



Manifesto 2024

Together for a sustainable, transparent and innovative poultry sector in Europe



AVEC, the Association of Poultry Processors and Poultry Trade in the EU Countries, stands for resource-efficient poultry production, transparency, innovation, environmental stewardship and climate action.

We are united by the principles of keeping production within the European Union for the benefit of European citizens ensuring both food safety and security and animal welfare. These topics are at the core of our association. We promote consumer choice and, with this manifesto, declare our commitment to keeping the European poultry sector sustainable and responsible by continuously improving our production in line with the latest scientific developments.



Your views matter!

Do you want to collaborate, support our priorities and help us create an even more sustainable European poultry sector? Get in touch. Dialogue matters.

Birthe Steenberg

Secretary General

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Keeping production in the EU

We strongly promote self-sufficiency for the European Union in poultry production to safeguard food security, food safety, animal welfare and the well-being of European citizens. To achieve this goal, **we endorse the following key principles:**

- 1 Resilient supply chains.** We support investments in building resilient poultry supply chains within the EU to mitigate external disruptions and maintain food security.
- 2 Regional collaboration.** We encourage cross-border collaboration and knowledge-sharing among EU member states to optimise resource allocation, improve production efficiency and bolster food security for a well-functioning internal market.
- 3 Reciprocity in trade agreements.** We advocate the inclusion of reciprocal measures in all existing and future legislation to ensure fair trade and that imported poultry products meet the same rigorous standards as European poultry products.



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Consumer choice

We firmly believe that consumers should have the freedom to make informed choices about the poultry products they purchase.

We stand for:

- 1 Diverse product offerings.** Economic accessibility is fundamental and therefore we advocate for a diverse range of poultry products to offer to various market-driven consumer preferences, including different species and conventional, organic and free-range options.
- 2 Clear labelling.** We demand clear and accurate labelling of origin for imported poultry products to inform consumers about production methods, the environmental impact and nutritional content, especially in out of home consumption and further processed products.
- 3 Consumer education.** We encourage educational programmes and awareness actions to teach consumers about the implications of their choices, empowering them to make decisions aligned with their values.



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Resource efficiency and sustainability

We acknowledge the need to optimise poultry production practices to ensure more responsible use of resources and better protection for our environment. **We advocate for:**

- 1 Climate action.** We pledge to continue reducing greenhouse gas emissions associated with poultry production and support the development of carbon-neutral practices within the sector.
- 2 Innovation for efficiency.** We promote research and development in poultry supply chains to create sustainable solutions that reduce resource consumption, including water and feed, minimise waste and increase animal welfare. This should be reflected in the next common agricultural policy (CAP) and future policies.
- 3 Dialogue and accountability.** We support a constructive dialogue between all stakeholders and encourage more connections with the field by visiting producers who could voice their passion and hard work and open their doors to proudly show how we produce high-quality EU products. Collaboration and strategic dialogue amongst the sector and policymakers are key.



Conclusion

We commit to embracing a sustainable, transparent and innovative poultry sector within the European Union. By upholding the values of resource efficiency, EU production, animal welfare and consumer choice, we aim to strengthen the European poultry sector so that it not only serves the needs of European citizens, but also contributes to a healthier planet and sets a global example for a brighter future for all. We are fully aware that this requires ever greater food safety to reassure consumers in the interest of public health. Together, we are building a European poultry sector that aligns with our shared vision of a sustainable and responsible future.

Top 5 policy priorities



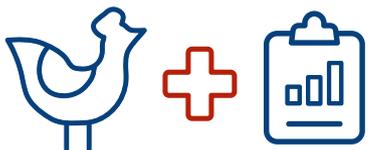
**Clear labelling
of origin**



**Financial support/
incentives for
poultry farmers**



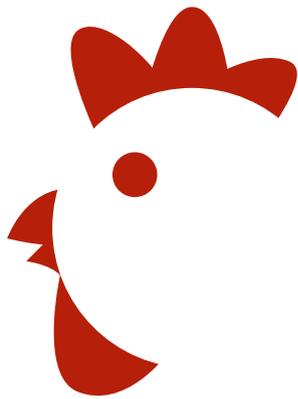
**More research and
development on
sustainable practices
for the poultry sector**



**Outcome-based animal welfare
key performance indicators**



**Full reciprocity with
imported products**



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