

Press release

THE EUROPEAN POULTRY MEAT SECTOR IS WORKING TOWARD A MORE SUSTAINABLE FOOD SYSTEM

The demand for objective facts is driving and substantiating this changing.

Brussels, 17 November 2021 – The European poultry meat sector supports the ambition of the European Commission to make the European food system more sustainable, adopting a fair, healthy and environmentally-friendly program. Through the campaign «This is European Poultry!», the European Poultry Meat Sector, represented by AVEC, aims to raise awareness and provide professionals and consumers with the possibility to make informed choices on European poultry meat. AVEC has been actively working to consolidate its efforts to reach a sustainable food production chain, by providing concrete data about their achievements. As proof of this and aligned with the goals of the European Green Deal and the Farm to Fork Strategy, they have committed to publish a Sustainability Charter at the beginning of 2022.

AVEC strives to a more sustainable European poultry meat sector

In the framework of the European Green Deal, the European poultry meat sector supports the Farm to Fork Strategy, striving to build a healthier and more sustainable European food system. In particular, AVEC is strengthening its commitment within the three pillars of sustainability: environmental, social, and economic. Its aim is to ensure that Europeans have healthy, affordable, and sustainable food; to fight global warming; to protect the environment and preserve biodiversity; to achieve a fair economic return in the food chain; and to offer a diversity of choice to the consumer from conventional to organic production. To achieve this, AVEC is involving and collaborating with stakeholders at every step of the food supply chain. It is in fact fundamental to join forces as well as provide actual proof of the European high quality food sector in order to dispel misconceptions. There is for instance the tendency to consider the livestock sector as being solely responsible for climate change, when in truth it represents less than 6% of the total EU emissions¹.

An awareness that demands concrete data

Food chain players welcomed and greatly appreciated the vote of the European Parliament on the Farm to Fork Strategy. They are aware that the European food sector needs changes and that a holistic approach is necessary for a transition to a more sustainable food system. The new demanding standards will inevitably and legitimately cause a rise in the production costs within the European poultry meat sector. “We should aim to avoid an increase in poultry meat imports from third countries as a result of this.” AVEC’s Secretary General, Birthe Steenberg, made this position very clear, claiming that “the level of commitment of the EU poultry meat sector is highly dependent on the willingness and capacity of the EU Commission to defend the sector from unfair competition from third countries. We produce meat in a very climate smart way in Europe – so importing more meat from third countries will in the end lead to higher GHG emissions globally.”

¹ Eurostat, Figure 1: Contribution of agriculture to total GHG emissions (%), EU-28, 2015

[https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Figure_1_Contribution_of_agriculture_to_total_GHG_emissions_\(%25\),_EU-28,_2015.png](https://ec.europa.eu/eurostat/statistics-explained/index.php?title=File:Figure_1_Contribution_of_agriculture_to_total_GHG_emissions_(%25),_EU-28,_2015.png)

AVEC committed to develop a Sustainability Charter

European poultry meat is known worldwide for its high-quality standards and a more efficient use of resources. On the 63rd AVEC General Assembly, held this year in Berlin in September, 150 representatives from the European Poultry Meat Sector gathered to discuss the sustainability of the sector in the context of the Green Deal and the European Farm to Fork Strategy. The debate concluded with the presentation of the so-called “Berlin Declaration”, in which the European poultry meat sector commits to develop a “Sustainability Charter”, that will be published at the beginning of 2022. This is an unprecedented stance, revealing a great deal of responsibility of the sector to face the upcoming challenge of climate change².

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/>



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² The European Poultry Meat sector commits to develop a Sustainability Charter, AVEC, 14 September 2021, <https://avec-poultry.eu/news/the-european-poultry-meat-sector-commits-to-develop-a-sustainability-charter/>