

Press release

## **A GUARANTEE OF QUALITY, SUSTAINABILITY AND ANIMAL WELFARE: “THIS IS EUROPEAN POULTRY!”**

The European poultry sector will bring its voice, and more, to the 20km of Brussels.

**Brussels, 06 September 2021 – The European campaign « This is European Poultry » teams up this year with the 20km of Brussels. On the 12<sup>th</sup> of September, AVEC, the voice of the European poultry meat, will be present with their information and tasting stand at the Cinquantenaire Park to inform runners and visitors about their mission and messages. As part of a balanced and healthy diet, poultry meat\* has many nutritional benefits amongst them proteins, which contribute to the growth and maintenance of muscle mass. With this in mind, the European sector is continuously improving transparency and innovation: high animal health and welfare standards are assured throughout the production chain, which is having a positive impact on the quality of meat.**

### **AVEC represents the excellence of the EU poultry meat sector at the 20 Km of Brussels**

Promoted and supported by the European communication campaign ‘This is European poultry’, AVEC will be present with an information and tasting stand at the 20km of Brussels on Sunday 12<sup>th</sup> September. AVEC will raise the voice of the European poultry amongst athletes and the general public, sharing clear information and real evidence to reassure about the benefits of eating European poultry meat. Consumers will be given the opportunity to discover the latest improvements of the poultry sector, strict European regulations, on-going initiatives in livestock farming, and much more. The AVEC stand positioned at the start of the marathon, near the fountain at the Cinquantenaire Park, will also be offering runners and walkers special tasting samples of European poultry meat. This represents a unique chance for people, to raise the curtain on the European poultry sector.

### **Poultry meat: great for athletes, a blessing for all**

Poultry is the most consumed meat in the world, being highly versatile in recipes and contributing to a healthy lifestyle. Naturally high in protein, it plays a fundamental role, by contributing to the growth and maintenance of muscle mass, as well as to the maintenance of normal bones, which are repeatedly stressed during intense physical activity. Not only a natural source of protein, poultry meat also provides additional nutrients. For instance, chicken legs meat naturally brings zinc, which contributes to normal cognitive function, while chicken fillets are high in phosphorus, thus contributing to normal energy-yielding metabolism. Chicken meat is also high in vitamin B3, which contributes to normal psychological function, as well as to the reduction of tiredness and fatigue.

### **European origin as a proof of quality**

The unique benefits of poultry make its weekly consumption a recommendation for a balanced diet. Add to that its European origin and the quality is guaranteed! No matter which European country the poultry meat comes from, consumers can always rely on food safety, environmental protection, and animal welfare. Being a major trading partner in the global poultry meat market, the EU has proved to be a role model by having the highest standards in the world. Authorities and poultry associations at EU and national levels are aligned to ensure uniformly high standards throughout the production chain – “from Farm to Fork”.

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Among these, AVEC is continuously improving production conditions in terms of resource conservation and animal welfare. Thanks to the latest scientific findings and state-of-the-art technology, the sector is highly integrated and committed to its cornerstones, including sustainability and animal welfare. For instance, it has been shown how meat quality is increased through adequate and less stressful animal transportation and slaughter handling practices. When it comes to sustainability, poultry meat has numerous assets as it has a low carbon footprint, whilst being both nutritious and affordable. In this regard, European poultry farmers are committed to preserving natural resources, cleaning air and reducing wastage, thus following the strict EU directive on industrial emissions.

\*Poultry refers to chicken and turkey meat in general

You lack inspiration? Try our delicious recipe of **Chicken with basil !**

**Ingredients:**

- 2 chicken breasts
- 1 litre of red semi-sweet wine
- 4 cloves of garlic
- 2 shallots
- 1 butternut squash
- 100 g goat cheese roll
- 50 g hazelnuts
- 50 g pumpkin seeds
- 1 lime
- 20 g ginger
- A handful of basil leaves
- Colourful lettuce leaves
- Salt and pepper

4 people – Time: 1,5h

**Preparation:**

Remove the skin from the breast and place it in a small pot. Then pour the wine on top of it, add chopped garlic, ginger, salt and pepper. Bring the wine to a boil and let it simmer for 4-5 minutes. Add chopped basil and set aside to cool down, then put it in the fridge for at least a day. Peel the pumpkin from the skin and cut it into 1 cm cubes. Place it in a bowl, add lime juice, salt and pepper and mix it thoroughly. Put them into a casserole dish and bake (uncovered) for about 40 minutes at 150 degrees.

To prepare the vinaigrette, put mustard, honey and lemon juice in a bowl. Then pour the oil in slowly while stirring vigorously. Finally, season it with salt and pepper.

Take the pumpkin out of the oven and let it cool down. Cut the chicken breast into thin slices. Mix the pumpkins with the cheese. Add the mashed nuts. Add the chicken breast, colourful lettuce leaves and sprinkle the whole with vinaigrette.

Would you like to learn more about animal welfare and sustainability in EU poultry production, the nutritional benefits of poultry meat, or the many ways to prepare it? <https://eu-poultry.eu/>



<https://twitter.com/avecpoultry>



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