



From strategy to action. 60 years of building a voice.

Birthe Steenberg - Secretary General, AVEC

AVEC 68th General Assembly

Sorrento | 25 September 2026

Thank you for a fantastic General Assembly in **Copenhagen 2025**



60 years of building a voice. **60 years of AVEC.**



Understanding Brussels

How decisions are made in **Brussels**

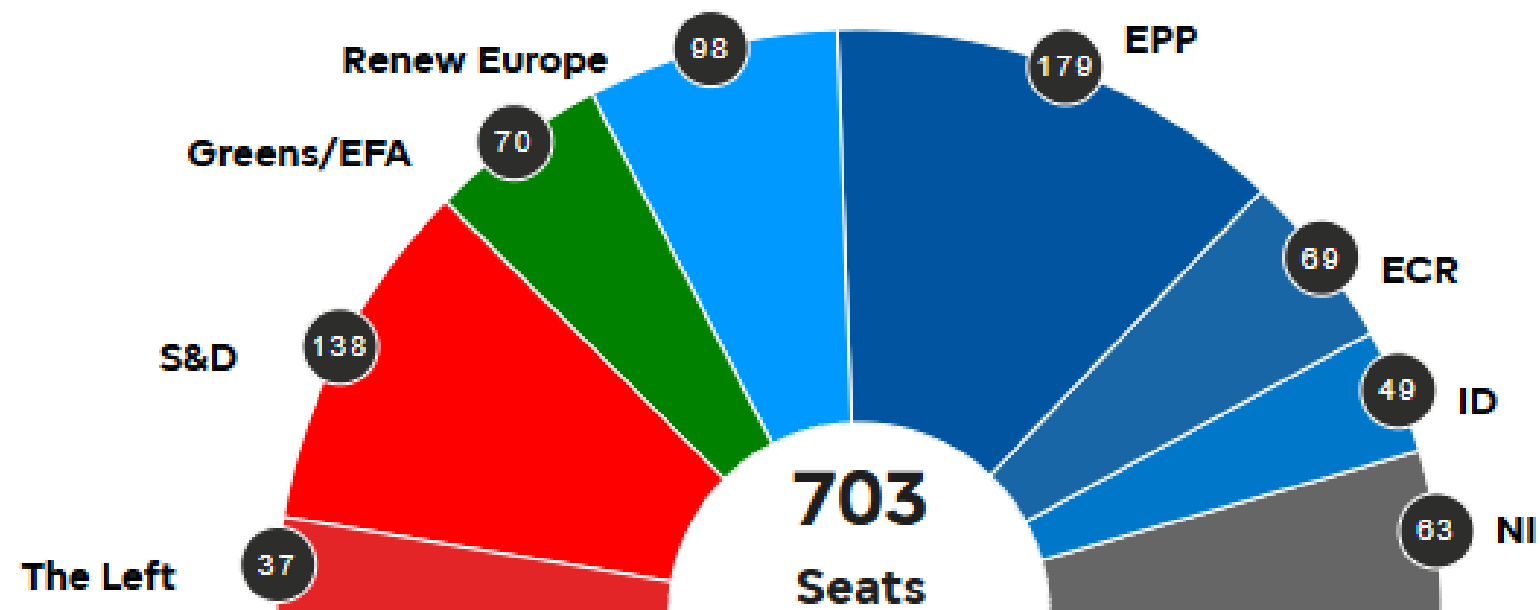
Stakeholder engagement happens throughout the process.



The evolution of the EU Parliament between the previous and current mandates.

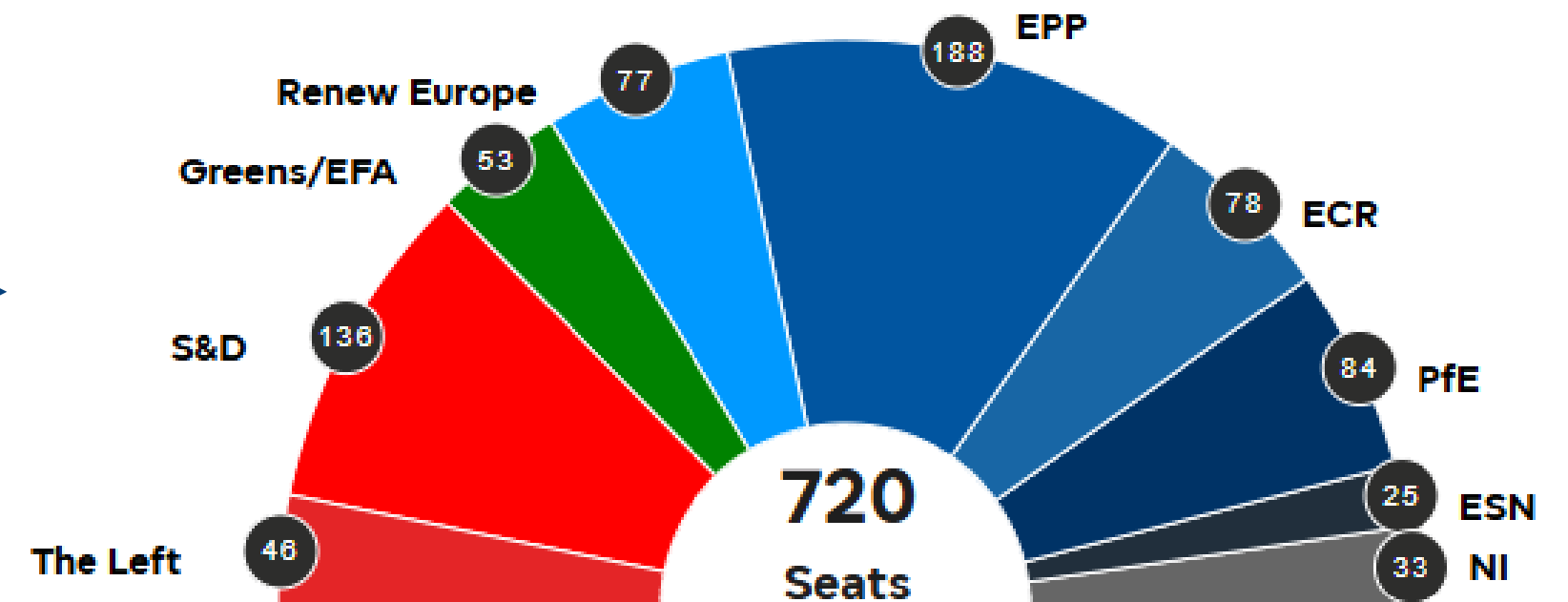
A changing Parliament. A changing approach to advocacy.

2019-2024



Sustainability & green deal high on the agenda

2024-2029



Competitiveness & security higher on the agenda

Europe's policy direction is **changing**.

GREEN DEAL



COMPETITIVENESS

AI generated illustration

Livestock is back on the EU agenda.



AI generated illustration

2026: The year that changes livestock?

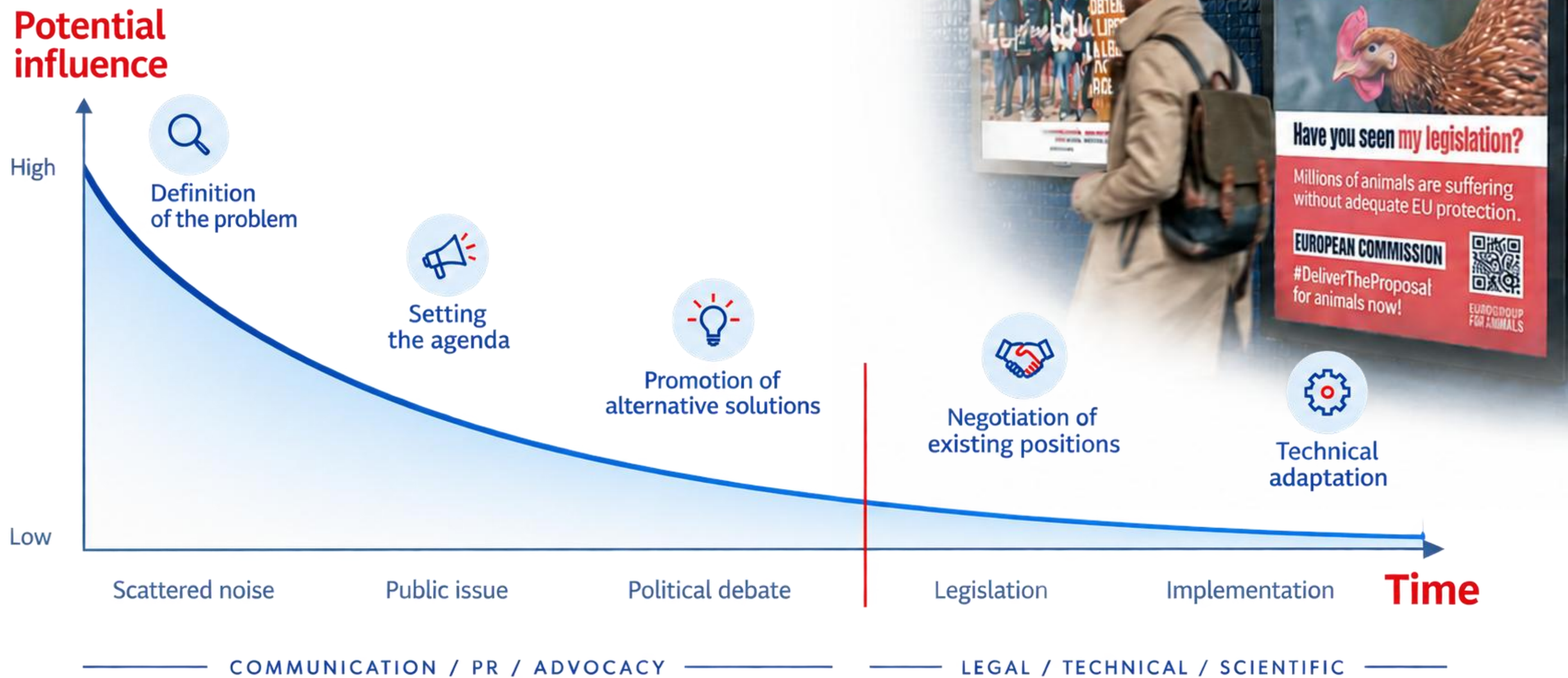
New political priorities.



Same high expectations.



Influence changes over time.



AVEC in action

Our voice, through **advocacy** & **partnerships.**



Meeting with EU officials

Meeting with Executive Vice President
Valdis Dombrovskis



Participating in dialogues

Livestock Workstream (Sustainability &
Competitiveness)



ELV partners meeting with Commissioner
Hansen & MEPs



Intergroup session on farm modernisation,
permits and environmental legislation.

Our voice, through **member cooperation.**

Shaping the Future of Turkey Production in Europe – Strategy Workshop 2025



Evidence that travels.



COSTS & IMPLICATIONS OF THE EUROPEAN CHICKEN COMMITMENT IN THE EU

01 avec-poultry.eu

→

May 2024

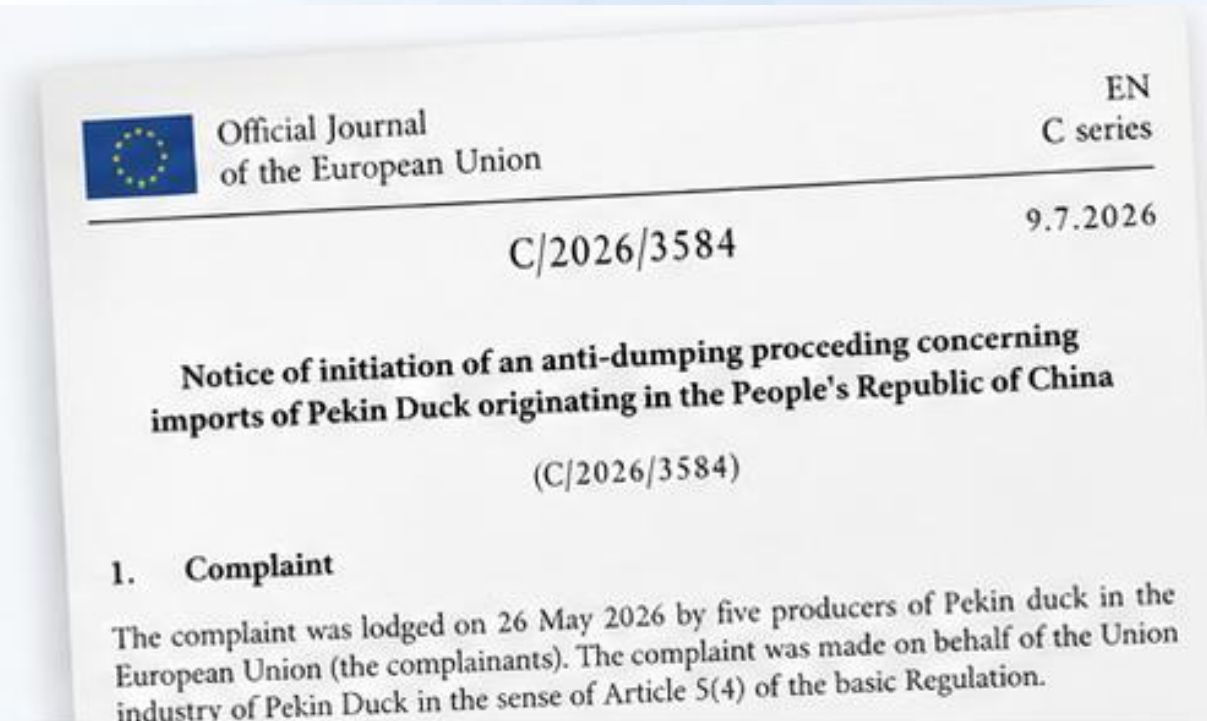


From advocacy to action. Reciprocity in practice.

Brazil: EU suspends poultry imports over antimicrobial requirements.



EU anti-dumping investigation on Chinese duck imports launched.



THAILAND

PRESS RELEASE

Compliance before concessions: AVEC calls for targeted suspension of Thai poultry imports

Brussels, 15 September 2026



CHINA

EURACTIV

Politics Opinion Defence Ukraine

AGRIFOOD

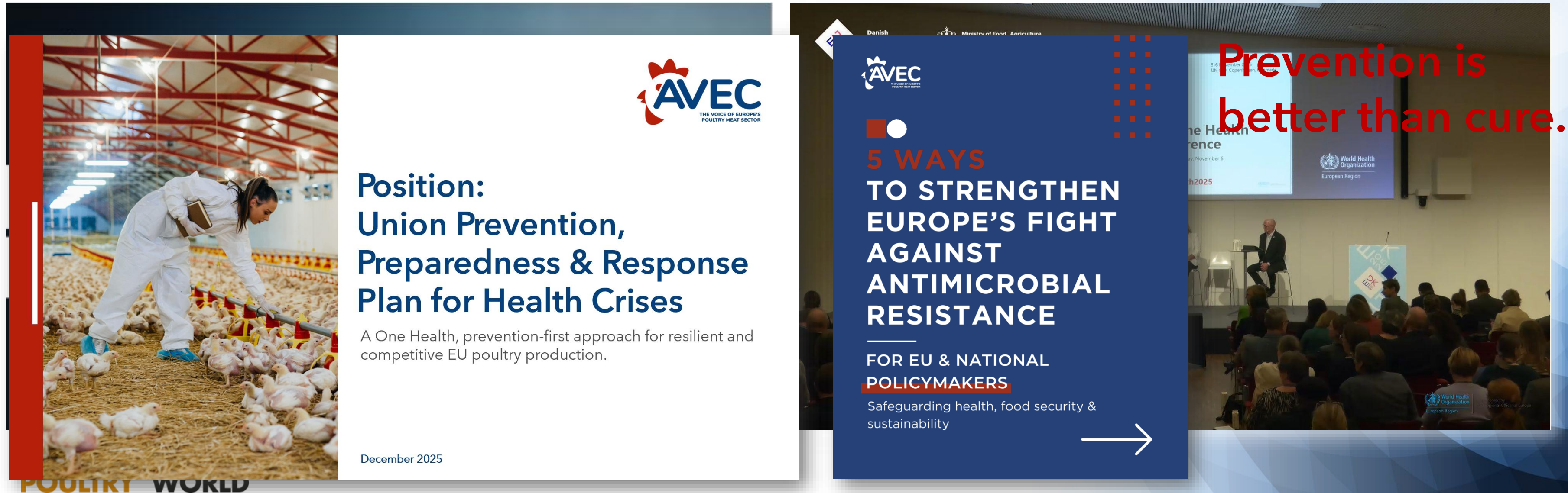
EU finds important gaps in Chinese poultry checks, sets tight deadline for fixes



**Audits
MUST have
consequences.**

From advocacy to action.

Animal Health: influencing the global agenda.



Taking influence **beyond the room.**

Earned media

Bloomberg



euronews.



EURACTIV

POLITICO

•contexte

POULTRY
WORLD

PoultryNews 

Social media



A year of action.
A shared achievement.



Looking ahead...
Where should AVEEC focus
its efforts next?



Where should AVEC focus its efforts next?

Conclusion



One voice. **Shared responsibility.**

Influence is built together.

Always remember

European
Poultry Meat
is part of the
solution

