



WORKSHOP ON MARKETING STANDARDS

What are the opportunities and challenges for operators in the poultry sector in implementing EU marketing standards?

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AVEC – WHO WE ARE?

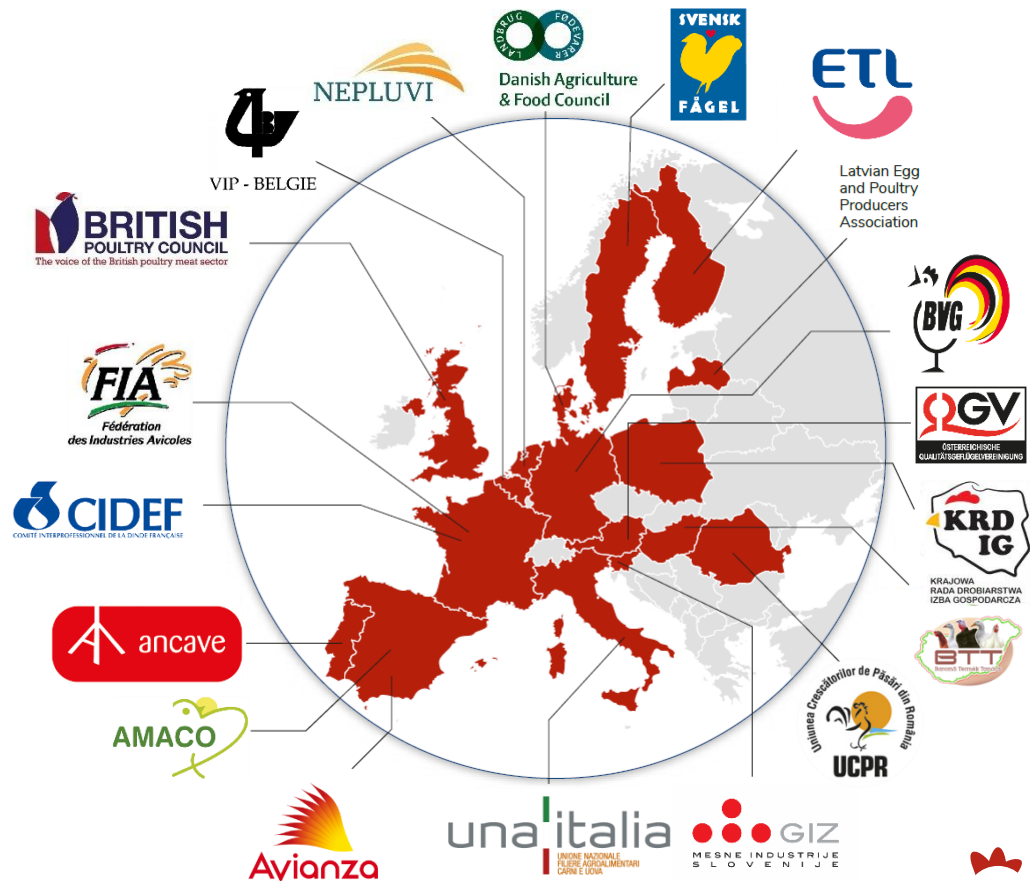


AVEC is the association of poultry processors and poultry trade in Europe

The members are national organisations representing poultry processors and the poultry trade in 17 European countries.

AVEC represents 95% of European poultry meat production.

Our Members



AVEC – WHO WE ARE?

We **directly employ** over **370.000** people



Broilers, turkeys and ducks are produced on over **25.000 family farms** across the EU



The total **production value** of the EU poultry meat sector is **38 billion €**



Our **exports** are **worth 2 billion €** (we export **1,6 million tonnes** each year)



The EU is the **third largest producer** of poultry meat in the world. The **EU poultry meat sector** produces more than **15 million tonnes of poultry meat** every year



THE BENEFITS OF MARKETING STANDARDS

- Positive role in the **standardization** and evolution of **product quality** in the EU
- Established a **harmonised framework** for poultry marketing across the EU
- **Increased trade** of poultry in internal market
- Limits possibilities for **marketing abuses** (together with FIC)

Example of labelling of poultry in the US: many unjustified claims without clear definition



(Source: <https://www.capec Gazette.com/node/98611>)

THE BENEFITS OF MARKETING STANDARDS

- The marketing standards legislation is very important for the poultry meat sector:
 - To ensure a **minimum quality** of the products circulating in the internal market
 - To offer **transparency** to the consumer across the EU
 - To Preserve a **well-functioning trade in the Internal Market** (to avoid technical barriers to trade)
 - To **create a level playing field** towards third countries (on water content/labelling for example)
 - To **inform and avoid misleading** of the consumers
- **We must keep dedicated marketing standards for poultry meat production !!!**

...with a few adaptations

WATER CONTENT ISSUE

The Marketing standards sets limits to ensure that no extra water is added during the slaughtering process of Poultry – to avoid food fraud

What is the issue?

- The thresholds do not reflect the current level of physiological water in EU poultry

Why?

- The consumption habits have evolved: The birds produced today are heavier than before (2,2 kg vs 1,3 kg in the past)
- Genetic selection has improved with better Food Conversion Rate
 - There is more « physiological water » content in today's chicken and it becomes difficult to comply with the limits
- The limits are based on a theoretical chemical test for water/protein ration based on old parameters that are not relevant anymore

WATER CONTENT ISSUE

A [LGC study](#) from 2012 Commissioned by the Commission says:

“If the limits for ‘extraneous water’ in European legislation were not changed then a significant number of legitimate samples (with no extraneous water) on sale in the EU would be expected to fail; about 8% of breast cuts and 13% of leg cuts would fail the limit for chicken parts that had been cooled by air chilling”

WATER CONTENT: PROBLEM WITH 3rd COUNTRIES

- Reporting from MS shows that imported poultry meat very often has a water content above the EU limit
- Added extraneous water mainly comes from immersion chilling systems that are barely used in the EU – but widely used in third countries
- Problem: When the watercontent is above the limit the products must be labelled !

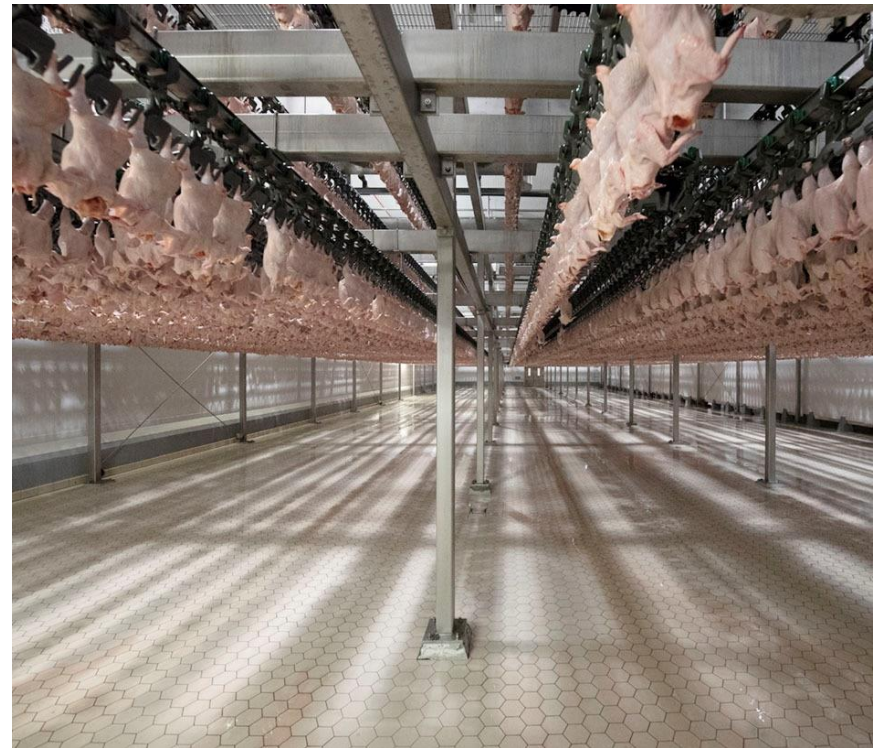
→ Most of EU's imports of poultry meat are used in processing or catering
→ Impossible for consumers to see it

WATER CONTENT: PROBLEM WITH 3rd COUNTRIES



Third country immersion chilling system

VS



EU's air-spray chilling system

WATER CONTENT: OUR PROPOSAL

- The **DRIP test** should **no longer be used** as it is too inaccurate and technically outdated.
- Measurement should focus on « **extraneous water** » to avoid fraud
- AVEC is in favor of introducing the notion of ‘**process-controlled production chain**’ where food business operator is responsible and accountable under supervision of the competent authority that no extraneous water is added during the process
- ... continues ...

WATER CONTENT: OUR PROPOSAL

- Both the **slaughterhouse test** and the **process-controlled system** should become a legal requirement and should be recognized as such by the controlling authorities.
- The chemical test should be kept BUT:
If a test shows that the **limits have been exceeded**, CA should check records of the slaughterhouse test and it should lead to sanctions only if the slaughterhouse tests reveals non conformities
- For **imported products**, when exceeding the limits with chemical tests, the same should apply but **labelling** of the products should also be imposed on processed products/catering

RESERVED OPTIONAL TERMS

- Reserved optional terms should be kept but **adapted to better reflect** new realities/needs
- There should be **more flexibility** to label claims in relation especially to environmental impact
- **Example:** poultry meat coming from farms using solar panels or biogas, windwill, clean energy
- **Labelling of animal welfare** should be voluntary and should not be implemented until new animal welfare rules are decided



ADDITIONAL PROPOSALS TO LIMIT FOOD WASTE

- **New definitions** of products: feet, paws, neck and head...
- Grade A – B:
Today when non-compliant with grade A-B requirements: the whole batch is wasted
Proposal to take out only **individual products that are not complying**
- Introduction of new Grade: class C
To avoid **products suitable for human consumption** with “visual defects” to go to pet food
- Oviduct, yolks and ready to lay eggs obtained from spent hens at the slaughterhouse are **products suitable for indirect human consumption** and should get the possibility to be consumed



CONCLUSION

- Marketing standards are **important** for EU poultry meat sector
- The **water content requirements** should evolve to better reflect the evolution in the broiler production
- **Reserved optional terms** should be kept but adapted to reflect new realities
- **Labelling of welfare** should not be implemented until new legislation foreseen in F2F will be decided
- Some minor changes of definitions and **grading of chicken** could avoid food waste

The European Poultry Meat Sector

- We **feed the EU citizens**, and we are committed to **keep the EU consumer confidence** in our products
- We contribute to a healthy EU economy
 - Jobs in rural areas
 - Trade
- We defend our **high EU standards** of food safety, animal welfare and environmental protection



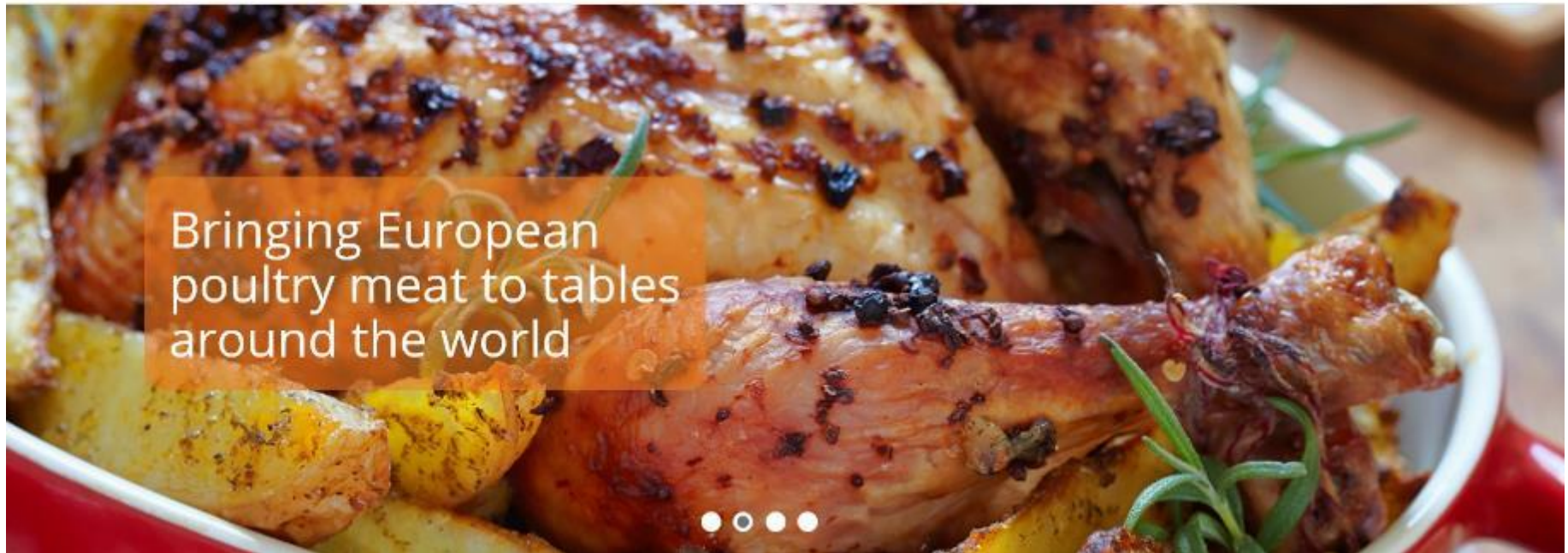
And we are proud of it !



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Have a look at our website: www.avec-poultry.eu



Bringing European
poultry meat to tables
around the world

