



**THIS IS EUROPEAN
POULTRY!**

**HIGH-QUALITY
POULTRY WITH EUROPEAN
GUARANTEE**



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Produced with Care – European Farmers prioritise Animal Health and Welfare.
100% European Poultry – Food Safety and Sustainability from Farm to Fork.



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IT'S FROM
EUROPE**





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Poultry meat is an important part of the European diet. Over the last ten years, the European consumption of poultry meat has increased by 23% to reach 23.5 kg per inhabitant per year. And experts predict that the demand for this affordable source of protein will continue to grow over the next decade worldwide and in the EU. The European poultry sector is well prepared to meet these consumers' demand.

Cooperation between EU countries to ensure high standards

The vast majority of European poultry production is consumed in the EU itself. Producers in all Member States work in collaboration with European and local authorities to ensure high standards throughout the production chain. Thanks to strong intra-EU supply chains, EU consumers can be confident that the EU poultry meat they buy is safe to eat. No matter which EU country the poultry meat comes from, consumers can always be sure that the products will meet high EU standards.

EU POULTRY PRODUCTION



82%
Chicken



13%
Turkey



3,5%
Duck



1,5%
Other species



AVEC, the EU Association representing the Poultry sector

AVEC is the European association, located in Brussels, that represents the ‘voice’ of the European poultry meat sector. It facilitates communication and exchange between EU producers and decision-makers, focusing on key areas such as animal health and welfare, food safety and quality, trade and sustainable development. The core aims of the association are:

- to provide EU citizens with healthy, sustainable, safe and affordable meat
- to contribute to a healthy EU economy by creating jobs and supporting trade
- to defend and uphold EU food safety, animal welfare and environmental protection standards

The EU poultry industry sets global standards on sustainable production

The current standards that apply to EU poultry meat are among the highest in the world and the European poultry meat sector feels well equipped to meet the increasing expectations from consumers in terms of animal welfare and sustainability. The sector is proud to produce according to the very strict EU rules that apply throughout the entire production chain – “from farm to fork” (and even earlier in the chain). The main goal of EU Poultry Meat producers is to bring high quality poultry meat, which is affordable and sustainably produced, to the table of EU citizens. So therefore, when it comes to making the EU food system more sustainable by designing a fair, healthy and environmentally friendly food system in the EU - European Poultry Meat is part of the solution.



European chicken and turkey are NOT raised in cages but in BARNs

In the whole of the EU, barn farming is the only form of farming used for poultry meat production. The birds can move on the floor according to their natural needs. In the European poultry an optimal environment is ensured for the birds in terms of light, humidity and other parameters. In organic and open-air farming, the birds additionally have fenced-in green outdoor areas where they can move about freely.

European poultry is NOT containing hormones

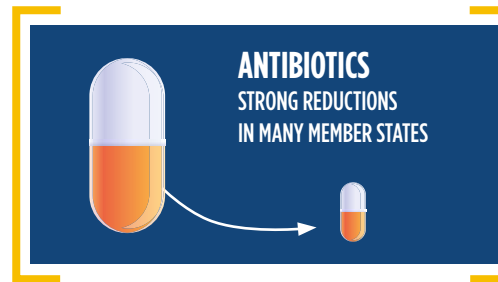
The use of hormones and growth enhancers in the rearing of poultry has long been banned throughout the EU. To optimise the rearing process, producers use a much more effective and at the same time animal-friendly method: contemporary, robust and healthy poultry breeds. In combination with balanced feed and optimal environmental conditions, this enables farmers to grow robust and healthy birds and to produce high-quality meat.





European poultry is NOT containing antibiotics residues

Antibiotics are only administered after a veterinary prescription, and according to the principle 'as little as possible, as much as necessary'. A responsible use of antibiotics is needed to treat sick animals so that their well-being is not compromised. In recent years, the use of antibiotics in the poultry sector has been drastically reduced by numerous measures across the entire breeding chain. They include improved biosecurity, the selection of robust breeds, optimised feed and barn management (temperature etc.).



¹ Poultry refers to chicken and turkey meat in general

Labelling of origin exists for fresh poultry meat...but not in restaurants.

The EU legislation makes it mandatory to label the country of origin or place of provenance of fresh, chilled and frozen poultry meat. This means that the poultry meat you buy in the supermarket will always label the origin of the animal (place of rearing and slaughtering). However, there is no legislation to indicate the origin of poultry consumed in restaurants or canteens or when poultry is used as an ingredient (in a Caesar salad for example).

This is why AVEC defends the right of the consumers to be well informed on the origin of the poultry they eat, also when they are out of home.

Poultry¹ is naturally high in proteins

Poultry meat is naturally high in protein and low in fat. If we compare 28 grams of protein, a chicken breast has less kilocalories in comparison to other foods rich in protein such as hazelnuts and tofu. In the same amount of protein in grams, chicken breasts account for 140 kilocalories, hazelnuts for 1120 kilocalories and tofu for 275 kilocalories.



HEALTH CONSCIOUS? BET ON POULTRY AND ITS NUTRITIONAL QUALITIES!



Society is increasingly sensitive to the composition of food products and their nutritional values. Meat is no exception. Consumers are waiting for clear, demonstrative and detailed information that reassures them of its «health» assets. In this context, the sector wants to develop positive messages about poultry meat based on its nutritional qualities: protein intake and low fat content. No wonder—chicken, turkey & co. not only taste delicious, they also make an important contribution to a balanced diet.

EU consumers can benefit from a wide range of products and choose between different types of species, cuts and type of production.

Poultry meat is naturally high in protein, that contribute to the maintenance of muscle mass and normal bones. Poultry is also a naturally lean meat, low in fat and in saturated fat. As an important part of its fat is in the skin which is easy to remove. If we compare 28 grams of proteins, a chicken breast has less kilocalories in comparison to other foods rich in protein such as hazelnuts and tofu.



Poultry* meat is :

- Source of vitamins and minerals: vitamins B3, B5, B6, B12, zinc, phosphorus and selenium.
- Rich in proteins: 20g/100g
- Low in salt: 52mg/g of meat
- Low in fat (2.8%) and saturated fat (0.6%)

* The term «poultry» refers to chicken and turkey meat in general.



Turkey
114 kcal/100g



Chicken
124 kcal/100g



Veal
150 kcal/100g



Beef
232 kcal/100g



Pork
285 kcal/100g

COOKING & ENJOYING POULTRY: GENERAL TIPS



Choosing the right poultry meat in the shop: Pay attention to the freshness and certified European origin of the products.

Reliable European quality

Consumers can be sure of buying high-quality poultry products. In Europe we are lucky to have very strict and uniform rules about food. For the poultry sector, this means that producers in all Member States comply with strict regulations on animal welfare, food safety and sustainable production.

Freshness criteria

Fresh poultry meat is easily identifiable in supermarkets and in the fresh food section. The skin should not look dry, and the meat should be pink, shiny, and moist. And it must not have an unpleasant odour, of course. Frozen meat must not be covered with a layer of ice and, in the case of pre-packaged fresh meat, the packaging must not be inflated. If the poultry meat passes these tests, then there is nothing to worry about.



In the fridge

The optimum storage temperature is between 0°C and 4°C, usually in the lower section of the refrigerator. Raw poultry meat must not be stored directly next to food that is to be eaten raw. Cooked poultry meat can be kept in the refrigerator for one or two days if well cooled, preferably in an airtight container.

Freezing and thawing

Frozen poultry meat must be kept below -18°C – and the meat should be consumed within 10 months. Poultry meat should never be defrosted at room temperature. Ideally, defrosting should be done slowly in the refrigerator.

For 500 grams of poultry meat, this takes about five hours. For a whole chicken or a turkey, you should allow a good 24 hours. If poultry is defrosted in the microwave, it must be cooked immediately afterwards.

Do not rinse raw poultry meat before cooking it.

This is useless and counterproductive from a hygiene point of view as it can transfer microorganisms (or bacteria) to adjacent foods that are later eaten raw. It is much more important to always cook poultry meat well (long enough, at high enough temperatures), and to wash all kitchen utensils well.



BEER CHICKEN



Ingredients:

About 2 kg free range chicken
60 g Extra virgin olive oil
30 g Butter
250 g Red onions
150 g Carrots
5 Juniper berries
2 Laurel leaves
500 ml Light beer
Salt

Preparation:

First of all, dedicate yourself to cleaning the chicken. Remove the remaining feathers, then pass it over an open flame and wash it under running water to remove all impurities. Next, cut it into pieces. In a large and tall saucepan, melt the butter together with the oil on high heat, add the bay leaf, the crushed juniper berries, the coarsely chopped onion and the carrots (cut into not too thin slices). Once the stew has browned, place the chicken inside the saucepan on the skin side, turn up the heat and brown well, forming a nice crust. Then turn the chicken on the side of the meat, brown it for a few more minutes and blend everything with the beer and salt. In the meantime, turn on the static oven at 180°. As soon as it reaches temperature, put the uncovered casserole in the oven to cook for about 40 minutes, moistening and turning the meat from time to time. Once ready, take the chicken out of the oven, add salt (if necessary) and serve it hot. If you prefer, once cooked, separate the chicken from the seasoning, remove the excess fat and lay it apart for a few minutes for it to thicken; you can blend the seasoning with an immersion blender and serve the sauce retrieved to cover the chicken.



NOODLE WITH CHICKEN AND MANGO



Ingredients:

3 chicken fillets
50 grams of sesame seeds
1 lime (juice)
3 tbsp. Japanese fish sauce
0.5 Spanish pepper, finely cut
4 spring onions in thin rings
1 bunch of fresh cilantro, roughly chopped
4 dl chicken stock
400 grams of Japanese rice noodles or Chinese egg noodles
1 tbsp. Fish sauce
1 tbsp. Sesame oil
1 mango in cubes
0.5 cucumber

Preparation:

Bring the chicken to the boil in the stock. Let it simmer for 9 minutes. Turn off the heat, but let the chicken fillets cool in the stock (at least 15 minutes). Roast the sesame seeds in a dry frying pan until light brown and let them cool. Cook the noodles according to the instructions on the package. Beat a dressing of the lime juice, fish sauce, soy sauce, sesame oil and the pepper. Pull the cooked chicken apart with two forks so that you get nice threads. Now mix the dressing with the noodles and then the other ingredients. Garnish with the sesame seeds and the mint.





AROMATIC PAN FRIED CHICKEN WITH TOMATO SAUCE AND COLOURED PEPPERS



Ingredients:

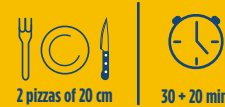
1 chicken weighing approx.
1 kg – washed, cut and
divided into parts
4 peppers (1 red, 2 yellow,
1 green)
2 cloves of garlic
Extra virgin olive oil
1/2 a glass of dry white wine
Can of tomatoes
Salt and pepper
Fresh oregano and marjoram

PREPARATION:

Clean the peppers and cut them into large pieces. Drain the tomatoes and cut them into pieces as well.
Fry the garlic until golden brown in a pan with a little bit of oil. Add the chopped chicken (cut into 8-10 pieces: divided into; wings, thighs, breasts, drumsticks – do not remove the bones or skin) and fry them until golden brown. Season with salt and pepper. Add the wine and wait for the alcohol to evaporate. Then add the tomatoes, peppers and stew for about 45-50 minutes. Before serving, sprinkle them with fresh oregano and marjoram. Serve it with rustic bread croutons.



TURKEY PIZZA



Ingredients:

For the meat mixture:

500 g Turkey breast
1 Medium egg
30 g Grated Grana Padano cheese
30 g Grated Pecorino cheese
50 g Bread crumbs
Salt

For the seasoning:

150 g Tomato sauce
20 g Extra virgin olive oil
100 g Mozzarella
Oregano
Salt

To garnish:

Extra virgin olive oil
Basil, a few leaves

PREPARATION:

FOR THE SEASONING:

First prepare the seasoning for the Turkey Pizza. Chop the mozzarella into cubes and put it to drain in a sieve placed on top of a bowl to intercept the excess water. Then season the tomato sauce with oil, a pinch of salt and dry oregano.

FOR THE TURKEY MIXTURE:

Chop the bread crumbs fine without crust in a food processor equipped with blades (cutter) or do it with your fingers. Put the crumbs in a large bowl.

Clean the turkey by removing excess fat and any cartilage, cut it into small pieces and chop it into the cutter. Operate the machine until a fine and homogeneous mixture is obtained, then remove it and place it in the bowl together with the crumbs. Add the cheese and the egg in the bowl and mix them together with the other ingredients; salt the mixture and divide it in half.

If you want to obtain two perfect circles, to form the base of the turkey pizza you can use two rings (or two baking moulds with an open circle) with a diameter of 20 cm, otherwise do it by hand. Place the rings on a baking tray lined with baking paper (if you use the moulds, cover the bottom with baking paper) and place half of the dough in each one. Level it well leaving the edges higher, like in a regular pizza.

Bake the two trays at 180° for about 10 minutes. After the indicated time, remove the two pizzas from the oven and season them by dividing half tomato and half mozzarella on each of them in equal parts and season them as if they were a real pizza. Bake them again for another 5/10 minutes always in a static oven at 180° until the mozzarella has melted well. Finally, remove the pizzas from the oven, season them with a drop of raw oil, a few basil leaves and serve them hot. They will go like hot cakes!

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