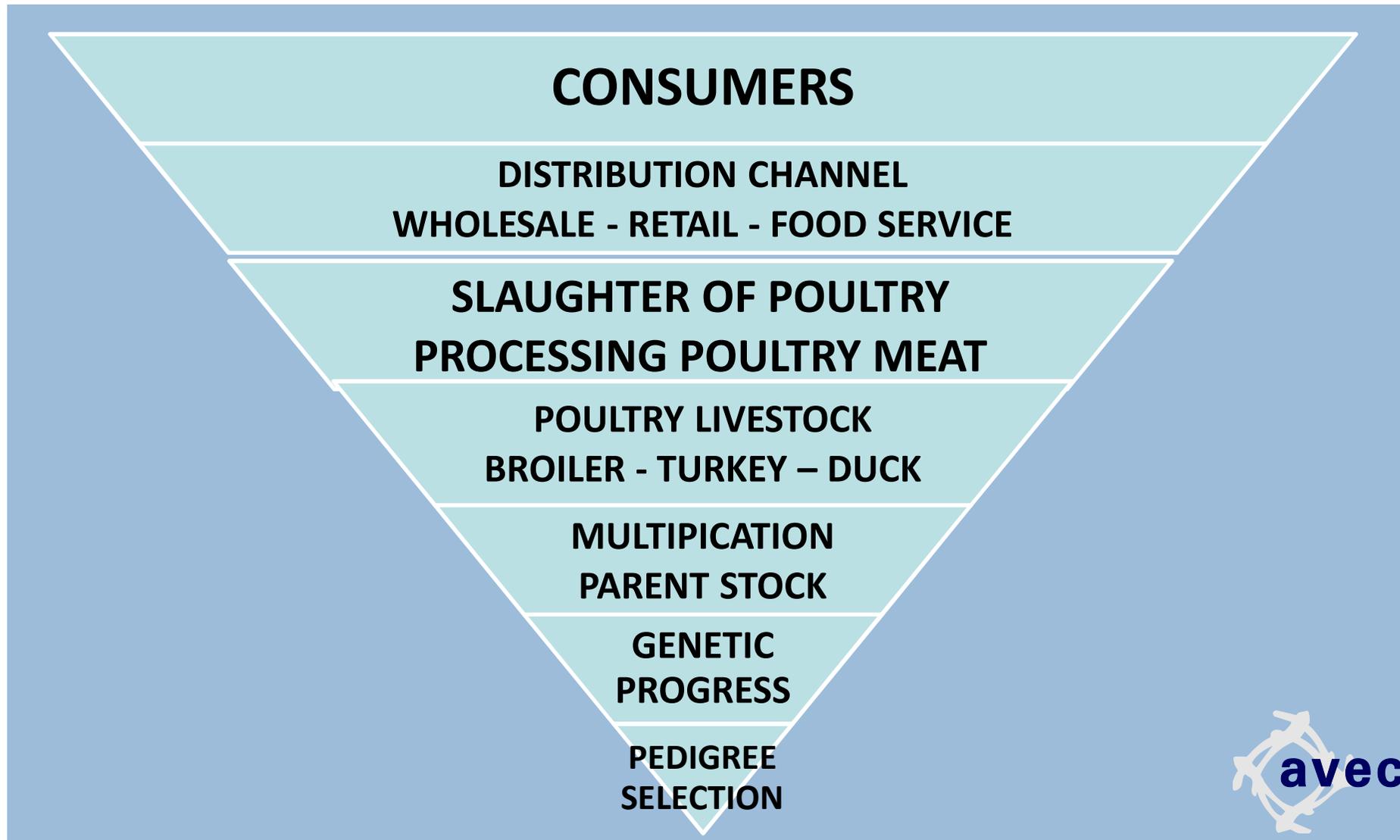
NETWORK

ANNUAL REPORTS

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



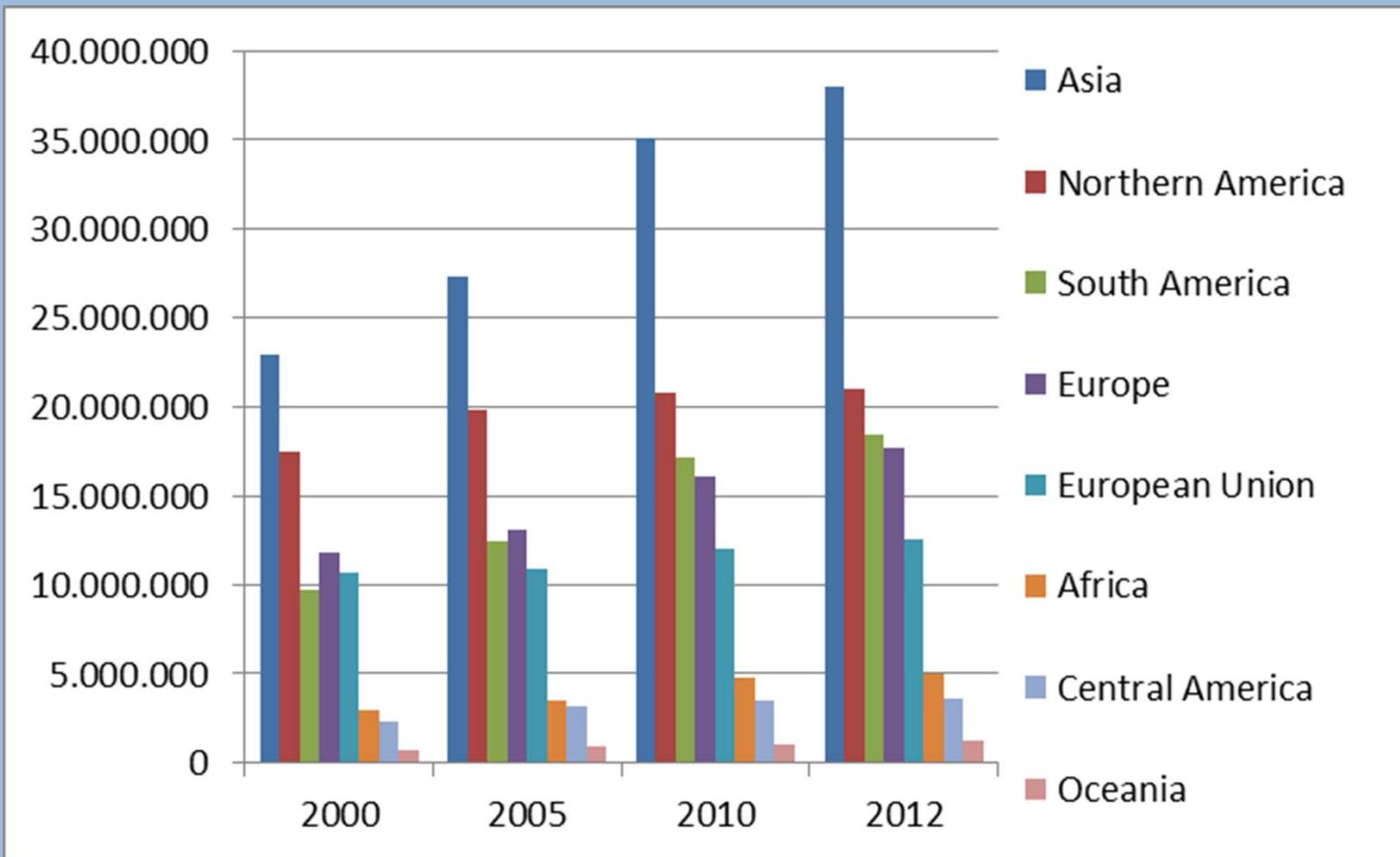
FOCUS ON POULTRY SECTOR



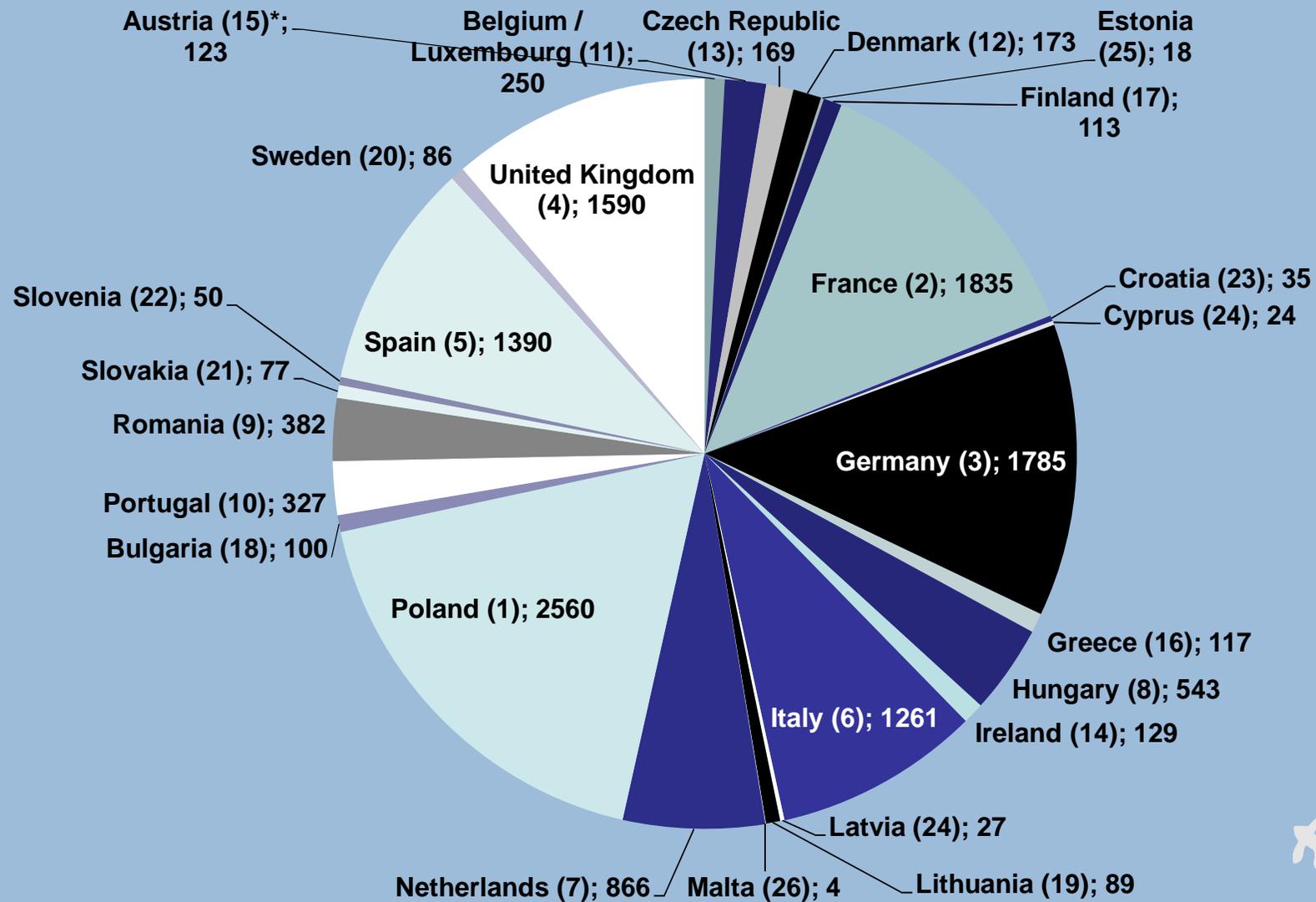
KEY FIGURES POULTRY INDUSTRY

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)**

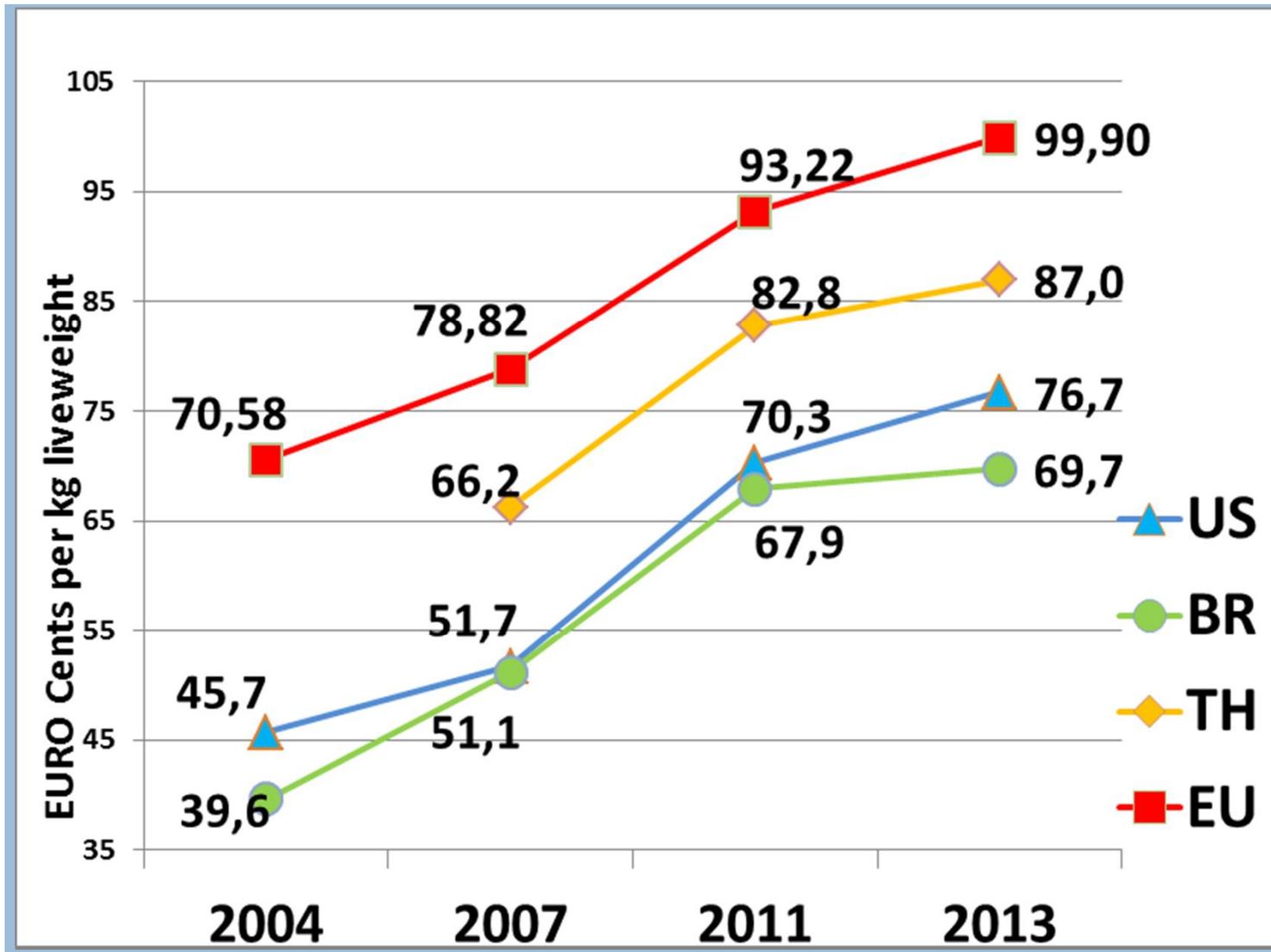
EMPLOYMENT

- **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 Ö-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-a2e2-6bcba3dd09c_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



TRADE LIBERALIZATION

” **FREE TRADE** Ë 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



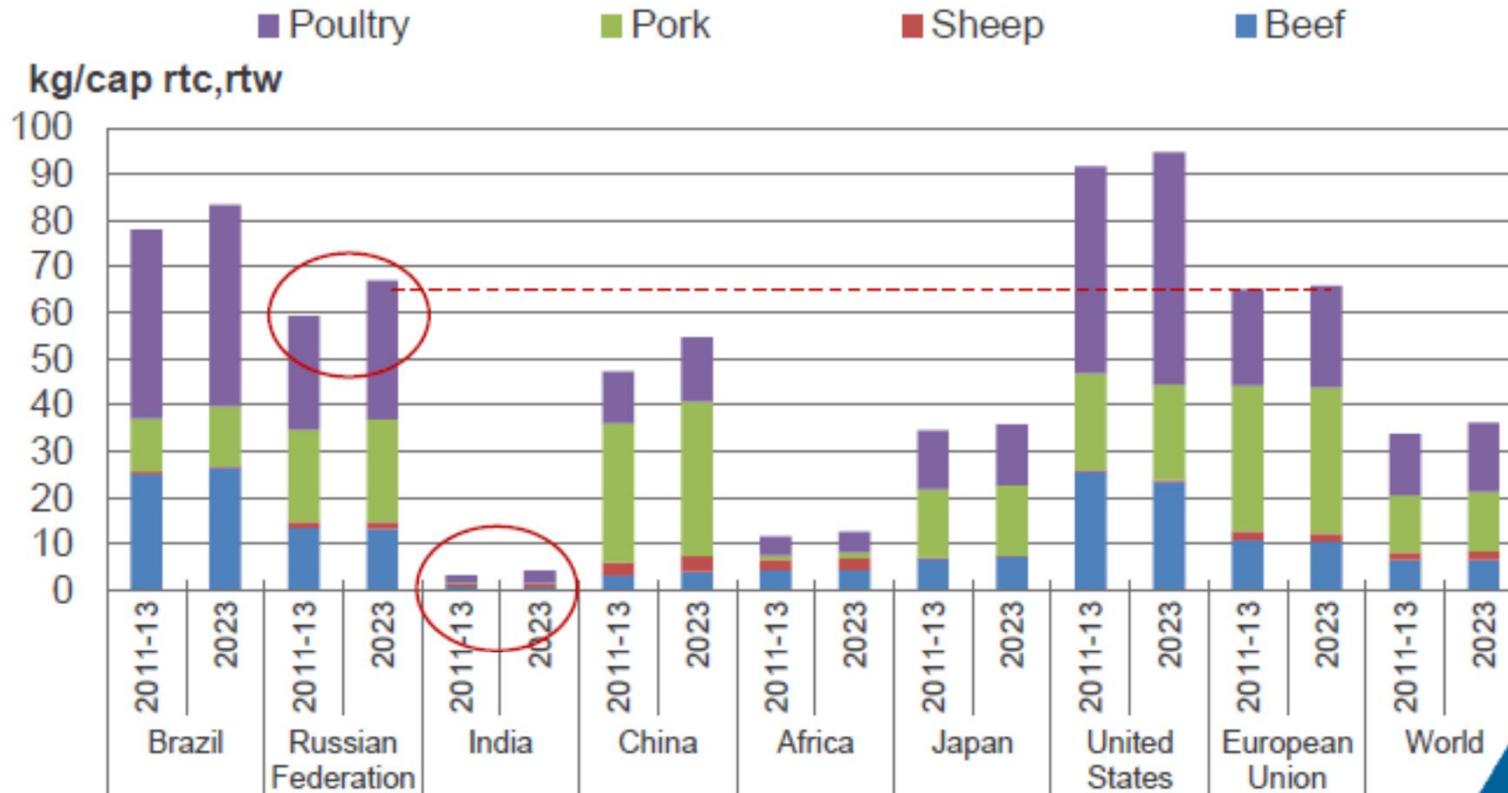
BRIGHT FUTURE

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?

